

* **Name:** AD SPIRE - online ad making contest

* **Type:** Literary event

* **Description:** Did you ever perceive, after watching an advertisement that you too can make a creative advertisement or you can make a better one? Do you get stuck with a clink that you hear on television? If yes, get your frontal cortex running. We, TIRUSTAVA- TECHNO CULTURAL FEST 2021 brings you “Ad Spire”, an online ad-making contest to unfurl your creativity and unleash your marketing potential.

This contest has 2 rounds.

Round 1:

Based on the given product participants need to pitch an idea for the advertisement or the outline of the idea clearly with a tagline. **(conversations are not required to write up)**

Round 2:

In this round, shortlisted teams need to submit an advertisement video on the same product.

****videos will be posted on the official Instagram account of tirustava (events.tirustava).**

* **Team size:** 1 - 3 members

* **Rules and Guidelines:**

- **General:**

1. Late submissions will not be accepted.
2. Team size should be max. of 3 and min. of 1.

- **Round 1:**

1. Participants can submit **max. 4 slider ppt or pdf(max. 2 A4 size pages)**, with details of the team, mentioned clearly in the write-up.
****Details must contain** names of team members, phone no. of team leader, email of team leader.
2. Ideas irrelevant to the product will not be accepted.

- **Round 2:**

1. The time duration of the video should **not exceed 90sec.**
2. The advertisement **video can be a skit/role play/narration/storyline/animation**, etc.
****All the above formats are equivalent.**
3. The language in the video can be English/Hindi/Telugu.
4. Scores of Round 1 will not be counted towards the evaluation of Round 2.
5. Any type of malpractice is not allowed and plagiarism will not be tolerated.

* **Entry fee:** no entry fee.

* **Event date and time:**

- **Round 1:** jan. 20 12:00A.M - jan 29 11:59P.M
- **Round 2:** feb. 4 12:00A.M - feb 14 11:59P.M

* **Registration close:** Jan 29 11:59P.M

* **Submission mail:**

* **Cash Prize:**

Winner : Rs.1500+ 500 worth subscription to booklusic

Runner up: Rs. 500+ 500 worth subscription to booklusic

* **Judging criteria:**

- **Round 1:**
 1. Judging criteria is as follows:
 - Judges score on tagline - 30%
 - Judges score on the creativity of idea - 35%
 - Judges score on the practicality of idea -35%
 2. Shortlisted teams will receive official mail(mostly) or through the phone.
 3. Round 1 results will be announced on Feb 2.
- **Round 2:**
 1. In this round, winners will be announced based on the below criteria.
 - Likes on post - 20%
 - Judges score on creativity - 40%
 - Judges score on practicality - 40%
 2. Winners will be announced on the official Instagram account and also winners will receive an official mail.

* **Product:**

- toothpaste
- chocolate
- Coding learning platform

Websites for ad making:

Free to use, but login required

- [animoto](#)
- [bannersnack](#)
- [invideo](#)
- [smilebox](#) - for slideshow videos
- [placeit](#)
- [biteable](#)
- [promo](#) -#1 in video ad making - promo
- [lumen5](#)
- [magisto](#)