



# AD MANIA

## Creative AD Making Competition

04<sup>th</sup> February 2026 | 2:00 PM

Venue: Main Auditorium, Acharya Campus

### About the Program

AD MANIA is a creative ad-making competition organized by the Department of Business Administration for marketing students. The event provides a platform for students to showcase their creativity, branding skills, and marketing communication abilities by developing innovative advertisements. Participants get hands-on experience in idea generation, message design, and presentation, helping them understand real-world advertising challenges. AD MANIA encourages teamwork, originality, and strategic thinking, making learning both practical and exciting.

#### Objectives of the Program

- To enhance students' creativity and innovation in advertising and marketing communication.
- To provide practical exposure to the process of developing effective advertising messages and campaigns.
- To encourage teamwork and strategic thinking in designing advertisements for target audiences

#### Expected Outcomes of the Program

- Students will be able to apply advertising and branding concepts in real-life promotional situations.
- Students will improve their creative thinking, presentation, and communication skills.
- Students will gain confidence in developing and presenting marketing ideas in a competitive environment.

### Committee Members

#### ADVISORY COMMITTEE

- Dr. C K Marigowda, Principal, AIT

#### CONVENER

- Dr. Abhishek Venkateshwar, Professor & HOD -MBA

#### COORDINATOR

- Dr. Nijaguna G
- Prof. Anju A Nair
- Prof. Yogesh



#### Acharya Institute of Technology

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LOCATE US

#### Event Coordinator

Dr. Nijaguna ,  
Department of MBA