



ISTE NITC STUDENTS' CHAPTER

ATREYA '19

17TH ANNUAL STATE CONVENTION

ADMANIA

"A grape, because you can't get a watermelon in your mouth". Don't miss a chance to prove yourself better than Chandler Bing. Atreya presents Admania for all the advertising enthusiasts, an event that promises fun and highlights your talents. Participate and manifest your creativity to win exciting prizes.

Round 1

- Pen and paper test (30 questions based on logos, taglines, stats etc.)
- Duration : 20 minutes test + 30 minutes for correction
- 15 best teams are selected to round 2

Round 2

- Audio and visual round (15 questions).
- Participants need to guess the brand of the advertisement shown
- Duration: 45 minutes
- Top 7 teams will qualify to round 3

Round 3

- Individual round each person is given a random product to advertise (by taking chits)
- Total duration : 1 hour 45 minutes
- Preparation time for each team : 30 minutes (ad + poster preparation)
- Presentation time: 5 minutes (maximum)
- Question and answer session with the judges : 5-10 minutes

Judging criteria: Creativity, technical soundness, presentation skills, performance in the question and answer session

Prizes Worth

- 1st: ₹2500
- 2nd: ₹1500
- 3rd: ₹1000

Contacts

1. Rahul – 7994322372
2. Nuthana - 9492202345

