

ADVERTISING COMPETITION-2022

REGISTRATION DEADLINE | FEBRUARY 28, 2022



Organized By: Varendra University Business Club

Dear Sir/Madam

Assalamualaikum.

Hope to find you in a good health. Please accept our greetings from the Department of Business Administration. Varendra University. The Department has set an event called "National Advertising Competition-2022" among the students of private, public, and national universities to explore their unique talents, creativity, increase community involvement and social influence by applying academic knowledge.

So we take this opportunity to invite the students so that they can participate and explore their creativity as well as make it a grand success. The event has been segmented into two parts. (Please see the attachment for details guidelines).

Looking forward to the cordial response and necessary steps.

N.B Please find the PDF attachment for detailed guidelines.

Best regards.

Md. Tota Miah
Assistant Professor & Convener
Department of Business Administration
Varendra University, Rajshahi, Bangladesh
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Contact: 01737724068

TIMELINE

Round 1- February 28,2022
Round 2- March 10,2022

REGISTRATION

<https://forms.gle/812cn4CR6u6Nc9Mq8>

www.vu.edu.bd

সংযুক্তিঃ ০২ পৃষ্ঠা

(বিস্তারিত তথ্যের জন্য শেরেবাংলা কৃষি বিশ্ববিদ্যালয়ের রেজিস্ট্রার অফিসের শিক্ষা ও বৃত্তি শাখায় যোগাযোগ করার জন্য অনুরোধ করা হলো)

শেরেবাংলা কৃষি বিশ্ববিদ্যালয়

শেরেবাংলা নগর

ঢাকা-১২০৭।

স্মারক নং-শেকৃবি/শিক্ষা ও বৃত্তি/প্রচার/১৭০৫

তারিখঃ ২৪-০২-২০২২

সদয় অবগতি ও প্রয়োজনীয় ব্যবস্থা গ্রহণের জন্য অনুলিপি প্রেরণ করা হইলঃ

- ১। ডীন, কৃষি/এগ্রিবিজনেস ম্যানেজমেন্ট/এনিম্যাল সাইন্স এন্ড ভেটেরিনারি মেডিসিন/ফিশারিজ, একোয়াকালচার এন্ড মেরিন সায়েন্স অনুষদ/পোস্ট গ্রাজুয়েট স্টাডিজ, শেকৃবি, ঢাকা।
- ২। বিভাগীয় চেয়ারম্যান (সকল), শেকৃবি, ঢাকা।
- ৩। পরিচালক (আইসিসি), শেকৃবি (বিজ্ঞপ্তিটি শেকৃবি'র ওয়েবসাইটে প্রচারের অনুরোধসহ)।
- ৪। জনসংযোগ কর্মকর্তা, জনসংযোগ দপ্তর, শেকৃবি (বিজ্ঞপ্তিটি প্রচারের অনুরোধসহ)।
- ৫। পি.এস.টু ভিসি(ভিসি মহোদয়ের সদয় অবগতির জন্য), শেকৃবি, ঢাকা।
- ৬। পি.এ.টু ট্রেজারার/রেজিস্ট্রার(ট্রেজারার/রেজিস্ট্রার মহোদয়ের সদয় অবগতির জন্য), শেকৃবি, ঢাকা।
- ৭। সকল নোটিশ বোর্ড, শেকৃবি, ঢাকা।
- ৮। অফিস কপি।

28.02.2022

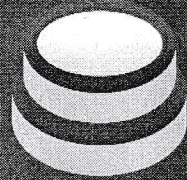
(ফারহানা তানিয়া আফরোজ)
ডেপুটি রেজিস্ট্রার (শিক্ষা ও বৃত্তি)
শেকৃবি, ঢাকা-১২০৭।



Advertising Competition 2022

1st Prize

BDT 10000



2nd Prize

BDT 5000



3rd Prize

BDT 3000



Registration
Deadline

28TH FEBRUARY

2022

Organized By: Varendra University Business Club

NATIONAL ADVERTISING COMPETITION-2022

The Varendra University Business Club introduces the national advertising competition-2022 to explore creative minds and enhance group dynamics. So here is your great chance to enter this competition for creativity in advertising, communicating your ideas.

Outcome of the competition

- Provide opportunities to explore your unique talents and creativity.
- Build team work and dynamism
- Increase community involvement and social power
- Enhance communication and interpersonal skills
- Helps you to relate your academic knowledge via creating video content.

Round 1: Registration- Deadline 28th February

All competition entries are processed through google form. You are required to fill the required information and choose the advertising category.

The first round of the competition consists of a single raw video highlighting the team's plans, videos making strategy, impact of chosen category to the community.

If your team breaks any of the following rules, your video will not be scored.

- A team should consist of maximum 4 members
- Video must be two minutes (2:00) or less in length.
- Each video must begin with a title screen that includes the names of the team members, university names or logos can appear in your video.
- All videos will be judged by active industry digital marketing professionals and will have no ties to the university team presenting.
- Round one videos are due no later than on the deadline— 28th February, 2022
- Five finalists will be selected and two alternate teams.

Round 2: Advertising showcase and Short Speech-10th March,2022

In this round, the selected teams will be asked to prepare their final advertising video on their chosen category. The length of video will be maximum 4 minutes.

Five finalists will be selected to present to the judges. Each finalist will have 10 minutes to present their team's advertising video and findings. Immediately afterward, the judges will have few minutes to ask questions to each team.

Awards and Price

- Monetary awards include: 1st place – 10,000, 2nd place – 5,000, and 3rd place – 3,000.
- Certificates will be given to 1st, 2nd, and 3rd place teams.
- Each final advertising video will be posted to the official Facebook and YouTube channel.

Advertising Jury

- Faculty
- Media and Corporate persons

Organizing Committee

1. Md. Tota Miah-Convener
2. Anima Karmakar- Advisor
3. Nahid Hasan-Judging Criteria
4. Ashiqur Rahman-Member-Digital Content Segment
5. Tamal Charaborty-Media and Promotion

N.B Dates and some criteria might change if the organizing committee needs.

For any kind on information, Please contact us by email or phone (tota@vu.edu.bd, 0173772068, Ashiqur Rahman- 01751412260)