

Breaking Ad: AXE Ticket to Fame

Rules and Regulations

About the product: AXE Ticket is a new revolutionary perfume packed in a small pack designed to fit in your pocket available at INR 65 only. The confidence of Axe, packed into a pocket sized pack that sparks conversations and creates connections, is what makes Axe Ticket stand out. The Axe Signature range fits right into your pocket with the Axe Ticket, and you can now take it to the rest of the country in your own way.

For more details, visit

<https://www.hul.co.in/brands/brand-stories/axe-ticket-a-pocket-sized-perfume-pack-launched.html>



Teams Size: Maximum of 3 members

Eligibility Criteria: Open to all

All Submissions to be made on: **maxi@xlri.ac.in** with subject of the mail as “**BreakingAd | Round_# | Team_Name**”

Over nearly the last two decades, Axe has established itself as an edgy, fun and provocative deodorant and men's grooming brand in India. Now with Ticket, Axe is all set to capture the male audience again. Do you think you have it in you to come up with an advertising campaign as catchy and successful as 'The Axe Effect', and yet completely different?

Round 1: Print Ad

Submission contents:

- (1) Softcopy of the Print Ad
- (2) Word file containing the promotion brief

Rules:

1. Teams are required to design a print ad for AXE Ticket. The ad must be suitable for a quarter-page advertising space in a common daily.
2. All entries will be screened by a panel of HUL managers and then those that clear the screening will further be uploaded on the Facebook page. Teams will then be given a window to promote and share the ads on Facebook.
3. In addition to the ad, the submission must also contain a brief description (max 50 words) of how the team plans on creatively promoting their ad on Facebook to get likes/reach.
4. The deadline for the submission of the print ad and the promotion brief is **11:59:59 pm on Friday, 16 March 2018**. The ads will be uploaded on the Facebook page on 12 March, after which teams can begin garnering likes. The number of likes that each ad has gathered will be counted at **11:59:59 pm on Monday, 19 March 2018**.
5. Best ads as decided by the panel qualify to the next round. Further, a certain number of teams that receive most number of likes gain wildcard entries to the second round. There would be multiple teams to get wildcard entries, thus the teams are expected to concentrate on promoting their ad as well.

Round 2: Video Ad

Submission contents:

(1) Video Ad

(2) PPT/Word file containing the promotion strategy of Round 1

1. In this round, a video advertisement (at most 4 minutes long) is to be conceptualized and shot.
2. The ad may feature actors who are not part of the team as well.
3. The **video**, along with a **storyboard** of the ad content created, and a **PowerPoint presentation/Word Document** detailing the steps of the promotional strategy used in the previous round, to be submitted latest by **11:59:59 pm on Saturday, 24 March 2018**.
4. This video will be posted on the same page. One team whose ad has the best content (decided by HUL panel) and highest number of likes is declared the winner. Please note that the weightage of the content and likes is in the ratio 70:30.

Important Note:

***Ads in both rounds must convey AXE Ticket's proposition of forming a connection with a woman and must thus stand apart from its ads in the 'The Axe Effect' campaign. Attraction is still important to the brand , but AXE will be about forming a connection with women and not about conquering them. There will be nothing overtly sexual about it. Entries containing such sexual innuendos, profanity and the likes will be disqualified. Entries will be judged based on creativity, content and social media reach.**

****All judgements are at the discretion of Hindustan Unilever Limited. Any decision taken by the panel is final and cannot be contested**