



The AdMad Show- Where Creativity Meets Madness!!

Task

AD MAD Show is an '**Advertisement Making Competition**' for engineering and B School students to showcase their creativity in Marketing products and services. Its objective is to acquaint the students about promotional strategies in marketing through advertisements.

Arena

It comprises of humorous & conceptual ad presentation by the students. Students will act out on various advertisement script and ideas relevant for different sectors including FMCG product, while goods, services, automobiles and social awareness etc. All the teams will be given a time frame to showcase their talent.

Event Rules

1. Each Team shall comprise of 3- 5 Members. Maximum two teams from one Unit are allowed.
2. Time duration: Max. 5 minutes per team
3. Justify the theme selected through effective script and role playing. Pre-Recorded CD's can be brought in the form of prop, if required for effective team performance.
4. Participants need to bring all the properties used by them during the performance of an act. However, Technical aids will be provided, if required

Judging Criteria

The teams will be judged in two rounds i.e. 'Show Your own Mad Ad' and 'Impromptu'

Round 1: Show your Own Mad-Ad

1. In the round 1, the participants will have to come prepared & present an advertisement for a product/service of their choice from the given themes.
2. Time allowed to present your prepared ad will be Max. 5 minutes.
3. The ad prepared by the contestant must not contain any obscene words/any subject that hurts the feelings of a culture/language/religion/region.
4. Negative marking for any disobedience of rules.
5. The decision of the judge is final and abiding.

Proposed Themes for Round 1:

- Green and Clean Environment
- Cosmetics- Herbal or Synthetics



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- Health Consciousness
- Say No to Drugs
- Consumer Goods
- TV News Channel
- Government Welfare Schemes
- Fashion
- Food Products

Round 2: Impromptu

1. The selected teams of Round 1 will be competing in this round.
2. In this round certain products or name of services will be given and the teams have to prepare an advertisement for it.
3. 20 minutes will be given to each team for preparation.
4. Time Limit for presentation: 5 Minutes

Parameters for Screening

- ✓ Advertisement's content – How humorous and Meaningful it is.
- ✓ Expressions and Confidence
- ✓ The presenter's fluency
- ✓ Time Management

Awards

- The top 3 winning Teams will be given Cash Prizes and certificates
- The remaining teams will be awarded with participation certificates.

Provisions at Competition Site

Projector, White Board. Marker, Audio Aids

Faculty Coordinator Details

1. Dr.Anil Chandok —+919416295795
2. Ms. Shraddha- +917837906717
3. Ms.Rupali- +917837747994

Student Coordinator Details

1. Alisha +917310635726
2. Sonal +9857644148