



Creative Concept Presentation for Modern Vidya Niketan Palwal







Creative Concept # 1





"I Have A Dream"

"I Have a Dream.."





"I Have A Dream"

"I Have A Dream" is the popular name given to the public speech by Martin Luther King, Jr., when he spoke of his desire for a future where blacks and whites. This quote is one of the most popular quotes in the world. He showed the entire world that every dream can turn into reality if you have determination to achieve.

Our target group is the youth & students who are very familiar with this quote. Every young heart has a dream for tomorrow, a dream to create an identity, to become a personality & a successful man.





"I Have A Dream"

So our aim is to create self belief amidst the students to make them believe that they can do it. MVN being one of the finest educational institute to guide them & teach them ultimately to achieve their goal. And they can fulfill their dream with MVN

In the visual we are showing students in different colours signifying their different moods & different stages of life & finally coming into full colours in MVN. So the concept & the communication is easy to recall & proud to be associated with.





Ad Campaign

"I Have a Dream." Fulfilling Your Dream Is Our Mission

Les Filles MVN Institute of Engineering & Technology has enormous scope of imparting value based quality education in the field of engineering and technology in the existing industrial scenario in the state. It offers top class infrastructure, faculty and teaching methodology. The Institute also provides well-trained and qualified graduates for the development of industries in Haryana.

Courses Offered:

- Computer Science & Engineering
- Information Technology

- Electronics & Communication Engineering
- Applied Electronics and Instrumentation Engg

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"Have a Dream." Making Your Dreams Come True

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Modern Vidya Niketan, a chain of educational institutes has been imparting exceptional educational values for more than 25 years. It is well known for its Gopal Sharma Modern Vidya Niketan Institute of Engineering and Technology & Les Filles MVN Institute of Engineering & Technology for women that provides training for students to make them competent, motivated engineers and scientists offering meaningful education.



Special Features

• Well designed lecture theaters, syndicate rooms and seminar halls • Highly qualified, experienced, dedicated faculty & technical staff • Wireless fidelity (wifi) LAN computer labs with 24 hours of internet connectivity • Well stocked library with Issue, Reference, Reading section, Digital Library, Latest journals • Separate workshop building in more than 10,000 sq ft on modern design having separate section for boys and girls for Machines shop, Sheet Metal, Fitting Shop, Welding Shop, Foundry, Bays smithy shop, Carpentry shop • Well equipped EME, Electrical, Physics and Chemistry labs • Bus facility available from Delhi, Gurgaon, Faridabad and Palwal • Canteen Facility.

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"I Have a Dream." Fulfilling Your Dream Is Our Mission

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Hoardings









Radio Jingle

"I Have a Dream." Turning your Dreams into Reality

V.O.

I have a dream; I have a dream that one day I make my parents proud of myself. I have a dream to take my country into new heights. I have a dream to win every race of my life, every competition, every challenge.

Another V.O.

MVN's World Class Education, highly qualified & renowned faculty & excellent infrastructure helps you fulfill your dream.

For more information SMS at 53377 or log on to www.mvneducation.com





TV Scrollers

"I Have a Dream." Realize Your Dream with us

on, highly qualified & renowned faculty & excellent infrastructure turns your





Creative Concept # 2





"Stand Out"







Meredith West, World Renowned Philosopher





"If you want to stand out, don't be different, be outstanding."

This is a very motivational quote which the youth & students can easily relate to.

Our target group is the students who are very familiar with this quote & it emphasizes on being outstanding to become a successful man in their lives.

Our visuals are showing different elements portraying superiority amidst a competition & accentuates the fact that the outstanding always stands out.





Ad Campaign



Spreading Quality Education Motivating You to STAND OUT

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Enlightening with Knowledge Invigorating You to STAND OUT

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Focusing on Individual Talent Nurturing You to STAND OUT

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Instilling Fresh Ideas Inspiring You to STAND OUT

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Imparting Innovative Education Supporting You to STAND OUT

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development of industries in Haryana.

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Bringing The Best Out of You Stimulating You to STAND OUT

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Imparting Innovative Education

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Stay on Focus

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Creative Concept # 3





"Nothing Impossible"







Alexander The Great





"Nothing Impossible"

This quote is one of the most popular quotes in the world. Alexander The Great made this famous saying. This quote inspires people to never quit, no matter how difficult the situation is.

Our target group is the youth & students who are very familiar with this quote.

In the visual we are showing people turning impossible into possible in various adverse settings.





Ad Campaign



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