

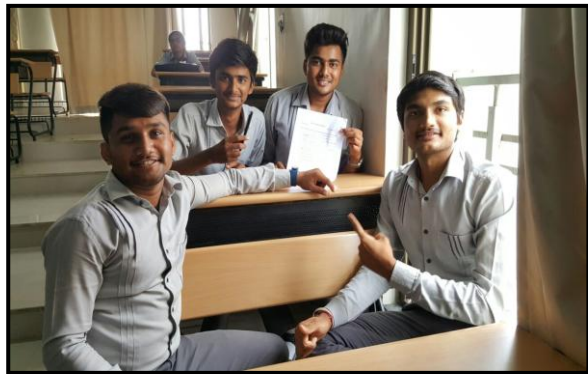


**B.V. Patel Institute of Business Management, Computer & Information  
Technology, Uka Tarsadia University**

**Date: 15/09/2017**

**Mad-Ad Competition**

On 15<sup>th</sup> Sep. 2017 management club of institute has organised Mad-Ad competition. A 12 groups has participated from FY, SY and TY BBA and B.Com Studens. The competition was divided into three round -1<sup>st</sup> round as quiz regarding advertisement and brand name, punchline and jingle of brand, 2<sup>nd</sup> round is of logo and jingle quiz and 3<sup>rd</sup> round is of role-play of ad round in that the finalist groups were given a product category and theam of the product and then they have to make a whole advertisement of a product. The main motive behind organising event is to motivate students for taking initiatives and enhance their analytical as well as understanding skills regarding ads and tagline/punchline. Participants focuses on creativity, message behind ads, creat tagline or punchline and time management for the final round with the opportunity to show their creativity with time management. Their were four finlist and all groups shows their best efforts for understanding and showing their performance in given time limit. It was an appriciable efforts of studnets try to show their creativity and efforts for making ads and way of delivery as well as their ability to deals with challenges.



**Winners of the competition:**

<b>Rank</b>	<b>Name of Studetns</b>	<b>Class</b>
Winners	Dinkey Jagdishbhai Khacharia, Kinjal Govindbhai Parmar, Gaurav Parasmalji Bafna and Mahima Patel	SY BBA
Runners Up	Vicky Dilipbhai Patel, Jenish Kaushikbhai Patel, Rahul Mukeshbhai Patel and Akash Mukeshbhai Patel	SY BBA