

**REPORT OF AD- MAD ACTIVITY
SESSION 2023-24**

Name of the Activity : Ad- Mad
Day & Date : 17 January 2023, Wednesday
Class : IX & XI
Activity In charge : Ms. Sangita Ghosh/Mr. Navdeep Singh

A Glimpse of the Event

Objectives: To enable the learners to

- enhance their verbal proficiency
- to acquaint the students about promotional strategies in marketing through advertisements
- build confidence and self-esteem.

“Advertising is the ability to sense, interpret and to put the very heart throbs of a business into type, paper and ink.”

MBS International School organized an Inter-House Ad Mad competition on 17 January 2023 for the students of class IX & XI. The participants were divided in groups of four and were instructed to present an advertisement. The talented students showcased their abilities through creativity, teamwork and innovation. Students came up with some super interesting and hilarious advertisement ideas. They gave their presentation on various advertisement script and ideas relevant for different sectors including FMCG product, automobiles, social awareness etc.

JUDGEMENT CRITERIA:

- Content
- Team Work
- Expression
- Choice of Product

Result of the competition

S.NO	Student Name	Class	Positions
1.	Aarush Singholi	Vivekanand	First
2.	N. Raghav	Vivekanand	First
3	Sayyed Ahmad	Vivekanand	First
4	Pragya Gautam	Vivekanand	First
5	Ayushi Ranjan	Curie	Second
6	Nayana Santosh	Curie	Second
7	Ananya Ray	Curie	Second
8	Bhumika Dahiya	Curie	Second
9	Ayush Pokhriyal	Teresa	Third
10	Simran Kaur Rajput	Teresa	Third
11	Tanish Bhalla	Teresa	Third
12	Tanya Babbar	Teresa	Third



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