

* **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 basically has 2 rounds.

Round 1:

Based on 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 in 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 tirutsava(_____).

* **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 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. Time duration of 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. Language in the video can be english/hindi/telugu.
4. Scores of Round 1 will not be counted towards 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 31 11:59P.M

*** Submission mail:**

*** Cash Prize:**

Winner : Rs.1,600

Runner up: Rs. 900

*** Judging criteria:**

- **Round 1:**
 1. Judging criteria is as follows:
 - Judges score on tagline - 30%
 - Judges score on creativity of story - 35%
 - Judges score on practicality of story -35%
 2. Shortlisted teams will receive an official mail(mostly) or through phone.
 3. Round 1 results will be announced on feb 2.
- **Round 2:**
 1. In this round, winners will be announced based on 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:**

- Colgate
- Lenskart
- thumbs up
- White hat junior
- Santoor soap
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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](#)