



Crystal Jubilee Celebration of Gyanmanjari Group – Techmanjari 2k23 **YouthFest**



Advertisement Making Competition Rules

▪ **Type: Solo /Group Event**

▪ **Category /subject:**

- you can select any product for the advertisement
 - Maximum time limit for the Ad video is 1 to 3 minutes.
 - Deadline to submit Ad video: 5th February, 2023 (5:30 PM)

Terms and conditions:

- The competition is open to all programs and colleges.
- Duration of Ad Video should be as per above guidelines.
- The video in such manner that should not any content which showcases hatred towards any religion or community, gender, caste, or political oriented vibe in any form. Also, there shouldn't be use of any abusive or explicit content in the video or any other objectionable matter. The video should not contain any offensive content or foul language. Vulgarities will not be tolerated in any content submitted. Such entries shall be disqualified. GMGC committee holds complete authority to disqualify any such kind of video.
- do not use Copyright content.
- Languages allowed to use in the videos are English, Hindi or Gujarati.
- Videos should not publish any Social media platforms before the event completion otherwise participant disqualified.
- The judges' decision will be final. No correspondence pertaining to the selection process and decision will be entertained.

Criteria for Judgment:

- Content-information, Awareness and Humor
- Spontaneity/ expressions /Acting/ fluency
- Appeal of the Advertisement



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- Overall Script and Play
- Creativity
 - Innovation
- Copywriting
- Use of the medium (Hindi/Gujarati/English)

Share your Ad video on ubsolanki@gmit.edu.in with following details:

- Name of the participants
- Ad Video subject
- Email ID (used for registration)
- Phone number

Awards:

- Top 2 teams will be awarded. Decisions of the judges will be final.