

Rules & Regulations

EVENT: AD MAD SHOW

(Advertisement Making Competition)

Brief: *Group of four students, will be asked to create a marketing plan including creating a full-fledged creative campaign. Students have to present a conceptual ad of either a product or a service. Students will act out a TV / radio script and present ideas relevant on creating social awareness, etc.*

1. The topics for the Ad Mad Show will be given on the spot.
2. Each team will have 15 minutes for the preparation.
3. Maximum Time Limit for performing the Ad is 5 minutes.
4. The criteria for assessment includes content, spontaneity and adherence to the topic, coordination, appeal of the advertisement, humor and performance on the stage.
5. There should be no exposure to biasness against any caste or community or religion through your performance.
6. Use of vulgar expression and language will lead to disqualification of the team.

Criteria for Judgment:

- Content-information, Awareness and Humour
- Spontaneity/ expressions /Acting/ fluency
- Appeal of the Advertisement
- Overall Script and Play

Awards:

- Top 3 teams will be awarded
- Decisions of the judges will be final.