



# 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	+
<ul style="list-style-type: none"> <li>Dr. C K Marigowda, Principal, AIT</li> </ul>	
CONVENER	+
<ul style="list-style-type: none"> <li>Dr. Abhishek Venkteshwar, Professor &amp; HOD -MBA</li> </ul>	
COORDINATOR	+
<ul style="list-style-type: none"> <li>Dr. Nijaguna G</li> <li>Prof. Anju A Nair</li> <li>Prof. Yogesh</li> </ul>	



#### Acharya Institute of Technology

Acharya Dr. S. Radhakrishnan Road, Acharya P.O.  
 Soladevanahalli, Bangalore - 560107, Karnataka, India.

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#### Event Coordinator

Dr. Nijaguna ,  
 Department of MBA