



TAGORE INTERNATIONAL SCHOOL
VASANT VIHAR, NEW DELHI-57

CIRCULAR FOR CLASS IV

TIS/ VV/ 2021-22/043

July 2021

Dear student

We live in a marketing and media-driven world. Advertising is the best way to communicate with consumers, informing them about the variety of brands and products available in the market. Advertisements use taglines and music to sell an idea. We are organizing '**Adz- Bery**' an **ad making competition** to provide you with a platform to showcase your knowledge, salesmanship and sense of humour. The guidelines of the competition are given below:

1. You have to make and record a video of an advertisement promoting a tourism destination in the country. The advertisement should:
 - inform customers about the location of the destination and the price of the package
 - persuade customers to purchase a trip to the destination
 - apprise the customers about how and where to purchase the trip
2. The medium of communication should be a mix of English and Hindi.
3. You must announce your name and class as an introduction to your performance.
4. Duration of the video should not exceed 3 minutes including the introduction.
5. Relevant props and costumes should be used.
6. Criteria for judgement:
 - Concept and Creativity
 - Language
 - Humour
 - Overall presentation
7. Your entries must be mailed to your class teacher **by Monday, 26 July 2021 by 5.00 pm.**
8. Six best entries from each section will be shortlisted to participate in the final round to be held 'Online'. The shortlisted participant will be required to enact the same advertisement 'live' before the judges and audience. The date, time and Google Meet link will be communicated to you shortly.

Shruti Sharma
Junior School Headmistress

Winning is something, but participation is everything.

-Debasish Mridha