

**Dr. D. Y. Patil Unitech Society's
Dr. D.Y. PATIL INSTITUTE OF MANAGEMENT & RESEARCH,
Sant Tukaram Nagar, Pimpri, Pune-411018, Maharashtra, India.
Tel: + 91-20-27421211, 27421293, Fax: +91-2027421293**

Report

on

Mad-Ad Competition

Date: June 15, 2022 (Monday)

Time: 2pm

Objective:

- To make students think creatively to present their ideas with the help of advertisements

Outcome of the activity:

- Students enjoyed enacting in the innovative way of promoting ideas through creative advertisements.

Mode: Offline

Venue: Reading room, Ground Floor, DYPIMR

No. of participants: 60 Students and 10 faculty members

Overall activity summary or screenshot (for online meeting) of the session:

- In total 6 teams participated in the Mad Ad competition. Students anchored the competition and at the very outset the criteria of the assessment was given by them including that the advertisement should include these criteria:
 - a. Ability to attract audience's attention,
 - b. ability to highlight the idea of product with minimum efforts,
 - c. creativity and relevance with the product or service,
 - d. team work,
 - e. concept of ad
 - f. voice modulation and
 - g. overall presentation

The students from MBA and MBA-(Digital Marketing) participated for this event and made it a grand success. Students showcased their skills in making and presenting their advertisements to the judges based on which they were assessed. The following students participated in Mad Ad Competition:

List of Participants for Mad Ad Competition

Sumaiya Firojkhan Mujawar
Shradha Parate
Rutik Ravindra Shirke
Abhijeet Yelmame
Pusp Kumar Vyas
Sneha Biswal
Dhanashree Paddakhe
Purva Mahajan
Omkar Shinde
Abhishek
Vaishnavi Jogdand
Vidya Ghodke
Prayoshni Sakharkar
Maheshwari Thakur
Divya Latil
Dhanashree Paddakhe
Shradha Parate
Prachi Kagane
Vaishnavi
Sayali Lichade
Sneha Biswal
Nikhil Roy
Sagar Kshirsagar
Rushikesh Raut
Arunraj Dharmarajan
Prasad Musai
Abhishek Dixit
Rushikesh Patil
Rushikesh Prataprao Shinde
Shivangi

Winners for Mad Ad Competition

Position	Name of the team members
1	Prayoshni Sakharkar, Purvaja Jadhao, Rutuja Bhivgade & Ashwini Bakhade
2	Purva Mahajan, Sneha Biswal & Vidya Ghodke
3	Abhishek Dixit, Vaishnavi Jogdande & Divya Patil

DPU

Dr. D. Y. Patil Unitech Society's
Dr. D. Y. Patil Institute of Management & Research
Sant Tukaram Nagar, Pimpri, Pune 411018



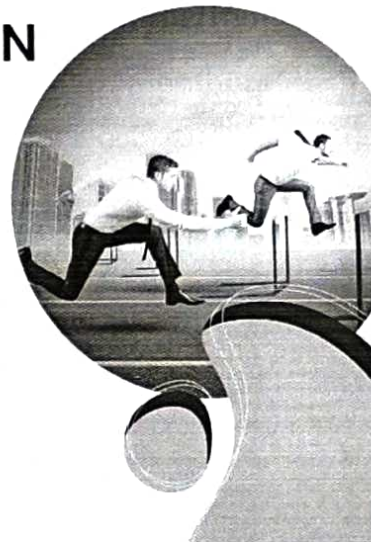
MAD AD COMPETITION



📅 June 15, 2022

🕒 2 pm

📍 Reading hall



Flyer of the programme



Competition glimpse

