

# **AD – O- MANIA**

## **Names of Coordinators:**

Shikhar Pandey ( Ist year )9453255480  
Divyansh ( Ist year )9808007842  
Harsh Dixit ( 2<sup>nd</sup> year )7599339522  
Neha Pal ( 3<sup>rd</sup> year )

AD-O-MANIA provides you an opportunity to showcase your innovative thinking, original ideas, perspectives and insights that make you stand apart from the crowd.

So “Test your creativity in selling and marketing some random product given on the spot”.

“In this event , each team will come on the stage and choose a slip from the bowl. Each slip will be containing a particular product name with some indications. That member will discuss about that with his/her team members.

They will be given a certain time limit, and in that period, they will have to make a short advertising play with their product Tag-line & perform in front of a live audience. The judges will decide the points for the team according to what they deserve “ .

# **AD – O- MANIA**

- **Rounds:** There will be two rounds preliminary & final. Top teams which qualify prelims will move on to final round.

## **RULES (PRELIMS):**

- There should be a team of minimum 3 members & maximum 5 members.
- The advertisement will be either in Hindi or English language.
- Time allowed to prepare their product will be 10 minutes & time to present it on stage will be 2-3 minutes.
- The ad prepared by the contestant must not contain any obscene words/any subject that hurts the feelings of a culture/language/religion/region.

## **RULES ( FINAL):**

- This time 5 prelim qualifying teams will be given a new theme which they will present next day with all their team members and it should be of 5 minute with all the same terms & conditions as in prelims.
- Act will be judged on the basis of its content , presentation, acting skills, creativity & humour.
- The decision of judge will be final and abiding