

Shriteq 2026- AdVenture (Senior) - Prompt

Product: A Smart noise-dampening earplugs that automatically block distracting sounds while allowing important audio, such as alarms and conversations, to pass through. Featuring AI-powered adaptive noise control and customizable Focus Modes through a companion app.

Welcome to AdVenture! This year's product is a pair of intelligent earplugs designed to help people stay focused in an increasingly noisy world. Whether you're studying in a crowded library, working in a bustling café, or trying to concentrate in a noisy dorm room, QuietSync uses AI-powered adaptive noise control to reduce distractions without completely disconnecting you from your surroundings. Through its companion app, users can personalize their listening experience with customizable Focus Modes that automatically adjust to different environments. Every **marketing campaign** for a **new product** has a vision for **repositioning a brand's identity and capturing a new market**. Apart from **highlighting the product and its features**, your ad should **focus on the brand message and identity** behind it. Whether you choose a real brand style or create one from scratch, the product's and brand's **essence, style and personality** must shine through in your ad. You have **45 seconds to 1 minute** to show us how you can captivate an audience not just with a **pair of smart earplugs**, but with the **story behind the brand**! Your ad should emphasize the **emotional relief of finding focus**, the **intelligence of adaptive technology** and the **seamless integration of the companion app**. Good luck and let your creativity lead the way!

Note: Feel free to rename the product and develop your own brand identity. While the name and branding may change, the product's features and campaign objective should remain consistent with the prompt.

Guidelines:

- Participants will have to make an advertisement for the product which fulfills the **campaign objective provided**

- Participants are allowed to create their video using **any video editing tool**, assets, etc., although any **paid third-party assets are not allowed**
- While stock footage is permitted, it is recommended to try to create your own clips, and use music/audio to make the advertisement more creative, engaging and attractive. So teams should restrict their use of stock footage to no more than 25% of the video duration
- Final submissions must be in the form of an mp4 video or .zip folder with all relevant files and assets
- The final video should be 30 seconds to 1 minute long
- The final video at minimum 30% of the time should be original footage recorded by your team. Keep in mind AI should serve to enhance your creativity, not to replace it.

Submissions will be judged on:

- Creativity and Originality
- Visual and Audio Appeal
- Clarity of Message
- Persuasive force (ability to achieve the intended goal)
- Overall Impact

Submissions must consist of a **mp4 file or zip folder** with naming convention as follows: your full name, school name and event name-<middle/senior> (Eg. **Abhyudaya Gupta_Shri Ram Moulisari_AdVenture-Middle**)

Submission Deadline: 20th July, 11:59pm.

Submission to be mailed to tsrsmict@gmail.com