ABP News Network

honoured at IndIAA Awards 2016

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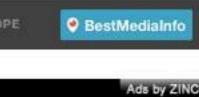


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'Real creative advertising backed by real budgets' honoured at IndIAA Awards 2016

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hosted the second edition of IndIAA awards conferred on 'real creative advertising backed by real budgets', on September 16. PepsiCo Chairman and CEO D Shivakumar chaired a jury of senior

business leaders to decide the winners. The jury included Shantanu Khosla (Crompton Greaves), VL Rajesh (ITC Foods), Geetu Verma (Hindustan Unilever), Sanjay Behl (Raymond) and Amit Syngle (Asian Paints). Shivakumar talked about how the agency client dynamics are evolving and the most successful brand campaigns benefit from this.

He talked about the crucial incubation period required for rebranding

to be effective. He emphasised on three important points that improve the quality of campaigns. He said that there should be enough conversation between the clients and the agencies. Secondly, the client needs to give enough time to the agencies to work on a campaign. Thirdly, agencies need to trust the brand. Commenting on the judging process, Shivakumar added, "It was great fun judging the campaigns. The alignment of the campaigns

judge them." Pradeep Guha, Chairman, IndIAA Awards, said, "What started as a concept last year has matured very fast. It is very rare that something matures in two years and I think that this concept is here to stay."

was nice and it was a great cut-off. It was not much of a problem to

Srinivasan Swamy, President, IAA India Chapter and SVP, IAA Global, commented, "Last year, when we conceptualised the IndIAA Awards, we intended it to be different. We are happy to see the industry acknowledging the concept of awarding all the co-creators of the campaign. I would also like to thank the stellar jury for their perspective on the winning campaigns."



A few winners shared their thoughts on winning the awards.

Ramesh Ramachandran, Senior Vice-President, Strategy & Precision Farming, Mahindra & Mahindra, said, "We are absolutely delighted

and honoured. Such an impressive jury selected our campaign. We didn't actually do it for the award, but for the farmers of India. It is a great feeling to be recognised and to feel that the campaign resonated with the wider public." Soumya Das, Deputy General Manager, Marketing, MC, Bajaj Auto, said, "It feels great and it was a privilege to be a part of this whole

concept of Bajaj V that we launched. It was a great journey. I really liked the fact that the people liked what we put out finally. To be called to this forum and be appreciated is like the icing on the cake." Khyati Shah, General Manager, Brand & Marketing, Dainik Bhaskar, said, "It's a great platform that they are recognising communication that is already out in the arena. It is Dainik Bhaskar's persistence

and 'Zidd' to communicate our message in the most enduring way.

focused integrated advertising trade association with membership representing advertising agencies and the media. The IAA comprises corporate members, organisational members, educational affiliates as well as 56 chapters with individual members and young professionals from 76 countries, including the top 10 economies of the world. List of Winners

The International Advertising Association is the world's only globally-

Auto Two Wheelers (Joint winners) TVS Jupiter: Zyada ka fayda

 Client: TVS Motor Creative agency: Dentsu Communications, Bengaluru

Kudos to our creative agency."

- Bajaj V: Invincible
- Client: Bajaj Auto Creative agency: Leo Burnett
- Consumer Electronics Micromax Unite4: Angrezipanti ko dikhao angootha

· Client: Micromax

- Creative agency: Creativeland Asia 3. Media and Entertainment
- Dainik Bhaskar: Zidd karo duniya badlo Client: Dainik Bhaskar
- Creative agency: Ogilvy & Mather

Corporate

- Mahindra: Seed the Rise for India's Farmers Client: Mahindra Group
- Creative Agency Flying Cursor Fashion and Accessories
- Titan Raga: Break the Bias Client: Titan Company Ltd
- Creative agency: Ogilvy & Mather Food and Beverages
- Client: Pepsico Creative agency: J. Walter Thompson

Pepsi: Pepsi thi, pi gaya

- / Ministries Indian Army: The Most Exciting Job
- Client: Indian Army Creative agency: Grey Group India
- 8. Home Care Ariel - Dads Share the Load
- Client: P&G India Creative agency: BBDO India
- Insurance Max Life: Sachchi Advice
- Client: Max Life
- Creative agency: Ogilvy & Mather
- Online Commerce Flipkart: Flipkart Matlab Bilkul Pakka
- Client: Flipkart Creative agency: Lowe Lintas Bengaluru
- Personal Care
- He Deo: Hai Respect Toh Spray Respect
- Client: Emami
- Creative agency: Leo Burnett
- Telecom / Internet / IT / Apps Vodafone Supernet
- Client: Vodafone Creative agency: Ogilvy & Mather
- Travel, Tourism, Hospitality Rajasthan Tourism: Jaane Kya Dikh Jaye

Client: Rajasthan Tourism

- Creative agency: Ogilvy & Mather
- Pharma / Wellness / Healthcare IAPC - Last Words
- Client: Indian Association of Palliative Care
- Creative agency: Medulla Healthcare Communications Fittings and Fixtures
- Client: NCL Wintech Creative agency: J. Walter Thompson

Wintech - Soundproof Diwali



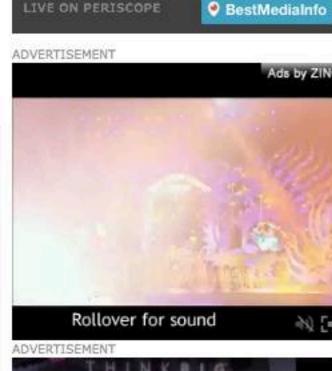






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