



Amity International Literature Festival
ONLINE EDITION
15 Oct - 17 Oct, 2020



COMPETITION GUIDELINES

1	Name of Competition	Insta Ad
2	Brief Details of Competition	Participants have to make a digital poster advertising the allotted products which will be evaluated on the basis of colour scheme, focusing on the brand. The posters will be uploaded on our official instagram handle and the number of comments make up for 50% of the judgment criteria.
3	Eligibility	<ul style="list-style-type: none">• University Student with a valid ID card• School Students from 8th standard to 12th standard with a valid school ID card <p style="text-align: center;">(**Uploading of valid ID card is mandatory for AILF'20 registration)</p>
4	Rules	<p>General Instructions:</p> <ul style="list-style-type: none">• All entries should be mailed at submission.amitylitfest@gmail.com. The subject of the mails should be the ACTIVITY NAME• The naming of all documents should be in the format: RegistrationNumber_NameOfParticipant• The participants will have to send along their Instagram handle.• The last date of submission of all entries is 12/10/2020, 11:59 P.M. IST• Use of unparliamentary words and distasteful language will lead to disqualification• Decision of the Jury will be final. No clarifications regarding judgment will be entertained.• The virtual platform details will be shared on the registered email id. Participants are requested to enter correct email id in the registration form.• All participants will have to join the platform 20-30 minutes before the commencement of the activity and get themselves registered for their presence (Attendance).• Not abiding by any of the instructions will lead to disqualification. <p>ACTIVITY SPECIFIC GUIDELINES</p> <p>Preliminary Round</p> <ul style="list-style-type: none">• The participants are required to design a proper Insta Ad of any brand.

		<ul style="list-style-type: none"> • The judgement will be made on the basis of originality and creativity of the ad. <p>The participants are not allowed to post their ads that they will be mailing to us on their personal instagram handle.</p> <p>Final Round:-</p> <ul style="list-style-type: none"> • The shortlisted participants will be provided with a specific brand. • They will be given 24hrs to send in their ads. • The ads will be posted on the official Instagram handle of Amity International Literature Festival. • They will also have to present their ad in front of the Jury. • The ads will be evaluated on the number of votes in the comments section and will also be based on creativity , color scheme and promotional aspects of the given product. • Copied contents or stark references from any prior advertisements will lead to disqualification.
5	Rewards	<ul style="list-style-type: none"> • E-Certificate of Participation for all • E-Certificate of Merit for the Winners who have earned it at an international level
6	Last Submission Date	12/10/2020 11:59 P.M. IST
7	Event In-charge	Dr. Vinaya Kumari +91-9630511954
8	Student Coordinators	<p>For any queries feel free to contact the following student volunteers:</p> <p>Kumar Vinayak +91-9953833900</p> <p>Saransh Gujral +91-9818997759</p>