Event: Ad-Mad Show

Description

The Ad-Mad Show, designed for college students, features three rounds of competition: creating parody ads, performing skits, and engaging in spontaneous presentations. This event is a perfect combination of creativity, humour, and quick thinking, providing a platform for students to showcase their innovative ideas and performance skills.

General Rules

1. Registration is mandatory for all participants.
2. Each team shall be of 5 members. (No individual Participation)
3. The competition shall have a total of 3 rounds. Rules for all the rounds will be displayed at the venue.
4. Elimination shall be done at the end of round 1 and 2.
5. Maximum number of teams: 30 teams.
6. All undergraduate and postgraduate students with a valid identity card form their respective educational institutes are eligible to participate.
7. Each team is expected to come prepared with material for round 2 and 3. Submission of the same shall happen on the day of the event with the coordinators.
8. A list of the products will be given to you; participants need to choose products form the list for poster making and the role play.
9. Poster Making will be done on the day of the event. Chart paper and a few supportive items will be provided for the same. Please note that Participants will have to bring their own material (Pencil, sketch pens, colours, and other stationery products as they deem fit to make the poster.)
10. Round: 1 – Quiz | Time for Quiz: 30 minutes
11. Round: 2 – Poster Making |Time for preparing poster: 90 minutes; Presentation of Poster: 5 minutes
12. Round: 3 – Skit/ Roleplay | Time for role-play preparation: 30 minutes; Performance of Role-play/Skit: 8 minutes
13. Any team found breaking or violating any rule would be disqualified on the spot.
14. Participants fees is ₹200 per group.

Details Regarding Round

Round 1: Pen-Paper Test

a) Questions like logos, tagline and jingle will be asked. You will have to identify the brand based on the given data.

b) 30 minutes shall be allotted for 1st round.

b) This is an elimination round and selected teams shall be promoted to Round 2.

Round 2: Poster Making/Catalogue Making
a) You have to bring the required materials for poster making except chart paper.
b) We will provide you with chart paper and magazines/newspapers which can be used to be creatively in your poster
c) 90 minutes will be allotted to complete the poster.
d) Products are to be selected from the given list only. (Participants may give the brand name of their choice to the selected product.)
e) Participants may bring props to support the poster.
f) This is a semi-final round and selected teams shall be promoted to Round 3.

Round 3: Role Play/Skit form of Advertisement
a) You have 8 min for role-play.
b) 2 min question answer round with judges.
c) Participants may bring props to support the Role-Play.

Product List for the Poster & Role Play

1.	Matrimonial Service Website	11.	Frozen Foods
2.	Dust Broom	12.	Hair Straightener
3.	Deodorant	13.	Wireless Earbuds
4.	Itch Relief Cream	14.	Smart Backpacks
5.	Energy Drink	15.	Personalized Phone Cases
6.	Shampoo	16.	Electric Scooters or Bikes
7.	Online Shopping Site	17.	Unique Board Games
8.	Mobile Phone	18.	Crayons
9.	Face Wash	19.	Scarves
10.	Incense cones & sticks	20.	Files

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