

Rules & Regulations for The AD MAD

About the Event

AD MAD is an '**Advertising Campaign Competition**' for Business students to showcase their creative business skills in marketing products and services. Students will act out on various amusing, attention grabbing and conceptual advertisement script and ideas relevant for different sectors including FMCG product, luxury goods and services, automobiles and social awareness etc. All the teams will be given a time frame to showcase their talent.

Teams can directly register themselves by going to XXXXXXXX website. The on campus event is on XXXXXXXX starting 9:30 AM at Pearl Academy, Mumbai campus

Overview

A team comprises of maximum 4 members. The 8 to 10 teams will be judged on following criterion—

- Advertisement's content – the storytelling aspect
- Expressions: how novel or amusing is the ideation
- The presenting team's fluency and presentation skills

Screening Round: Keep Thinking Marketing

1. In the round 1, the participants will have to come prepared & present an advertisement for a product/service of their choice within half hour.
2. Time allowed to present your prepared ad will be Max. 3 minutes.
3. The ad prepared by the contestant must not contain any obscene words/any subject that hurts the feelings of culture/ language/ religion/ region.
4. Negative marking for any disobedience of rules.
5. The decision of the judge is final and abiding.

Final Round: Impromptu

1. The selected top teams will be competing in this round.
2. In this round certain products or name of services will be given and the teams have to prepare an advertisement for it.
3. 20 minutes will be given to each team for preparation.
4. Time Limit for present: 3 Minutes

Awards:

- Top 3 teams will be awarded with Gift vouchers and certificates.

The remaining teams will be awarded with the participation certificates