BRAND BATTLE

Study Guide: Choose Your Category, Choose Your Brand, Win the Battle | IVYES Entrepreneurial Summit, Business Rounds

1. THE CHALLENGE

Brand Battle puts you in the role of a brand champion. You will pick one of three categories, choose a brand from it, and then present an ad for that brand that shows why it comes out on top of its rival. The round has three stages:

Stage 1
Choose your category and explain why you picked it.

Stage 2
Choose your brand within that category and explain why you picked it.

Stage 3
Battle for your brand and show why it is the better choice.

2. THE THREE CATEGORIES

The categories are provided by the organizers. You must choose one, and your brand must be one of the two brands in that category.

Category	The Battle	Industry
Category 1	J. vs Outfitters	Fashion and apparel
Category 2	Toyota vs Honda	Automobiles
Category 3	Samsung vs iPhone	Smartphones and technology

3. STAGE 1: CHOOSING YOUR CATEGORY

> **One Category Only:** Each delegate may select only one of the three categories listed above. No other category may be chosen or combined, and your choice stands for the entire round: your brand must be one of the two brands within your selected category.

Begin by telling the judges which category you chose and the reasoning behind your choice. A strong answer is specific, honest, and linked to something you actually know. Consider:

- **Your connection:** your interest in the industry, your experience as a customer, or your knowledge of how it works.
- **The market:** how large, competitive, and important the industry is, and who its customers are.
- **The rivalry:** why this particular matchup is interesting, and what makes the two brands such strong competitors.
- **Your strengths:** why this category lets you argue most convincingly, and how it connects to your business studies.

4. STAGE 2: CHOOSING YOUR BRAND

Next, tell the judges which brand you picked and why you believe in it. Your reasons should go beyond personal preference. Cover:

- **The brand's story:** its identity, reputation, and what it stands for.
- **The customer:** who it serves and why those customers choose it.
- **Its strengths:** the two or three things it does better than its rival.
- **Its weaknesses:** the areas where it is challenged, and how you would answer that criticism.

5. STAGE 3: YOUR BRAND AD

Finally, you must present an advertisement for the brand you have chosen. This ad is how you battle for your brand: it should show the judges why your brand is the better choice in its category.

> **Ad Style & Format Requirement: The advertisement will be either persuasive or informative, and it must be strictly between 60 and 90 seconds long (no shorter and no longer).**

Your ad should include:

- **Clear Brand Focus:** Your chosen brand as the clear focus, with its name and logo easy to see or hear.
- **Core Message:** One clear message about what the brand stands for or why customers should choose it.
- **Target Audience:** The ad should speak directly to the customers the brand is aiming for.
- **Competitive Edge:** What makes the brand stand out against its rival, shown clearly through the ad itself.
- **Creativity & Originality:** The ad should be your team's own work, engaging, and memorable.
- **Strong Ending:** A decisive conclusion, such as a strong tagline or call to action.

** Confirm the submission format and any other specific technical requirements directly with the organizers.*

6. AREAS TO DRAW FROM

Choose the areas where your brand is strongest and build your ad around them. These apply to every category:

Area	Questions to Ask
Identity & positioning	What does the brand stand for? How is it seen by customers compared to its rival?
Target audience	Who buys it, and why does it suit them better?
Product & quality	How good, varied, and dependable are the products?
Price & value	What does the customer get for the money?
Innovation	How does the brand keep improving and staying ahead?
Marketing & image	How does it communicate with customers and build loyalty?
Service & reach	How easy is it to buy, use, and get support?

7. ANGLES BY CATEGORY

Category	Angles to Explore
J. vs Outfitters	Heritage and brand identity, style and range of collections, target age group, price points, seasonal and festive offerings, store experience, online and social media presence.
Toyota vs Honda	Reliability and resale value, fuel efficiency and hybrid technology, safety features, engineering reputation, pricing across models, spare parts and after-sales service.
Samsung vs iPhone	Range of models and price points, camera and performance, software and updates, ecosystem of connected devices, design and status, customization, resale value.