

EVENT NAME: MAD ADS

DATE: 2nd MARCH 2019

TIME: 4:30 PM

RULE LIST:

- 1) 6-10 members make a team.
- 2) Duration of advertisement is 8+2 minutes.
- 3) The team shall be judged on the basis of advertisement's content – level of humor, adherence to the topic, on-stage presentation, coordination and overall appeal.
- 4) The trailer prepared by the contestants must not contain any obscene words, violence, prejudice, defamation or any subject that hurts the feeling of individual/institution/culture/language/religion.
- 5) Props are not allowed.
- 6) The advertisement can be in any language.
- 7) The contestants are strictly advised not to disclose names of their College/Institution.
- 8) The contestants may opt for a suitable dress code however the name of the college should not be displayed on the dresses in any form.
- 9) If any extreme vulgarity is found while competing, the judges are allowed to disqualify the team then and there.
- 10) Violation of rules will lead to reduction in marks.
- 11) In case participants exceed the time limit, judges are allowed to disqualify the team.
- 12) Judges decision is final and abiding.