



Symbiosis Centre for Media and Communication (SCMC) announces the MadHat contest, especially for budding media professionals like you.

Have you registered for the SET exam and do you fancy yourself as a media aficionado? If yes, then, here is your first chance to showcase your skills! Show us what you've got and stand a chance to win amazing prizes and an exclusive SCMC campus tour, arranged just for you.

**Winners will be judged on:**

1. Creativity
2. Innovation
3. Impactfulness
4. Memorability

**Eligibility Criteria:**

1. The entries should be submitted before 03 July 2022, 11:59 pm
2. Age Group: 17 to 22-year-old
3. You have applied for the SET exam 2022
4. No group entries will be considered

You can **pick any one activity** from below to submit your entry!

### Activity 1

#### Alternate Cast for Guru Dutt Classics

Guru Dutt classics are getting readapted for OTT platforms. Which classic would you like to remake and who would you like to cast? Share the justification for movie and casting choices using a four-slide presentation.

**SUBMIT**

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### Activity 2

#### Alternate Titles for Literary Classics

You get a chance to rename some of the greatest literary classics of all time. Share alternate titles for two of your favourite literary works, and justify your answers using a four-slide presentation.

**SUBMIT**

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### Activity 3

#### Filmy Brand Taglines

What if brands could use movie names as their taglines? Assign two movie names to two brands and justify your reasoning using a four-slide presentation.

**SUBMIT**

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**So, are you up for the challenge?**

Entries close on **03 July 2022**

### **Terms and Conditions for the MadHat Contest:**

1. The contest entry is by no means an endorsement/acceptance/confirmation of the candidate/candidate's application/candidate's admission.
2. The winners will be chosen by Symbiosis Centre for Media & Communication and the decision of the institute will be final.
3. There will be no bearing of the candidature of the student in any way because of participation or winning of this contest in the admission process.
4. If the winner does not respond to the verification calls his/her/their prize will be considered to have been forfeited.
5. The submissions will become properties of the institute and will be used as deemed fit.
6. The institute reserves the right to change/modify the terms and conditions of the contest without explicitly informing the participants.
7. The Winners will be winning a tour of the SCMC campus along with the mentioned prizes.
8. The institute can discontinue the contest at its discretion.
9. The participants have to submit their entries individually and no group entries will be considered.
10. The contest opens at 11:00hrs (11:00 am) on Wednesday, 15 June and closes at 23:59hrs (11:59 pm) on Sunday, 03 July 2022.
11. There is no entry fee to enter this competition.
12. Winners will be decided by the SCMC team and will be announced by 07 July 2022.
13. Winners' details are non-transferable.
14. MadHat Contest and the SCMC team reserve the right to remove any post, material or work without warning or further notice, in particular, any of the above that breaches these terms or is otherwise objectionable.
15. Objectionable materials include any material that is unlawful, harmful, threatening, abusive, harassing, tortuous, defamatory, intimidating, vulgar, obscene, pornographic, adult, profane, libellous, or invasive of another's privacy (including the posting of personal data of an individual or entity), hateful, or racially, ethically or otherwise objectionable, or infringes the rights of any third party.
16. This activity is in no way sponsored, endorsed or administered by, or associated with Instagram or any of the other mentioned brands.
17. Any details submitted by participants are being submitted willingly to MadHat Contest and SCMC.
18. Winning entries can be shared on the Social Media Platforms of SCMC.

**By entering this competition, an entrant is indicating his/her agreement to be bound by these terms and conditions.**