



St. Francis Institute of Management & Research (SFIMAR)

Report on Ad-Mad Show by Nirmiti Club in SFIMAR Campus on 30.09.2024

Introduction:

The Nirmiti Club organized an exciting and creative event, the **Ad-Mad Show**, on 30th September 2024 at the SFIMAR campus. This event was designed to encourage students to unleash their creativity and showcase their marketing prowess through the creation of innovative advertisements. The participants were tested on their branding, slogan creation, and jingle-making skills, providing them with an engaging platform to hone their advertising skills.

The event witnessed the enthusiastic participation of multiple student teams from various specializations such as HR, Marketing, Finance, Operations, and IT. The **Ad-Mad Show** was conducted under the guidance of **Dr. Simmi Prasad**, the Head of Nirmiti Club, along with her team of student coordinators. The event was judged by distinguished faculty members, and it was graced by the presence of the Director of SFIMAR, **Dr. Shalini Sinha**, and the Deputy Director/M.M.S Programme Head, **Dr. G Ramesh**, whose support and encouragement uplifted the spirits of all participants.

Objectives:

1. **Fostering Creativity:** The event aimed to promote out-of-the-box thinking and creativity in the field of advertising.
2. **Encouraging Teamwork:** It emphasized the importance of effective teamwork, collaboration, and coordination under time constraints.
3. **Understanding Advertising Dynamics:** The Ad-Mad Show provided students with practical exposure to the challenges of creating compelling ads in real-world situations.

Description of the Event:

The event started with an energetic introduction by the anchor, who explained the rules of the competition to the participants. The competition was divided into the following rounds:

1. **Logo & Tagline Creation:** Teams were asked to come up with a brand name, logo, and tagline for a product provided on the spot.
2. **Radio Jingle:** In this round, each team had to create a 30-second radio jingle, putting their creativity and vocal talent to the test.
3. **TVC Ad:** The final round involved creating a 1-2 minute TV commercial, where participants acted out their advertisement ideas.

Each round was evaluated based on creativity, originality, effectiveness, and presentation.



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Accolades:

- **1st Prize (Winners):** Lance Sequeira, Brian Gonsalves, Farrel Dsouza, Swapnil Dabreo
- **2nd Prize (Runners-up):** Glenda Fernandes, Crystal Pinto, Yash Jain, Saurabh Rahangdale
- **Consolation Prize (3rd Prize):** Achal Pise, Balaji Kodavati, Gajanan Karangale, Sakshee Sharma

Outcomes:

1. **Team Collaboration:** The participants learned to work together under pressure, improving their team coordination and communication.
2. **Advertising Skills:** The event enhanced their knowledge of advertising techniques, from creating catchy taglines to delivering a convincing TV commercial.
3. **Creative Thinking:** By working on different ad formats, students developed a more holistic view of how to approach marketing challenges with creativity and strategy.

Conclusion:

The **Ad-Mad Show** was a vibrant and enriching experience for all participants, providing them with a hands-on opportunity to explore the world of advertising and marketing. It served as a platform for the students to express their creative ideas, work in teams, and experience the thrill of pitching an advertisement from scratch. The success of the event lies in the enthusiasm and innovative spirit that each participant brought to the table.

Event Coordinators:

Sadiya Malik (Marketing), Surabhi Yadav (Marketing), Mugdha Wankhede (Marketing), Aishwarya Rao (Marketing), Shruti Mali (Marketing)

Anchors:

Aishwarya Rao (Marketing), Shruti Mali (Marketing)

Photography:

Sakshi Nikam (Marketing), Sandesh Lokare (Marketing)



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Communication Email:

Invitation to Nirmiti Club Event "Ad-Mad Show"



simmi prasad

to mmsfaculty, director, Chairman, deputy ▼

Sat, Sep 28, 10:36 AM



Dear All,

We are excited to invite you to the "**Ad-Mad Show**", a vibrant and creative event organized by the **Nirmiti Club**! This event will be a fun-filled and intellectually stimulating opportunity for participants to showcase their innovative advertising ideas in a competitive setting.

Event Details:

Date: 30/09/2024

Time: 4.30 pm to 6.30 pm

Venue: Assembly Hall

The "Ad-Mad Show" is designed to give students a platform to think outside the box and present their unique advertisements in front of a panel of judges.

Participants will form teams and create short, engaging advertisements for randomly selected products or services. Judging will be based on creativity, presentation, and marketing effectiveness. Prizes will be awarded to the winners.

Looking forward to seeing you at the "Ad-Mad Show"!

Best Regards,

Dr. Simmi Prasad

New Message

24 Oct

Photographs Drive Link:

<https://drive.google.com/drive/folders/1ZNvMF9HlMvqpleMd9DGhBSrjU6hNZUxG>



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Event Photos



Winners of the 1st Prize



Winners of the 2nd Prize



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Winners of the 3rd Prize



Dr. Simmi Prasad and her team of coordinators



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Participating Teams Discussing and Strategizing

