

# BRANDWAVE

bring the name to fame

**AKA: Advertisement Video**

**Venue: Online**

**Eligibility: Senior**

**Team Composition: 1-4 members per team**



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## Prizes:



1st – ₹2500 + Trophy  
2nd – ₹1000

*Promote it and bring it to fame ! Video is the most attractive way to promote anything, bring your attention capturing skill to play through an Advertisement Video.*

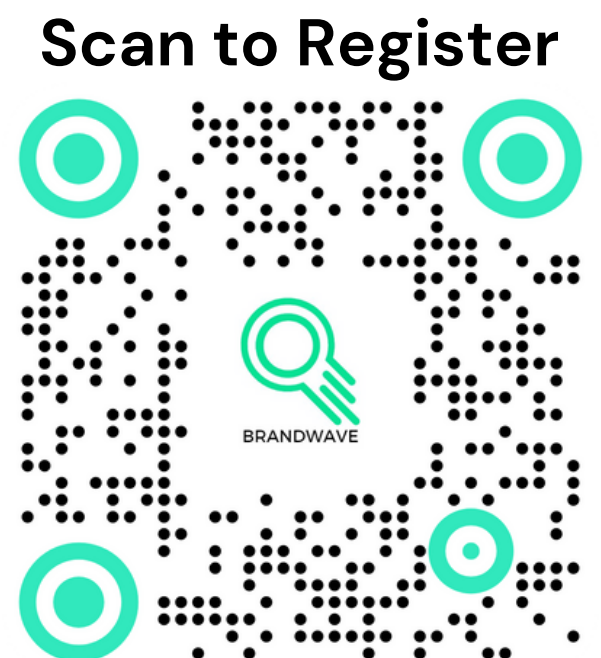
*Showcase your influential skills, editing skills and knowledge regarding products available in the market.*

## Rules:

- Event will be online
- The ad length should be not more than 45 seconds + 5 seconds of event intro (AVINYA)
- Participants are free to use any editing software
- Video frame can be portrait or square
- Participants can act out in the video or can also make it completely animated, with no limit on the number of actors
- *Details of the product will be given on WhatsApp group once registrations are closed* (Advertisement video must be unique and not a recreation of an existing one)
- Videos shall be submitted on or before 1 December 2022, 6 pm (Submission link will be sent to the group)
- Shortlisted videos will be uploaded on the Instagram page
- Videos will be judged based on the judging criteria mentioned above

## Judging Criteria:

- editing
- uniqueness(creativity)
- sound(background score or dialogues if any)
- product placement & info.



**Faculty Incharge:** Prof. Satyesh Kakodkar

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