

**Type of Event:** Star

**Name of the Event:** N'Vision: **A vision for a better Earth (Ad Making Competition)**

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**About the Event:** It is an Ad making competition on the theme 'Sustainability' to let participants showcase their creativity in marketing products and services. It is the ultimate test of the extensive analysis, creative genius, and branding quotient of the participants as marketers. This event aims to expose the participants to practically implement marketing concepts to create an ad campaign by employing their out of box thinking and innovative skills.

**Objective of the Event:**

- The event is designed to expose the students with recent trends in marketing through a Boot Camp and enable students to highlight their talent, creativity and innovation while providing an opportunity to showcase their skills in advertising the products and services.

**Rules and Regulations:**

- A Team of Minimum 3 and Maximum 5 Participants can participate in the event.
- The concept of the advertisement should be new and free from any plagiarism
- All the timelines should be strictly followed
- The format of the video should be easily accessible in any common media player.
- The decision and the judgment of the panel will be final at all times.

**Stage1:** Online submission of a small Video advertisement of 180 seconds by the participants & shortlisting of 15 teams for the next stage.

**Stage 2:** One Week Bootcamp by the USB faculty and industry experts for the selected participants

**Stage 3:** Event finale competition wherein a video advertisement to be prepared by the students using the concepts learned in stage 2.

**Event guidelines:**

**Round 1**

- Participants need to send a video advertisement of maximum 3 minutes.
- Language of the advertisement can be Hindi or English
- Caution should be taken to refrain from displaying obscenity, violence, prejudice, defamation etc. in Advertisement.
- Participants can use products and services of their choice for round 1.

**After round 1 shortlisted teams would attend a boot camp session.**

## **Round 2**

- Any situation/idea/product/service will be given to the shortlisted 15 teams.
- Participants need to send a video advertisement of maximum 4 minutes.
- Language of the advertisement can be Hindi or English
- Caution should be taken to refrain from displaying obscenity, violence, prejudice, defamation etc. in Advertisement.
- Participants will defend their advertisement in a question answer round.
- The concept of the advertisement should be new and free from any plagiarism
- All the timelines should be strictly followed
- The format of the video should be easily accessible in any common media player.
- The decision and the judgment of the panel will be final at all times.

### **Code of Conduct:**

- The concept of the advertisement should be new and free from any plagiarism.
- All the timelines should be strictly followed.

### **Judgement Criteria**