

Event: AD-MAD SHOW

Description

We all watch the Advertisement and we all enjoy it! AD-MAD SHOW is the event where students can portray their creative skills like Art & Craft along with that they can showcase their acting skills through the execution of the Role Play or Drama. This event is open to all students irrespective of the discipline. Come Show your Colours!!

General Rules

1. Registration is mandatory for participation.
2. Members in each team shall be a minimum 4 and a maximum 6.
3. The competition shall have a total of 2 rounds. Rules for all the rounds will be displayed at the venue.
4. Elimination shall be done at the end of Round 1.
5. Maximum number of teams: 30 teams.
6. All undergraduate and postgraduate students with a valid identity card from their respective educational institutes are eligible to participate.
7. Each team is expected to come prepared with material for Rounds 1 and 2. Submission of the same shall happen on the day of the event with the coordinators. (If any)
8. A list of the Products will be given to you, participants need to choose products from the list for poster making and for the Role Play.
9. Poster Making will be done on the day of the event for the same chart paper and a few supportive items will be provided, please note Participants also need to bring their own material (Pencil, sketch pens, colors, and other stationery)
10. In case of spot registration, a time of 30 minutes shall be allotted for Role Play.
11. Any team found breaking or violating any rule would be disqualified on the spot.

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Details regarding the Rounds

Round 1: Poster Making/Catalogue Making

- a. You have to bring the required materials for poster making from home (sketch pens, color pens, color,)
- b. We will provide you with chart paper and a magazine which has to be creatively utilized in your poster.
- c. You have 60 min to complete your poster
- d. Participants Please note you have to select the products from the given list only, participants may give the brand name of their choice
- e. Participants may bring props to support the poster
- f. This is an elimination round and selected teams shall be promoted to Round 2.

Round 2 : Role Play/ Drama form of Advertisement

- a. You have 8 min for role-play
- b. 2 min question answer round with judges
- c. Participants Please note you have to select the products from the given list only, participants may give the brand name of their choice.
- d. Participants may bring props to support the Role-Play

Product List for the Poster or Catalogue & Role Play

- | | |
|--------------------------------|------------------------|
| 1. Matrimonial Service Website | 11. Baby Clothes |
| 2. Dust Broom | 12. Sliders (Footwear) |
| 3. Deodorant | 13. Publishing Houses |
| 4. Itch Relief Cream | 14. Frozen Foods |
| 5. Energy Drink | 15. Hair Straightener |
| 6. Shampoo | |
| 7. Online Shopping Site | |
| 8. Mobile Phone | |
| 9. Face Wash | |
| 10. Incense cones & sticks | |

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Faculty Coordinator

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