

Intro

Are you crazy about advertisement? Trigger your ingenious minds, summon up your bizarre thoughts, and tickle your funny bones because we bring you the opportunity to make the world go awe over your prolific video making, jingle writing and logo designing skills. Change the spectrum of advertisement and make your passion run wild.

Rule Book

No. of participants: 1- 6

No. of submissions per Team: 1

Duration: 36 Hours

Registration fee : Rs. 400 per team.

Regulations:

- Product will be given at the time of event.*
- Participants can either participate individually or form a team of maximum 6 participants.*
- More than one team can be formed from a college.*
- The maximum duration for the Ad is 3 minutes.*
- The Advertisement should be in Hindi/English.*
- Ad should not contain any objectionable content, if found, entry will be disqualified by judge's consent.*
- Please note, no computer/hardware can be made available from IIT Mandi's end.*
- Decision of the judges will be final and binding.*

Judging criteria (100 marks):

<i>Creativity and Originality</i>	<i>30</i>
<i>Editing</i>	<i>20</i>
<i>Sound Effects</i>	<i>20</i>
<i>Overall Impact</i>	<i>30</i>

Penalties:

The penalty scheme will be as follows:

- . Exceeding the time limit will cause deduction of 5 marks per 15 seconds.*
- . Entries with duration more than 4 minutes will not be judged.*

If Submission is done after the deadline, penalty scheme will be as follows:

- . 0 - 15 minutes : 5 Marks*
- . 15 - 30 minutes : 10 Marks*
- . 30 - 45 minutes : 15 Marks*
- . Submission after 45 minutes late will not be judged.*

Points will be deducted out of 100.

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