

# **ROBOMANIA-2018**

## **BUSINESS MANIA**

### **Faculty Coordinator**

Dr Nishi Bala  
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### **Student Convener:**

Ms Gursimran Kaur  
MBA 2nd semester  
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### **Student Co-Convener:**

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B.Com (P) 6th semester  
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## “AD-Mania” AD MAD SHOW

- Two participants per team
- Team needs to design a complete Ad-campaign comprises Ads covering *print and electronic Media both radio and video* on single product/services of their choice.
- Totally new dimension of communicating, entertaining and engaging the consumers through creative boundaries is expected from the participants.
- Video/Radio Ads should not increase 45 secs.
- The presentation should not exceed 6 minutes wherein the participant shall showcase their concept orally and as a visual and Audio-Video.