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MADRASPLUS

'AD'DING TO THE TALENT SHOW

After a hiatus of ten years, the Advertising club of Madras hosted Adotsav, their in-house talent award show at Ambassador Pallava last Friday. Celebrated cartoonist Madan Pop inaugurated the festivities, which happened to be part of the Golden Jubilee celebrations of the club. Apart from the regular honchos of the Ad industry, members of media houses and students from the club's own PGD diploma course are all part of the Ad Club of Madras. The competition included music, dance and comedy acts. Jagan, a familiar face from Star Vijay's *Kadavul Paathi Mirugam Paathi*, was the man of the evening! His mimicry of the popular icons of Tamil cinema had the audience in splits. Women participants, on the whole, were few and were limited to the music arena. To encourage the spirit of participation, every participant was awarded a prize. The Ad Club is also nurturing plans to host an international conference in Chennai on the latest trends in advertising shortly.

