



8<sup>TH</sup> CYCLE | 2025

# DS VENTURISTS

# AdMANIA

Redefining Business Value: Profit with Purpose





# CATEGORY DETAILS



**Step into the spotlight and unleash your creativity with AdMania, the ultimate advertising challenge. Teams compete to create a powerful, pre-recorded advertisement for an original and innovative product. Every idea counts, every frame matters, and only the most imaginative and socially impactful campaigns will capture attention. This is your chance to showcase your creativity, think strategically, and craft content that can inspire real change.**

## Supporting Goals

Teams should choose one of the following goals for their campaign:

- Raise awareness about hygiene and sanitation to improve community health
- Promote sustainable and eco-friendly products that protect the environment
- Highlight initiatives that increase access to education or literacy
- Encourage mental health awareness and overall wellbeing
- Support empowerment and opportunities for marginalized communities



## General Guidelines

- Teams must consist of 2 to 4 members
- Create a pre-recorded ad video with a maximum duration of 1 minute 30 seconds based on the given details
- The ad must include a strong slogan, clear brand message, and defined target audience
- Judges will watch the ad first, followed by a 5-minute Q&A session where teams explain their strategy, creative choices, and impact
- The ad will be judged on creativity, originality, the extent to which it meets the chosen goal, and overall appearance



**ADMANIA IS MORE THAN A COMPETITION; IT IS YOUR CHANCE TO COMBINE CREATIVITY, STRATEGY, AND PURPOSE TO CRAFT AN AD THAT TRULY MATTERS**