

Line of Fire 2

Event Format:

Qualifying Round:

The teams will be given a controversy (out of the three annexed) by Club Markup. Each team will give a write up of not more than 300 words defending their case. Based on these write ups teams will be selected for the final round.

Final Round:

In the final round each team will come up with its defensive strategy in front of the press. The teams will be subjected to cross questioning from the press and they will have to defend their strategy. The teams would be given 1 min for opening statement (to be given by the CEO) and 1 min for the closing statement to be given by any other team member. The cross questioning will take place for 7-8 min after the opening statement.

Important points:

- The team should comprise of 2-5 members.
- One of the team members should pose as the CEO of the company while other members can select to be the CMO, CFO, head of RD etc. depending on the case.
- The roles with the name of members are to be submitted with the write up.
- The teams can make suitable assumptions to defend themselves, however irrelevant assumptions will fetch negative points.
- There are points for questioning, i.e., all the teams can ask questions to the team defending their case.
- The teams are expected to come up with specific details to defend their case.
- Other teams are expected to also read cases other than the one allotted to them so that they can cross question and fetch points.
- Any team using unacceptable language will be disqualified.
- The Participants are required to submit a softcopy of their entry for the qualifying round before 26th November 2011, 11:59 pm to the Markup email id (markup.imt@gmail.com). The subject line of the email should be LineofFire2_<Team Name>. For ex. If the team ABC is participating then the subject should be LineofFire2_ABC.

Controversies:

1. SWOOSH

An Oregon anti-drug group has joined the mayor of Boston in calling out Nike for selling T-shirts stamped with "Dope" and "Get High." The T-shirts are part of the Nike 6.0 campaign launched earlier this month devoted to skateboarders, snowboarders, skiers, surfers and BMX bikers. One T-shirt depicts a fallen prescription medicine bottle with the word, "DOPE." Instead of pills, however, the oval shapes of skateboards and snowboards appear to be tumbling out. Newspaper articles say, major corporation like Nike, which tries to appeal to the younger generation is out there giving credence to the drug issue. Media quotes



"Prescription drug abuse is a huge problem in this country," ranking just behind alcohol for substance abuse. "It's getting out of hand -- people using it for recreational purposes and using for pain medications. Another T-shirt features "GET HIGH" above a Swoosh symbol and a third uses an expletive to dismiss the effects of gravity. The T-shirts are being sold at Nike stores globally and the Nike 6.0 website. The shirts are part of the larger campaign and will remain on sale through the duration of that campaign.

You and your team being the top level management of NIKE will come up with defence statements in front of the press to overcome the issue hindering the successful campaign.

2. DON'T HATE: UNHATE

United Colors of Benetton has never shied away from pushing the envelope with its diversity-championing ads. But has the brand gone too far with its new Unhate campaign? For its first major advertising push in a decade, the retailer's just-released campaign sees photo shopped images of world leaders kissing each other.



President Barack Obama is seen smooching Venezuela's Hugo Chávez and China's Hu Jintao, German chancellor

Angela Merkel plants one on France's Nicolas Sarkozy (above) and likely most controversial of all, Pope Benedict leans in for a kiss from Islamic Sheikh Ahmed Mohamed e6l-Tayeb. "Vatican spokesman Father Federico Lombardi called the unauthorized and 'manipulative' use of the pope's picture in the photo montage 'totally unacceptable' and suggested it might take legal action against the company and it has violated elementary rules of respect for people in order to attract attention through provocation." Past ads have shown a priest kissing a nun, a white baby breast-feeding from a black woman and three human hearts with the words "white," "black" and "yellow" printed over them.

"What does UNHATE mean," is the media asking? The New York Times has already declined the opportunity to run the provocative pictures. The Wall Street Journal reports: "there may also be fall-out from the world leaders themselves, whose images were doctored without permission."

You being the representatives of the company have to defend your campaign in front of the media. Also, there will be cross- questioning from the press. So, come up with defensive statements to protect the company's brand image.

3. RULING OUT

The sexism underlying the job of the air hostess is undeniable. Private airlines dress their female employees in little skirts with full make-up as they carry out work that is unrelated to how they look, and Air India's idea of matching the competition is to match their sexism. Recently, ten air hostesses employed by Air India were dismissed for being overweight. One of the Air India hostess with 27 years' service lodged an unsuccessful petition with the Indian High Court to declare the airline's weight policy unconstitutional, saying: "It is incredibly upsetting that working women are being targeted. This is not a modelling job; we are not working a catwalk. Though Air India periodically sends the male pursers for weight checks, these are not stringent. There has never been a case of grounding of male flight pursers due to overweight, in the history of Air India. Few days ago, Supreme Court ruled out the case in favour of the airline stating that overweight parameter is one of the selecting criteria's to be a part of this industry.

Post ruling, 'Women's Rights Association of India' agitated against the ruling and knocked the doors of Supreme court again. But people believe that this association's act is exaggerating. You and your team being a part of the association are here in a press conference defending yourself against the comments of the people.