**JK LAKSHMIPAT UNIVERSITY**

**SABRANG – 2K18**

**AD-MAD SHOW**

**RULES & REGULATIONS**

**Description:**

Ad-mad Show provides the platform to display creativity and marketing ingenuity by designing some innovative and creative ads. This event is for all creative geniuses.

**Rules:**

* The participants will be asked to make an advertisement on the product or a situation on the spot
* Preparation time: 10 mins.
* Duration of advertisement: 5 mins.
* One table, two chairs, and two mics will be provided. No other props request will be entertained.
* Decision of the judges would be final.

**General Judging criteria: -**

* Ability to attract audience’s attention.
* Concept of ad
* Team work
* Voice modulation
* Ability to highlight the idea of product with minimum efforts
* Overall presentation

**Team Size:** 3-4 participants

**Maximum Teams from an Institute:** 03

**Registration fees:** INR 200/ team

**Minimum team’s criteria for validation of cash prize**: 04

**Dr. Punam Mishra**

**(Faculty Coordinator)**