

# AD MAD

## Event description :-

An extraordinary contest that aims at testing an individual's flair for quirky one-liners, punchy slogans and ingenious ideas apart from the usual brand awareness and presentation skills. Hence, unparalleled by any other clash, this one will unfurl an incredible display of creative prowess. Get ready to be dazzled!

## Event prerequisites :-

1. Individuals must pair up to form a team of 3 members (Cross college teams allowed as well).
2. Each team qualifying for the final rounds must bring a laptop computer to design a slide (only a single slide).

## Event process :-

1. The event will take place broadly in 2 sets of rounds with the 2 sets taking place on consecutive days.
2. The first set of rounds is the '**Preliminary Round**' which is a simple quiz of brand and advertisement awareness. This is an elimination round.
3. At least 10 teams will be selected for the final set of rounds based on the scores achieved by them in the 'Preliminary Round'.
4. The final set of rounds comprises 4 different rounds which will take place in the below mentioned sequence.
5. The first final round is known as the '**Slogan Phrasing Round**' in which, teams will be randomly allotted a particular product from a pool of products for which they have to devise a slogan within 3 minutes. (The products that would be allotted would not be established or known brands)
6. The second final round is known as the '**Ad Awareness Round**', a quiz, which is slated to be tougher and much more perplexing than the 'Preliminary Round' quiz.

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7. The third final round is known as the '**Product Presentation Round**' in which the teams have to present a slideshow consisting of only 1 slide of a product assigned to them randomly. The teams will be permitted to add variations or features to the product. The slide must be designed and presented such that the product is being unveiled to the world for the first time. The key points of marking will be the product slogan, innovation, product selling points, clarity of information about the product and the presenting skills (clarity and style of speaking).
8. The fourth round is the '**Enactment Round**' which is basically a continuation of the previous round. The participants will have to live enact an advertisement for the product which they would have presented in the preceding round. Deciding the scene and the context of the act is solely at the discretion of the teams. However the contestants cannot use any derogatory or lewd remarks or symbols in their acts. The points of judging will be the concept or the context of the act and the final execution of the same.
9. Based on the **cumulative points** attained by the different teams in the 4 final rounds, the winning team and the 1<sup>st</sup> and the 2<sup>nd</sup> runners up teams will be decided.

Marking Scheme :-

Detailed scheme of marking will be notified just before the start of the 'Preliminary Round' and the start of the 'Final' set of rounds.

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