

Valluvan Tamil Academy
AdZap (விளம்பர வேளை)
Competition Guidelines 2022-23



Description of Adzap

ADZAP is an event to test your convincing capabilities and sell some of the really wacky or non-existing products. In a nutshell, it is all about fabricating a scintillating advertisement for the given product.

Registration

- This is a group performance/competition open to all current VTA students.
- Registration for the event should be done through <http://my.valluvantamil.org> portal.
- Only one group coordinator per team is allowed. Only a current VTA parent whose child is participating in the event can serve as a group coordinator.
- Even though it is a group event, each student should register themselves individually into a team (or group). Your registration is not complete until you are part of a team/group.

How-To guide for registration

- Identify all students who will be part of a team. Identify a group coordinator who will be the primary contact for the event representing the students in their team.
- Choose a name for the team. To avoid confusion, we highly recommend not to change the team name once registration is complete.
- The group coordinator should log into <http://my.valluvantamil.org/> and follow the **Cultural Events** link to register their child (or children) for the adzap competition. During the registration process, the group coordinator can create a new group with the chosen name.
- After the team/group has been created, other members of the team can register their child (or children) through the registration portal and add their child to their team. During registration, the team name will be available for them to select.

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Rules of the Competition

- There are no age restrictions for the participants but the kids should be students of VTA.
- Each team/group can have a minimum of 3 participants and a maximum of 6. Any group that doesn't meet this requirement will not be allowed to participate.
- Performers should introduce their brand or product line for their commercial. They can brand their product with their own imagination.
- The presenting team must choose one of the topics given in this document.
- Teams can use 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.
- Every group is given 5 minutes to present their product and an additional 1 minute as a 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 the performance exceeds the allotted time, 6 marks will be deducted for every additional minute.
- Every group is evaluated based on the following attributes:
 - Usage of Tamil words
 - Clarity in Speech
 - Information presented
 - Humor
 - Teamwork
 - Creative ideas
 - Adhere to Timelines
- Judges' decision will be final.

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PRODUCT LINES FOR ADZAP 2022-23

1. முக்காபுலா முகக்கவசம்
2. சைஃபர் தடுப்பூசி
3. பொய்முரசு செய்திகள்
4. தங்கபுஷ்பம் தேங்காய் எண்ணெய்
5. பெரிய தலை (Big Boss)
6. கொரோனா FM 102.1 டிக்ரீ
7. ஓபி ஈட்ஸ் (OP Eats)