

**SIES COLLEGE OF ARTS, SCIENCE AND COMMERCE (AUTONOMOUS)
SION (WEST), MUMBAI - 400022**

Commerce Department / Association Activities Report 2020 - 2021

Title: The Ad Mad Show

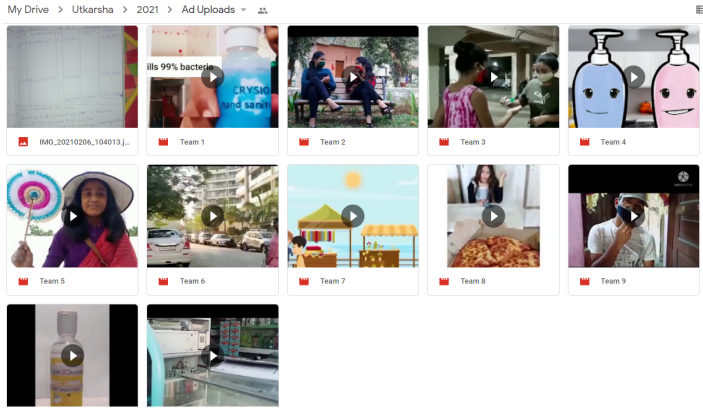
Objective: To explore communication, presentation, persuasion and creativity skills of the participants.

No. of Participants: 24

Report: The Department of Commerce organised The Ad Mad Show on 11th February, 2021 where students from various streams participated to stunt their creative, presentation and pitching skills. The event started with a welcome note by Mr. Krishnan Ramchandran from the Department of Commerce followed by screening of ads. The event was absolutely skill oriented as it focused on exploring communication and presentation skills of the participants. A total of 24 students participated and presented their advertisement which was evaluated by Prof. Saravanan Nadar from the Department of BMS of SIES College of Arts Science and Commerce (Autonomous). All the ads submitted by the participants were shown to the audience during the event. Out of the 24 participants, only 2 teams won. Winners and the participants were given certificates of appreciation and participation respectively.

Methodology: The competition was organised on MS TEAMS platform where advertisements made by the participants were screened to the audience. The product given to them was “Sanitizer”. Point wise evaluation was done considering parameters such as creativity, understandability, persuasion, dialogue, background music, casting, cinematography, audio video mixing, theme, relevance and effective communication.

Outcome: The competition provided a platform to the participants to examine, implement and enhance their thought process in making effective advertisements. The competition also allowed them to learn and use various applications for making creative videos.



Ad videos received from participants



Ad of the Winning Team

Maria

Maria Fernandes
Chairperson,
Commerce Association

Roy Mathew

Roy Mathew
Head,
Department of Commerce