



**VAN HEUSEN**  
POWER DRESSING  
PRESENTS...

**AD RENALIN**  
THE AD-MAKING COMPETITION

**PRIZES WORTH RS. 50,000**  
Starts 3rd January, 2015

Event Co-ordinators: **Ritika Luthra** **Arunika Ganguly**  
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[www.spjimr-ojas.org](http://www.spjimr-ojas.org)

Pick any one of Van Heusen's collections from the link given below and by being as innovative as possible, create an advertisement for it using one or more characters from the Mahabharata as brand ambassadors. You may pick a setting of your choice.

**Link:** [http://www.trendin.com/vanheusen/collections/49?source=newhomepage\\_topnav](http://www.trendin.com/vanheusen/collections/49?source=newhomepage_topnav)

### Deliverables for Round 1

1. The advertisement in the form of a poster.
2. A 250-300 word (max) concept note explaining the following-
  - i) The idea behind your quirky advertisement- why you chose the brand ambassador and how it fits the collection you have chosen
  - ii) The target group for the advertisement

The SPJIMR [Ojas Facebook page](#) will post the entries and there will be a 30% weightage for the number of likes garnered for each team's post.

Submission needs to be made in the form <Team Name>\_<College Name> at [ojas.adrenalin@spjimr.org](mailto:ojas.adrenalin@spjimr.org)

**Deadline for submission:** 8<sup>th</sup> of January 2015 11:59:59 pm

Results for round 1 will be tentatively announced on 10<sup>th</sup> January 2015