

Ad-Ventura

Rounds	Description	No. of participants after elimination
Round 1	<p>Round 1: Product Pitch Guidelines</p> <ul style="list-style-type: none"> • Task: Each team will be assigned a product. • Preparation Time: 5 minutes to analyse the product. • Presentation Time: 2-minute pitch. (showing how a product can make money by solving a customer's need) 	1st round – 5 elimination
Round 2	<p>Round 2: Ad Creation Guidelines</p> <ul style="list-style-type: none"> • Task: Develop an advertisement concept for the assigned product.(Logo,Tagline,Marketing Pricing Strategy, Market Segmentation, Unique Selling Proposition etc) • Chart Paper will be provided • Use of Props • Preparation Time: 20-30 minutes • Presentation Time : 5 Min 	2 nd round- 5 elimination
Round 3	<p>Round 3: Advertisement Reel</p> <ul style="list-style-type: none"> • Task:create a reel based on the ad content. (35 Seconds) • Making Time:30 min <p>Participants will send the reels into Whatsapp</p>	3 rd round – (only 5 teams will be presenting)