**MADADS**

“Jo dikhta hai wohi bikta hai*”*

**Abstract:**

What makes brands? How do they survive in this world of cutthroat competition? Do you have it in you? After all ‘dar ke age jeet hai’

AdMAd is the advertisement making competition, a great platform for showcasing that creative zing in you and exhibiting your convincing power. In this competition you have to make an Ad for crazy products given by us. Use your imagination put that catchy jingles and taglines and make your product look worthy.

**Problem Statement:**

Each team will be allotted a unique product. They have to make an advertisement of 3 minutes and have to perform it. All the members have to participate while performing the advertisement. They have to make the advertisement effective and convincing.

**Specifications:**

* The language can be English or Hindi or both.
* Topic will be allotted through email on the day before the event.

**Rules:**

* The maximum time for an ad is 3 minutes. If participants exceed the time limit they will be disqualified.
* Display of obscenity, violence, prejudice, defamation etc. in the advertisement should be avoided.
* The name of the college should not be displayed anyhow in the advertisement or in the dress.
* The decision of event managers cannot be challenged.
* Strict discipline should be maintained during the event.
* Violation of any rule will be followed by instant disqualification.

**Judging Criteria**:

* Advertisement’s content- How relatable and humorous it is
* Presenter’s fluency, Convincing Powers.
* Participants and the teams securing Top 3 position along with complying with all rules and regulation will be awarded with GTU Techfest 2017 Participation Certificate and Winner Certificate respectively.

**Team size:** 4 members

**Registration Fees:** Rs. 50 per participants

**Event Manager Contact:**

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