



**DEPARTMENT OF MARKETING
MARKETING CLUB**

Date: 29-3-2021

Venue: Seminar Hall

Time: 3.15pm to 4.30pm

Semester & Section : I Semester A, B & C

No. of Participant: 120

Event Coordinator: Prof. Anitha B.M.Dsilva

Judge for Mad Ads

Mr. Manas Jyoti Mitra from Udaan.com as a Training & Quality Manager (PAN India)

Objectives

- To acquaint the students about promotional strategies in marketing through advertisements.
- To create an advertisement to a given product and enact the same.
- To showcase the creativity, marketing skills, and knowledge of marketing subject

Agenda/Flow of the Event

Session 1 : Presentation of Mad ads from each team.

Session 2: Feedback from the judge

Session 3: Announcement of Winners.

Judge for Mad Ad competition was Mr. Manas Jyoti Mitra

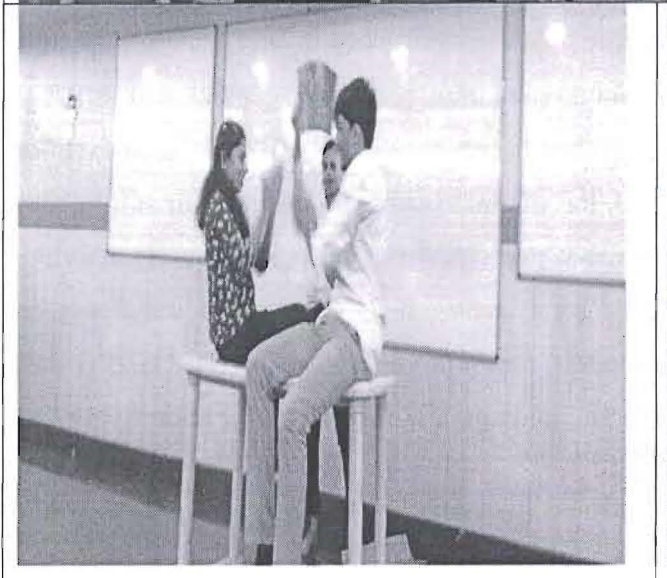
Manash Jyoti Mitra is a Certified Master Trainer, Access Consciousness Bars Practitioner, Neuro-Linguistic Programming (NLP) professional, Reiki Practitioner with an overall work experience of 8 years, broadly in the E-commerce Industry. Currently he is associated with Udaan.com as a Training & Quality Manager (PAN India). His core area of interest lies in Storytelling, Coaching and Mentoring. He perused his BE in Industrial Engineering and Management and MBA in Human Resources and Marketing specialization. Sir has been alumni of 2010-2012 batch excellent speaker, very creative, communicators and had lot of enthusiasm to perform in all Institute programmes. As a student, Sir has been active in class, participated in various marketing activities, and in a way was a role model to other students. As a faculty at RVIM, he had initiated green marketing –eco-friendly exhibition of students models, and promoted green friendly environment among students. We are extremely happy to have you amongst us. Thank you for taking your time to address student community.



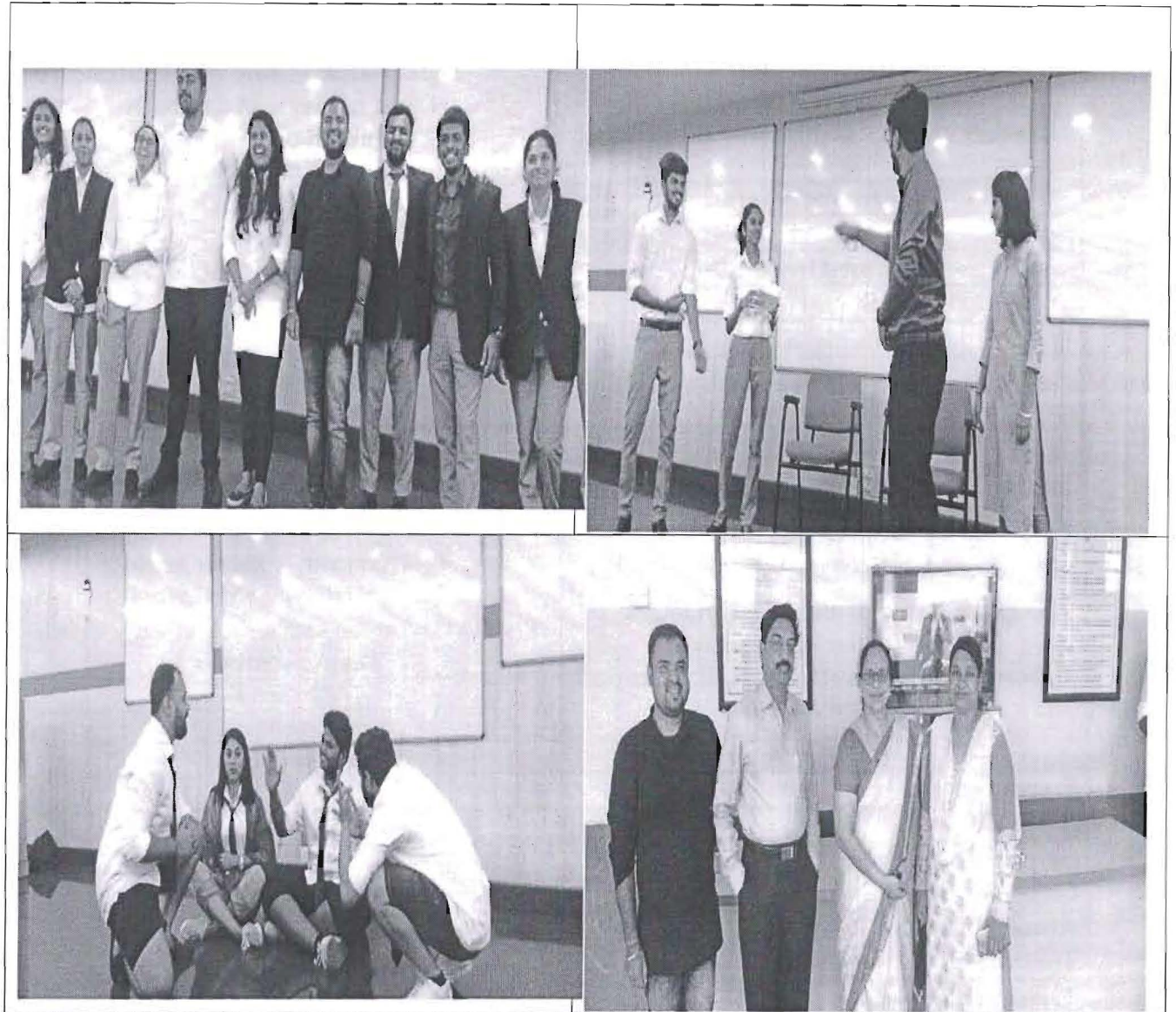


Judge Mr. Manas with the student coordinators

PHOTO GALERRY MAD ADS COMPETITION



Signature
Patil



Mad Ads Participant List

<p align="center">Team 1</p> <p align="center">Team name - sales mafia Team leader - Praveen Talwar Product name - matrimonial site</p>	<p align="center">Team 4</p> <p align="center">Team name - happy sellers Team leader - Ritesha HR Product name - mosquito coil / bat</p>
<p align="center">Team members</p>	<p align="center">Team members</p>
Rakshith TG	Karthik M S
Vinayak Golihalli	Likith
Satish kumar k pille	Ritesha H R
Srushti BR	Darshini G
Sumit Naganath	Soubhaya Bhat
Rahul Yalavatti	Kavya
Sahana MS	Ashadeep
Suhas H	
Anusha Hegde	
Praveen Talwar	



Team - 2 Team name - creative crew Team leader - Suraj HS Product name - sanitizers / hand wash	Team - 5 Team name - sale magicians Team leader - Adarsha K Product name - Fevicol Team members
Team members	Janak Karkera
Aijaz M	Adarsha K
Mohamed Saifuddin	Chandan NH
Suraj H S	Akshay HS
Monisha M	Kaushik CB
Sirisha K J	Kirthan Ram
Disha Naik	Drinya K chandran
Trivadan hedge	
Team -3 Team name - Business blasters Team leader - Sharan B Product name - Anti hair fall shampoo Team members	Team - 6 Team name - profit mind Team leader - Abhilash k Product name - soft drink/energy drink Team members
	Abhilash K
	Sneha
	Varsha
Sreepoorna	Janani Priya
Sharan B	Goutham
Sujani Krishna Velugu	Karuna
Chinmay Hegde	Indraneel
Amogha Hegde	Nishanth
Tejaswini L	Roshani
Tejashwini Hegde	Rakshith
Team 7 Team Name: Sons of Strategy Team Leader: Varsha B Product Name: Perfume/Deo Team Members: Vaibhav M Ullas Shet A B Ganapathy Anagha Hegde Varsha B Chaithanya B K Vinayak Bhat	

RULES AND REGULATION

- Mad ad for 3+1 minutes
- Participants shall be judged on the basis of spontaneity, content and creativity, adherence to the topic, on stages presentation, co -ordination, time management and over all appeal of the presentation.



- Caution should be taken to refrain from displaying obscenity , violence, prejudice, defamation etc. in Advertisement.(during the enact)
- Languages can be used: English, Kannada.
- Tagline should not be related to the Product.
- Advertisement Should be different from the existing one

Judging criteria

- Ability to attract audience's attention.
- Concept of ad
- Team work
- Voice modulation
- Ability to highlight the idea of product with minimum efforts
- Overall presentation

Winners of the Mad Ads competition

- | | |
|--|-----------------------|
| 1. Prize – Creative crew- Sanitizer/ Hand wash | - Mr. Suraj HS & Team |
| 1. Prize - Sales Magician – Fevicol | - Mr. Adarsh K & Team |
| 2. Business Blasters- Anti Hair fall Shampoo | - Mr. Sharan B & Team |

Feedback/ Coordinators Comment:

The Mad ads enacted by the students were an informative for the students. They were able to apply marketing theoretical knowledge towards the product/ service and recreate the existing advertisement or a new advertisement and enact the same as a part of the competition. The team's effort creative thinking, enactment, voice modulation, acting skills of each individual student, taglines used and overall performance by the teams was worth watching and appreciable.

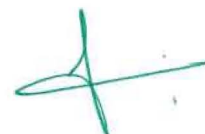
Outcome achieved/ attained:

Through mad ads students exhibited new talents. Creativity had increased among the participants. Direction, voice modulation, commitment of the students towards the performance was seen. Students were more responsive and showcased most of the ads in a better organized way.

Thorough research was initiated by the students to bring out a new jingle (advertisement) for the existing products. Overall we could see that it became a base for students to build up marketing concepts and grow through experiential learning.



Prof. Anitha BM Dsilva
Event Coordinators

Director