

# RULE BOOK



# AD-MANIA

# **RULES**

**"EXPRESS YOUR CREATIVITY"**

Innovacion 2024 is going to organise an international advertisement making event  
**"AD-MANIA"**

**"AD-MANIA"** aims to provide an opportunity to bring out individual and collective talent of the participant. By providing a platform to participants of maximum 4 members in a team to explore and present their creativity and to make participants aware about the essential concept of advertising and their execution.

**No. of Participants per Team: (Minimum 1, Maximum 4)**

# **RULES**

## **PROCESS & ROUND DESCRIPTION:**

**There are 3 rounds in the whole event.**

- **Videoway (Online).**
- **Elimination Round.**
- **Final Round**

# **RULES**

## **VIDEOWAY ROUND(ONLINE)**

- Participants have to send a video of 30 seconds showing their advertising skills.
- Participants can select **any topic** according to their choice.
- Every group member has to actively participate in the video.
- Participants cannot copy **existing advertisements**.
- Different forms of expression like a short skit, jingles, slogans, banners or any other innovative form can be incorporated (care should be taken that they are not offensive or vulgar).
- **Selected teams** will go for the elimination round.

# **RULES**

## **ELIMINATION ROUND(OFFLINE)**

- Participants need to create a **reel** of 30 seconds Topic is **Innovacion 2024**.
- Every group member has to actively participate in the video.
- Different forms of expression like a short skit, jingles, slogans, banners or any other innovative form can be incorporated (care should be taken that they are not offensive or vulgar).
- Selected teams will go for the **Final round**.

# **RULES**

## **FINAL ROUND(OFFLINE)**

- Topics would be provided **on spot**.
- Time will be allocated for successful creation of the advertisement.
- Maximum **5 + 1 minutes** will be given to each team for performing their advertisement.
- No **cell phones & electronic gadgets** will be permitted to use.
- Participants cannot **copy existing advertisements**.
- Participants shall be judged on the basis of spontaneity, content, adherence to the topic, on-stage presentation, coordination and overall appeal of the advertisement
- Different forms of expression like a short skit, jingles, slogans, banners or any other innovative form can be incorporated (care should be taken that they are not **offensive or vulgar**).
- No props will be given to participants; participants themselves have to manage additional or extra props.
- Every group member has to actively participate during their advertisement performance.
- Decision of the **judges** will be final and binding.

# **RULES**

## **JUDGING CRITERIA**

- Brand name & Jingle.
- Coordination.
- Acting and Humour.
- Relating to Product/Service/Theme.
- Delivery of message.