

# AD-OVATION

## ABOUT

Advertising a product to the masses is so much more nuanced than just telling people about it. David Ogilvy, whom TIMES magazine called “The most sought-after wizard in advertising industry”, used to say - “If you’re trying to persuade people to do something, or buy something, it seems to me you should use their language, the language they use every day, the language in which they think. We try to address them in the vernacular.”

Needless to say, VIDEOS are the language of the modern times, that today's youth understand, connect to, in an instant and get immersed in it. They are also a powerful media, that can convey better engaging stories about your products in a very short time.

That being said, here is your chance to dive down in vast ocean of imagination to procure a pearl that will be a visual delight to your audience.

We, at AD-OVATION invite you to make your very own video advertisement for a product as creatively as you can. People vote for your advertisement with Facebook reactions, you inch closer and closer to winning.

So, participate in Ad-Ovation and increase your chances to win **exciting prizes worth Rs.5000**

## RULES

1. Each team can have 6 members at maximum.
2. The advertisement video should be mailed to [entries@tecnoesis.org](mailto:entries@tecnoesis.org) by 28<sup>th</sup> January, 2020 11.59 pm. The contest starts on 22 January, 12.00 am.
3. The length of the advertisement should be more than 20 seconds but must not exceed 2 minutes.
4. Judging will be done 60% based on Facebook reactions and 40% solely on the decision of the judges.
5. Discount and promotional offers can be used attractions in the advertisements.

## PRODUCTS

The participating teams can make an advertisement on any of the 6 products listed below. Think of a unique name for your product. Each team can submit any number of entries.

1. A tasty **Potato Chips** with a large amount of trans-fat and saturated-fats per packet. But its unique formula will reduce the consumer’s waistline in 10 days.
2. A **two-in-one toothpaste and facewash** that is guaranteed to lead to a fresh face and fresh breath instantly.
3. A **body spray** with a long-lasting fragrance and ensures up to 800 sprays per bottle. It consists of a special fragrance from outer space that acts as a magnet to all- be it living or non-living.
4. A special **pen** that can write in an array of colours and thickness. And what’s more? It can write anywhere and on any surface.
5. A **multipurpose gum** that can be used as a chewing gum or adhesive. It works in both ways and is completely safe.
6. An **oil** that can be used as a hair oil or to get relief from joint pain or headache. A cherry on the cake? It can also be used to lubricate machinery parts.

## Prizes worth 5k

### HOW TO PARTICIPATE

Your entries to [entries@tecnoesis.org](mailto:entries@tecnoesis.org) should contain the following information.

Submitted by- <Your team name>

College-<College name>

Camera-<Camera person's name>

Cast-<Names of every member who featured in the video along with their email IDs>

Crew-<Names of all other members who are associated with the video indirectly along with their roles and email IDs>

Contact no.- <10-digit mobile number>

### CONTACT

For any queries, please contact-

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