

An Initiative By:



**Nakhsha**



*Wheeler Cleaner*

Presents

Curated By:



**QURATIVITY**

MEDIA

BUILDING ICONIC BRANDS

# श्रंग

Mysuru

2022

Inter-school painting  
competition for  
students & parents

**CASE STUDY**

# SPONSORS

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# SATHRANG 2022

*Inter-school painting competition for students and parents*

The word **Sathrang** is derived from *Saath* and *Rang* - convergence of seven colors like a rainbow. The idea of Sathrang was born at Qurativity Media when we were thinking of converging (merging/connecting) children from various schools on a single platform.

Children add color to a family. Every parent dreams of a home for their children. Colorful homes add happiness to families. When you paint a dream home as a family, your dreams unite. Hence, Sathrang is born with the objective of providing platform to students and parents to paint their dream homes at St. Thomas School.

# Categories:

## There were 3 Categories:

Super Junior - Students from Class I- IV

Junior - Students from Class V- VII

Senior - Students from Class VIII-X.

# Prize Giveaways:

## The prize giveaways were in three categories for each section:

I Prize: INR 10,000/- + Trophy + Certificate

II Prize: INR 5,000/- + Trophy + Certificate

III Prize: INR 2,500/- + Trophy + Certificate.

Participation certificates was given to all students.

## Campaign Objective:

- ✓ Increase in Number of footfalls in the events.
- ✓ Increase in Brand Visibility.
- ✓ This is the first event in Mysore in which children got a chance to paint their dream home with their family.
- ✓ On the occasion of Children's day, we wanted to provide a platform for parents and children to come together and create a good memory together.
- ✓ We gave a platform to the children to showcase their creativity and potential.

## *Strategies Implemented:*

- ✓ We went to each and every school in Mysore and promoted about the event.
- ✓ We on boarded qualified artists as judges.
- ✓ Promotions in Social media – Promo videos, Teasers
- ✓ There was no entry fee and we kept attractive cash prizes for each category.



## *Promo Video of Sathrang:*



*Have a look at our junior van Gogh, paint her Dream Home.*

## *Highlight of the Event :*



*Have a look at our Q-Team's impromptu dance which created an adrenaline rush among the masses.*



# Winners of Sathrang 2022

## Super Junior Category

**सथरंग 2022** **QURATIVITY**

*Congratulations*



**Kiran S**  
First Place  
Category: Super Juniors

➤

**सथरंग 2022** **QURATIVITY**

*Congratulations*



**Krithvini Vijay**  
Second Place  
Category: Super Juniors

➤

**सथरंग 2022** **QURATIVITY**

*Congratulations*



**Ilaa Samyojitha**  
Third Place  
Category: Super Juniors

➤

# Winners of Sathrang 2022

## Junior Category

**Sathrang 2022** **CREATIVITY**


### Congratulations



**Pavani H P**  
First Place  
Category: Juniors

**Sathrang 2022** **CREATIVITY**

### Congratulations



**Deeksha K**  
Second Place  
Category: Juniors

**Sathrang 2022** **CREATIVITY**

### Congratulations



**Dhrithi V Shah**  
Third Place  
Category: Juniors



# Winners of Sathrang 2022

## Senior Category

**सथरंग**  
2022-23

QURATIVITY  
Media & Events

### Congratulations



**Aaron Alex**  
First Place  
Category: Senior

➤

**सथरंग**  
2022-23

QURATIVITY  
Media & Events

### Congratulations




**Namana N**  
Second Place  
Category: Senior

➤

**सथरंग**  
2022-23

QURATIVITY  
Media & Events

### Congratulations



**Litesh Gowda V V**  
Third Place  
Category: Senior

➤



# Capturing the Audience



# Sathrang in Newspapers

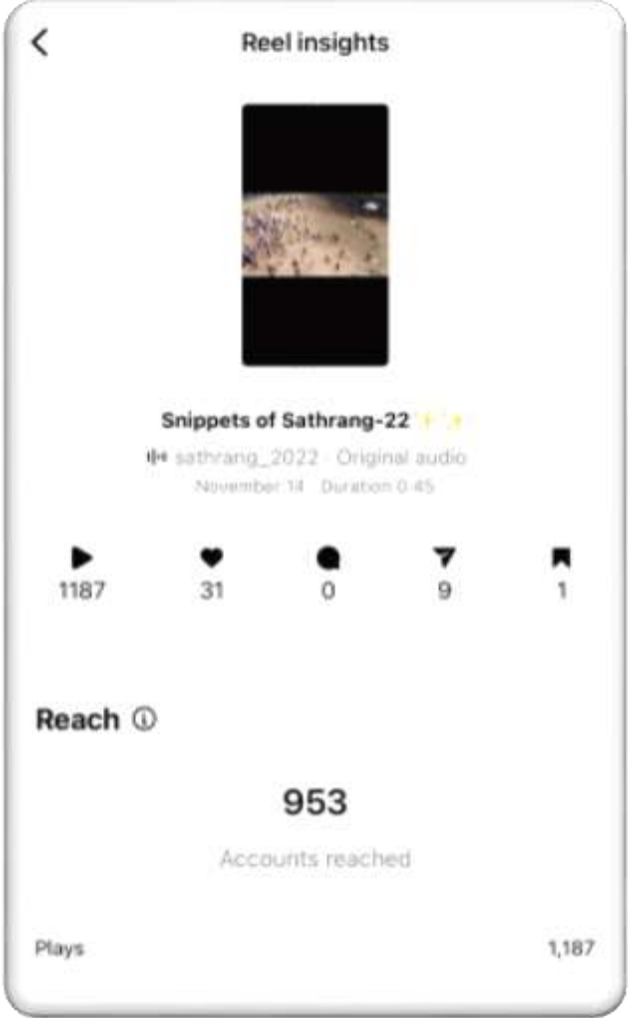




# Highlights in Social Media:



# Highlights in Social Media:



## Results:

- ✓ 1500+ Registrations.
- ✓ 1000+ Walk ins.
- ✓ Parents went home with their happy faces.
- ✓ Parents are eagerly waiting for the next event.
- ✓ Above all, super satisfied kids and parents.