



PROPAGANDA

INTRODUCTION:

Creative without strategy is called 'art.' Creative with strategy is called 'advertising.'

When one starts a business, or is running a business, one needs to make people aware of the fact. Promotion is important for any type of business to let others know about the business. Any type of business, whether it is run online or offline requires customers so that it can experience a good business turnaround. However, the only means of reaching customers is advertising. This is why advertising is important for a business. Wissensaire'17 provides you a platform to showcase your advertising skills. Propaganda is an event where you have to prepare an advertisement strategy of any product in the market.

EVENT FORMAT:

ROUND-1:

- Participants have to register in our website and submit their out sketch and concept through submissions@wissenaire.org in PDF format through clear cut explanation.
- Confirmation mail will be sent to the participants who are eligible for 2nd round at IIT Bhubaneswar.

ROUND-2:

- Participants need to open up with their selective ad concept from the given domain.
- Participants should also need to give explanation for the selection of the product and how that concept is apt for the product.
- The poster should include a tag line/slogan related. However, this should not be abusive or hurt the sentiments of any religion/community/groups etc.
- The creativity in tag line. (This is based on creativity and originality of the depicted idea, Interpretation and the clarity of the idea. This will be decided by the judges.)



- Digital content (Google images, etc.) and editing of the images/content of the poster is allowed.
- You can also prepare a short ad video of maximum 1-minute duration.
- Use of trademarks, logos, copyright ad material is not allowed.
- Participants have to come well prepared with their ad concept in sheets as they need to explain that to judges.
- If possible participants can bring a digital ad and Logo of their concept which would be more effective.

RULES AND REGULATIONS:

- Duration of whole speech/presentation should be for 8-10 minutes.
- Team should comprise maximum of 2 members.
- No participant can be a part of more than one team.
- Participants from different colleges can participate together.
- All participants should be registered.
- Plagiarism and any kind of obscenity in the video are not encouraged. This could lead to disqualification.
- Each participant should bring their respective college ID proof.
- There is no restriction on the number of teams from the college.

JUDGING CRITERIA:

Judgement is based on the following aspects:

- Creativity and originality of the depicted idea.
- Correct portrayal of the product
- Technical excellence
- Overall presentation



IIT Bhubaneswar

The Annual Techno Management Fest

WISSENAIRE

3rd - 5th February 2017

** Decisions taken by the judges are final. Any extension in the allotted time will result in the loss of points.

CONTACT DETAILS:

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