

ABV-Indian Institute of Information Technology and Management, Gwalior



BROUHAHA

THE ADVERTISING CONTEST

Brouhaha is the advertising contest that is held under Infotsav. It is a noisy clamorous response to a stimulus, s produced by a crowd. It can also refer to reaction the expressed over a period of time to an event.

Advertising is a form of communication that typically attempts to persuade potential customers to purchase or to consume more of a particular brand of product or service.

Advertisements are designed to generate increased consumption of those products and services through the creation and reinforcement of "brand image" and "brand loyalty". Every major medium is used to deliver these messages, including television, radio, cinema, magazines, newspapers, video games, the Internet and billboards.

This art of emphasizing desirable qualities so as to arouse a desire to buy has been molded in this event, Brouhaha.

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DETAILS

🌈 The participants have to make advertisements with suitable captions or taglines for the product or service given. The advertisements are grouped as:

- Print Advertisements
- Audio Advertisements(optional but idea for audio Advertisement must be submitted).
- Video Advertisements(optional)

Two print advertisements, one audio advertisement should be submitted. Video advertisement is optional.

🌈 The event will be conducted in three phases.

🌈 Every print advertisement must contain a caption or a tagline.

Phase 1(Online phase)

It is an elimination phase as well as online phase; the participants have to send their advertisements.

Phase 2(On-campus)

The participants shortlisted have to present their first phase product advertisement describing them in detail.

Phase 3(On-campus)

a) The product for the third phase will be uploaded, after short listing the participants for second phase.

b) The participants shortlisted for the second phase continue to the third phase and are to present advertisement of next product describing them in detail.

RULES

- The maximum size of a team is three.
- Team members can be from different colleges but pursuing their Bachelor's degree or Master's degree from a recognized college.
- The number of teams that would be shortlisted for second and third phases will depend on the number of teams in the first phase.
- The logos provided are to be used in every advertisement.

- Two print advertisements, one audio advertisement and one video advertisement(optional) should be submitted.
- The short listed teams from Phase 1 will be presenting their ads in Phase 2.
- While preparing the advertisement the use of the name of rival companies is prohibited.
- The print advertisements should be targeting newspapers and magazines.
- The video advertisement should not be more than 40 seconds long and should be in .mpg, .avi or .flv format.
- In Video advertisement, flash presentation is also allowed.
- The audio advertisement should not be more than 20 seconds long and should be in .mp3 or .wmv format.
- Advertisements will be judged on the basis of their originality, design and tagline/punch line/caption used.
- Legality of the advertisements is foremost priority.
- The language HINDI is also allowed but can be used only in video and audio advertisement.
- Presentation should be in ENGLISH only.
- The participants are required to send the soft copy of their entry to the mail id brouhaha@infotsav.org.
- ❖ A document providing the name of the team, members of the team, name of the institute, e-mail addresses and contact numbers is to be submitted along with the advertisements.

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