

REPORT ON INTER - HOUSE AD MAD COMPETITION

EVENT: AD MAD SHOW

THEME: RECREATE ME

DATE: 18TH MAY 2023

CLASS :VI-VIII

Creativity without strategy is called art, creativity with strategy is called Advertising.

INTER-HOUSE AD Mad competition was organized in the Aravali Hall of the school. Students from all the five houses participated in the competition. The event was witnessed by the students of classes VI-VIII. Each house was given a list of products, out of which one product had to be selected and the ad mad show had to be shown within three minutes.

This event was organized to make students familiar about promotional strategies in marketing through advertisements. It comprises of humorous & conceptual ad presentation by the students. Participants of all five houses acted on various advertisement script and ideas from different sectors .They used different forms of expression like a short skit, jingles, slogans and banners to showcase their innovation and creativity.

The event was judged on – Advertisement's content, , Expressions & voice modulation, Appeal of the advertisement ,Ability to attract audience's attention ,and overall presentation. The students participated with a lot of enthusiasm. The competition helped the students to enhance their skills in expression, voice modulation and dialogue delivery. All of the five houses came up with unique ideas and well-written scripts of the advertisements.

It was an excellent learning experience which all the participants and viewers enjoyed.

INTERHOUSE AD MAD COMPETITION

