

AD MAD

“A good advertisement is one which sells the product without drawing attention to itself”

Event format:

Problem statement:

Make a video advertising Engage perfume spray.

The event consists of two rounds.

ROUND I

The participants are expected to amalgamate their ingenious and innovative ideas by making video.

ROUND II

The selected teams will be intimated through e-mail. The teams are supposed to perform an act on the topics which will be given on the spot.

Specifications:

Choice of location or spot to make video is left to the participant's choice.

Tag line for the product is important in the video.

Send your video entries latest by **21st October, 2016, 12:30 pm** to **admad.ict@gmail.com**

5 minutes time will be given to the participants to prepare for the on the spot act during the event on 22nd October, 2016 from 10 am onwards in KV Audi.

Rules:

General Guidelines:

A team can have maximum of 6 participants.

All the members of the team should carry valid ID cards of their institutes.

Video should be of maximum four minutes.

Videos have to be mailed with the subject Ad Mad. This mail should also contain the registered name of the team, team mates, college name and contacts.

The selected teams should bring a soft copy of video on the day of round II.

Specific Guidelines:

The video should mention clearly idea of advertisement.

Videos should be submitted on the website admad.ict@gmail.com

Judging Criteria:

The video and the act will be given equal preference for marking.

The originality of ideas in advertisement is of the prime importance.