

# **AD MAD Show – Where Creativity Meets Madness**

## **Overview:**

A team comprises of maximum 4 members. The teams will be judged on following basis / criterion –

- i. Advertisement's Content (How humorous it is)
- ii. Expressions
- iii. The presenter's fluency
- iv. Uniqueness (originality)

## **Rules:**

1. The participants will have to come prepared and present an advertisement for a product / service of their choice.
2. Time allowed to present your prepared ad will be max 5 minutes.
3. The ad prepared by the contestant must not contain any obscene words / any subject that hurts the feeling of a culture / religion / region.
4. Company Name and Brand Name must not be copied.
5. Negative marking for any disobedience of rules.
6. The decision of the judge is final and abiding.
7. The advertisement will be in any schedule language.
8. The teams must bring their own props and music CD.

## **Not allowed props:**

1. Swords, knives, or any other sharp objects.
2. Fire in any form.
3. For or Smoke.
4. Special Lighting.