

“Defeat Diabetes” Ad video Making Contest

Guidelines for the Contest:

1. Pre-requisite:

- a. Make any 1 item using only the Aashirvaad Sugar Release Control atta (any packet size) so that you can share your experience of using the atta in your video
- b. Click a close up photo of the item along with the atta packet or you can make a boomerang video (eg. You can show a boomerang video of a phulka roti making and also covering the atta packet in this boomerang)

Note: This is not a recipe contest but this will be helpful in sharing your experience about the atta in the video

2. Create a 2-3 min Ad video that must include:

- a. Mention of product details- Name of the brand and the atta
- b. Your experience about the use of atta
- c. Talk in general about Diabetes, What is Glycemic index and how Low Glycemic Index Foods help in Diabetes
- d. Give prominence in the video to the atta by showing its glimpse and talking about the ingredients present in the atta that make it a diabetic friendly product with a low Glycemic Index
- e. Content should be simple, focused, authentic and educative
- f. End your video with a slogan/ tagline of your own.
- g. The video must be clearly visible and the audio must be audible properly

3. What and how to send us your entry:

- a. You need to first register yourself before **16th October 2020 6pm** on on <https://forms.gle/Y3NnnZdDF3Z3rAgS9>
- b. The last date to send entries is **Monday 19th October 2020 till 6pm**
- c. Send us your- 1. Ad video of 2-3 min; 2. The photo/ boomerang of the item prepared in one mail
- d. The subject of the mail should be PFNDAI Contest Entry_(your name & last name) eg. PFNDAI Contest Entry_Tom Ellis)
- e. After sending your entry you can post it on instagram/ facebook/ linkedin and follow & tag us on @pfndai & @aashirvaad

NOTE: You must send your entry on pfndai.org@gmail.com in the below format:

1. Full Name
2. Email id-
3. Contact Number-

If the file size is too big you can share a link of your video with the access to pfndai.org@gmail.com to view and download the video

The entries will be evaluated on the basis of following criteria:

- a. Content of the video**
- b. Message through slogan**
- c. Prominence given to the brand**
- d. Audio & Video Clarity**
- e. Overall Visual appearance**

Winners: 3 best videos would be picked up by our expert judges and will be awarded with Amazon gift vouchers and Gift Hampers from Aashirvaad along with a feature on our instagram, facebook and linkedin profiles. 2 consolation certificates will also be given other than the top 3 winners. Some other best videos may also be featured. Participation certificates will be provided to all.

1st Prize- 2500

2nd prize- 2000

3rd prize- 1500

Consolation prize- Achievement Certificate