PGP Bharat

masters' union university

Lucknow

One Day Consulting Challenge

From Heritage to Headlines

Reimagining Chikankari for the Modern Consumer

IN PARTNERSHIP WITH ada

Challenge Snapshot

Domain	Marketing, Advertising & Brand Storytelling
Duration	24 Hours
Partner	Ada Chikankari
Location	Lucknow
Core Output	45–60-second advertisement in Reel format
Primary Skill Developed	Consumer Insight → Creative Strategy → Persuasive Communication

Final Deliverables

1. One 45–60-second advertisement/skit.
2. Reel presentation before the jury.
3. Q&A and creative rationale.

UNDERSTANDING THE BRAND

About Ada Chikankari

The Heritage of Lucknow's Chikankari

Ada Chikankari offers students an opportunity to explore the intersection of traditional craftsmanship, fashion, and contemporary consumer preferences.

Rooted in the cultural heritage of Lucknow, Chikankari represents a traditional embroidery craft that combines intricate handwork, artistic expression, and cultural identity.

Through their immersion at Ada Chikankari, students will gain first-hand exposure to the brand, its products, customer experience, and the role of craftsmanship in building a contemporary fashion brand.

Students will be encouraged to look beyond the product and explore the stories, craftsmanship, consumer expectations, and brand values that shape the Chikankari industry.

Brand Context for Students

- **Heritage & Craftsmanship:** Explore the cultural significance of Lucknow's Chikankari and the role of craftsmanship in brand identity.
- **Product & Fashion:** Understand how traditional embroidery is incorporated into contemporary apparel and fashion.
- **Consumer Experience:** Observe how customers interact with the brand, its products, and its retail environment.
- **Brand Storytelling:** Examine how heritage, craftsmanship, and modern fashion preferences can be translated into meaningful brand communication.

This introduction serves as a starting point for students' exploration. Teams are encouraged to develop their own insights through the immersion.

THE CHALLENGE

Challenge Overview

From Heritage to Headlines: Reimagining Chikankari for the Modern Consumer

The 24-Hour Ad Challenge is an experiential marketing simulation where students step into the role of creative strategists, brand managers, and advertising professionals.

Following their immersion at Ada Chikankari, students will draw upon their first-hand observations of the brand, its craftsmanship, customer experience, and cultural heritage to conceptualise and produce a compelling advertisement within 24 hours.

The challenge encourages students to explore how a traditional craft can be communicated through contemporary storytelling, relatable consumer insights, and engaging creative execution.

Working in teams, students will develop a 45–60-second ad film or skit that captures the essence of Ada Chikankari and communicates a clear, persuasive message to a defined target audience.

The challenge will conclude with a presentation before an eminent jury comprising Ada Chikankari's leadership, who will evaluate the teams' creative thinking, strategic understanding, and execution.

YOUR TASK

Challenge Brief

Your Challenge: Create an Advertisement for Ada Chikankari in 24 Hours

Your team will be required to:

- Understand Ada Chikankari's brand identity, products, and customer experience.
- Identify a relevant consumer insight or communication opportunity.
- Define a target audience for your advertisement.
- Develop a creative concept and compelling storyline.
- Produce a 45–60-second advertisement in Reel format.
- Present your advertisement and explain the creative rationale before the jury.

The objective is not simply to create an attractive video, but to communicate a meaningful brand message that connects with the intended audience.

Indicative Themes for Exploration

Students may explore themes such as:

- Traditional craftsmanship and contemporary fashion.
- The emotional value of handcrafted apparel.
- Making Chikankari relevant to younger consumers.
- The relationship between heritage and modern lifestyle.
- Customer experience and brand differentiation.

The above themes are indicative. Teams are encouraged to identify their own insights and creative directions based on their immersion.

CHALLENGE POSITIONING

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Can you turn a centuries-old craft into a story that today's consumer wants to watch, remember, and act on?

This challenge invites students to look beyond the product, discover the story behind the brand, and translate their insights into creative marketing communication.

Through the 24-hour experience, students will connect traditional craftsmanship with contemporary advertising, gaining practical exposure to the process of creating meaningful and persuasive brand communication.

PGP Bharat × Ada Chikankari