

Department of Management - DRISHTI - Laksh Competition Summary - 2026

Flag Name	DRISHTI	Competition Name	Ad-Vantage <i>Turning Creativity into Influence</i>
Group / Individual	GROUP	If team - min team size and max size per team	Min - 4 Max - 5
Max Reg Possible	30	Registration Amnt (For grp events – total grp reg Amnt)	1000
Date of competition (Day1 / Day2 / Both)	DAY 1	From and to time of competition	11:00 am to 4:00 pm
Can Nirmalites Participate? (Yes/No) <i>If only external judges, yes else no</i>	NO	Total Expense for conducting competition (pls provide detailed budget sheet as attachment)	NA
Total Cash Prize Value	15000	Cash Prize Split	1 st -10000 2 nd 5000

Competition Guidelines/Rules :

- A team must consist of 4-5 members
- Participants should bring their own laptops, mobile phones and net setters
- Judges decision will be final
- Each participant should wear the college identity card in all rounds
- The advertisement must be **original**. Plagiarism will lead to disqualification.
- Platforms such as **Canva, PowerPoint, or similar ad-creation tools** are permitted.
- Ads must not contain **vulgar, offensive, political, or religious content**.
- Time limits must be strictly followed
- Round-wise rules, themes, and evaluation criteria will be provided on the spot

Rounds	Description	No. of participants	Venue
1	<p>In Round 1, teams will be divided into two parallel activities. Two members will participate in an Ad Sense Challenge task, while the remaining members will engage in a creative challenge. Detailed instructions will be provided on the spot</p> <p>Participants once allotted to a challenge cannot interchange roles</p> <p>Ad Sense Challenge</p> <ul style="list-style-type: none"> • Two members per team must participate in this challenge • Identification and interpretation of given ads and brands. • No electronic aids allowed. • Top teams qualify for Round 2. <p>Creative Spark Challenge</p> <ul style="list-style-type: none"> • Three members per team must participate in this challenge • No electronic gadgets (mobile phones, laptops) are allowed • Participants may be asked to Rewrite an existing ad for: A different target audience • New Tagline, Supporting line, mention target audience 	30 team	C 217, C 215
2	<p>Round 2: Brand Puzzle Challenge</p> <ul style="list-style-type: none"> • Each team gets a set of mixed puzzle cards (or a printed worksheet) • All team members work together on the same set, solving all puzzles in one sitting. • Top teams qualify for Round 3 	30 Team	C 217, C 215

3	<p>Digital Ad Creation & Launch</p> <p>This round is a team event and all 5 members must participate.</p> <ul style="list-style-type: none"> • Only teams qualified from Round 2 are eligible to participate in this round. • Team members must work together as a single unit; task division within the team is allowed. • The product / service / theme will be given on the spot. • Teams are required to create a digital advertisement based on the given theme. • The ad may be created in any digital format (poster, single-slide ad, static visual) • Teams present their ad live as if they are “launching it on social media.” 	10 team	C 217, C 215
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Does conduct of this competition require one of our main stages for any round? If Yes pls provide details below			
Main stage required on Day1 or Day2	NO	FN / AN (Forenoon/Afternoon)	
Duration for which main stage is required? Time - From and to	NO	Which rounds detailed above will be hosted on the main stage?	