



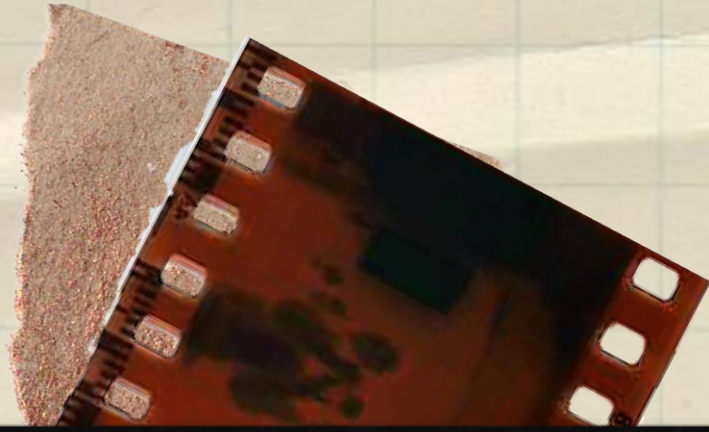
SYMBIOSIS LAW SCHOOL, NAGPUR

Constituent of

SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY), PUNE

(Established under Section 3 of the UGC Act, 1956)

Re-accredited by NAAC with 'A' grade (3.58/4), Awarded Category - I by UGC



Guidelines for the Competition

- **What is it about?**

This competition is about making an ad in the form of a video, for any brand of the student's choice as video digital advertisements allow advertisers to connect with audiences in a format they prefer. Visually watching different aspects of a brand and its benefits engages with the crowd. Hence this competition would help students brainstorm various ways to make their brand outstanding.

- **Highlights**

1. This competition is open to all BBA LLB & BA LLB students of SLS, Nagpur.
2. The student(s) can pick any product readily available in the market.
3. This aims at finding out different marketing strategies that students can come up with.
4. This competition also aims at instilling qualities such as video-making skills, speech proficiency, and much more.

- **Rules to be followed**

1. The advertisement must be strictly made on a 'product' of any company.
2. The advertisement-making competition is strictly video related; this would mean that no posters would be encouraged.
3. There are no 'team member' restrictions, the number of members per team is left to the participant's discretion.
4. The video time limit must range between 45 seconds to 60 seconds maximum.
5. English is the preferred medium of language, be it formal or informal. Use of any other language is completely prohibited.
6. Any kind of statements that hurt people's sentiments or religion is completely discouraged.
7. The advertisements must be an original work of the individual/team.
8. Multiple entries from a single student are not allowed.
9. Participants who do not adhere to the rules and the guidelines will be disqualified from the competition.
10. The decision of the Judges would be final and binding.
11. The participants can register individually or in a team.

Submission Procedure

1. There is no hard copy submission.
2. Participants are required to submit their videos through the Google Form link provided hereby - <https://forms.gle/ThReamPWAPNU2GMB7>
3. The deadline for the submission is 25/10/2021 before 11:59 pm.
4. The date of declaration of result will be 30/10/2021.
5. Late submissions are not allowed and would lead to disqualification.

Evaluation

1. Content of the advertisement and its adherence to the topic.
2. Strategies used by the students in making the advertisement appealing.
3. Overall presentation and the creativity showcased.
4. The advertisement must support the communities' core promise.

Prizes

1. A certificate of merit shall be awarded to the top three entries.
2. A certificate of participation will be issued to all the participants whose entries are accepted.
3. The result of the competition will be displayed on the SYMBIOSIS LAW SCHOOL, NAGPUR Website.

Contact Details

For any further queries, all the participants are hereby requested to contact our event executives;

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