



AD – MANIA

RULES

“AD-MANIA” aims to provide an opportunity to bring out individual and collective talent of the participant.

By providing a platform to participants of maximum 4 members in a team to explore and present their creativity and to make participants aware about the essential concept of advertising and their execution.

No. of Participants per Team : (**Minimum 1 |
Maximum 4**)

RULES

PROCESS AND ROUND DESCRIPTION

There are 3 rounds in the whole event.

- Videoway (Online)
- Elimination Round
- Final Round

RULES

VIDEOWAY ROUND (ONLINE)

- Participants have to send a video of 30 seconds showing their advertising skills
- Participants can select any topic according to their choice
- Every group member has to actively participate in the video
- Participants cannot copy existing advertisements
- Different forms of expression like a short skit, jingles, slogans, banners or any other innovative form can be incorporated (care should be taken that they are not offensive or vulgar)
- Selected teams will go for the Elimination Round

RULES

ELIMINATION ROUND (DIGITAL POSTER ROUND)

- Topics would be provided on spot
- Time will be allocated for successful creation of the advertisement
- Maximum 30 minutes will be given to each team for creating their posters
- Posters have to be sent via E-mail
- Participants cannot copy existing advertisements.

RULES

FINAL ROUND (REEL MAKING ROUND)

- Participants need to create a reel of 30 seconds. Topic is Innovacion 2026
- Every group member has to actively participate in the video
- Different forms of expression like a short skit, jingles, slogans, banners or any other innovative form can be incorporated (care should be taken that they are not offensive or vulgar)
- Participants shall be judged on the basis of spontaneity, content, adherence to the topic, coordination and overall appeal of the advertisement

RULES

- Different forms of expression like a short skit, jingles, slogans, banners or any other innovative form can be incorporated (care should be taken that they are not offensive or vulgar)
- No props will be given to participants; participants themselves have to manage additional or extra props
- Every group member has to actively participate in creation of the advertisement
- Decision of the judges will be final and binding

JUDGING CRITERIA

- **Brand name and Jingle**
- **Coordination**
- **Acting and Humour**
- **Relating to Product / Service / Theme**
- **Delivery of message**

CONTACT



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