



TMPIS/CIR/08/23-24

Date: 6th June 2023

Dear Parents,

Greetings from T.M. Patel International School!

"Competition is always a good thing. It forces us to do our best. A monopoly renders people complacent and satisfied with mediocrity."—Nancy Pearcy

Please find below the details for AD Jam Competition.

Grade	Name of the competition	Date	Terms	Time	Judgement Criteria
VI-X	AD Jam (Advertising competition) (VI to X)	12 th June, 2023	<p>Group of four students, will create a marketing plan including a full-fledged creative campaign. Students have to present a conceptual Ad of either a product or a service. Students will act out and present their ideas relevant on creating social awareness etc.</p> <ol style="list-style-type: none">1. Maximum Time Limit for performing the Ad is 3 minutes.2. The criteria for assessment includes content, adherence to the topic, coordination, appeal of the advertisement, humor and performance on the stage.3. There should be no exposure to biasness against any caste or community or religion through your performance.4. Use of inappropriate expression and language will lead to disqualification of the team.5. Advertisement has to be presented in English language.	3 minutes each group	<ul style="list-style-type: none">• Content-information• Expressions• Appeal of the Advertisement• Overall Script and Play

Looking forward to active participation and your kind cooperation.

Regards,
K Maxwell Manohar
Director/Principal