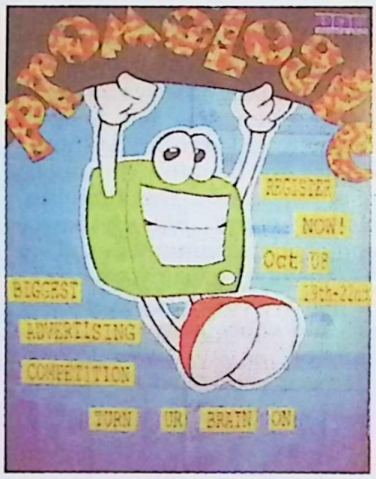
2nd Inter University Promologic 2008
- Platform For Future Advertising Gurus

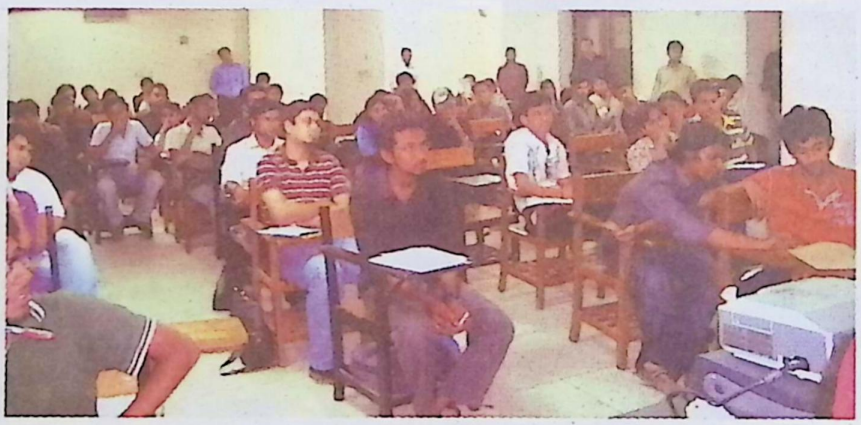
Star Campus Desk

PROMOLOGIC, brainchild of North South University Debate Club (NSUDC), has been striving to provide a platform for the young and enthusiastic advertisers from the renowned universities of the country since 2006. This event has always been well supported by the advertising community of the country and the most esteemed ad makers and marketing experts played their part to help the participants to come up with their best.

The aim of Promologic is to give the participants a glimpse of what they are expected to do once they enter the competitive world of advertising. They get a chance to learn tricks of the trade from the masters themselves and improve their presentation and public speaking skills. However, this event also gives the chance to the advertising firms to head hunt for the most creative minds.







Inter university Promologic is an advertisement competition, in which every 3 or 4 member team has to come up with a promotional campaign for a given product. The teams are judged upon their consumer insight, the power of their idea, the feasibility of their plan and their presentation skills. Each team were given 15 minutes to present their idea, followed b y a 5 minutes rebuttal round where they could stand up and make a case against the criticisms made on their presentation. This round is meant to bring a little flavor of debating in the competition, which historically, has added much excitement to this competition.

North South University Debate Club received overwhelming support from Mr. Nazim Farhan Chowdhury, Deputy Managing Director of Adcomm Limited from the start of the event. He conducted regular briefing and training sessions before every round, which enabled the participants to upgrade their performances for every upcoming session. Expert judges of the event also conducted training sessions. Mr. Gibran Tanwir of Evolve, Mr. Razeeb Hasan of Cogito Marketing Solutions, Mr. Khaled of Adcomm Limited and Mr. Chandra Shekhar Shaha of Bitopi expertly conducted the training sessions.

Throughout the event, judges from prominent Ad Firms: Adcomm Limited, Interspeed, Cogito Marketing Solutions, Grey Group Bangladesh, Evolve, Bitopi, Paperhyme Bangladesh and Asiatic Limited, were impressed by the participants' versatility of idea and logics. They also took out their own time to give the contestants a few pointers on what it really means to have a creative job as such. Channel I, NewAge and RadioFoorti were media partners of the event.

The event kicked off with Intra-NSU Promologic on 22nd of October where 26 teams battled their brains out to find a place in the Inter University Promologic. The teams were divided into six groups, and each group was given a unique product to make their presentation upon. The daylong presentation rounds on 24th promised versatility.