

Spotlight Admad Battle Event (M-Fiesta'26)

Clash of Creative Titans

General Rules:

- There are **3-6 members** in each team.
- There are 3 rounds of Spotlight Admad Battle event.
- Topic (any product/service) will be given **on the spot via chit**.
- **Team members will have to manage the required props and stationary by themselves.**
- Languages allowed – English, Hindi and Gujarati.
- Obscene language is strictly prohibited.
- Timing of round 1 and round 2 will start from 09:30 AM to 11:00 AM at classroom 202.
- Timing of round 3 will start from 11:30 AM at classroom 203.
- Judges decision will consider as final.

Round 1: Pictorial Pinnacle

- Each team will be given **A4 size white paper** for creative ad making.
- Team members have to carry required colours and stationary.
- **45 minutes** will be given to each to create poster.
- No elimination after this round.

Round 2: Pitch to Win

- **90 seconds** will be given to each team for pitch their product/service.
- **Only 1 member from each team** has to show their creativity in pitch including jingle, message, punchline, demonstration, USP and benefits of product/service.
- No elimination after this round.

Round 3: Act and Advertise

- **2-4 minutes** will be given to each team to perform the act and **30 minutes** will be given for preparation.
- Each team has to compulsory submit script of skit/play in written form.
- **All team members** have to compulsory act and perform on given product/service.

Rubrics:

Round 1: Pictorial Pinnacle

- Based on following criteria team will be evaluated:
 - **Visual Impact and Design Aesthetics:** Evaluate the overall look of the poster. Is the design eye-catching? Does it use colors, fonts, and images effectively? The layout should be balanced and visually appealing.
 - **Clarity and Message Communication:** Assess how well the poster conveys its message. Is the core idea clear and easy to understand at first glance? The ad should communicate the intended message succinctly and powerfully.
 - **Creativity and Innovation:** Consider the uniqueness of the concept. Does the poster stand out with originality or creative execution? Ads that offer a fresh perspective or use innovative ideas usually leave a lasting impression.
 - **Relevance to Target Audience:** Judge how well the poster aligns with the intended target audience. Does it appeal to the demographic it's meant to reach? The content and visuals should resonate with the audience's preferences and needs.

Round 2: Pitch to Win

- Based on following criteria team will be evaluated:
 - **Content Clarity and Conciseness:** Evaluate how clearly the presenter communicates the product's purpose and value within the time limit. The pitch should be concise, avoiding unnecessary details while effectively conveying the core message.
 - **Product Value Proposition:** Assess the strength of the product's value proposition. Does the presenter clearly explain what problem the product solves or what benefit it offers? The unique selling point (USP) should be well-articulated and compelling.

- **Engagement and Delivery:** Consider the presenter's style and ability to engage the audience. Is the pitch delivered with confidence, enthusiasm, and energy? A dynamic, engaging presentation can make a lasting impact.
- **Relevance to Target Market:** Judge how well the product is positioned for its intended market. Does the presenter show an understanding of the target audience, and is the product relevant to their needs or preferences? The pitch should be tailored to appeal to the intended customers.

Round 3: Act and Advertise

- Based on following criteria team will be evaluated:
 - **Creativity and Originality of content:** Assess how innovative and unique the skit is. Does it present the product or message in a fresh and engaging way? Creative storytelling and original concepts often make the skit memorable.
 - **Message Clarity and Relevance:** Evaluate how well the skit communicates the intended advertising message. Is the core idea clear and does it align with the product or brand being promoted? The message should be easily understood by the audience.
 - **Audience Engagement and Entertainment Value:** Consider how entertaining and engaging the skit is for the audience. Does it capture attention, provoke laughter, or evoke emotions? An engaging skit keeps the audience interested and can enhance the impact of the ad.
 - **Performance and Team Coordination:** Judge the quality of the actors' performances and their coordination. Are the actors convincing and does the skit flow smoothly? A well-rehearsed and cohesive performance can enhance the overall effectiveness of the advertisement.