

**Valluvan Tamil Academy**  
**AdZap ( விளம்பர வேளை) Competition**  
**Guidelines 2018**



**Description of Adzap**

ADZAP event is to test upon the convincing capabilities and selling of some of the really wacky or non-existing product. In a nutshell it is all about fabricating a scintillating ad for the given product.

**Rules of the Competition**

- There are no age restriction for the participants but the kids should be students of VTA.
- There can be a maximum of 6 participants and a minimum of 4 participants in the team.
- Performers should introduce their brand or product line for their commercial.
- The presenting team can choose one of the topics given below. They can brand their product with their own imagination.
- Team can bring the necessary properties like costumes, banners etc. for advertising their product
- The entire commercial should be presented in Tamil although Colloquial mode of speech is acceptable.
- Over usage of English words will lead to deduction of marks.
- Stage set-up and changing of scenes has to be within the allotted time (5+1 minute).
- Parents will not be allowed to provide any assistance including stage setup, costume change etc. Marks will be deducted.
- Judges decision will be final.
- Every group is given 5 minutes to present their product and additional 1 minute as grace period.
- First timer bell will ring after 5 minutes. Additional 1 minute is given and the second bell goes off at 6<sup>th</sup> minute and the team should stop the performance.
- If performance is exceeded after the second timer, 6 marks will be deducted for every minute.

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- Some of the attributes that are expected out of every group are:
  - Usage of Tamil words
  - Clarity in Speech
  - Information presented
  - Humor
  - Teamwork
  - Creative ideas
  - Adhere to Timelines

**PRODUCT LINES FOR AD-ZAP 2018**

- கலக்கல் கண்ணாடி.
- Buswini Hair Oil
- ஆவி ஆப்பக்கடை
- குருமா washing Powder
- பயசந்திரா Textiles