

# **ADVENTURE**

## **➤RULE BOOK**

### **RULES FOR ADVENTURE**

The game will have 3 rounds.

- **1<sup>st</sup> Round.**

- Participants have to make an advertisement on the given product.
- The advertisement can be creative, funny, but should not have any objectionable content.
- On the basis of creativity points will be given, and teams will be shortlisted for next round.

- **2<sup>nd</sup> Round**

- In this round the participants have to present the marketing ideas about the given product.
- The idea should be reasonable and shouldn't contain any hypothetical or any unacceptable resource.
- On the basis of their ideas further teams would be shortlisted for next rounds.

- **3<sup>rd</sup> Round**

- In this round two teams will be given the same product and the teams have to make advertisement separately.
- The team with better idea and creativity will be the win the game.

