**Ad – IT**

**Event introduction**

In 2007, spending on advertising was estimated at more than $150 billion in the United States and $385 billion worldwide, and the latter to exceed $450 billion by 2010. Big numbers, aren't they? We are pretty sure these numbers would have got you thinking. This is an excellent opportunity for creative minds!! Ad - IT is an advertising event to unleash your creative potential.

**Event format**

**First Round**

This is an online round where participants are required to submit a name, caption, logo and an advertising concept to promote a product in social networking sites like Facebook, Orkut etc. The participants will be given the freedom to choose their own products and they will have to come up with:

1. **A Name for the product**
2. **A Caption**
3. **A Logo**
4. **An advertisement concept to promote and launch the product**

This round will also include out-of-the-box thinking where the participants would have to come up with an **alternate, non-conventional use of that product**, say, washing clothes with a shampoo.

**The products will span the spectrum that ranges from products of utility (such as eye gear and apparel), products of pride (such as bikes and laptops), experiences (such as holidays and culinary experiences), technology (such as the Kindle, gadgets and mobile phones), and stores (such as malls and speciality stores). The choice of the campaign (video/ad) is left to the participants.**

**Choose any of the permitted products and come up with a brilliant advertising idea, not exceeding 3 pages.**

For the purpose of advertising promotion, the teams can use any of the given media, and give details on the chosen media like:

1. **Why are they choosing this particular type of media?**
2. **Under the particular media, which is the media vehicle they are going to use.**
3. **Expected customer reach.**

Probable types of media**:**

* **Websites and online ad.**
* **Television Commercials.**
* **Newspaper and magazine print ads.**
* **Hoardings and Banners.**

**Second Round**

The finals will be held at the Thapar university campus. Short listed candidates will have to come up with an advertisement video for the given product and also convince the judges with their door-to-door selling effort based on their video concept.

**First Round (online)**:

10 teams will be short-listed among online submissions to go to the next round, based on various judging criteria mentioned below.

**Second Round** **(on-campus)**:

* The short-listed teams need to prepare a video advertisement not exceeding 150 seconds.
* The teams will be provided with a projector and screen to play the video. Then the teams would have to explain their idea to the judges.
* The teams have to explain the USP of their product to judges.
* Also display door-to-door selling strategy based on the video considering the judges as their customer.

**Judging Criteria**

* 10% importance will be given to name and logo.
* 10% importance will be given to caption.
* 10% importance will be given to advertising promotion.
* 40% importance will be given to the video prepared.
* 20% importance will be given to convincing judges.

**Important instructions**

* **The existing brands or product ideas should not be used**
* **High humour quotient will be appreciated**
* **Slander of existing brands or products is discouraged**
* **Video – 150 seconds. Ad campaign – legible text and we should be able to print on A2 size paper for display on campus**
* **A well composed jingle (at most 8 lines) for the products in the video campaign will be marked as well**

**Rules**

1. 2-4 members per team.
2. One person cannot be a member of more than one team.
3. The members of a team have to be from the same institution. However there is no restriction from the number of entries from the same college.
4. The Participants have to register themselves on the online event registration portal.
5. The Participants are required to mail their entries to aranya.mt@gmail.com.
6. The participants would be given 2 days to confirm participation for the On-Campus Round failing which the participant in the waitlist would be invited for the subsequent stages
7. Stage 1 will be conducted online. Kindly provide your correct details in the email.
8. **Please note that this is strictly an event for college students and you have to be a UG/PG student to compete in this event.**
9. The selected participants have to be physically present on Thapar University campus for stage 2 during ARANYA’12.
10. In the event of any dispute, decision of organizing committee will be final.
11. The participants will have to bear the travelling and lodging expenses.
12. Participants will have to register for ARANYA’12 in order to be considered for the second round.
13. Separate registrations for stage 1 and stage 2 are required.

**Prizes**

Coming soon....

**Contact details**

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**FAQ’s?**

1. **How many members can there be in the video ad?**

There is no restriction on the number of people on the video advertisement as long as the team has a proper concept and they are able to explain that in front of the judges.

1. **What details should be included in the advertising promotion?**

Type of media, media vehicle that will be used, target customers.

1. **Will the team members have to act in the video?**

Not necessarily. The video can consist of any set of people.

1. **Can the teams change their product for video?**

No, the teams have to continue their product and design a video for the same product for which they have given the caption, logo and promotion strategies