



# Ad-Mad

AD MAD is an 'Advertisement Making Competition' for students who want to showcase their creativity in Marketing products and services. Its objective is to acquaint the students about promotional strategies in marketing through advertisements. It comprises of humorous & conceptual ad presentation by the students.

## Problem Statement:-

In this event, participants will have to produce advertisement for a product in a way that will be quite appealing to the audience and judges.

## Team Rules:-

1. Each team can have maximum of 4 members, minimum 2 members.
2. Students from different institutes can form a team.
3. Each member of the team must carry the identity card of his/her respective institute.

## Event Rules:-

This event will have a total of 2 rounds.

## Screening Round:

In round 1, the participating teams will come prepared and present an advertisement for any product of their choice present it in front of the judges. Top 5 teams will qualify for the final round.

## Final Round:

1. In this round, teams will pick chits with a topic written in it.
2. At least 3-4 hours will be given to each group to prepare their ad. The timings will be notified to the participants before the event starts.

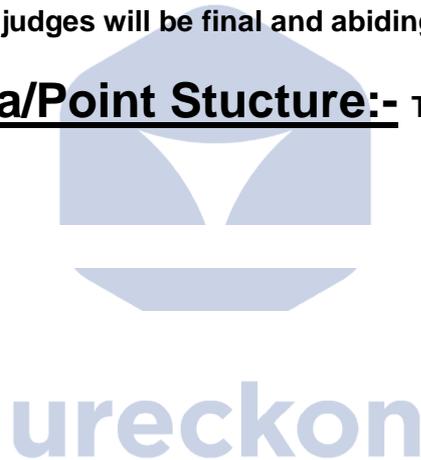




## General Rules:

1. The ad prepared by the contestants must not contain any obscene words/any subject that hurts the feelings of a culture/language/religion/region.
2. The students may enact their advertisement or can shoot a short video.
3. The ad should contain comic elements and should be entertaining.
4. Cameras, laptops, USB cables, pen drives has to be brought by the participants.(Only for those who will be presenting their advertisement through videos).
5. Participants who will be shooting a video may use any video acting software and any camera(even a Mobile camera will do) .
6. Judging will be done on the basis of team's creativity involved in **MARKETING** the product.
7. Negative marking or disqualification will take place for any disobedience of the rules.
8. The decision of judges will be final and abiding.

**Judging Criteria/Point Structure:-** To be Updated/Informed later.



### **Co-ordinators :-**

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