

BRANDYUDH

Problem statement

Introduction

As advertisement is the best way to sell the product and build brands, so come and show your talent and creativity to convince judges and audience, for selling the unsellable things. And dare to grab the title as well as the heart of audience.

Instruction for the Event :

- You can choose any unsellable product for example tears or dead mosquito.
- Number of members in the team should be 3-5.
- Your handmade chart paper or say advertisement poster of your product, has to contain your team name and the whole advertisement details of product.
- Then you have to promote your company and product on facebook, number of likes will be considered as the fame factor of your company or product.
- For the live advertisement round you will have 2 minutes to present or advertise your product, advertisement can be hilarious or sensitive.

Judging criteria for the event:

Number of likes of your poster, the content adherence on the topic, Creativity, on stage presentation, coordination in the team and overall appearance of the advertisement.

Event Head(Final Year)

Vipul Saini(CE)

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