



National Level AD Making Competition



- > 1st Prized Rs 10,000
- > 2nd Prized Rs 5000
- > 3rd Prized Rs 3000
- > Consolation Prize Rs 1000

(Certificate of appreciation for all the participants)

For queries:

Ritam Janapati(9680424300.
email-janapatiritam8@gmail.com)
Jhutan Bose (7085917404.
email-jhutanbose221@gmail.com)

STEP-1
Scan and pay the
registration fees Rs 100



STEP-2
Scan after payment
registration Form



Organized by
MARK-ON CLUB
Faculty of Management & Commerce
ICFAI University Tripura

in
Association with
LONGTHARAI SPICES

Date:04/02/2025 Venue: IUT Campus

AD Making Competition

Organised by

MARK-ON CLUB, FMC, IUT

1. Plans:

The Markon Club of the FMC Department at ICFAI University, Tripura, is organizing in Ad-Making Competition on february 04, 2025. Participants are required to create advertisements featuring Longtharai Guru Masala products, as they are the official sponsor of the competition.

2. Rules & Regulations:

Eligibility:

The contest is open to all College/university students in teams of 3 members.

- Each team must designate a team leader for communication and coordination purposes.

(The contact number and email of the team leader needs to be shared)

3. Theme:

The theme of the required to create advertisements featuring Longtharai products.

- Participants are required to develop an audio visual advertisement showcasing the Product / Service and benefits in an attractive & creative manner.

The process of segmentation, targeting, and positioning of the Longtharai products along with benefits intended for the targeted segment needs to be presented during the contest.

Audio visual presentation is must where one or all of the group members

- can participate in hybrid mode.

{ Participants from Tripura has to be physically present on the IUT Campus on 4th Feb. while other states participants can give their team presentation in virtual mode.}*

4. Guidelines:

Audio visual must be submitted in digital format (MP4) via email to the designated contest email address/ link (to be provided).

The submission deadline will be 31.01.25

- Audio visual must be within 15 to 30 Seconds time limit.

One group will be allowed to submit one audio visual only.

Registration fee per group is Rs.100.

5. Evaluation Criteria:

Advertisement will be evaluated based on the creativity, clarity, and

- relevance of the segmentation, targeting, and positioning strategies depicted.

Judges will also consider the overall presentation, visual appeal, and

- originality of the advertisement.

Judges decision will be the final decision.



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6. Awards:

- Winners will be selected based on the judges' evaluation.
- 1st Prize - Rs 10,000/- and certificates of appreciation
- 2nd Prize - Rs 5,000/- and certificates of appreciation
- 3rd Prize - Rs 3,000/- and certificates of appreciation
- Consolation Prizes Rs 1,000/- and certificates of appreciation
- All participating team members will be given certificates of recognition.

7. Intellectual Property:

- Participants must ensure that all content included in the advertisement is original and does not infringe on any intellectual property rights.
- By submitting their advertisement, participants grant permission for their work to be shared for promotional purposes.

8. Code of Conduct:

- Participants are expected to conduct themselves in a respectful and professional manner throughout the contest.
- Plagiarism or any other form of academic dishonesty will result in disqualification.

9. Disclosure of Information:

- By participating in the contest, teams grant permission for their names and advertisement to be shared on promotional materials and social media platforms.

10. Disqualification:

- The organizers reserve the right to disqualify any team that violates the rules and regulations of the contest.

11. Amendments:

- The organizers reserve the right to amend the rules and regulations of the contest, if necessary, with prior notice to all participants.

By participating in the Ad Making Contest, teams agree to abide by the rules and regulations outlined above.

