



IIT Bhubaneswar

The Annual Techno Management Fest

**WISSENAIRE**

## **MAD ADS**

### **INTRODUCTION :**

**“You know what you are doing but nobody else does.”**

**–Stuart.H.Britt**

**If a company is making strides in economy and development, advertising is definitely a pillar for it's success. Wissensaire'18 provides a platform to showcase your advertisement skills on 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](mailto: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.

### **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

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

### **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.



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- There is no restriction on the number of teams from the college.

**CONTACT DETAILS :**

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