

Advertisement Hustle

Introduction

Welcome to our dynamic event, where students unleash their creativity in crafting captivating video advertisements for our esteemed sponsors. Through innovative storytelling and visual flair, they showcase the essence of our sponsors' brands. Join us as we celebrate the fusion of talent and marketing ingenuity, making waves in the advertising landscape!

Theme

Innovative Brand Storytelling: Shaping Tomorrow's Advertising Landscape.

Flow of Event

1. Participants will be informed about the top 3 sponsors of INNOVANZA.
2. Ample amount of time will be given to brainstorm and create ads.
3. On the day of event, welcome attendees, introduce event theme, and thank sponsors.
4. Panel provides feedback.
5. Announce winners and present prizes in various categories.

Rules and Regulations

1. The advertisement must be in video format (mp4) only with maximum duration of 30 seconds.
2. One team consists of atmost 4 members.
3. One team can make advertisement for only one sponsor.
4. Content and idea must be original.
5. Participants must conduct themselves in a respectful manner.
6. Decision of the jury will be final.
7. The participants will be informed of the top 3 sponsors of the event.
8. They have to make advertisement for any one of the sponsors.
9. One team will be awarded for making best advertisement for a particular sponsor.

Skills Required

Cinematography, Video editing, Creative thinking.

Judging Criteria

1. The judges will provide their decision on the basis of the advertisement presented by the team and their code of conduct.
2. The main criteria of judging includes: Imagination, Storytelling or the method of displaying their advertisement, Creativity in direction, Efforts put on by each team member.

Who can participate?

1. Students from any recognized institution can participate.
2. All participant need to carry the college identity card with them.

Prize Distribution

The top 3 teams with the most efficient performance within the given criteria will be awarded as winners

Event Details:

- **Date:**
- **Mode:** Online

How to Register:

1. Visit [Insert Registration Link Here].
2. Fill out the registration form.
3. Registration closes on :

Contact Us:

Event Heads

1. Vikrant Akarsh Verma: (8299446958)
2. Prajjwal Jaiswal:(7518592713)

Event Coordinators

1. Kartik Srivastav: (6388048698)
2. Shyam Maurya: (9336390899)
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