



IPS BUSINESS SCHOOL

IPS COLLEGE
J A I P U R
Group of Colleges

ZEPHYR - 2024

MARKTECH – THE ADVERTISEMENT MAKING COMPETITION

The event aims to provide an opportunity to bring out individual and collective talent of the participant by providing a platform to participants to explore and present their creativity and to make participants aware about the essential concept of advertising and their execution. Group of four to six students, will be asked to create a full-fledged creative campaign. Students have to present a conceptual ad of either a product or a service. Students will act out a TV script (developed by them) and present ideas on creating relevant market awareness.

RULES

1. Each team will consist of 4-6 members
2. The products/props for the event will be given on the spot.
3. Each team will get 15 minutes for preparation.
4. Maximum Time Limit for performing the Ad is 5 minutes.
5. Teams will have to design a Logo for the product/service
6. Teams have to design a tagline for the product/service given to them
7. Teams will have to present an act for advertising the product
8. There should be no exposure to biasness against any caste or community or religion through your performance.
9. Use of vulgar expression and language will lead to disqualification of the team
10. Decision of Judges will be binding and Final.

JUDGEMENT CRITERIA

Teams will be judged on the criteria of Creativity, Customer Appeal, Linkage with the brand and Presentation