

Soba Snippets

presents

THE Winter break

EDITION





SoBa Snippets

Newsletter club



CONTENTS



winter break edition

Editor's Note

SoBA Snipp-events

- ADMIRE Ad-Fest
- SoBA Premier League
- AD-World Showdown by Inkspell

Clubs X Snippets

- PATRICIDE THE MUSICAL
- SaReDrama
- Brandstorm
- Atelier

Snippets special

- The ultimate guide to get ahead this semester
- How to deal with college stress
- Positive affirmations to practice this new year

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Note from the desk of the Editors

As we move into the final months of the year, we want to take a moment to reflect on all that has transpired in the past few months. The end of the year is a time of change and transition, and it is important to take stock of where we have been and where we are headed.

We encourage all members of the college community to take time to reflect on the things they are thankful for and to give back in whatever way they can.

As we were moving into December, we were gearing up for the end of the semester and final exams. This has been a challenging semester for everyone including us which is why we weren't able to publish a newsletter in December therefore, we have compiled the events from November and December into one.

Finally, as we ended the year and then started a new one, let us remember that we are all in this together. By working together, we can overcome anything.

Thank you for your continued support and dedication to our college community.

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S O B A

SNIPP – EVENTS

The first Ad fest event - ADMIRE
was held on 10th November 2022
organised by the students at SoBA
and was a great success.





AD-MIRE



Artistic



Emotional



Magical

AD - MIRE



MAKE THE MOST OF YOUR AD-MIRE

On 10th November 2022, SoBA conducted its very first ADFEST in the Mukesh Patel auditorium. The event served as an award ceremony for the students of SoBA and displayed the various accolades won by the students for their creativity and artistry in various fields such as photography, filmmaking, video editing etc. It was hosted and conducted by the students themselves and involved performances from several clubs within SoBA.

The event commenced with the Saraswati Vandana, followed by the NMIMS anthem. This was shortly followed by the first award of the night. The crowd was energized throughout the ceremony and the anticipation for winners announced were palpable in the air.

The winners were not only awarded their trophy but also had the opportunity to have their work displayed on the projector to all their peers. The award ceremony itself was laced with performances by several SoBA clubs which were met with great enthusiasm and appreciation by the crowd. Acts such as the standup comedy performance, dance routine by 'Zephyr' and musical medley performed by 'Lehrein' were met with tremendous applause.

**'PATRICIDE', THE MUSICAL,
PROVED TO BE THE
STANDOUT PERFORMANCE
OF THE EVENING**



It marked the first joint effort of the three performing arts clubs of SoBA - music, drama and dance. The musical proved to be a massive success as by the end the performers were met by a standing ovation by the crowd. The event was a reminder of the various talents blooming within SoBA. Students got to witness the talent and creativity of their peers. Many student projects were met with applause and cheer from the crowd.

The environment within the auditorium was always one of pride, appreciation and admiration. Several students noted feeling inspired after the event, stating that they looked forward to participating themselves next year.

The event was concluded by Mr. Risabh Dwivedi, faculty member of SoBA congratulating the winners and stating that he was proud of the success of the ADFEST. He further assured students that they were to look forward to many more opportunities in the future to display their talents and ingenuity. This ADFEST marked the first for many more to come.

-Dhwani Venkateshwaran

November 2022



SoBA Premier League

The SoBA Premier League was a highly competitive and exciting sporting event that took place on 19th and 20th November. The event was organised by Fairplay, the sporting committee of NMIMS - School of Branding and Advertising (SoBA) and was held at the organisation's sports complex. It featured four different teams - Minal Maniacs, Percy's Pirates, Kinnarie's Kombats, and Pande Panthers - competing in seven different events: men's and women's football, kho-kho and tug of war and mixed cricket.

Before the tournament began, the teams participated in an exciting and highly anticipated SPL auction. The auction allowed each team to select the players they wanted to add to their roster, using a predetermined budget. The teams were able to strategically build their squads, with the goal of assembling the strongest and most well-rounded team possible. Raghav Rawat (46cr, Pande Panthers), Fahel Khan (31cr, Pande Panthers), Samanyu Singh (32cr, Percy's Pirates), best bowler - Suyash Kamtekar, and Player of the tournament - Mohammed Ammar (29cr, Minal Maniacs) were some of the top picks. Women's player of the tournament and best goalkeeper - Akshata Shetty (18cr, Percy's Pirates) was the top pick from the women's auction pool.

The tournament was played in a round-robin format, with each team playing against every other team. The top two teams from the group advancing to the finals.

SPL kicked off with the tug of war event where Pande Panthers dominated the event in men's category. Strong man Raghav Rawat and marquee player Fahel Khan were like two immovable pillars. Same can be said about Akshata Shetty led Percy's Pirates in the women's category. Minal Maniacs came runners up in both the categories but were just not good enough to be the best.



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Next up was the kho-kho event where a quick and agile Suyash Kamtekar along with his clever and tenacious skipper Hrithik Subudhi made sure that there was no competition put up by the other contingents in the men's category.

Percy's Pirates dominated the event yet again in the women's category. Some notable performers for them were Thara Rukmani, Aashni Parekh, Ayushi Chugh and obviously Akshata Shetty.

The mixed cricket tournament was the third event of SoBA Premier League and featured teams made up of players from various batches and skill levels.

Minal Maniacs were hot favourites coming in the finals with Anirudh Awasthi, Mohammed Ammar and Arnab Deshmukh scoring runs for fun but little did they know that a major upset was incoming in the final.

The final was a closely contested match between Minal Maniacs and Kinnarie's Kombats, with the Kinnarie's Kombats eventually emerging as the champions after a strong performance by the Best Bowler - Suyash Kamtekar and a team effort by the Kombatants.

The men's and women's football tournaments were held on the second and final day of the SoBA Premier League. The final matches of both tournaments were highly competitive, with Pande Panthers winning the women's tournament after a dramatic victory over Percy's Pirates in the final thanks to the striker of the tournament - Manini Patwari who anchored the upset that saw the women's team of Percy's Pirates losing their first and only match of the tournament.



Best Goalkeeper
Aditya Shah (Minal Maniacs)



Best batsman
Anirudh Awasthi (Minal Maniacs)



Top Goalscorer
Nishith Singh (Minal Maniacs)



Top Goalscorer
Manini Patwari (Pande Panthers)



Man of The SPL
Mohd. Ammar (Minal Maniacs)



Woman of the SPL and best GK
Akshata Shetty (Percy's Pirates)

The men's tournament on the other hand was quite one sided with Minal Maniacs captained by Arnav Deshmukh destroying every opponent they faced thanks to the stellar efforts by Nishith Singh (highest goalscorer of the tournament), Aditya Shah (goalkeeper of the tournament), Mohammed Ammar (player of the tournament) and technical brilliance of Sparsh Sadh.

Every team gave a valiant effort throughout the SPL. It was a thrilling event that had the students of SoBA on the edge of their seats until the very end. Overall, it was a great sporting event that will be remembered by the students and faculty for years to come. The event was a huge success and all credits go to Fairplay's team comprising of Fahel Khan (club head), Suyash Kamtekar (club head), Hriday chitalia (oc head), Hriday Babal (oc head), Dev Agrawal (marketing head), Nitin Madhu (social media head), Devansh Dutt (social media head), Jashh Lohia (marketing head) and others involved.

Gender	Sport	Teams			
		Percy's Pirates	Pande Panthers	Minal Maniacs	Kinnarie's Kombats
Men	Football	2	4	8	0
	Kho-Kho	4	1	2	7
	Tug of War	2	8	4	0
Men's Total		8	13	14	7
Women	Football	6	6	0	2
	Kho-Kho	8	2	0	4
	Tug of War	8	2	4	0
Women's Total		22	10	4	6
	Cricket	0	2	6	6
Total		30	25	24	19

- Arnav Deshmukh



Percy's Pirates

Percy's Pirates made a strong showing throughout the entire event. They demonstrated excellent teamwork and sportsmanship, and their hard work and dedication to the game paid off in the end. Despite facing tough competition, they remained focused and determined, and their skill and determination ultimately led them to victory. The team's owner - Percy Vaid and teammates played a crucial role in their success, and our entire college is proud of their accomplishment. Pirates victory is a testament to their talent and hard work, and they are sure to be remembered for their impressive performance in the first edition of SoBA Premier League

Winners of SPL
Women's Tug of war and kho-kho winners





Pande Panthers

Pande Panthers put up a strong fight and gave their all throughout the entire event. Despite coming up just short of the ultimate victory, they should be proud of their impressive performance and the effort they put into the competition. They demonstrated excellent sportsmanship and teamwork, and their skills and determination were evident on the field. The runner-up team faced tough competition, but they remained focused and never gave up, and their efforts were recognized and appreciated by their owner - Sangieta Pande as she made jerseys with the name and number printed on the back for every athlete in her team. Though they may not have taken home the top prize, Pande Panthers' performance will not be forgotten and they have much to be proud of.

Women's football winners
Men's tug of war winners



Minal Maniacs

Minal Maniacs showed true grit and sportsmanship throughout the competition. Despite facing tough competition, they never lost focus and gave it their all. Their captain and supporters played a crucial role in their success, and the entire college recognized and appreciated their efforts. Though they may not have taken home the top prize, the bronze medalist team should be proud of their impressive performance and their determination to succeed. Their hard work and talent earned them a well-deserved place on the podium, and their performance will be remembered for a long time to come.

Men's football winners



Kinnarie's Kombats

Although they fell short of the top prize, Kinnarie's Kombats should be proud of the effort and perseverance they displayed throughout the event. Despite facing fierce competition, they exhibited exceptional sportsmanship and teamwork on the field. Even in the face of defeat, they never wavered and their aptitude and resolution were clear. The guidance of their coaches and supporters played a vital role in their triumph and the entire community recognizes and values their efforts. Though they may not have reached the podium, their performance will be remembered and they have much to be proud of.

Cricket winners

Men's kho-kho winners



Owners



Sangieta Pande
(Pande Panthers)



Percy Vaid
(Percy's Pirates)



Minal Sharma
(Minal Maniacs)



Kinnarie Singh
(Kinnarie's Kombats)

Captains



Hriday Babal (Pande Panthers)



Women's Football winners



Men's Tug of War winners



Ishaan Sahay (Percy's Pirates)



Winners of SPL



Women's Tug of War
and Kho-kho winners



Arnav Deshmukh (Minal Maniacs)



Men's Football winners



Samanyu Singh (Percy's Pirates, 32cr)



Hrithik Subudhi (Kinnarie's Kombats)



Men's Kho-kho winners



Cricket winners



Suyash Kamtekar (Kinnarie's Kombats, 31cr)

Vice Captains



Lisha Jagwani (Pande Panthers)



Top Goalscorer - Nishith Singh (Minal Maniacs)



Vatsal Jain (Percy's Pirates)



Sharvart Mhishjan (Kinnarie's Kombats)



INKSPELL

Inkspell's AdWorld Showdown event was hosted by the NMIMS School of Branding and Advertising (SoBA). The event included a Masterclass for our undergraduate students which was an altogether great learning experience. Further, panel discussion sessions had eminent speakers. Brand of the year and agency of the year was among SoBA students and corporates too. In the end, the Felicitation of Jury members was done by Faculty members and the coordinator of SoBA. The event overall was a live learning experience.

It hails to be one of India's top programs designed to recognize and celebrate excellence in branding, creative communications, and advertising effectiveness. It was an experience of power-packed sessions, exclusive invite-only workshops, and activities designed for agencies to educate and establish networking zones with great industry leaders.

The winning team of NMIMS (SoBA), composed of Tinisha Dhankhar (SY), Prisha Sharma (SY), Anant Sharma (SY), Ujjwal Thakur (TY), and Sanchit Chadha (TY) participated in the agency war.



Tinisha Dhankhar (SY), Prisha Sharma (SY), Anant Sharma (SY),
Ujjwal Thakur (TY), and Sanchit Chadha (TY)

Many agencies and student teams participated in the competition. Their task was to decode and present viable solutions to a jury of professionals based on a case study. For the case study, they had to create campaigns to launch Colour Expert hair solutions in India (a luxury hair and beauty brand).

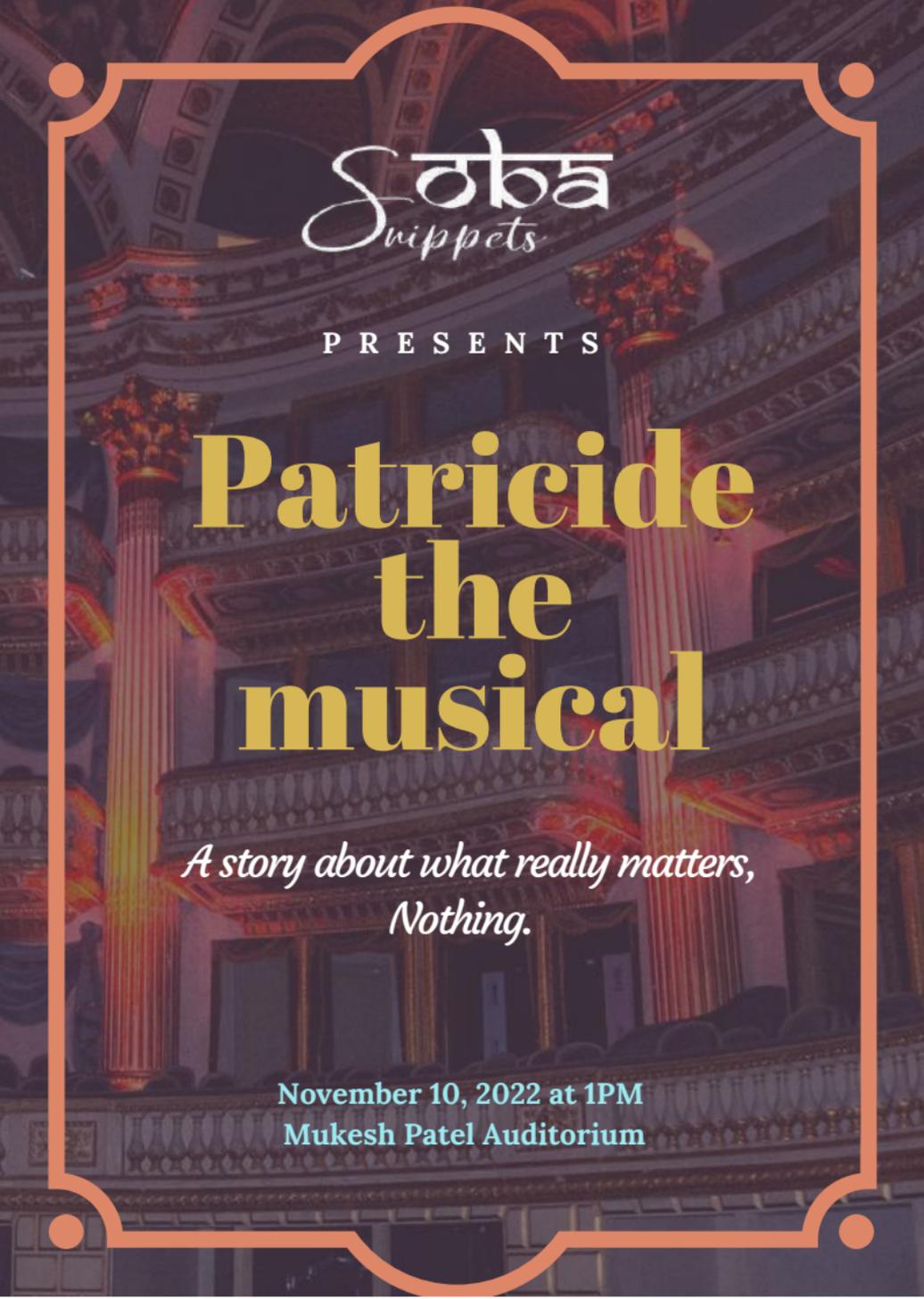
The jury which consisted of CEOs, VPs, and senior marketing professionals was impressed with the quality of work and in-depth research that was presented.

The AD agency war competition provided a great insight into what young professionals in branding and advertising are expected to deliver. In addition, it has allowed our students to make effective use of our creativity within a short timeframe.

-Prisha Sharma



CLUBS X NOEL SNIPPETS



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P R E S E N T S

Patricide the musical

*A story about what really matters,
Nothing.*

November 10, 2022 at 1PM
Mukesh Patel Auditorium



Patricide The Musical

"Patricide: A masquerade" was a memorable and heartfelt, one-of-a-kind collaboration of drama, dance and music clubs (Zephyr x SaRedrama x Lehrer). This musical experience was a journey comparable to none other.

What started as a wish for all the clubs to work together and to pull off something extraordinary and everlasting, turned into a beautiful theatrical piece.

The heads of SaReDraMa pitched the idea of performing a musical on one of the most iconic songs "Bohemian Rhapsody by Queen". Bohemian Rhapsody loosely translates to "An Artist's Fantasy". It expresses an array of emotions, contains elements of fantasy, opera, great harmonies and instrumental portions of music and hence has a legacy of its own. Our Performing Arts team took creative liberty to write, direct, choreograph, compose and produce a musical play that would elicit a strong array of emotions.

Zephyr (The Dance Club) with their skilled artists and choreographers got working on the dance bits and visuals which were mostly focused on giving depth to the characters and the performance overall Lehrer (The Music Club) with their melodious choir and instrumentalists started practicing and working on the harmonies and the composition of the song to do justice to the iconic masterpiece that we had chosen.

SaRedrama (Drama Club) with its talented and versatile writers and actors scripted and enacted the story following the dance and music clubs' part in the musical.

Chaotic is an understatement for the next predicament we came across. The pieces were set, but now we somehow had to put them all together and bring to life the picture we all had in our minds. Through gruelling rehearsals and tens of hours of practice, we not only came close to the vision that we had, we surpassed it. It was a beautiful, mesmerising musical that the audience gushed over and applauded with a standing ovation. It was truly a once-in-a-lifetime moment for everyone involved. Our hearts were full, tears of joy welled up and we just couldn't express our happiness in words. No adjectives were enough to describe what we felt at that moment and in the end all the effort we put in was worth it.



SoBA's students make us proud again

Improv activities test your spontaneity while keeping all the theatre basics in mind, with the ultimate objective of being funny. With two of our participants finishing their exams, and the other two preparing for the same, it was in the last week of December when we went for the MoodIndigo competition, held at an all-Asia level by IIT Bombay in its Powai campus. As it was the biggest and best fest out there, the nervousness was only natural but it being an improv event we made sure we did not let it get to us. We made sure to be humble and to go and give it our best shot. You never know about events like improv, with art being subjective, and humor being even a notch above that in subjectivity. Roughly 14-16 teams were participating and most of them had a solid performance. There were a lot of fun performances, a lot of hard ones as well. All of us boys had a lot of fun and eventually, we won the second prize. More than winning, what mattered was we learnt, experienced and enjoyed!





BRANDSTORM X BRANDSPILL

Louis Vuittons latest campaign takes everyone by surprise



“They act like two legends cannot coexist”

It's not often that one gets to see two of football's greatest athletes come together unless it's for a game or for award ceremonies. And it's certainly not often that an illustrious rivalry of decades can be admirably represented in one photograph.

Luxury brand Louis Vuitton made it happen with their latest ad showcasing the football greats; Portugal team captain Cristiano Ronaldo and Argentina skipper Lionel Messi transfixed over a game of chess over a Louis Vuitton briefcase.

The campaign celebrates the French luxury conglomerate's long standing reputation for its travel trunk craftsmanship as well as the football legends, as the FIFA World Cup kicks off. At the opening ceremony, the FIFA trophy arrived and was presented in a custom Louis Vuitton Case. The concept was the brainchild of Antoine Arnault, head of communication and image at parent company LVMH Moët Hennessy Louis Vuitton, who introduced the influential Core Value campaign.



The story behind this extraordinary idea

"The idea of them coming together to play chess came to me after watching my 15-year-old stepson spend hours watching chess championship games on YouTube," said Arnault. **The ad serves as a reminder that clever product positioning is alive and well as Messi and Ronaldo are shown staring intently at chess pieces placed on the checkerboard canvas of a Louis Vuitton Damier attachécase.** Vuitton worked with Bruce Pandolfini, the chess teacher who consulted on the Netflix series *"The Queen's Gambit,"* to determine the positions of the chess pieces in the picture. Eagle-eyed aficionados spotted that it **mirrors a famous match between Magnus Carlsen and Hikaru Nakamura from 2017, which ended in a draw, suggesting that it is impossible to declare either Ronaldo or Messi the world's greatest footballer.**

Only the most revered maison in the world could do justice by bringing these two living legends and modern-day gladiators together, under Annie Leibovitz's unique lens, **once again reminding us how crucial brands are; in telling stories.** Ronaldo's post had a media impact value of \$2.8 million in the first 48 hours. Messi's post had a value of \$2.6 million, and Vuitton's post was worth \$1.1 million, which estimated the total MIV of the campaign at \$13.5 million.



"They act like two legends cannot coexist" these words by J Cole are much more than lyrics. They're a tale as old as time. Had this campaign been released two world cups ago, it simply wouldn't have had such voluminous impact. **Through this campaign, we witness the two greats pave the way for new talent and bid goodbye to the peak of their rivalry, neither with defeat nor with enmity, but rather, the most rare and remarkable victory two opponents could ever have: the mutual recognition of the other's greatness.**

READ MORE CONTENT RELATED TO BRANDS @ brandstorm.soba

OUTFITS OF THE MONTH

New year edition



Diya Chokhani (SY - A)



Shruti Singh (FY - B)



Ananya Shankar (SY - A)



Lisha Jagwani (FY - B)



Lehar Bachawat (FY - B)



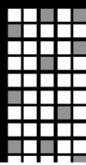
Aryann Khurana (SY - C)



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wishes you a very

Happy New Year



HOW TO DEAL WITH COLLEGE STRESS



The ultimate guide to get ahead this semester

Coming back to class after Christmas break is one of the top 10 most difficult human experiences ever. The feeling of having to get up in the morning and go to college after 2 weeks of being an absolute blob living your best life in bed is such a drag. Along with this, the added pressures of “new semester, new me!” lasts like 3 days before you relapse into your hanging-on-by-a-thread student aesthetic.

But we can help this semester be the best you've had because these are things I actually have tried and tested which helped me start off my semester strong. Starting off the semester strong sets the tone for the rest of the year, and it can help cultivate new habits, create time for out-of-college activities, and help you glide through the semester with way less stress and anxiety. Here are some of our tips to help you start off the semester strong:)

Analyse what went wrong last semester

I don't just mean in terms of the grades you got, I mean in every other aspect too: where did you waste the most time or money? What habits were harming more than hurting (as in taking up too much time and energy)? Are there any personal or mental issues that were harmful? These audits can help you troubleshoot these problems for the new semester so you make college easier for yourself.

Create a planner

I know this sounds boring and useless, but hear me out for a second. Planners aren't only for upcoming assignments and important dates, a highly customised planner can help with so much more - habit trackers, expense tracking, food tracking, weekly mental check-ins, etc. But the main reason I recommend creating a semester planner for yourself is that the thought process behind making a planner forces you to be realistic about your goals. When you're creating your goals, keep this question in mind said by Tim Ferris - “What would this look like if it were easy?”. This question will force your mind to think of the most efficient and least stressful way of doing something which you can then log into your planner to help you guide your way through the semester.

Do some preliminary reading on the upcoming subjects

Even though the first few classes of every subject are spent giving an overview of the subject, going into it with some basic knowledge of the field helps more than you realise, and it doesn't take that much time. Plus, knowing a little about each subject of your next semester doesn't only help with staying ahead in classes, it will help you begin to filter your areas of interest in your career as well. A subject you must've thought not so interesting could be cooler than you imagined, and if you know this before the semester begins, the classes will be more enjoyable and fruitful for you. This also helps you realise early on which subjects will require more or less study time and attention, which will help in planning.

HOW TO DEAL WITH COLLEGE STRESS



Keep it in perspective

- Lots of people will tell you this, because it's true - exams aren't everything. Whatever happens in your exams, you can still be successful in life afterwards. So if you don't do as well as you'd hoped, try to keep things in perspective.
- Employers don't just look at your exam scores. They're just as interested in your attitude, your transferable skills and how well you'll get on with other people.
- Exam success doesn't define you as a person. Everyone copes differently in different situations and there's so much more to your personality.

Get into some good habits

- Break your revision down into small chunks, and form a plan. Once you've got a plan, you won't have any more dilemmas at the start of the day about what to work on.
- Schedule in plenty of free time to unwind, and protect this time. Nobody can work all day every day. If you give yourself plenty of rest you can do the same amount of work in half the time or less.
- Equally, don't panic if you go slightly off schedule - tomorrow is another day.



Get that organised feeling

- Drink lots of water. People often underestimate how much hydration helps!
- Think about when and where you work best. Not everyone is a morning person, and some people don't find the library a productive place to work. There's no one best place or time to work - it's about what works for you.
- Keep active. Even a short walk will do. Exercising is one of the quickest and most effective ways to de-stress. Fresh air will clear your head and perk you up.
- Try to get about 8 hours' sleep a night. If you're stressed about not being able to sleep, there are lots of ways to aid a good night's sleep.

Avoid bad habits

- Don't cut out all the enjoyment from your life. It's tempting to decide you'll just knuckle down to work and "focus", but this is counterproductive - it's impossible to focus without giving your brain rest by doing other activities.
- Avoid stimulants. Caffeine, alcohol and drugs impede your energy and concentration in the long term. It'll also make it more difficult to get that much-needed sleep.



Get support from friends and family

- If you can, discuss with your parents what they are expecting you to achieve. Parents with steep or unrealistic expectations will just add unnecessary pressure. It's helpful to let them know what you think you have the capacity to achieve, and to insist that the best way to get there is to have support from your parents, not pressure.
- If you're feeling really worried or anxious, chat to a good friend, family member, or tutor. It helps to get it out of your system, and they may well be able to help think about practical strategies to deal with exam stress.

HAPPY HOLIDAYS

*It's been a busy year, but we
wouldn't have it any other way.*

3 POSITIVE AFFIRMATIONS TO PRACTICE TO END THE YEAR THE RIGHT WAY

1

AS THIS YEAR COMES TO A CLOSE, I WILL OPEN MY HEART TO
NEW OPPORTUNITIES THAT WILL PROPEL MY LIFE TOWARD
WEALTH, ABUNDANCE, AND JOY.

2

I AM PROUD OF ALL THE HARD WORK I PUT INTO MYSELF THIS
YEAR AND I WILL CONTINUE TO STRIVE TO BE THE BEST
VERSION OF MYSELF IN THIS UPCOMING YEAR.

3

I AM COMMITTED TO HAVING A POSITIVE ATTITUDE BECAUSE I
AM IN COMPLETE CONTROL OF MY OWN THOUGHTS AND
THOUGHT PATTERNS.

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