

AD Mad Competition
Organized by Shuchita

The Cleanliness and Hygiene Society of RLAC

13th April 2023

Name of the Event: *AD Mad* Competition

Nature of the Event: Inter-College Competition

Date and Duration: 13-02-2023 at 1:00 p.m.

Venue: Room 13

Faculty Convenor: Dr. Ritambhara Misra

Faculty Coordinators:

- Ms.Swagata Karmakar
- Ms.Pragya Deshmukh
- Ms. Manisha Wadhwa

Student Coordinators:

- Yukti Grover

Number of teams: 7

Judges:

- Dr. Roshan Lal
- Dr. Annie Ray
- Dr. Sakshi Sharma

Brief Summary of the Event:

The Ad Mad Competition was organised by Shuchita-The Cleanliness and Hygiene Society of Ram Lal Anand College in collaboration with Ubiquitous on 13th April,2023. The competition was held with the aim of promoting awareness about the importance of cleanliness and hygiene using the medium of advertising.

The competition saw the participation of seven teams, who were given the task of developing innovative and creative ad campaigns on products such as Colgate, toilet cleaner, washing powder, toffee, pen, mask, sanitizer, etc. The competition was a great platform for the students to showcase their creativity and marketing skills by developing advertisements that could appeal to people of all ages.

The competition was conducted in a transparent manner, with all participants picking up the chits at the same time and given 15 minutes to develop their advertisements.

The advertisements that were developed by the participants were highly engaging and informative. The participants demonstrated their marketing skills and creativity in developing campaigns that

were both entertaining and informative. The campaigns covered various aspects of cleanliness and hygiene, including personal hygiene, waste management, and sustainable living.

The judges had a tough time deciding on the winners as all the advertisements were highly creative and effective in conveying the message of cleanliness and hygiene. However, after much deliberation, the winners were announced, and the successful teams were felicitated with prizes and certificates.

Evaluation Criteria:

- Concept of Ad
- Voice Modulation
- Team Work
- Ability to highlight the product
- Overall Presentation

The judges were to mark the team according to the above criteria on a scale of 1-5 where 5 stands for best and 1 for the worst.

Results:

We were to choose two teams as winners for the competition. The winners were

1st Position: Charvi Kapoor and Sameer Tomar

2nd Position: Nikita Pathania, Animesh Verma, Jaya Pandey

Conclusion:

The Ad Mad Competition organized by the Shuchita-Cleanliness and Hygiene Society of Ram Lal Anand College was a highly successful event that demonstrated the power of advertising in promoting social causes. The competition provided the students with a platform to showcase their creativity and marketing skills while also promoting a social cause. We look forward to organize such events in the future to continue spreading the message of cleanliness and hygiene in our society.

Glimpse of the event:



