

Abhivyakti- An Advertisement Competition

Rules and Regulations

All that you need to know about Abhivyakti- An Advertisement Competition

The **Media Cell** of Imperial School of Agri-Business (ISAB) proudly presents “ABHIVYAKTI,” an advertisement competition.

Description - Abhivyakti is a **three-round** advertisement competition inviting students across India to showcase their **creative** and **marketing skills**. Participants will create **brand logos, taglines, and advertisement posters** as they compete to make their brand stand out.

Following are the guidelines and other important information about this event.

Rules & Regulations :

- Undergraduate and Postgraduate students of Agriculture and allied streams are allowed to participate in this competition
- Each team should comprise a minimum of **two** students and a maximum of **four** students. The students can be from different full-time programs of the colleges, but they should belong to the same university
- Any number of teams can participate from one College/Institution/University
- A member can be part of only one team related to this event. Although student is eligible to participate in other events as individually or in the group under Sambhramaa 2024.

It is important for each party to follow certain rules of conduct to ensure a harmonious and productive competition :

- No change in the team structure is permitted after the team has registered
- All submissions must be original and created by the participants. Plagiarism will result in immediate disqualification.
- All submissions must be uploaded on the given platform before the deadline for each round.
- The primary language for the competition is English.
- Ensure that final submissions are in the prescribed formats (JPEG, PNG, PDF).
- All participants are expected to maintain a high level of respect and decorum throughout the competition. Misconduct will lead to disqualification.
- The judges' decisions are final and binding. No appeals or reconsiderations will be entertained.

Timeline:

Registration closes	15 th November, 2024, 11:59:59 PM
Guidelines for the Advertisement competition to all the registered teams	16 th November
Round 1(Logo Design & Tagline)	18 th November, 2024
Results of Shortlisted Teams in Round 1	20 th November, 2024
Round 2 (Poster Design)	22 th November, 2024
Announcement of short-listed teams on ISAB Social Media handles/websites	25 th November, 2024, 7:00 PM
Final Round competition, internship job fair and award distribution ceremony	13-14 th December, 2024

Registration:

Teams have to register online for the event from the following link by November 15

Registration Link

1. **Google Forms:** <https://forms.gle/9izuN5AuYtA37z8E6>

There is no fee for the registration

» Team leader needs to register for the team with all team members' details and the team's name.

» Ensure the contact details entered during registration are correct. We will be relying on this information for future correspondence.

Stages of the Competition:**Round 1: Logo Design & Tagline (Online)**

- **Task:** Create a logo and a catchy tagline for the provided brand topics.
- **Submission Format:** JPEG/PNG (max size 10 MB), tagline text included in the submission.
- **Evaluation Criteria:**
 - Creativity and originality of the logo.
 - Relevance to the brand topic provided.
 - Catchiness and memorability of the tagline.
 - Visual appeal and branding effectiveness.

Round 2: Advertisement Poster Design (Online Elimination Round)

- **Task:** Create a detailed advertisement poster for a specific product of your brand.
- **Submission Format:** PDF or PNG (max size 10 MB).
- **Evaluation Criteria:**
 - Conceptual clarity and creativity.
 - Relevance to the brand's product.
 - Visual aesthetics and professionalism.
 - Messaging and audience targeting.
 - Adherence to the brand identity created in Round 1.

Note: This round will be eliminative. The top participants will proceed to the final round.

Round 3: Live Ad Creation Challenge (Offline Final Round)

- **Task:** A prompt will be provided during the live competition. Participants will have to design both a logo with tagline and an advertisement poster based on the new prompt in real-time.
- **Time:** 2 hours.
- **Submission Format:** JPEG/PNG for the logo, PDF/PNG for the poster (max size 10 MB each).
- **Evaluation Criteria:**
 - Speed and efficiency in producing high-quality work.
 - Creativity and innovation in response to the prompt.
 - Coherence between the logo, tagline, and poster.
 - Relevance and engagement potential of the advertisement.
 - Overall professionalism and presentation.

Judging and Evaluation Criteria:

Participants will be evaluated based on the following aspects for all rounds:

- **Creativity & Originality:**
How unique and imaginative is the work?
- **Brand Relevance:**
Does the design align with the brand's identity and product offering?
- **Aesthetic Appeal:**

Is the design visually appealing and professional?

- **Messaging:**

How clear and impactful is the tagline or message conveyed?

- **Audience Engagement:**

Does the design successfully attract and communicate with the target audience?

- **Technical Execution:**

Is the design polished with proper use of colors, fonts, and layouts?

Prizes & Certificates:

- First prize: INR 21000/
- Second prize: INR 15000/
- Third Prize : INR 10000/
- All finalists will receive certificates of participation.

Note: The Finalists who shall participate in award ceremony will be asked to visit ISAB Campus for the finale among the shortlisted team. Finalist will be informed in advance with travel details.

Note: The event will be canceled if there are fewer than 10 team entries.

Contact information: In case of any query, participants can send an email below coordinates with their registered email ID to mediacell@isab.org.in and in the subject line just mention what you wish to know.

Event Secretary- Ms. Zainab Kauser Rizvi

Email ID- mediacell@isab.org.in

What's App – 9102284443, 6281038654

For getting updates regarding the event, please follow us on:

<https://www.linkedin.com/company/media-cell-isab/>