



**DELHI PUBLIC SCHOOL, GANDHINAGAR**  
**Academic session 2020-21**  
**Event Report**

<b>Title: THE AD- MAD SHOW</b>	<b>Date: 03-JULY-2021</b>
<b>Venue: Offline Competition</b>	<b>Class: IV (A to H)</b>

### **About the Event**

Ad-Mad competition is a technique of advertising a product or idea in a humorous way. It gives a platform to young talent to showcase their creativity, ability to perform and learning about promotional strategies in marketing through advertisement. Delhi Public School Gandhinagar Primary Wing organised a virtual competition on 3 July 2021. The students of class 4 participated with great craze and antsy.

### **Objective of the Event**

- To develop the ability to express themselves imaginatively and confidently.
- To highlight the talent, creativity and innovation of the students.

### **The Event & Participation**

Delhi Public School Gandhinagar conducted The Ad – Mad Show for Class 4 students to provide a space to demonstrate their understanding of the world of advertisement. It gave a platform to young students to showcase their creativity and ability to perform and learn about promotional strategies in marketing through advertisement. The event showcased creative and innovative advertisements of various popular brands and products using a variety of props. The concepts and ideas used by the little kids were commendable and admirable.

The event was a big success. Participants were thrilled to show their innovation and creative ideas in a humorous way. This activity will surely boost their confidence, creativity and interest in acting.

The highlights of the event as well as the names of the winners are as follow:

Sr. No.	Name of the winners	Class / Sec.	Position
1	MADHAV SHUKLA	IV C	First
2	AKSH HALANI	IV D	Second
3	LAVANYA RAJPUT	IV C	Third

