



## *Ad—Mad Show*

**“ADVERTISING is the art of convincing people to spend money they don’t have for something they don’t need.”**

**AD-MAD SHOW** is an 'Advertisement Making Competition' for students 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 FMCG product, while goods, services, automobiles and social awareness etc. All the teams will be given a time frame to showcase their talent.

### **Event Description:**

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

Advertisement’s content – How humorous it is.

Expressions

The presenter's fluency

### **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.
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 a 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 3 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

### **Event Co-Ordinator:**

**Chief – Sarita Yadav (ECE) (8233747320)**

**Mohit Jain Mogra (ECE)**

### **Other Co-Ordinators:**

**Jitesh Gupta (CSE) (7597290959)**

**Mohit Singh (CSE) (9462519854)**