ADBIZ

"Bored of the commercials that you see on TV? Do you believe that the ads can be made better? Do you think that your creativity can make the world look up to you?

Here's an amazing platform where you as a group will be able to display your ad creating talent. It focuses on product, promotion and marketing.

As ordinary people, we like to see short but witty ads that convey the point. So, show us the efficacy of your energized neurons."

RULES AND REGULATIONS

- Only 5 participants per team.
- No participant can be a part of more than 1 team.
- Decision of the judges will be final and binding.

PRELIMS (ELIMINATION ROUND)

This round includes working on logos/slogans shown on screen. There will be five questions for each team(visual round)

TIME DURATION: 30 seconds for each questions.

ROUND 2: WEHUNT

Topics will be given to the team, they need to hunt over the web and find the given product, within the stipulated time.

- One of the members from the team needs to present the topic assigned to them.
- Participants are required to use their own device for searching the web.
- College will not provide any connectivity for making web searches.

TIME DURATION:

HUNTING TIME: 20 minutes

PRESENTING TIME: 5 minutes per team

ROUND 3: ADVERTISEMENT AND PRESENTATION

Topics will be given to the participants. One representative should also display the ad creativity talent of the group on stage.

The ad can be in the form of role play which may or may not require the students to use props.

TIME DURATION: 10 MINUTES per team for performance

Think different and just do it ☺......