

# BITS2BYTES 2018

## TO INFINITY & BEYOND 22-23 FEB

### Advermania

The idea of this event is to allow the players explore their creativity as well as their selling power. The Event is based on a marketing theme, participants will be given any tagline real or fictional and devise an ad campaign to sell the said products.

There will be two rounds all total -: Prelims and Finals.

#### 1st Round (or Prelims):

- A particular tagline will be provided to the participants, which they will have to use and advertise for any other brand rather than the original.
- Each student will be given total of three minutes to perform.
- Students will be performing individually and they will be judged on their thinking capability, convincing skills and creative ideas. Selected candidates will make it to the finals.

#### 2nd Round (or Finals):

- A Tagline will be provided.
- You need to act according the given Tagline.