



JSPM's

JAYAWANT INSTITUTE OF MANAGEMENT STUDIES

(Approved by AICTE, New Delhi, Recognised by Gov. of Maharashtra & Affiliated to Pune University)

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A

Report
On

INNOVISION-2019
“Ad-Mania Competition”

Held on
11th Jan 2019

At
JSPM's Jayawant Institute of Management Studies,
Tathawade

JSPM's
Jayawant Institute of Management Studies,
Tathawade, Pune-33

Date: 11/1/2019

Report on “Ad-Mania Competition”

Objectives of the event:

The objectives of this session were:

1. To provide a platform for students to develop and enhance their skills
2. To help the students develop a proper process of making an advertisement

Outcome of the event:

Ad- Mania was conducted under INNOVISION 2019. It was an inter-collegiate competition where students were given innovative products to prepare an advertisement.

Brief Report:

About the event -The Ad-Mania competition was held under INNOVISION 2019. It provided a platform for out of the box thinking and developing managerial skills amongst the students. The competition aimed at equipping the students with the knowledge and execution of Ad-Making. Participants were judged upon the following: clarity, impact, creativity, appeal, & simplicity. Products were given to the students on the spot.

Other criteria for judging included:-

1. Ability to attract audience's attention.
2. Team Work
3. Presentation Skills
4. Crisp Communication

Event Details:

- Event Name: Ad-Mania Competition
- Event Date: 11/1/2019
- Venue: Seminar Hall
- Name of the Judge: Prof. Asawari Pachauri
- Number of participants: 5 Teams

- Details of winner: Team “Body Massager” Student Name – Kiran Jadhav and Team, PCCOE
- Runner up Team- Team “Hand Dryer” Student Name - Dhanashri and Team, JIMS
- Coordinator: Prof. Komal Patil

Event Photos:-

