



FALCON FILMS

SHYAM LAL COLLEGE | UNIVERSITY OF DELHI

REPORT ON

Madvertisement: Deshbandhu College (19th April, 2024)

At Deshbandhu College, Falcon Films engaged in the innovative challenge of "Madvertisement," which tasked teams with creating a short film centered around advertising a product. This concept provided an opportunity for the team to showcase their expertise in storytelling, cinematography, and overall production quality while effectively conveying the intended message to viewers.

The team approached the project with a focus on creativity and impact, carefully crafting a narrative that not only promoted the product but also resonated with the audience on a deeper level also **winning first position in the competition.** Through compelling visuals, strategic use of cinematography techniques, and meticulous attention to detail in production, Falcon Films aimed to captivate viewers and leave a lasting impression.

Their participation in Deshbandhu College's Madvertisement challenge demonstrated Falcon Films' versatility and ingenuity in merging cinematic storytelling with promotional messaging. By leveraging their skills in visual storytelling and production, the team successfully navigated the complexities of advertising through film, showcasing their ability to deliver compelling narratives that engage and inform audiences effectively.

Number of participants: 5

Team members:

Shree

Ayrush

Aastha

Vanshika

Naina

