



REPORT OF INTER HOUSE COMPETITION ACTIVITY SESSION 2024-25

Name of the Activity : AD MAD
Day & Date : 3 July 2024, Wednesday
Class : XII
Activity Incharge : Ms Rishu Kaul
Teacher Incharges : Ms Jasneet Kakkar

A Glimpse of the Event

Objectives: To enable the learners

- to acquaint them about promotional strategies in marketing through advertisements.
- to showcase their talent and creativity by designing and performing jingles and logo of their product.

“Creativity without strategy is called art, Creativity with strategy is called Advertising.”

Jef I. Richards

MBS International school organised Inter House **Ad Mad Competition** for the students of Class XII on 3 July 2024 wherein the students participated with zeal and ardour. The activity aimed at helping the students to learn the art of enacting an advertisement and acquainting themselves with the promotional strategies used in marketing a specific product. It comprises of humorous and conceptual add presentation by the students. They used different forms of expression like taglines and slogans to showcase their innovation and creativity. Such activities are essential for holistic development and encourage students to think critically and creatively. The students participated with a lot of enthusiasm. All of the houses came up with unique ideas. It was an excellent learning experience for all the participants.

JUDGEMENT CRITERIA:

- Content Relevance
- Innovation
- Creativity and Originality
- Marketing Strategy

Result of the competition

S.NO	Student Name	Class	Positions	House
1	N.RAGHAV	XII A	I	VIVEKANAND
2	AYUSH JAIN	XII C	II	TAGORE
3	AAYUSH POKHRIYAL	XIIC	III	TERESA

