



Valluvan Tamil Academy AdZap (விளம்பர வேளை) Competition Guidelines 2020

Description of Adzapit

ADZAP event is to test upon 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.

Registration

- Even though this is a group performance each kid has to be registered individually before registration closes
- Group coordinators are requested to send the list of students participating to Cultural Committee.

Rules of the Competition

- There are no age restrictions 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.
- 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.
- Stage set-up and change of scenes has to be within the allotted 5 minutes.
- First timer bell will ring after 5 minutes. Additional 1 minute is given and the second bell goes off at 6th minute and the team should stop the performance.
- If performance is exceeded after the second timer, 6 marks will be deducted for every minute.
- 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 ADZAP 2020

1. நையாண்டி விலாஸ்
2. ஸ்ருதிவரலயா மியூஸிக்கல்ஸ்
3. பிம்பிளிக்கி பிளாப்பி பர்பி
4. டுபாக்கூர் டூட்டோரியல்
5. அலாவுதூன் காலப்பயணக் கருவி (Time machine)
6. பூம்பாய் பூம்பாய் பணப்பெட்டி
7. வுணாப்போன தைலம்
8. தலப்பா கட்டாத பிரியாணி

