



ADDOMEDIA

Event Description:-

Advertising says to people, “Here’s what we’ve got. Here’s what it will do for you. Here’s how to get it.”

~Leo Burnett

The idea of this event is to allow the players explore their creativity as well as their marketing power. The Event is based on a marketing theme, participants will have to pick any product real or fictional of their choice and device an ad campaign to sell the said product.

Team Size:-

Team can consist of 3 members.

Event Timeline and Rules:-

- The first round is a preliminary round, it’s a free round and each team of 3 members will have to send their entry by 5thApril to edgemoneymatters@gmail.com. (In any form – ppt/video/posters with a supporting doc/pdf file)
- The best entries will be asked to participate in the main event at EDGE 2017 at our campus.
- In the second round one has to prepare a video or a ppt describing their proposed ad campaign, their brand positioning and target audience.
- Content should be original, anyone found adopting any unfair means will be disqualified.
- 40% weightage will be given to the look and design of the ad, and 60% to the idea behind the campaign.
- So start thinking and create the next big idea!

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