

# MAD-ADS

"**Mad-Ads**" is a unique event where you will form teams and create and enact hilarious and inventive advertisements for a product assigned to you.

## **RULES AND REGULATIONS:**

- A team can have a minimum of 3 members and a maximum of 5 members. Each participant can only be a part of one team.
- All Teams will be assigned real or fictional products, for their advertisement by the Lucky Draw method, 30 minutes before the event. Offensive, discriminatory, or inappropriate product choices are strictly prohibited.
- Advertisements to be performed live by participants using Taglines, Jingles, etc.
- The advertisement duration must be between 3 to 5 minutes.
- The use of props and costumes is encouraged to enhance the presentation. (Props to be arranged by the teams)
- Advertisements must be original and created specifically for this event and free from offensive language, and adhere to ethical standards. Copyrighted material (music, images, etc.) cannot be used.
- The decision of the judges is final and cannot be disputed.

**Judgment Criteria**—Advertisement's content – the storytelling aspect, Expressions: how novel or amusing is the ideation, The presenting team's fluency and presentation skills, Language/Tone

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