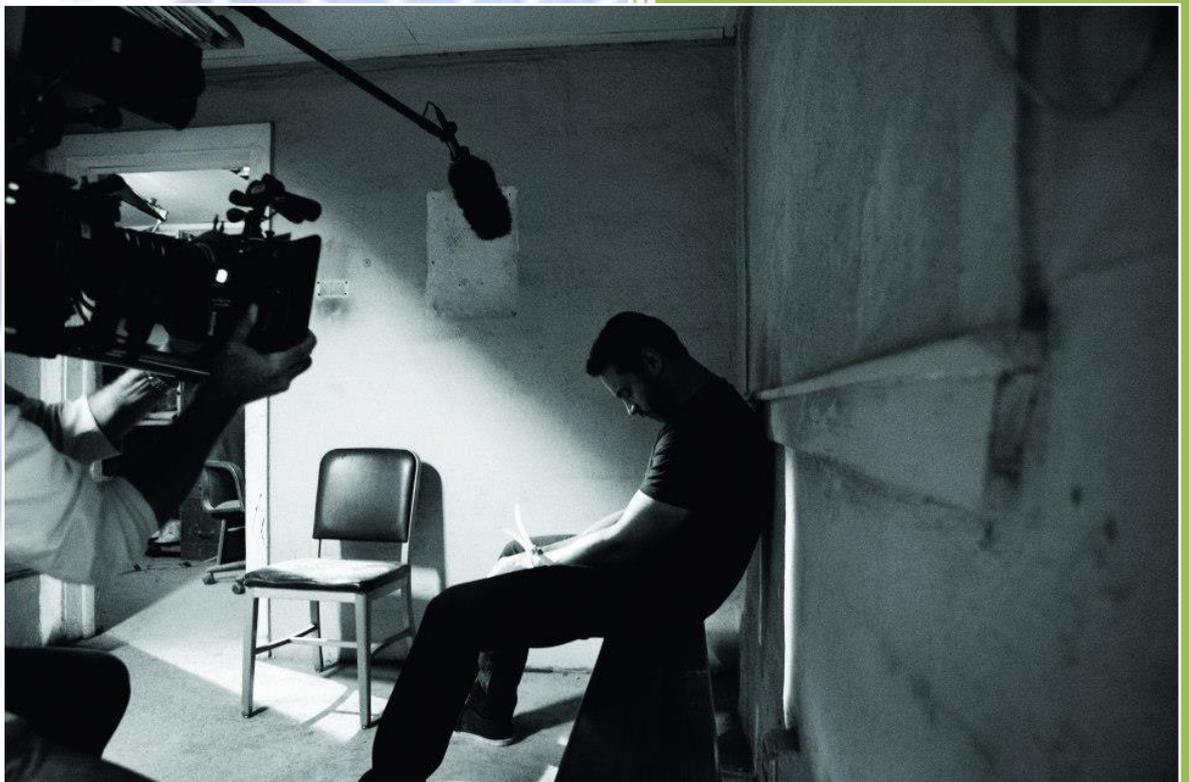


2018

ADOMANIA



Presented By E-Cell, VJTI

H R Mahajani Marg, Matunga East,
Near Five Garden, Mumbai,
Maharashtra 400019

1/26/2018



Adomania'18

A short Ad making competition.

It is ironic how we have been able to show the colours of this world so vividly on a 35mm screen in monochrome. Through motion pictures, truth often becomes more daunting than fiction and fiction often so convincing we cease to believe in the real. Motion pictures have been mesmerising the masses since 1890s and still continues to do so.

We present to you as part of Startup Networking Conference (SNC), an opportunity for you to show the masses the world through your camera, the world as you see it. We bring to you Adomania'18 !!!

WHAT IS ADOMANIA'18?

Adomania'18 is an ad film making Competition organized by Entrepreneurship Cell of Veermata Jijabai Technological Institute. Contestants are allotted topics from wide range of fields. We try to make the competition very challenging by choosing non-trivial products. All that matters for this competition is CREATIVITY.

Advertising is an art of deception. Certainly, it seems true enough that there's a good deal of irony in the world... I mean, if you live in a world full of politicians and advertising, there's obviously a lot of deception.

So here at Adomania'18 we try to challenge our minds to resonate our idea/ product with the audience. The skill of advertising has been

Implemented from the time when we humans learnt to communicate. It's in our DNA , we just need to set our minds in right direction and never stop testing, or your advertising will never stop improving.

So come join us and others at
ADOMANIA'18.



Event Information

Adomania'18 has two separate sections for contestants, separating them on the basis of age.

The categories are:

† Category A

† Category B

Eligibility:

† Participants in age group 13-17 are included in the category A

† Participants whose age is greater than 17 are included in the category B

Procedure of the competition

Round 1:

All the teams in each category will be allotted a topic/ product to make an advertisement film on lucky draw basis. The ads submitted will be judged separately for both categories by our esteemed, experienced judges from the field of Film making. (For results to be declared and awards to be given there should be a minimum of 5 teams in the respective category. Else the category will be dissolved.)

Round 2:

Teams that qualify Level 1 will be given a common theme in each category. Teams have to make a short film on the topic. Top 2 teams from each category will be awarded with prize on the same day.

Points to be remembered:

- 1) If registered in one category then all the team members should fall in the criteria of participants if that category.
- 2) Once the results are declared by the judges no arguments will be entertained as the judgment of the judge is binding.



Adomania'18 Rules

PLEASE READ CAREFULLY

1) Length of the advertisement:

For both categories the length of the video should be:

- 1) In level 1 the maximum length can be 120 seconds.
- 2) In level 2 the maximum length can be 300 seconds.

2) Age criteria for participation:

Participants whose age falls between 13-17 years fall in Category 1, whereas participants with age greater than 17 years fall in Category 2.

3) Criteria for team members:

A team should have min. 2 members and max. 5 Members.

4) Age Criteria for team:

A team registered for one category should have all Participants fall in the age criteria of that team. Example: A team is registered in category 1 then the age of all team members should be between 13 – 17 years.

5) Alterations in team members:

If you wish to change the team members details or add or remove a member then email the same to adomaniaecellviti@gmail.com.

6) Judging of submitted ads:

Our esteemed judges are one the best experts in the field Of film making.

In level 1 the submitted ads will be judged solely on the Basis of the idea used to advertise the product/ idea. If any ambiguity arises between any two advertisement for Selection then the ad will shorter length will be accepted (tolerance of +-5 seconds is ignorable). If still there is any doubt then the ad will be selected on Judge's discretion.

In level 2 the rules for selection of ad remains same as of level 1 for category 1 participants. For Category 2, the videos will be selected on the basis of concept used to project the product/ idea but tie breaking criteria will be Length of ad, Direction and Acting with same order of priority.

7) The topics for level 1 will be allotted to the teams one day before the event. The topics for level 2 will be allotted to the teams on the day to the event.

8) All teams are strictly expected to implement original ideas, Plagiarism is a Crime.

9) It is mandatory for category 1 teams to accompany an adult with them.

11) If the teams believe their ad should be reconsidered, if they were not selected, then they can request the Adomania team although Adomania is not liable to respond as the decision of the judges is binding. Teams will be contacted if their ads were found appreciable; teams should not contact Adomania team repeatedly.

12) The decision of the judges will be considered final and no challenges against it will be entertained.

