

# IAA REACH OUT

A periodical newsletter from the International Advertising Association-India Chapter

Issue : October - December 2017



The IAA Team+  
wishes you 'A year  
filled  
with  
creative  
ideas.'





**Ramesh Narayan**  
President IAA India Chapter

So what does an industry-based Association seek to be? And what does it need to do? In fact why should it be doing these things at all?

I have always been an industry person. And I believe associating with industry-based organizations have made me appreciate the nuances of the industry, meet the most wonderful people, learn continuously, and try to give back to an industry that makes us what we are or have been. And so I see the India Chapter of the IAA as a body that informs, educates, raises the standard of the discourse, spreads the message of what communication can really do and promotes inclusiveness. This is achieved through its many programs, initiatives and interactions.

Whether it is promoting excellence in sustainability, equality in gender equations. Whether it is saluting leadership in marketing or brilliance in "real hard-working" advertising. Whether it is championing the cause of self regulation or bringing out the finest in this industry and its people.

The IAA will go far beyond being just another advertising Association. It will endeavor to be the Association that leads in showing the world that communication is a force for good. Because what's good, is good for business.



## Ramesh Narayan elected President of IAA India Chapter



**Ramesh Narayan**  
President IAA India Chapter



**Megha Tata**  
Vice President



**Pradeep Dwivedi**  
Secretary



**Jaideep Gandhi**  
Treasurer



**Neeraj Roy**  
Immediate Past President

Ad Veteran Ramesh Narayan was unanimously elected President of the India Chapter of the International Advertising Association (IAA) at its AGM held on 28th September 2017 in Mumbai.

The office bearers of IAA-India Chapter are Vice President-Megha Tata (COO, BTVI ), Hon. Secretary-Pradeep Dwivedi (CEO, Sakal Media Group), Hon. Treasurer-Jaideep Gandhi (Founder, Another Idea), and Immediate Past President-Neeraj Roy (Founder & CEO, Hungama Digital Media Entertainment).

The Members of the Managing Committee include Abhishek Karnani (Director, Free Press Journal), M V Shreyams Kumar (MD, Mathrubhumi Group), Janak Sarda (Jt.MD,Deshdhoot), I Venkat (Director, EENADU), Anant Goenka (Director, Indian Express), Srinivasan Swamy (Chairman, RK Swamy BBDO), Pradeep Guha (CEO, 9XMedia), Kaushik Roy (President - Brand Marketing, Reliance Industries Ltd.), Sam Balsara (Chairman & MD, Madison Communications), Raj Nayak (COO, Colors, Viacom18

Media), Ashish Bhasin (Chairman & CEO, Dentsu Aegis Network), Dr. Bhaskar Das (Executive President, Dainik Bhaskar Group), Manish Advani (Head Marketing & Public Relations, Mahindra Special Services Group), Salil Kapoor (M.D, HOOQ Digital India Pvt. Ltd.), Atit Mehta (VP & Head Media, Sequoia Capital India Advisors), Partho Dasgupta (CEO, BARC India), Nandini Dias (CEO, Lodestar UM-India), Tarun Rai (CEO, JWT), Anupriya Acharya (CEO, Publicis Media-India), Umang Bedi (Ex-MD, Facebook India), CVL Srinivas (Country Manager-WPP India & CEO - South Asia, GroupM), M.K Anand (CEO, Times Now Network), Girish Agarwal (Director, Dainik Bhaskar Group), Ashok Venkatramani (Consulting Director-Chrome Data Analytics & Media), Tarun Katial (CEO, Reliance Broadcast Network Limited), Sunita Bangard (President -Marketing, Idea Cellular), Anand Sankeshwar (MD, VRL Media Ltd.), Sunil Kataria (Business Head - India & SAARC, Godrej), Avinash Pandey (COO, ABP News Network Pvt. Ltd.), and Rajiv Kental (President Marketing, Amar Ujala Publications).



## IAA Conversations – An Overview and Insights on OTT with Ashish Bhasin and Ajit Mohan

The knowledge Sharing Session on 'Overview & Insights of OTT' touched upon the future of technology enhancing streamlining of content and the growth of content consumption.

The India Chapter of International Advertising Association (IAA) organized 'IAA Conversations', a thought leadership platform with Ajit Mohan (CEO, Hotstar) & Ashish Bhasin (Chairman & CEO, South Asia - Dentsu Aegis Network) at Indian School of Management & Entrepreneurship (ISME), Lower Parel, Mumbai. The session was moderated by Megha Tata, (COO - BTVI). The event was supported by BTVI, Sakal Media Group and ISME.

Ajit Mohan mentioned that people's appetite for video consumption is on a rise and smart phones accelerate this possibility. The myth that small screen may not be good for long content viewing is slowly breaking. The power of accessible, curated real stories online is strengthened through technology. OTT has lent us the ability to leverage stories and transform experience. OTT has helped to marry the engagement ability of a television with the



Megha Tata , COO – BTVI with Dr. Indu Shahani  
Founding Dean – ISME



Seen here is Ajit Mohan , CEO – Hotstar  
with I. Venkat, Director - Eenadu

consumer understanding of OTT. Cricket has helped people to come to this platform.

Ashish Bhasin said that tectonic shifts are happening online. 'Where there are eyeballs there go the numbers.' 13-14% market is digital. Video consumption will increase with smart phones. As of now there is a 22-24% penetration. In India every medium holds the potential to grow. The big problem in the ecosystem for the medium to grow is the standardization of currency to measure multimedia reach.

Ramesh Narayan, President, IAA India Chapter said, 'As a responsible industry Association, The India Chapter of the IAA has found this a great way of engaging the youth and at the same time amplifying the message on a national basis.'



Pradeep Dwivedi, CEO, Sakal Media Group opens the forum



An Overview and Insights on OTT with Ashish Bhasin and Ajit Mohan moderated by Megha Tata

Supported by





## IAA Leadership Awards 2017

The International Advertising Association's (IAA) India Chapter hosted the 5th edition of the coveted Leadership Awards on 7th October 2017 at Trident Hotel, Mumbai.

The IAA Leadership Awards celebrate and recognize various individuals from across the fields of marketing, advertising and media, bringing them to one common platform. It honours women and men in the Marketing, Advertising and Media community for their outstanding performance, innovation and creativity in delivering path-breaking marketing initiatives. 24 categories were identified after deliberation over an extensive number of quantitative and qualitative parameters. The performance of the short-listed individuals was scrutinized by a technically-sound jury comprising of industry leaders. The awards saw leaders representing advertising, marketing and media



▲ Powered by COLORS, the prestigious event was flagged off by Deputy Minister of Diplomacy, PM's office, Government of Israel, Dr. Michael Oren, Ramesh Narayan and Neeraj Roy.



▲ Mukesh Ambani, Chairman & MD - Reliance Industries, awarded the IAA Business Leader of the Year Award.

honored by a group of pre-eminent guests.

Mukesh Ambani, Chairman & Managing Director, Reliance Industries Ltd was adjudged as the IAA Business Leader of the Year. On being awarded the Business Leader of the Year award, Mukesh Ambani said, 'I believe leadership is about setting new standards as demonstrated by our team at Jio. India was 155th in mobile broadband rankings in the world when we launched Jio but in a year,



▲ Ramesh Narayan welcomes the distinguished guests, esteemed jury and the enthusiastic audience.



▲ Srinivasan Swamy, Chairman and Managing Director - RK Swamy BBDO Pvt. Ltd . inducted into The IAA Hall of Fame.



## IAA Leadership Awards 2017

it became number 1 in the world. India is becoming a mobile first country and this is the future of our young nation."

At the event, Srinivasan Swamy, Chairman and Managing Director, RK Swamy BBDO was inducted into the Hall of Fame. Sonal Dabral, Group CCO and Vice Chairman, Ogilvy bagged the IAA Creative Agency Leader Award. Vikram Sakhija, Group CEO, Madison Communications won the IAA Media Agency Leader accolade. Rajan Anandan bagged the IAA Media Leader Award.

Speaking of his maiden visit to India, Deputy Minister of the Diplomacy, PM's office, Government of Israel, Dr. Michael Oren, said "India is revered, respected and loved by the people of Israel. Both countries are the cradle of great civilizations and religions. I can think of no two countries in the world that have had a greater impact on history and art. I would like to extend an invite to every Indian to visit Israel and experience our love for India and our hospitality."



Ravi Desai, CMO, Amazon India Seller Service Pvt Ltd. receiving the award for Marketer of the Year - E-commerce from Pradeep Dwivedi, IAA Hon. Secretary, and Ravi Pisharody, Jury Member.



Randhir Singh Kalsi, Sr. Exec. Director - Marketing & Sales, Maruti Suzuki India, receiving the award for Marketer of the Year - 4 wheelers from Harit Nagpal, TataSky, and Neeraj Roy, IAA Mancom Member.



Shalini Raghavan, CMO, L'Oréal India Pvt. Ltd. receiving the award for Marketer of the Year - FMCG - Personal care from Anand Sankeshwar, and Dr Bhaskar Das, IAA Mancom Members.



Vikram Sakhija (Group CEO - Madison Media & OOH at Madison World) receiving the IAA Media Agency Leader award.



Ranjivjit Singh, Sr. VP Marketing, Samsung India Electronics Pvt. Ltd. receiving the award for Marketer of the Year - Mobile Devices from Jaideep Gandhi, IAA Hon' Treasurer, and Nandini Dias, IAA Mancom Member.



IAA Creative Agency Leader was awarded to Sonal Dabral (Group CCO and Chairman - Ogilvy). The award was collected on his behalf by his wife, Beverly and Piyush Pandey (Co-Executive Chairman and National Creative Director of Ogilvy & Mather India).



## Creating another momentous occasion at the IAA awards was the unveiling of the book, 'Gandhi - The Great Communicator'.

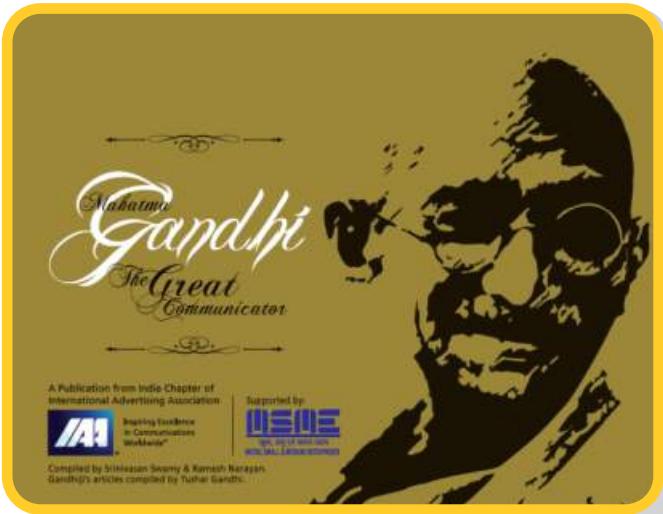
When the India Chapter of the International Advertising Association (IAA) invited, the then Prime Ministerial candidate, Mr. Narendra Modi to speak at their function in 2013 and give an audience of communicators his vision of Brand India, the message of Mahatma Gandhi rang out loud and clear. He felt that any brand is built on shared values. And Brand India could be expressed wonderfully through the prism of one aspect of Gandhiji's life that still needed some exploring. And that was, "Mahatma Gandhi -The Great Communicator". With this in mind, he appealed to the advertisers, advertising agencies and the media who were assembled there to consider bringing out a book on this subject.

IAA India is very pleased

to have followed through on this idea and curated a collection of articles from communication experts and those who knew Bapu intimately, all focusing on his persona as a great communicator. One thread that strongly runs through the narrative is that Bapu the Great Communicator used a variety of methods and devices and events to communicate powerfully and effectively. He used communication as a vehicle to forge nationalism, togetherness, amity and peace.



▲ Unveiling of the book "Gandhi - The Great Communicator" , a momentous occasion.  
L-R - Dr. Michael Oren - Deputy Minister of Diplomacy, PM's office, Government of Israel,  
Srinivasan Swamy - Sr. Vice President, IAA Global, Mukesh Ambani - Chairman & MD,  
Reliance Industries, Ramesh Narayan - IAA India President and  
P.M. Balakrishnan -Business Head -National Accounts -The Hindu Group



'I received a copy of the volume from Meera a few days ago. It was sumptuously produced and perhaps a feather in the cap of India chapter of IAA. My hearty congrats on that.'

**Prof. E. Nageswara Rao, Retired Professor of English Literature and a Gandhi Scholar.\***

(\* Also has contributed article to this book)

'A very fine collection of article book "Mahatma Gandhi, the Great Communicator".'

**I VENKAT**  
**Director, EENADU**

'There's eloquence at every instance from start to the end, and the gargantuan task of documenting an awe-inspiring great personality such as Mahatma Gandhi, speaks volumes of eloquence par excellence!'

**Gulshen Patel**



## Future Leaders Awards

Encouraging young talent in the workplace is increasingly seen as a way of making companies stronger in the modern business environment.

IAA Future Leaders is a unique platform to acknowledge and award young budding talent in every organization, across marketing, media and

advertising , and help grow the pipeline of talent.

The winners were sent to an all-expense paid trip to the AdAsia Congress, held in November 2017, in Bali, Indonesia. Nominations were judged by Megha Tata, Vishaka Singh, Abhishek Karnani and Janak Sarda.

At the AdAsia Conference, I had a great experience interacting with people, understanding both cultural and professional diversity. I particularly liked the sessions of Guy Kawasaki and Martin Lindstrom on how insights could be used to develop interesting communication. Apart from the brilliant sessions, these beautiful words by Kofi Annan left a huge impact - 'Leadership is not a position; a leader should serve first'. I'm thrilled to share my learnings with my team and I'm grateful to The Hindu Group and IAA India Chapter for my experience in Bali. **Kranti Kumar- IAA Future Award Winner**



Winning the IAA Future Leader Award in the Agency Category and an all-sponsored trip to attend AdAsia Bali was surely the highlight of my year. The event was packed with Asia's latest innovations and creativity for me to absorb. All the events were a great learning experience, and that's what you expect with a stunning line-up of speakers like Kofi Annan, Guy Kawasaki, Martin Lindstrom, etc. It is very rare for a 23 year old to say that he has rubbed shoulders with stalwarts of the advertising and marketing industry from across Asia. I am grateful to have gotten such an opportunity and will make sure to use these learnings in my career ahead .**Adith Fernandes- IAA Future Award Winner**

AdAsia Congress 2017 at Bali has been a once in a lifetime experience to hear the most celebrated marketing and communication experts talk about their success stories, experiences and learnings. Undoubtedly, the icing on the cake at AdAsia was the session with former UN Secretary General - Kofi Annan. There could not have been a better finale to the spectacular AdAsia 2017 than the Pakistan Night. I am thankful to the IAA for this excellent learning opportunity and hope to create more value in my career in the future.

**Shivpriya Iyer-IAA Future Award Winner**



AdAsia seemed to be more rounded viz. its purpose. Its sessions, speakers and attendees weren't the usual suspects I'd imagine to see at an advertising conference: right from Kofi Annan to Martin Lindstrom. Its highlight topics of discussions attempted to trend-map and forecast what's next in the business-side of this 'creative business'.

To me, AdAsia was the gold standard in perspective. The more we know what the world of advertising outside creativity looks like, the more we will understand how to use creativity to shape it better. AdAsia allowed me to remove the creative hat, learn and share what those decisions look like. And I thank IAA for that. **Aditya Perunkula-IAA Future Award Winner**



## IAA Boardroom Conversation

The IAA hosted Shayamal Vallabhjee who addressed 15 youngsters at the Madison Boardroom on 11th August 2017. Some key takeaway points :

- Choose your battles and respect the challenges. To win, you must be prepared to lose.
- Aligning yourself to a purpose bigger than you is the best way to focus your energy and drive yourself to achieve things beyond your own considerable expectations.
- The beauty of life is we are constantly changing and the ones who constantly evaluate and adapt to these changes will become the one who truly unlocks his fullest potential.



## IAA Regional Committee Meet



Regional Committee meeting of IAA India chaired by Area Director - Kaushik Roy was held at AdAsia, Bali



## Forthcoming Events

### City specific:

Public service campaign (Mumbai).

### Language Awards:

Telegu and Marathi.

**Block your date February 7th 2018**



*Retrospect & Prospects*

by Piyush Pandey



Supported by:

**Block your date March 6th 2018**



**IAA OLIVE CROWN AWARDS**

FOR CREATIVE EXCELLENCE IN COMMUNICATING SUSTAINABILITY  
India Chapter, International Advertising Association

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**India Chapter of International Advertising Association**

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