



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES
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REPORT

BALLYHOO-AD MAD SHOW (AUGUST 22, 2019)

A Ballyhoo-Ad Mad Show was organized by the Department of Business Administration of Maharaja Agrasen Institute of Management Studies, Rohini. The competition was held on August 22, 2019 in the college premises. Ballyhoo- Ad Mad Show is an “Advertisement Competition” to acquaint the students about promotional strategies. It comprises of conceptual ad presentation by the students. Students will act out on various advertisement central core idea, script, relevant story line for different sectors viz. automobiles and social awareness etc. including FMCG, industrial product, goods and services. It can be hilarious or sensitive; it all depends on the student’s creativity and Ad-sense, Imagination, passion. No. of students participated were 20 from BBA department.

The theme of the competition was “Sell it if u can”, “Small thing has been made large by the right kind of advertising. It is your chance today to sell your product, if you can, by aggressive AD CAMPAIGN and throw your competitors at bay: Can you?” The results for the competition were announced on the spot by the judges. The judges for the competition were: Dr. Manoj Verma and Ms. Sarita Garg. Team winners were announced by the judges and were given two positions i.e 1st and 2nd position.

Winners of the competition were:

1. Team leader- Akshit Bansal, BCOM (H) Sem- 1
2. Team Leader- Meghal Ahuja, BBA Sem-3

All the participants were given Certificate of Participation and the winners were given Certificate of Merit.

