

DEPARTMENT OF MANAGEMENT STUDIES



AD-MANIA

About:

The Advertising Challenge aimed to encourage participants to recreate a complete advertisement for a chosen product. Participants were tasked with reshooting the advertisement, incorporating a new tagline, brand mantra, and a different value proposition than the original. The objective was to showcase creativity, strategic thinking, and the ability to reshape a brand's narrative.

Competition Highlights:

- Participating teams were given the products by the coordinators of the event. (Products were- Cold drink, Maggie, Soap, Mentos, Biscuits, and toothpaste)
- Teams reshot the whole advertisement of 30 to 60 seconds for the product in 60 minutes which was a completely different advertisement than the original ads.
- All the teams has created video advertisements with new taglines, brand mantras, and value propositions.

