

# AD-GORITHM

## MARKETING EVENT

- **Event Date:** 28th February 2025
- **Open to PG students only.**
- **Team Size:** 4 members per team.

### Time Duration for Rounds:

- Round 1: 20 minutes
- Round 2: 45 minutes
- Round 3: 30 minutes for preparation, 5 min for performance

### Round Descriptions:

- Round 1: MCQ (Offline)—Buzzword blitz.
- Round 2: Technical Round—Create a digital poster using CANVA.
- Round 3: Adzap—5 minutes roleplay (advertisement campaign for a assigned product)

### Evaluation Criteria:

- Creativity and branding effectiveness in each round.
- Visual appeal and message clarity in the ad campaign.
- Coordination among team members

### Participant requirement:

- Each team should have atleast one laptop

**Event Co-ordinators:**  
**Vaishali - 9500688842**  
**Prasanth - 9003569319**