

YARL ADVERTISING FIESTA 2025

*Inter University Advertising Competition
organized by
University of Jaffna*

“IF YOU WANT TO SCORE A
GOAL, YOU HAVE TO HIT THE
GOAL”

GUIDELINES

TABLE OF CONTENTS

- ① Introduction
- ② Entry Requirement
- ③ Content Guidelines
- ④ Submission and Registration
- ⑤ Judging Criteria
- ⑥ Prizes
- ⑦ Timeline
- ⑧ Contact Details

INTRODUCTION

"Yarl Advertising Fiesta 2025" is an initiative by the 4th year students of the Department of Marketing, University of Jaffna in collaboration with leading industrial companies. The main objective of this competition is to provide practical experience in the field of advertising to all university undergraduates in Sri Lanka.

Participants in the competition must create an advertisement for a leading Sri Lankan brand in a short advertisement provided by the relevant brand and present the advertisement, where they will be judged by a panel of experts in the field of advertising, and their comments will be sought on the creations. First, Second, and Third places will be selected based on the marks given by the experts. The most popular advertisement will also be selected in parallel with the competition, which will give participants more chances of winning.

ENTRY REQUIREMENT

- All participants must be enrolled in a Recognized University (public or private) in Sri Lanka.
- A team must consist of 6 members.
- The advertisement to be made will be based on a recognized Sri Lankan brand assigned to you by the organizing committee, which will be randomly selected through a draw.
- Each team can submit only one video entry.
- The video must be an original work created specifically for this competition.
- Videos must be a maximum of 1 minute, minimum of 30 seconds.
- The video format must be in MP4 or MOV and the minimum resolution must be 1920*1080p.

CONTENT GUIDELINES

- Choose the medium that you are comfortable with to create the ad (Video, Graphic or Mixed).
- Use high-quality images or video content that showcases the brand's identity and uniqueness.
- Include the brand's logo in the ad and make sure it is consistent with the brand's identity.
(Branding toolkit will be provided)
- Use a font that is easy to read but reflects professionalism and modernity.

SUBMISSION AND REGISTRATION

- To register on or before July 14, 2025, please fill out the Google form below.

<https://forms.gle/qm2YtCR1U3aFXWk77>.

- After preparing the advertisement, contestants must upload the advertisement to a Google Drive file and send it to our E-mail address [yarladvertisingfiesta@gmail.com] with its link and a short description of the advertisement.

JUDGING CRITERIA

- An independent panel of judges and representatives of the sponsoring companies will judge the advertisements, and the **Most Popular Advertisement** will be posted on the relevant social media platform – Facebook, for the award.
- The most popular ad will be selected based on the Likes received for each ad posted on the official Facebook page of the **Department of Marketing - University of Jaffna**. (Only the likes from those who have followed the above page will count as a valuable vote.)
- The best 5 teams selected for the final round will be required to give a presentation on their Advertisement video on the last day of the competition, where they will be judged by an independent panel of judges.
- The presentation should be done by 3 or 4 team members and in English Language only.
- Allocated time for presentations should not exceed 15 minutes.
- The decision of the Independent Panel of Judges will be Final.

PRIZES



1ST PLACE
RS. 50,000



2ND PLACE
RS. 30,000



3RD PLACE
RS. 20,000



MOST POPULAR AWARD
RS. 15,000

**All participants will receive a valuable certificate for
their participation in the competition**

TIMELINE

Student Registrations

Deadline July 14, 2025



Advertisement Video Submission

Deadline August 5, 2025



First round Judging and
Evaluation



Voting for the
Most Popular Advertisement



Final presentation and
Final Judgment day

CONTACT DETAILS



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