



# **RULES**

## **RULES AND REGULATIONS**

Group of maximum three (3) students will be asked to create an entertaining marketing plan including creating a full-fledged campaign. Students must present a conceptual ad of either a product or an idea. Students will act out a script and present ideas relevant on creating social awareness, etc.

### **GUIDELINES:**

1. Maximum Time Limit for performing the Ad is 5 minutes.
  2. The criteria for the assessment includes content, adherence to the topic, coordination, overall appeal of the advertisement and humour
  3. Special points will be given for picking up Social Awareness topics.
  4. Caution should be taken to refrain from displaying obscenity, violence, prejudice, defamation etc. in Advertisement.
  5. Students need to bring their own props.
  6. Decisions of the judges will be final.
  7. Teams must make a new product name, punch line, and advertise the product.
  8. Participants cannot copy existing advertisements and brand names.
  9. The advertisement can be pitched in either English or Hindi
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