



TECHFEST-2022



Rules & Regulations

DEPARTMENT: GRADUATE SCHOOL OF MANAGEMENT STUDIES

NAME OF EVENT: AD-MAD SHOW – *“Let your Creativity Shine”*

NO. OF MAX. PARTICIPANTS: The participants can participate in a group of 2-4 members

ABSTRACT:

Ad-Mad show is an “Advertisement Making Competition” for students to provide the platform wherein they can showcase their creativity & talent for marketing any product or a service. Its main objective is to provide a platform where students can get accustomed to various promotional strategies used in marketing. It comprises of creative and humorous ad presentation through acting, jingle/tagline, brand name, etc. for the selected product or service.

EVENT DESCRIPTION:

Each Team shall consist of minimum 2 & maximum 4 members to get registered.

The entire event shall be conducted in two round as below:

1) Elimination Round (Round 1)

- Participants will have to present an advertisement video of product service of their choice. The advertisement video shall be prepared on a prior basis.
- The Presentation should contain Brand Name, Brand Logo, Jingle/Tagline for the selected product/service.
- Time allowed to present your prepared advertisement video will be maximum 120 seconds.

2) Selection Round (Round 2)

- The selected teams will be competing in this round.
- In this round a product or service will be given on the spot and teams will have to prepare



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an advertisement for it.

- 3 Hours will be given to each team for preparation.
- Time limit for presentation is maximum 3 minutes.

GENERAL RULES:

- Top 2 teams having secured highest and second highest scores will be declared as “The Winner Team” and “First Runner Up” respectively.
- The ad prepared by the teams must not contain any obscene words/any subject that hurts of feelings of culture/language/religion/region.
- Certificates of participation will be given to all participating teams.
- The decision of the judges will be the final and binding.

JUDGING CRITERIA:

- Uniqueness
- Creativity (Concept)
- Humor
- Relating to product/ Service/Theme
- Delivery of Message
- Overall Presentation

EVENT COORDINATORS:

You can contact the following coordinators if you have any query regarding the event.

Sr. No	Name	Faculty/ Student	Email ID.
1	Dr.Pulkit Trivedi	Faculty	Ap_pulkit@gtu.edu.in
2	Ms. Sweta Dhungel	Faculty	ap_sweta_dhungel@gtu.edu.in