



IIT Bhubaneswar

Mad-ads

INTRODUCTION

“Many a small thing has been made large by the right kind of advertising”

MAD AD SHOW is an ‘Advertisement Making Competition’ to showcase the creativity in marketing products and services. The event's objective is to acquaint the students about promotional strategies in marketing through advertisements. It comprises humorous and conceptual ad presentations by the students. Students will act out on various advertisements script and ideas relevant for different sectors. The idea behind conducting this event is to provide a platform to participants to explore their creativity skills.

EVENT FORMAT

- The participants have to come up with video clips or ADs for the product they choose related to the theme given. Participants are suggested that their Ad should contain the essentials of advertisement, i.e. Clarity, provoking in nature, creativity, appeal and simplicity. The themes are
 - Automobiles and transportation (where participants have to make an ad on mentioned topic).
 - Recreate me (where participants can recreate any ad of their choice)
 - Service master (where they advertise a service of their choice)
 - The UNSEEN Talent (advertise an unseen talent and spread awareness)
- Participants can come up with an ad considering ANY ONE of the above themes. It's simple and clear that he/she will have to come up with advertisements showcasing all talent and creativity they got in them.
- Submissions will start from 12th January.
- Last date of submission is 20th January.
- Results will be declared momentarily after the last date of submission.

RULES AND REGULATION

- Can be done individually or in a team (a team can have maximum of 3 people)
- There should be no exposure to biasness against any caste or community or religion through your performance.
- Use of vulgar expression and language will lead to disqualification of the team
- Submission of work on the given link of Google Drive. Mention your Name, branch and Campus along with your work, adding on the theme you selected.
- The video clips cannot be more than 2 minutes.



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The Annual Techno Management Fest

WISSENAIRE

JUDGING CRITERIA:

- Way of conveying the information of the product
- Impact on the advertisement
- Innovation and creativity
- Content-information, Awareness and Humor
- Appeal of the advertisement
- Coordination
- Overall Script and Play

CONTACT DETAILS:

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