

Sydenham Institute of Management Studies, Research & Entrepreneurship Education



Presents

SANKALP-Together We Can Make A Difference

PARIVARTAN-Print Ad and Video Ad Competition

in association with



Cancer Patients Aid Association

Total Management of Cancer

www.cancer.org.in

"What seems like the right thing to do could also be the hardest thing you have ever done in your life"

Theme: "Anti-Addiction"

A Picture is worth a thousand words but an effective advertisement is worth a million mind provoking thoughts.

Here is an opportunity for all the creative minds to ideate and communicate the message using an eye-catching and powerful advertisement.

Participants will have to make a Print or Video ad on the given theme of 'Anti-addiction'. One can take into account any addiction like cigarettes, drugs, hookah etc .which is carcinogenic in nature. So come up with an interesting and unique ad which will grab the viewer's attention and convey the important information in an instant. Let the creative juices flow!!!

Guidelines:-

1. Any number of addictions can be targeted through the ad
2. The ad should be youth-centric
3. The ad can include text, images, photos or any combination of these elements.
4. It should be clear & should be of good resolution.
5. The ad can be in any colour scheme – Sepia, Black & White or Colour.

The parameters to evaluate the entries would be:

1. Consistency with the given theme of 'Anti-Addiction'
2. Effectiveness of the Ad
3. Creativity and Uniqueness
4. Clarity and Conciseness of the message/communication
5. The social appeal – Facebook 'Likes' will also be considered

Rules & Regulations:-

1. Submitted advertisement must be an original, unpublished work.
2. The entrant is responsible for the contents of the advertisement which cannot include copyright protected material.
3. The advertisement must not benefit any company, organization, political party or official interest group by the use, for instance, of logos, brands, or representatives or corporations, parties or organizations.
4. The advertisement must not contain any nudity, lewd, or otherwise offensive or inappropriate content.
5. The print ad should be in a jpg/jpeg format.
6. The maximum duration of the video should be 2 minutes.

Registration:

1. The event is open for students of all B school across India
2. Each team can have at the most 2 participants, from the same B-school
3. Any number of teams can participate from the same institute
4. A team can participate in both Print ad and Video ad
5. Participants must adhere to the timelines
6. No responsibility is assumed on the part of SIMSREE for late entries or corrupted files.
7. Incomplete entries or entries that do not comply with the above specifications will be automatically disqualified
8. The decision of the panel of judges and the organizers regarding evaluation will be final and binding
9. Post your entries at : <https://www.facebook.com/pages/Parivartan-PrintVideo-Ad-Competition/339077186131878#1/pages/Parivartan-PrintVideo-Ad-Competition/339077186131878?sk=wall>
10. Mention the following details : Team Name, Team Members & College along with the video/poster
11. Also register your team details in the document <https://docs.google.com/spreadsheet/viewform?formkey=dHVDdlQ3d0NqZIRubUoxdXp5YWVwdHc6MQ>
12. Visit our website : www.simsreeevents.com/sankalp2012 for more details.

Deadline for submission: 22nd Feb 2012

OUR EVENT DETAILS

SSR Committee - SIMSREE
Presents Sankalp - 2012

PARIVARTAN
CHANAKYANEETI
PANEL DISCUSSION

Government of Maharashtra's
SIMSREE
Sydenham Institute of Management Studies,
Research and Entrepreneurship Education

संकल्प
Together we can make a difference

Parivartan- Print Ad and Video Ad competition in association with
Cancer Patients Aid Association
Cash prizes for Print Ad : 1st Prize: 3000 2nd Prize: 1500
Cash prizes for Video Ad : 1st Prize: 4000 2nd Prize: 2000

Chanakyaaneeti-Business Plan Competition in association with
OCEANIC
Cash prizes:
1st Prize: 7500
2nd Prize: 4000
Additional cash prizes and goodies to win!!!!
Passes for Celebrity Music Concert to be won!!!

Panel Discussion
"Social Responsibility - a Hype? How Do Crises Change the Status of Corporate Social Responsibility?"
For Further Details Contact
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Finals to be held on 25th Feb
sankalp.simsree@gmail.com
www.simsreeevents.com/sankalp2012