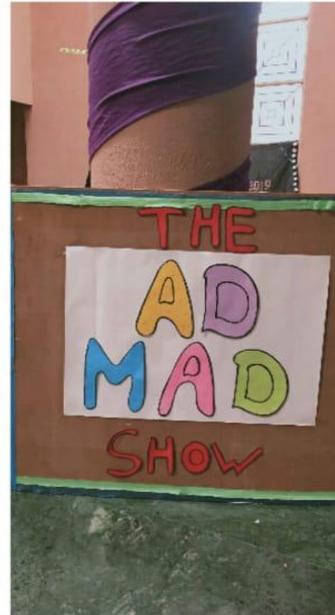


Sarvajanik Education Society

S. R. Luthra Institute of Management, Surat

Report on GTU Tech-Fest Event - "The Ad-Mad Show" organized by

S. R. Luthra Institute of Management, Surat on 12<sup>th</sup> March 2019.



GTU Tech Fest 2019, was a two day event, 12<sup>th</sup> and 13<sup>th</sup> March, 2019, organized by **SCET** for Zone 5. Where **S. R. Luthra Institute of Management** did host “*Management*” games at the institute. There were 6 management games divided in two days, where on first day (i.e.12<sup>th</sup> March), one of the event was Ad-Mad Show.

About the event – **Ad Mad show** competition is an opportunity to bring out individuals and collective talents of the students participating in it. The idea behind conducting this competition is to provide a platform to participants to explore their creativity and stage presence skills.

In all there were 8 teams who had registered, from which only 7 did participate. Each team did comprise of 4 members. As there were less teams who had registered, the elimination round was not conducted. There were two judges for the event:

1. **Dr. Manish V. Sidhpuria** (Professor, Department of Business and Industrial Management, VNSGU, Surat)
2. **Ms. Roshni Singh** (Assistant Professor, S. R. Luthra Institute of Management, GTU, Surat)

The game got started at 2 p.m., where a brief introduction was given about the event to all the participants regarding Ad Mad Show and rules and regulations to be followed. Then the invited judges were given momento **Dr. Mahesh Trivedi** (Assistant Professor, SCET).

The event was divided into two rounds: First round (**Dekho sunno aur pehchano**)

Second round (**Dramebaaz**)

**First round (Dekho sunno aur pehchano):**

In the first round total 7 teams participated consisting of 4 members of each team. The participants of the team were supposed to identify:

1. Tagline
2. Brand Ambassador
3. Character identification
4. Logo
5. Audio ad commercials of the advertisements/ brands

The teams were given 10 marks for correct answer by the judge (as defined in the rule book). This round was divided into two phases: Phase 1 – had fix set of 5 questions asked to all teams and they had to answer within 15 seconds and the same question could not be passed on to any other team. After this there were only 4 questions asked in Phase 2, which was a buzzer round. Here teams had to identify the brand/ product by symbols. Each question carried 10 marks, and -5 for wrong

answer in phase 2. The result of this round had a tie between two teams, and where only one extra question was asked to the teams and it was a buzzer round.

Top 4 teams entered in the second round.

### **Second round (Dramebaaz):**

In this round, the teams were asked to pick two chits, where one did consist of the name of a product and other had tagline. Here the teams had to prepare 5 mins advertisement based on the product and tagline given to them. For the same chart paper, fevicol and sketch pens were given to each time, and rest all props they were asked to search from campus. Each team has a time limit of 30 minutes to prepare the advertisement. They need to design the advertisement considering various parameters like brand name, jingle, drama/ role-play on given product/ service/ theme. The best team was selected as winner by the judge considering the judging criteria.

There was a winner team which was finalized by both the judges, where **Dr. Manish Siddhpuria** who was our judge gave their opinion about the event and announced the result to the teams. Than vote of thanks to the judges and the teams was given by one of our volunteer.

1<sup>st</sup> prize winning team:

<b>Name</b>	<b>Enroll No.</b>	<b>Year/Sem</b>	<b>Institute</b>	<b>Contact No.</b>	<b>Email id.</b>
Manushi Thaker	188050592045	2019/2	SRLIM	9426687829	manushi.thaker29496@gmail.com
Mohit Gulwani	188050592024	2019/2	SRLIM	9913846698	mohitgulwani1@gmail.com
Simran Chauhan	188050592009	2019/2	SRLIM	9974590767	simranchauhan5496@gmail.com
Minal Choraria	188050592010	2019/2	SRLIM	9925061278	minalchoraria@gmail.com

### **Student volunteers:**

Priyali Bipin Kannani  
Priyanka Kamalkishor Soni  
Nidhi Dilipbhai Shah

### **Faculties Present:**

Darshana Shah  
Dr. Jayshree Sidhpuria  
Mr. Harshesh Patel  
Mr. Paresh Dave