

The ICFAI University, Jaipur
ICFAI Business School
Student Activities
“Admasters X Vigyapan” - Ad Making Competition

The Pixel and Business Squad clubs proudly presented a dynamic and engaging event titled "Ad-Masters x Vigyapan," designed to provide a platform for creative advertisers and marketing enthusiasts to showcase their talent. In today's competitive business landscape, effective advertising plays a crucial role in brand success. This event sought to celebrate the art of advertising while fostering innovation and collaboration within our community.

The event was organized as an intra-departmental competition by the Pixel and Business Squad clubs. The proposal included:

1. Team Formation:
 - Each team could have a maximum of 5 members.
2. Advertisement Creation:
 - Participants were required to create advertisements for an imaginary company or product, either through funny role plays or cinematic shots.
 - The focus was on humor, creativity, and engaging storytelling.
 - The duration of the advertisement was to be between 2 to 3 minutes.
 - Teams could choose any fictional or hypothetical company or product.
 - The content had to be original and not offensive or harmful.
 - Teams were to present their advertisements during the event.
 - Teams needed to provide a brief description of their products before presenting the advertisement.

The event successfully fostered creativity, artistic expression, and intradepartmental engagement among the students. It provided a unique opportunity for participants to showcase their advertising skills and innovative concepts in a supportive and collaborative environment.

Outcome:

- **Creativity and Innovation:** Participants demonstrated remarkable creativity and strategic thinking in their advertisements. The diverse range of ideas and the humorous approach to advertising were well-received by the audience.
- **Networking Opportunities:** The event facilitated networking between aspiring marketers, industry professionals, and businesses, providing valuable exposure and learning opportunities for the participants.
- **Engagement and Participation:** The enthusiastic participation of students and the creation of stunning advertisement videos highlighted the success of the event in achieving its objectives.

Photographs

Drive

Link:

<https://drive.google.com/drive/folders/1b15ZvXPMTXszE7ujBHjSzSW2Br3Wfa8?usp=sharing>