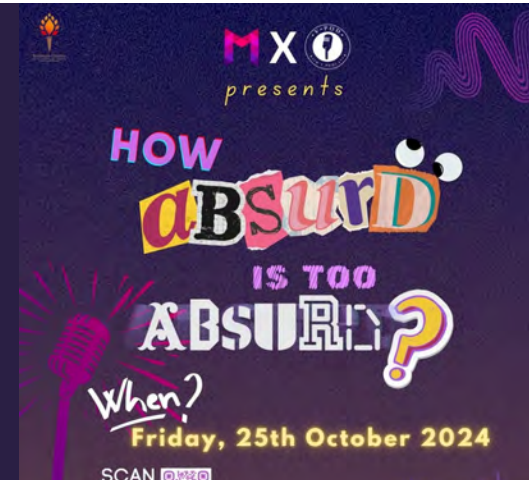


MARKADZ X VPOD EVENT REPORT



Conducted by: MarkAdz & Vpod

Date: 25th October 2024

Introduction

The 'How Absurd is Too Absurd?' competition, held on 25/10/2024, was a thrilling showcase of creativity where participants were challenged to embrace the bizarre and the unexpected situations. The event encouraged participants to let their imaginations run wild in a friendly, competitive environment. With 23 teams entering the first round, the competition promised a mix of wit, humor, and storytelling prowess. The room was buzzing with excitement as participants eagerly embraced this chance to explore new sides of their creativity.

Round 1: Tagline Creation

The event began with 23 teams tackling the Tagline Creation Round. Participants were given 15 minutes to craft their taglines, an unexpected challenge that demanded quick thinking and creative flexibility. Each team received an absurd, fictional product and had to craft a single-line tagline of 15 words or fewer. The judges scored the taglines based on catchiness (10 points), level of absurdity (5 points), and how well they captured the essence of the product. This round was filled with laughter and surprise as teams delivered unique and quirky taglines. After a spirited and competitive round, 13 teams stood out and advanced to the next stage, showcasing exceptional creativity and humor.



Round 2: Podcast Creation

In Round 2, the 13 teams moved forward to face the challenge of creating a 3 to 5-minute podcast based on their original tagline and product. To add an extra twist, each team's tagline was shuffled with another team's product, adding another layer of surprise and challenge. This round tested their ability to build an engaging narrative that combined wit, absurdity, and storytelling. Scoring criteria included absurdity of the plot (5 points), story development and script (10 points), wit and humor (10 points), and clarity and coherence (5 points). The room buzzed with energy as each team presented their podcast, filled with inventive characters and unexpected twists. The competition was fierce, and the creativity on display was impressive.



Conclusion and Winners

The '*How Absurd is Too Absurd ?*' competition was a testament to the limitless potential of creative thinking. The event celebrated the courage to be different and the power of humor in storytelling. With impressive taglines and podcasts that defied expectations, participants demonstrated that embracing the absurd can lead to brilliance. The tagline shuffle mid-round was a surprise that left everyone in awe, showcasing how the unknown can spark even greater creativity. The day ended on a high note, with everyone looking forward to next year's challenge and more opportunities to push the boundaries of their imagination.

Congratulations to the winners, who set the bar high with their inventive submissions, and a special thank you to all participants for making the event an unforgettable celebration of creativity. The winners who stood out with their extraordinary submissions were:

- **1st Prize – The Toxic Twos:** Their brilliant tagline and hilarious podcast on launching noise cancellation headphones Hez-nah-Bollah by Israel captivated both judges and audience alike.
- **2nd Prize – The Viral Vibes:** Their podcast was a perfect blend of creativity, humor, and seamless storytelling. Baba Ramdev himself came to the media in the launch of Patanjali cigarettes and answered the harsh media questions pretty absurdly.
- **3rd Prize – Lolo Polo:** With a podcast that balanced humor and originality, they won the hearts of many, but maybe kids are angry because they opened a new coaching centre for toddlers and made an absurd case that they are already late in the preparation of NEET and JEE.

Moreover, the People's Choice Award also went to Team Lolo Polo, earning them double recognition for their charm and appeal.

