



An IQAC Initiative

“The AD -MAD Show”

The AD-MAD show organized by “Genym” the marketing club of AIMT on 2nd March 2024, in the seminar hall. The event was a huge success, with 9 teams participating from MBA-19, MBA-20, and BBA05. The teams eagerly presented their advertising strategies to a lively crowd and panel of judges during the AD-MAD competition leaving the audience impressed and engaged throughout the event.

The occasion served as a platform for showcasing the student’s individual and group’s abilities. Its objective was to acquaint the students about promotional strategies in marketing through advertisements. A group of two distinguished judges assessed the performances according to various standards. This encompassed originality, self-assurance, communication abilities, impact overall, and presenting skills. The judges' experience gave the event legitimacy and gave the participants insightful input regarding their performances.

The event itself was geared towards a variety of themes, from social commentary to humor. Students promoted everything, including Joota, Chappal, Pepper Spray, Alexa, AirPods, belt, tourism, and hospitality. These diverse range of topics showcased the creativity and talent of the students involved. Each product or concept was presented with enthusiasm and originality, making for a truly engaging event.

The competition was student-oriented, and the students themselves made sure that not a single moment of the event felt boring. The plays were followed by several interactive games that allowed the audience to participate and be a part of the event.

The “Ad Mad competition” was a huge success, allowing creative minds to demonstrate their ability and unique ideas in the realm of advertising. The event not only promoted healthy competition, but also emphasized the significance of excellent communication and innovation in the field of marketing.

