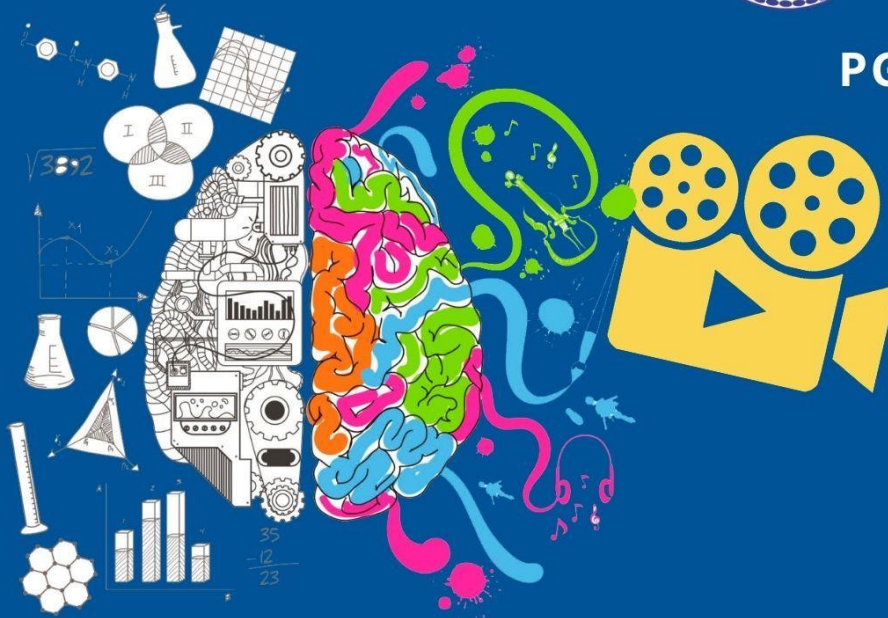


I hear and I forget;
I see and I remember;
I DO and I UNDERSTAND.



IILM
ACADEMY OF HIGHER LEARNING
LUCKNOW

PGDM | PGDM (F)



**AD
GURU
HUNT**

A PREVIEW INTO PRACTICAL LEARNING @ IILM LUCKNOW

Create an
Advertisement on ANY
ONE of these & win
Exciting Prizes



- Shoes
- Washing Powder
- Mobile Phone
- Fitness Services
- Mental Healthcare
- Delivery Service

Only for BCom & BBA Final Year Students

FREE REGISTRATION

 www.iilmko.ac.in

 9621948885



Submit Before

Aug 08, 2020

E-Certificate to all Eligible Participants

IILM Academy of Higher Learning, Lucknow

IILM AD GURU HUNT

About the Contest: “Ad Guru Hunt – Explore the Marketer Within”

IILM Lucknow is looking for young talent through this event which will appeal to creative spirited individuals. We invite talented young Final Year Under-Graduate Students to come up with an advertisement for any one of the given products/services, in their own unique way.

You may choose your own mode of expression, while following the basic rules of the contest. **So, let's begin....because..... we all have a creative spirit deep within us, which needs to be unleashed....**

Who can participate: Participants must be currently pursuing the FINAL year / semester of under-graduate studies (BCom, BBA, BSc, BTech, BPharm, BHMCT or any other stream) from any University or College, in India, with expected graduation year as 2020.

Theme:

You know what you can “cook in 2 minutes” and you all visualize the same iconic name, when asked about “Taste of India”.

These cult brands enjoy their iconic status because someone thought to tell a story about their brand which people will never forget. They made it “Simple”. They caught “Attention”. They imprinted their “Product/Service” in the public’s mind and they made them “Remember” it.

That’s the essence of advertising – It should be simple, catchy, clear and memorable.

Now it’s your turn. Call out to those thousands of thoughts and ideas that you always wanted to bring to light – here is your ticket to fame.....grab it.

From the list of products/services given here, create an Advertisement (on any one) which will appeal to the Customer – ***Shoes, Mobile Phones, Washing Powder, Fitness Services, Mental Healthcare and Delivery Services.***

The Parameters of Judgement will be Appeal, Attention, Simplicity (ease of understanding), Recall Value (Memorable) and Overall Impact.

Acceptable Modes of Creative Submission:

A 30 seconds to 3 minute advertisement explaining your pitch for the product or service chosen by you from the given options. It is to be submitted in the form of a Video.

Hint: Give a catchy name to your product/service, form the story line explaining your product/service, create a video of 30 sec to 3 minutes to impress the panel of expert Marketing Professionals who will evaluate your submissions. Use jingles, taglines and other creative tools to make that lasting impression.

Rules:

- 1) Participants must choose ONLY ONE Product/ Service from the following –
 - Shoes
 - Mobile Phone
 - Washing Powder
 - Fitness Services
 - Mental Healthcare
 - Delivery Services
- 2) The creative must be according to the specified theme.
- 3) Video Duration can be minimum 30 seconds to maximum 3 minutes.
- 4) Participants must be FINAL year/ semester under-graduate students. The College Id Proof will have to be uploaded. Size of ID should be less than 10 MB.
- 5) The Creative must be submitted only in Video form. The file size should be less than 50 MB.
- 6) There should be no controversial content in the Video.
- 7) The submitted content, in video form, should be original.
- 8) All non-original and/or controversial content will be disqualified.
- 9) All participants will receive e-certificates.
- 10) Winners will get e-certificates of commendation along with other exciting prizes.

Process:

- 1) Participation is absolutely FREE.
- 2) Participants will have to fill an Online Form, upload their video + picture of their valid College ID.
- 3) Deadline for Submission of Entries: Aug 08, 2020, 5 pm.
- 4) Result Announcement on Social Media & Emailing of E-Certificates: Aug 17, 2020, 5 pm.
- 5) In case of any query, please call/WhatsApp Mr. Ashish Kashyap on 9621948885 or send an email to events@iilmko.ac.in
- 6) Event Coordinators: Mr. Devesh Awasthi, Dr. Sonal Gupta, Ms. Nidhi Kulshreshtha, Mr. Ashish Kashyap & Ms. Monika Gupta
- 7) Online Registration Form: <https://forms.gle/Yh5wR9h3yshXSLP3A>

Register Now

**Click Here to go to IILM Lucknow's
Website**