



SSR INSTITUTE OF MANAGEMENT & RESEARCH, SILVASSA

Empower Yourself @ IMR

NAAC Accreditation with Grade "B+"

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Marketing Sparklez's Campaign **"At SSR IMR have a Good Day"**

On 10th March 2025

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Report prepared by Mansi Badhe

SSR IMR Marketing Sparklez, the Marketing Specialization students attempted a campaign on "At SSR IMR Have a Good Day" on 10th March 2025. Marketing Sparklez, the student marketing club at SSR IMR, organized this brand promotion campaign titled "At SSR IMR, Have a Good Day." The campaign aimed to creatively engage students with activity centred on **Good Day biscuits**, aligning the brand with positivity and joy. Last Year the Marketing Sparklez celebrated Parle-G with theme "When Parle-G meets IMR, Genius gets created." This year with the punch line "At SSR IMR, Have a Good Day," the initiative brought attention to the brand's message of spreading happiness through its delightful products. The campaign created a cheerful atmosphere across the campus, encouraging students and faculty to embrace the spirit of a good day. Sparklez Ms. Ananya Bhansali introduced the entire campaign and anchored the event. This simple yet thoughtful gesture allowed participants to experience the brand firsthand, associating it with moments of joy and connection. The campaign was well-received, leaving a lasting impression on the campus community. By effectively integrating the brand's identity into a relatable and positive context, **Marketing Sparklez** successfully highlighted the essence of **Good Day biscuits**. The initiative fostered a sense of happiness and togetherness **at SSR IMR**.

