UNIVERSITY SCHOOL OF COMMERCE & MANAGEMENT

Technical Event: Ad-Mad Show

Coordinator: Ms. Mansi and Ms. Manu

Objective

Ad-Mad Show is a creative advertising competition where participants design and present a short, entertaining advertisement for a product, service, or social message. It showcases creativity, marketing skills, teamwork, and presentation ability.

Rules:

1. **Team Size:** 2–5 participants per team.
2. **Topic/Product:** Given on the spot or chosen by the team.
3. **Time Limit:** 2–3 minutes per performance.
4. **Props:** Simple props and costumes allowed (no hazardous materials).
5. **Language:** English/Hindi or bilingual.
6. **Content:** Must be creative, relevant, and non-offensive.
7. **Judging Criteria:** Creativity, message clarity, presentation, teamwork, audience impact.
8. **Disqualification:** Exceeding time or using inappropriate content/materials.