



JSPM's
JAYAWANT INSTITUTE OF MANAGEMENT STUDIES
(Approved by AICTE, New Delhi, Recognised by Gov. of Maharashtra & Affiliated to Pune University)
S. No. 80/2, Pune-Mumbai Bypass Highway, Tathawade, Pune – 411033.
Phone: +91-8237076937/38 Telefax: +91-20-22933424.
E-mail: jims1@vsnl.net Website: www.jspm.edu.in



Detailed Report on Activity

Ad Mania (2020/Semester II & IV)

Event Name - Ad Mania

Event Date & Day – 30/01/2020 (Thursday)

Venue – “E” Building Seminar Hall

Time – 10.00 am to 3.00 pm

Student Coordinator (if applicable) – Mr. Rabindra Biswas, Ms. Saloni More and Praveen Sawant

Objectives – 1) To showcase the creativity in Marketing and advertising the products and services.
2) To acquaint the students about promotional strategies in marketing through advertisements.

About Event –

Only a few are blessed by the talent of effective advertising. The Ad Mania competition is the perfect platform to showcase that you have the knack to advertise and win hearts. The Ad Mania event is an opportunity to bring out individual and collective talent of the participants. The concept of the show is unique in the sense that it gives a platform to young talented people to showcase their abilities to perform yet be creative.

AD MANIA is an '**Advertisement Making Competition**' for the students to showcase their creativity in Marketing products and services. Its objective is to acquaint the students about promotional strategies in marketing through advertisements. It comprises of humorous & conceptual ad presentation by the students. Students acted out on various advertisement script and ideas relevant for different sectors including FMCG product, white goods, services, automobiles and social awareness etc. All the teams were given a time frame to showcase their talent. The teams came up with some wonderful jingles & advertisements that had the fun quotient and in the process we discovered some budding actors.

As many as 7 teams from various Institutes participated in the event. The participants put their ideas on the sheet. They very creatively produced a variety of products. They were adjudged by Prof. Dilip Pawar, Assistant Professor IBMR, Chinchwad. He was highly impressed by the creativity and innovativeness of the participants. The performance of the students were greatly appreciated and applauded.

This competition tested all of the skills that make a perfect manager.

A team comprised of minimum 2 & maximum 4 members. The teams were judged on following criterion in both the rounds (each round having a total of 60 marks)—

- Idea Generation / Out of Box Creative Thinking
- Practical / Commercial Application of Idea
- Content & Effectiveness of Presentation
- Question & Answer Session
- Team Work
- Time Management

Round One:

1. In the round 1, the participants had to come prepared & present an advertisement for a product/service of their choice.
2. Time allowed to present the prepared ad was Max. 5 minutes.

Second Round: Impromptu

1. In this round certain product “E Shoes” was given and the teams were asked to prepare an advertisement for it.
2. 20 minutes were given to each team for preparation.
3. Time Limit for presentation was maximum of 5 Minutes.

After completion of both rounds two teams were found to tied up for runner-up spot and hence a quiz (related to advertisement) was conducted for these two teams and based on the result of this quiz the runner-up team was decided.

Skills Focused – 1) Creativity
2) Presentation
3) Team and Time Management under pressure

Total No. of Participants – Seven (7) Teams

Judges (if any) – Prof. Dilip Pawar (Assistant Professor, IBMR, Chinchwad)

List of winner and runner (if any) –

Winner Team : Sai Balaji Institute, Pune

Runner Up Team : JIMS, Pune

Glimpses of the event –



Winner Team – Sai Balaji Institute, Pune



Runner Up Team – JIMS, Pune



All Teams with Judge Prof. Dilip Pawar



All Teams with Judge Prof. Dilip Pawar and Coordinating Team

Prof. Manesh Palav
 Prof. M.P. Javkhedkar
 Prof. Komal Patil
 Dr. Susil Sarangi
 Prof. Shailesh Rajhans

Faculty Coordinator

Dr. Sudarshan Pawar

HOD (MBA)

Dr. Priyanka Singh

Director