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Setting sail through uncharted waters

25 Years

Commemorative Volume of the
India Chapter of
The International Advertising Association

Sailing symbolises all journeys, especially those that are pioneering and international. The great age of sailing, discovery and globalisation began with the quest for spices. Advertising spices up all commerce. Hence, this book, a record of the activities of the International Advertising Association in India, has been illustrated with visuals of sailing created with spices, to reflect the pioneering spirit of the IAA.

Sandeep Singh

INDIA TODAY has defined over four decades with the gold standard of journalism. With incisive and unbiased reportage and expert opinions, it is undisputedly not only India's most popular but also most respected magazine.

MAKING
SENSE
IN
INDIA

40
YEARS
INDIA
TODAY

Presidents



Srinivasan K Swamy
2015 - 16 / 2014 - 15 / 2013 - 14 / 2012 - 13



Kaushik Roy
2011 - 12 / 2010 - 11



IS (Raj) Nayak
2009 - 10 / 2008 - 09



Pradeep Guha
2007 - 08 / 2006 - 07



Sam Balsara
2005 - 06



Pheroza Bilimoria
2004 - 05



Karl Mehta
2003 - 04 / 2002 - 03



Sorab Mistry
2001 - 02 / 2000 - 01



Arunabha Dasgupta
1999 - 00 / 1998 - 99



Pheroza Bilimoria
1997 - 98 / 1996 - 97



Amol Bose
1995 - 96 / 1994 - 95



Mukul Upadhyaya
1993 - 94 / 1992 - 93



Satish Jain
1991 - 92 / 1990 - 91
1989 - 90 / 1988 - 89
Responsible for incorporating the India Chapter of the International Advertising Association as a company in 1991



VS Padmanabhan
1987 - 88 / 1986 - 87
1985 - 86 / 1984 - 85



Roger C B Pereira
Founder President, 1981
1983 - 84 / 1982 - 83 / 1981 - 82
Responsible for initiating the India Chapter of International Advertising Association as Association of Persons



Author's Note



Writing the history of an Association is not for the faint hearted. During the initial years of an Association, when the effort is on to make it stand on its own feet, keeping records is the last thing on anyone's mind. To top it all, people at the helm of an Association change more frequently compared to a corporate house and coordinating with stalwarts of industry, after all, is a herculean task. But, I must say I was lucky on both counts.

Mukul Upadhyaya, Pheroza Bilimoria, Roger Periera had not only maintained the records but also shared them with me without a hitch. They, along with Kaushik Roy, Lynn De Souza, Pradeep Guha, and Raj Nayak, gave me unlimited time and answered my queries. The bridge between the initial years to the present was Ramesh Narayan, and his constant guidance was a great help. Jaideep Gandhi's mere presence calms down the mind.

Soumen Santara of IAA and Archana of Jaya Advertising were the two persons whom I troubled the most.

Ambareesh Chakraborty and his team at R K SWAMY BBDO comprising Rahul Singh Parmar, Samir Gawde and Jitendra Rai made the book regal.

I extend my thanks to all and will cherish the interaction with them.

Special thanks to Srinivasan K Swamy, for giving me this opportunity. Without his time and passion, this book would not have seen the light of day.

There are more milestones in an Association's journey than a corporate house, simply because of its objective. As an author, one is always in a dilemma; what to drop, what to include. Frankly, I wanted to share everything I could lay my hands on. But that wasn't realistic.

Writing this book was an amazing voyage.

- Sandeep Singh

Profile

Sandeep Singh is the Founder of www.swastik.net.in. Sandeep has worked in Advertising Agencies, Research Organisations and a few TV Channels. He is on a few Boards as an Independent Director. He has authored seven books so far and the journey continues.

Helmsman's Message



This effort is dedicated to all those helmsmen who have steered the ship of the IAA for all these years.

They have taken the form of Presidents and office bearers, members and well-wishers. Yet each of them have left their distinctive and indelible mark on this institution.

The IAA in India has faced sunny skies and placid waters as well as angry clouds and stormy seas. Yet those who have been a part of it have endured, in the interest of their industry which they hold dear to their hearts. Any industry activity is driven by a feeling of oneness and a need to give back to a larger purpose. It is seldom driven by personal agendas and singular goals.

The journey, they say, is more important than the destination; and I couldn't think of a more apt way to express myself than to simply reproduce with respect, a classic poem which wonderfully encapsulates the sentiment and the truth behind the many journeys that make up our lives and the lives of the institutions we are associated with.

Srinivasan K Swamy
President, IAA India Chapter, 2012-16



Ithaca

When you set out on your journey to Ithaca,
pray that the road is long,
full of adventure, full of knowledge.
The Lestrygonians and the Cyclops,
the angry Poseidon -- do not fear them:
You will never find such as these on your path,
if your thoughts remain lofty, if a fine
emotion touches your spirit and your body.
The Lestrygonians and the Cyclops,
the fierce Poseidon you will never encounter,
if you do not carry them within your soul,
if your soul does not set them up before you.

Pray that the road is long,
That the summer mornings are many, when,
with such pleasure, with such joy
you will enter ports seen for the first time;
stop at Phoenician markets,
and purchase fine merchandise,
mother-of-pearl and coral, amber and ebony,
and sensual perfumes of all kinds,
as many sensual perfumes as you can;

visit many Egyptian cities,
to learn and learn from scholars.
Always keep Ithaca in your mind.
To arrive there is your ultimate goal.
But do not hurry the voyage at all.
It is better to let it last for many years;
and to anchor at the island when you are old,
rich with all you have gained on the way,
not expecting that Ithaca will offer you riches.

Ithaca has given you the beautiful voyage.
Without her you would have never set out on
the road.
She has nothing more to give you.

And if you find her poor, Ithaca has not
deceived you.
Wise as you have become, with so much
experience,
you must already have understood what
Ithacas mean.

- Constantine P. Cavafy 1911



The Port



The Port International Advertising Association

IAA - The Global Partnership of Marketing
Communications Professionals

It all started with a vision. A vision to create an international body for Advertising professionals. The visionary was Thomas Ashwell, a publisher of the Export Trade & Shipper magazine in New York.

On 8th April, 1938, at the Harvard Club, New York he met up with twelve other expert advertising executives for a luncheon meeting. The International Advertising Association (IAA) was born.

Surprisingly, the name International Advertising Association was already taken. So when the first formal conference of advertising professionals took place it was called the Export Advertising Association. It was held in May 1938 and attracted over 130 men and women from the export advertising business. Shirley Woodell was the first President of the organization. He proposed a tripartite structure with representatives

from the advertising agencies, the clients and the media coming together. He described the new association as "an organization for the interchange of ideas and experiences, in order to promote the efficiency and scope of its members in the practice of their profession of foreign advertising".

Over the years, the International Advertising Association has grown to be one-of-a-kind strategic partnership that brings together the common interests of people across the entire spectrum of marketing communications - from advertisers to media companies to agencies to direct marketing firms as well as individual practitioners. Today, it is an international body to reckon with. It's an organization that is present in over 76 countries with over 4000 individual members across corporate, marketing services, organizational and academic sectors - all involved in the branding, communications and marketing disciplines.



Mission Statement of IAA Global and India Chapter of IAA

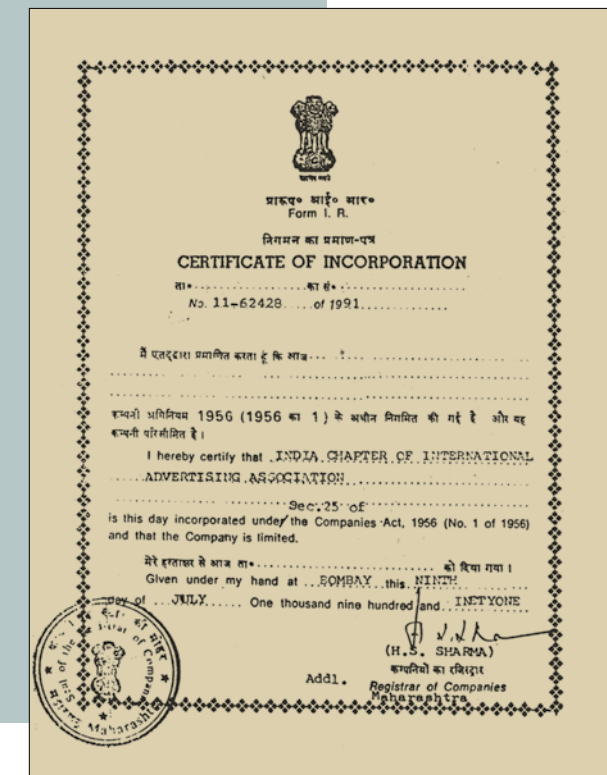
VALUE OF ADVERTISING: to promote the critical role and benefits of advertising as the vital force behind all healthy economies and the foundation of diverse, independent media in an open society.

ADVOCACY: to protect and advance freedom of commercial speech and consumer choice.

ADVERTISING SELF-REGULATION: to encourage greater proactivity and acceptance of advertising self regulation.

PROFESSIONAL DEVELOPMENT: to take a lead in state-of-the-art professional self development through education and training for the marketing communications industry of tomorrow.

INDUSTRY FORUM: to provide a forum to debate emerging professional marketing communication issues and their consequences in the fast changing world environment.



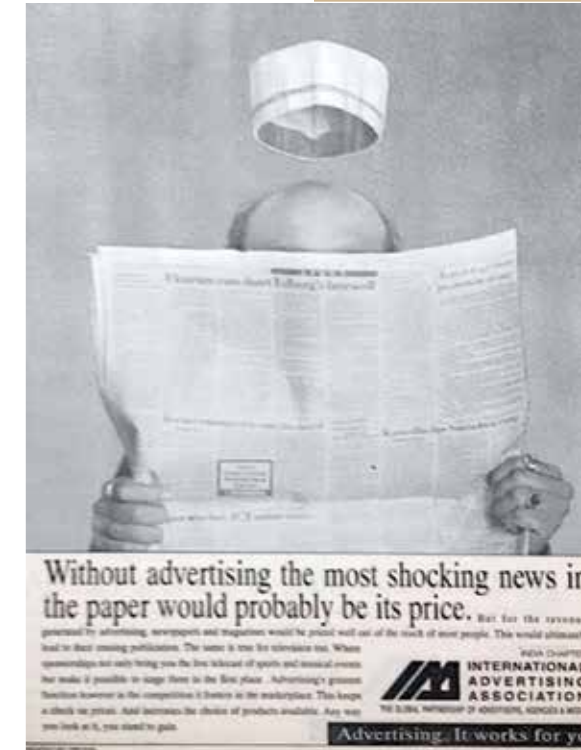
IAA OFFERS ITS MEMBERS

- ✦ A platform for industry issues
- ✦ Networking opportunities
- ✦ Education platform

IAA PROVIDES LEADERSHIP IN

- ✦ Advocacy
- ✦ Advertising self-regulation
- ✦ Professional development and
- ✦ Industry forums

As the only global partnership of advertisers, agencies, media and other communication services, the IAA is able to speak with one voice on behalf of its members and the industry. The IAA has undertaken large pro-bono communications programs. The most notable one was "Hopenhagen". In 2009, the "Hopenhagen" campaign was created by the IAA, representing the global advertising industry's support of the United Nations Climate Change Conference (COP15). A website "www.Hopenhagen.org" was created, where 6,172,820 citizens from around the world added their messages of hope. The "Hopenhagen" campaign was a great success with 197.9 million dollars in reported media value and managing to reach 50+ countries.



A few of the Advertisements Released by the IAA India Chapter as part of "Case For Advertising" Campaign

Another successful example is the "Case For Advertising" campaign. The intention of the campaign was to make the consumers and governments appreciate the value of advertising in its many forms, including sponsored content. It highlighted many core benefits that are deeply rooted in marketing communications. For example, advertising promotes not just a

product or a service, it's a medium that promotes 'choice'. It also educates, informs, encourages innovation, creates new jobs, supports the arts, entertainment and sports and contributes to the costs of providing news and information.

The India Chapter of IAA actively participated in the "Case For Advertising" campaign and leveraged promo bono space for its publicity. Leading publications in the country promoted the campaign. The India Chapter has always worked in close coordination with IAA Global. In 2013, it took active part in celebrating IAA Global's Platinum Jubilee.





L-R
Pradeep Guha, Area Director,
IAA Asia-Pacific, Srinivasan Swamy,
President, IAA-IC, Shri Narendra
Modi and Monica Tata,
Honorary Secretary, IAA-IC

Srinivasan K Swamy, President, IAA, India Chapter, said, "IAA in India decided to celebrate the Platinum Jubilee in a fitting manner and what other way to do this than to have a global summit on marketing aspects?" Seasoned professionals from across the world participated in the "IAA Platinum Jubilee Global Marketing Summit". Some of the luminaries included Tyler Bryson, Wally Olins, Ashley Benigno, Will Platt-Higgins, etc. The summit was held on 30th September, 2013. Prime Minister Shri Narendra Modi, who was then the Prime Ministerial Candidate and Gujarat Chief Minister delivered a speech on this occasion where he spoke about his vision of Brand India and enthralled the audience with his perspective.



Shri Narendra Modi
being welcomed
at the IAA Global
Marketing Summit
by Neeraj Roy,
Vice President, IAA-IC



Shri Narendra Modi
in conversation with
Srinivasan Swamy,
President, IAA-IC



Excerpts from Shri Narendra Modi's inspiring speech on his vision of 'Brand India'

1. On self-belief and self-confidence
The first requirement for being able to do so (display Brand India to the world) convincingly, is self-belief and self-confidence. If you are taking a product or topic to the world, but you don't believe in it yourself, then you just cannot do it.
2. On Mahatma Gandhi and his power as a communicator
In this world where people resort to shortcuts, the focus is on 'impressive' marketing. We have a choice, whether to go with 'inspiring' marketing or with 'impressive' marketing. If you look at Gandhiji's personality, there was nothing 'impressive' about him, but he was truly inspiring in totality.
3. On Yoga, Ayurvedic and Herbal products
Today is about holistic health and healing. The world is desperate for it, sick of medical drug based treatment. It is such a big market.

4. On Heritage Sites and Tourism

If India was as small as France, and all of its monuments and heritages were present in the same space, then we would encounter a heritage building every three steps. [...] We must have faith in our cultural heritage and values.

5. On Music and Soft Power

It is soft power that built relationships. [...] The power of music is immense. [...] Music is not just meant for the ears. It is tied to the mind and heart. [...] The joy that reaches the mind can even be Chiranjeev (eternal).

6. On Global warming and Environment

The world worries about global warming and is searching for solutions. Who worries about it the most? The societies that have exploited nature the most. Those who have toyed most with nature today are the champions of the fight against global warming. Our nature, sanskruti and cultural heritage, if protected and popularised, can offer the best solution to global warming.

7. On Vegetarianism

Vegetarianism is another popular movement today. When Clinton was first elected, I visited the U.S. Our team visited a hotel in Houston. The Gujarati person there embraced me. I asked why. He said he was vegetarian and there were many Gujarati vegetarian restaurants. He was proud of it. The world is receptive to it.

8. On Science and Literature

To effectively brand India, we have to fill our minds with India. Like the cricket ad that once said "I eat, sleep cricket, etc.", if we think "India, India" every moment, only then can we do effective branding of India.

9. On the Organic Lifestyle Market

The world is looking for chemical-free cotton, natural grown cotton. Our Khadi has that strength. The poor get their livelihood from Khadi, but we have limited it to politicians' houses. If we make a global market, it would light the cooking stoves of many poor people in India.

10. On Branding India via Bollywood

The world's biggest film industry feeds lakhs and crores. But we lost the opportunity to do global marketing. [...] India must be branded properly, and this should be our dream.

"India should stop trying to impress the world, but must inspire the world."



Sailboat



Sailboat

The genesis of the sailboat is shrouded in mystery. The first ones that sailed were simple but incredible machines, powered mainly by the wind. It was the beginning of a whole new chapter in world history. They played an important part in shaping the modern world by opening up new avenues for international trade, exploration and cultural exchange.

When you think about it, the origin of the India Chapter of the International Advertising Association (IAA) is also unknown, like the sailboat. Just like the sailboat sailed through the uncharted waters making its way to unknown territories, the IAA also opened up new vistas of opportunities by contributing to growth of advertising business in India.

In July 1991, the India Chapter of IAA was incorporated as a legal entity. This commemorative volume marks the 25th year of the IAA in India.

The 19th Annual General Meeting held at Mumbai on 16th, September, 2009, records the following:

“Mr. Pereira said that he remembers the Association was formed way back in 1981, soon after the Lintas Global CEO, Mr. Reijn Reijkens, came to India for a meeting and also met other agencies heads urging them to establish an IAA Chapter in India. That is when,

Mr. Pereira said, that he dared to pick up the gauntlet. It was hard work to collect the required 20 members to set up the Chapter as an ‘Organisation of Associated Persons’ (OAP) which was later converted to a Section 25 company that the India Chapter currently is.”

And a note from Roger Pereira records the following:

In 1964, the IAA announced a global Scholarship Program for young Advertising Professionals under the age of 30. K Kurian, a regular advertising columnist in a financial daily, encouraged young advertising professionals in India to enter and compete. That year, three young men were awarded the scholarship: William Willard of the U.S., Patrick Grand of France and Roger C B Pereira, (Shilpi), India. The highlights of the award were one-on-ones over breakfast/lunch/dinner with the likes of Governor Nelson Rockefeller, Bill Bernbach, David Ogilvy, Henry Luce, Akio Morita.

Three other Indians - Harish Jain, (National Advertising, later Jaison), Babu Aiyar (LPE Aiyars) and John Pereira (Cheseborough-Ponds) also attended the 1964 Congress.

In 1965, the World Congress was held in Paris. 10 Youth award winners were chosen. India's Shyam Benegal of ASP, then was one of them. The award winners were introduced to the best brains in advertising. They visited the top agencies first in Paris and then in London.

In 1967, Swinging London, as it was branded then, played host to the World Congress. 50 Beecham Youth Award Winners were chosen on this occasion and Roger C B Pereira (Shilpi, India) again won the award. For the first time, an Indian - Bobby Kooka (Air India) addressed the World Congress.

Between the years 1967 and 1986, many more Indians addressed the World Congress. They included: Morris Mathias, Subhas Ghosal, Shunu Sen and Roger C B Pereira in 1978 (Sydney) and 1986 (Chicago). Not much is known of the IAA and the World Congresses between 1967 and 1978.

Reijn Reijkens - Global CEO, Lintas worldwide, also the World President of the IAA, visited Lintas India in 1978. He was invited by the Advertising Club, Bombay to address the Monthly Tea Meeting.

In the Q & A Session, he said that he was impressed by the quality of advertising professionals he had met at Lintas offices. He requested Gerson da Cunha, the CEO of Lintas at the time, to arrange for a meeting with whoever was available that very evening.

Gerson hosted the meeting at his home. This is where the idea of the India Chapter of the IAA was conceived. Mr. Reijkens, during the meeting appealed that India should be represented at the world body. He wanted the world to know about the quality of the Indian Advertising Professionals as he did during his visit.

The 26th World Congress was being organised from 16th to 19th May at Copenhagen the same year. Mr. Reijkens invited Indian advertising talent to attend the congress. The following three from India participated:

Roger Pereira, Shilpi Advertising,
B D Sathe, CEO,
Pratibha Advertising
(Kirkoskar Group),
V S Thirumalai, Chief
Advertising Manager,
Times of India

At the Congress,
Mr Reijkens stressed
the need for an
Indian Chapter of
the IAA. Mr Reijkens

proposed the names of Roger Pereira, B D Sathe, V S Thirumalai and they were inducted as members of the IAA on this occasion. They didn't have to pay the membership fee of \$100.

Back in India, Roger Pereira and V S Thirumalai met the Ad Club members and proposed the India Chapter of IAA. They had to raise the membership and efforts were made to increase the number of members. Harish Jain of Jaisons, Babu Iyer of L P E Iyer Advertising, Paresh Chowdhary and Dhanesh Bhau (Ahmedabad), were members of the IAA. With only six members, they were not eligible to start the India Chapter. By 1980, they increased the members to 19. But the minimum requirement was 20 members. Mukul Upadhyaya figured out that there was an option of Corporate Membership and he, as the President of Ad Club, decided that the Ad Club will take the corporate membership and be the 20th member.



Roger C B Pereira



Satish Jain



Mukul Upadhyaya

IAA, India Chapter



The first Annual General Meeting of the International Advertising Association, India Chapter was held on September 17, 1984 at the Bombay Gymkhana.

Following office-bearers were unanimously elected for the current term:

Chairman – Roger Pereira
President – V. S. Padmanabhan

Vice President – Satish Jain
Treasurer – Ranjit Batra
Secretary – Amol Bose

Members of the Committee:

Rajat Mitra
Krishan Premnarayan
Mukul Upadhyaya
Harish Jain (co-opted)

Having played a key role with the Advertising Club in the formation

of the Advertising Standards Authority/Council for self regulation in Indian Advertising, the IAA India Chapter has other projects on the drawing board to be organised in co-ordination with the Advertising Club, Bombay.



At the World Council Meeting held in Tokyo on the 1st October, 1984, prior to the 29th IAA World Advertising Congress, Roger C.B. Pereira, Founder President of the IAA India Chapter was re-elected to the Board of Directors of the world body which is headquartered in New York.

This is his third, two-year term as a Member of the Board of Directors.

In April 1981, a seminar was organised by the Ad Club in association with the India Chapter of IAA. Peter Thompson (DG-ASA, UK), Hugh Holker (World President, IAA) and William Sweeny (World Secretary General, IAA) were present for the Seminar. On this occasion, the formal charter of the India Chapter of IAA was presented to Roger Pereira.

The first formal Annual General Meeting of Organisation of Associated Persons was held on 17th September, 1984.

V S Padmanabhan was the President from 1984 to 1988 and then Satish Jain took over the reins from 1988 to 1992. During Satish Jain's tenure IAA-IC was incorporated under Section 25 of the Company's Act 1956 (No. 1 of 1956) bearing Certificate No. 11-62428 of 1991 dated July 09, 1991. This was just the beginning.

Roger Pereira was active in the global body even before the formal formation of IAA Chapter in India. The Advertising Club magazine Solus Vol 17, No 7, August/September 1984 reports:

“At the World Council Meeting held in Tokyo on 1st October, 1984, prior to the 29th IAA World Advertising Congress, Roger C B Pereira, Founder President of IAA India Chapter was re-elected to the Board of Directors of the World Body which is headquartered in New York. This is his third, two-year term as a Member of the Board of Directors.”

Mukul Upadhyaya is another stalwart of IAA India. In 2010, he completed 25 years as member of IAA and received a special IAA pin with a letter from Alan Rutherford, IAA Chairman and World President.



RECOGNITION FROM IAA GLOBAL



President Pheroza Bilimoria receiving the Golden Tulip Award (equivalent to the Best Chapter Award) in 1998 from Frank Eijken, President of the Holland Chapter



Best Chapter Award in 2010, received by Kaushik Roy, Vice President, IAA-IC at the IAA World Congress in Moscow from Alan Rutherford



IAA Medal For Merit in recognition of outstanding service to the Association and to international advertising. Won by Roger C B Pereira and Pheroza Bilimoria



Best Chapter Award in 2014. President Srinivasan Swamy (Centre) with (L-R) Pradeep Guha, Faris Abouhamad, Bharat Avalani and Kaushik Roy during the IAA World Congress at Beijing

The Chapter Excellence award was originally established by the IAA Holland Chapter in 1957 as the Golden Tulip Award. It is now presented to the Chapter making the “greatest contribution to the Association over the preceding two years.” It has been awarded 19 times so far and India is the only country to have won it thrice - in 1998, 2010 and 2014.





Not smooth sailing



Not Smooth Sailing

The lifecycle of a Sailboat is ridden with challenges. When it capsizes, it drowns the dreams and aspirations of many. There are some Sailboats that sink at the dock even before they start sailing. Then there are those that go down when they embark on a journey. The dockside sinking happens because of deteriorated or damaged or corroded fittings.

There are a lot of similarities that the India Chapter of IAA has with the lifecycle of the Sailboat. For unforeseen reasons, the IAA didn't sail through as expected and it capsized in 1978 at the dockside itself. Getting members to be a part of the journey was a huge challenge. There were issues related to getting a membership and they took the wind out of the sails.

Some of the issues were:

- The membership fee was to be paid in dollars
- IAA did not have much to offer to its members
- Membership was by invitation only.

In the era of License Raj, government policies were the biggest hindrance. As per Indian Foreign Exchange Rules all overseas remittances were required to be cleared by the Country's Central Bank (the Reserve Bank of India), which set limits for overseas remittances and these limits varied according to the purpose for the remittance.

Despite such constraints, IAA recovered because it is self-righting i.e. it is designed in such a way that it is not stable inverted. To top it, it had an excellent crew.

There was a time, not long ago when people could carry only 500 dollars when they travelled abroad. During this time, the Indian Machine Tools and Manufacturer Association (IMTMA)

used to hold an Exhibition on the Godrej grounds at Vikhroli to promote exports. N P Godrej of Godrej, Vinod Doshi of Premier Motors, and D L Shah of Perfect Machine Tools were the brains behind the exhibition. The exhibition attracted American participation but there was no participation from Europe.

In one of the conferences, Roger Pereira talked about the IMTMA exhibition at Copenhagen. This led to a lot of enquiries from Europe. With this new development a case study titled "Participation in seminars/conferences will lead to increase in exports" was presented to the RBI. A request was made to make exceptions on the amount of Dollars one could carry for such events.

This resulted in the RBI making exceptions on Dollar limits which one could carry for participating in such events. The battle on the RBI front was won, but the issues at the home front i.e. with IAA were yet to be streamlined.

Getting corporate membership was a challenge for IAA and they were not able to enroll any corporate members till 1997. A Sub Committee of the Chapter was formed in 1997 with the specific mandate to enroll corporate members. However, the Committee found that the cost of the National Corporate Membership (CM) at US \$ 4,000 (the annual membership dues) i.e. Rs. 192,000/- (according to the conversion rate of the time) and US \$ 5,000 (the initiation fee) i.e. Rs. 240,000/- (according to the conversion rate of the time) was considered prohibitive by prospective corporate members when converted to the local currency, total amounting to Rs. 432,000/-.

The Sub-Committee concluded that it would be very unlikely for the RBI to grant permission for a remittance of US\$ 9,000 on the grounds of membership dues. Also, since the membership fee of many individual members was being paid for by the company where the member was employed, it was unlikely that a company would sign up as an IAA Corporate Member.

A sincere effort was made by the Chapter to solve the issues raised by the sub-committee at IAA Global.

In the 9th Annual General Meeting held



India got its own IAA Chapter much before many nations. Reach Out, Vol II, No I, 1992

on 29th September, 1999, Arunabha Dasgupta presented some important points that were discussed during Chapter President Workshop that was held in Cairo during the previous year (1998). During the workshop he mentioned about discussing the issue of corporate membership with Cappa, President, IAA. This matter was again taken up by Pheroza Bilimoria when she attended the World Board meeting held in Paris in June. He informed that the World Board recognised the need to review the present constitution. To address this issue, the World Board formed a committee, Task Force 2000 (Election and Structure Committee) to look into the IAA operation and recommend changes commensurate with the emerging trends. He also added that Pheroza Bilimoria had been inducted on the Task Force 2000 Committee, a great honour for the India Chapter.

By 2003, the membership fee was reduced. The committee managed to negotiate both the New Member Fee of USD 250 and Renewal Fee of USD 200 to USD 80 only.

Meanwhile, some members were able to appoint representatives overseas using the IAA directory. Some publications could tie-up with international publications for publishing international supplements. Slowly, the benefits of associating with the IAA were established.

IAA membership had a significant growth from 2007 onwards due to the focused approach of L S Nayak (Raj Nayak) and a flurry of activities under S K Swamy's leadership. This not only retained members but also given them immense benefits.

During the 33rd World Congress, 28th-30th September, 1992, the Indian delegation reached Barcelona only to find that some members' registration cheque had not yet reached the organisers. Richard Corner the then Secretary of IAA Global, paid the fee for the Indian delegation using his credit card.



PRIZES WON BY INDIVIDUALS IN RECENT TIMES



The Samir Fares Award has been presented by the IAA Lebanon and United Arab Emirates Chapters since 1990, in recognition of career achievement in the IAA and outstanding service in furthering the objectives of the Association. So far, only 12 individuals have been honoured with it and Pradeep Guha is the only Indian in that list.

Pradeep Guha receiving the Samir Fares Award at IAA World Congress Beijing, May 2014.



Pheroza Bilimoria receiving the IAA Champion Award in London, October 2013



Pradeep Guha receiving the IAA Champion Award in London, October 2013



Honorary Life Membership of the IAA Global was conferred upon Pheroza Bilimoria for her outstanding contribution to the global body. So far, only 36 individuals have been given Honorary Life Membership; She is the only advertising professional from India to be so honoured.



S K Swamy and Ramesh Narayan won the IAA Global Champion Award at the inaugural Inspire Awards in London, May 2015.





Remaining afloat



Remaining afloat

A sailboat offers a unique combination of safety and freedom. Once you have anchored a sailboat in a sheltered spot you don't have to worry, no matter what the climate is. Just lash down a few things on deck and descend the companionway and you are in a safe haven.

Unlike the Sailboat where being afloat means just staying put, in the case of IAA it meant staying on course. Which means, providing support to the various initiatives of the industry and remain relevant at all times. IAA has always taken a lead in helping organisations which in turn can be of help to advertising. These initiatives have benefitted the association in the long run.

In 1979-80, Roger Pereira was elected to the Global Board of Directors of IAA. He served a two year term on the Global Board.

During the 27th World Congress in 1980 in Durban, he met Peter Thomson of the Advertising Standards Authority (ASA) of the UK. During this meeting, Roger Pereira got a clearer picture of the ASA and he later requested the ASA members to set up a similar organisation in India. His proposal was accepted and Peter Thompson (DG-ASA, UK), Hugh Holker (World President, IAA) and William Sweeny (World Secretary General, IAA) visited India at their own expense. This was the beginning of the formation of the Advertising Standards Council of India.

In 2000, the IAA was invited to join the board of the Advertising Standards Council of India (which replaced STACA), and IAA joined the board.

On similar lines, to promote Indian Advertising, the IAA coordinated a session for the AdAsia Organising Committee. In 2002, at the IAA World Congress in Beirut a request was made to make a presentation on the AdAsia that was coming up in Jaipur on 11th November, 2003. Miss World Priyanka Chopra was part of the presentation which added glamour and enhanced the importance of the event.

This event was a hit for the IAA. "Indian Advertising, Volume II" was released at Ad Asia 2003, Jaipur by IAA World President Jean-Claude Boulos. AdAsia was a fantastic opportunity for India to display the best advertising it has created over the past four years.



(110) Mr. Ramkrishna Bajaj, Mr. Anand Bose (then President Ad Club) and Mrs. Pushpa Motwani, Chairman Consumer Guidance Society at the Ad Club's seminar on self regulation organized in association with the International Advertising Association in April 1981. It was at this seminar that the proposal for a self regulatory body first took concrete shape.

Source: Solus, Oct/Nov 1985

✓ The advertising industry in India took a major step forward on 21st October 1985 when a self-regulatory body, the Advertising Standards Council of India (ASCI) was registered as a public limited company. This historic event is the culmination of over three years of continuous efforts. Though the need for a self-regulatory body has been voiced for long, it was only at a panel discussion at a Club Tea Meeting held in July 1980 followed by a seminar organized in association with the International Advertising Association (IAA) in April 1981 that a concrete proposal took shape. Since then senior professionals from various disciplines have been involved in formulating the structure for a self-regulatory body that would have both a representative and statutory nature.

IAA was growing in stature. Its excellent relations with other advertising bodies were again visible when, the IAA Olive Crown Awards was organized at Goa.

IAA Olive Crown Awards was launched at Goafest 2011 which was organized by the AAAI and the Advertising Club Bombay. The organisers made considerable changes in their planned schedule to accommodate the Awards function. In fact, Goafest was offered as a permanent venue by AAAI for Olive Crown Awards. But the Olive Crown Award has grown into a landmark event in itself and IAA has been organising it independently from the following year.



IAA Olive Crown Awards, 2011



Miss World Priyanka Chopra in Beirut at IAA World Congress, 2002

On the one hand, IAA increased its reach by tie-ups with other organisations while on the other it increased its coverage area by taking its "Knowledge Seminars" to other metros like Chennai, Bangalore, Hyderabad and Tier II and III cities like Bhubaneswar, Nashik and Kochi. These programs have been a great success in fulfilling the needs of advertising in these cities. Wherever possible, the IAA has associated with local organisations in the respective cities to carry

out "Knowledge Seminars".

Knowledge Seminars are a highly focused initiative, best

described in the words of Srinivasan K Swamy, who says "The IAA believes that two verticals that need the support of professional agencies are the real estate and retail industries. Advertising and marketing agencies can help these mostly family-owned and family-run businesses with outside thinking." A Knowledge Series on "Real Estate" titled 'Let's Get Real' has been conducted so far in Bhubaneswar, Mumbai, Nashik, and Hyderabad. And Retail Marketing Seminars have been held in Bengaluru and Kochi.



Pradeep Dwivedi, Chief - Marketing & Corporate Sales Officer, D. B. Corp. Ltd moderating the panel discussion at the IAA Real Estate Knowledge Seminar 'Let's Get Real' on 25th July, 2015 at Hyderabad



Bose Krishnamachari, Painter & Artist-Curator, lighting the lamp at the inaugural of IAA Retail Marketing Seminar on 21st March, 2015 at Kochi



INDIVIDUALS ON THE WORLD BODY

- 1981** The India Chapter was formed with Roger C B Pereira as the Founder President; Roger was already elected to the World Board of Directors. He served on the Board until 1986.
- 1995** Amol Bose was appointed Regional Convenor of IAA for Asia-Pacific Region for "Campaign for Advertising".
- 1996** For the period 1996-98 President Pheroza Bilimoria, Vice-President Arunabha Dasgupta and the immediate Past President Amol Bose were elected to the World Council. The first time the World Council had three representatives from India.
- 1998** Pheroza Bilimoria re-elected to the World Board for the period 1998-2000.
- 2000** Pheroza Bilimoria became part of Executive Committee a select group of the World Body which is involved in day to day affairs.
- 2001** Pheroza Bilimoria became Vice-President of the World Body with direct responsibility of the IAA Associate Programme.
- 2008** Pheroza Bilimoria was elected Secretary of the World Body.
- 2010** Pheroza Bilimoria was elected Secretary of the IAA, World Board and Executive Committee. Pradeep Guha was elected Vice President and Area Director Asia Pacific, World Board and Executive Committee member.
- 2012** Srinivasan Swamy was invited to join the Board of IAA Global. In 2013, he was inducted into the Executive Committee of the Global Body as Vice President - Development, IAA Asia Pacific.





*Uncharted ways to
get there*



Uncharted ways to get there

A ship has to often go on an uncharted path. One that is neither recorded nor plotted on a map. But these are voyages that discover new lands, and they also lead to the creation of new ports.

IAA believes that even if there are well defined objectives, at times, depending on the circumstances, an organisation has to explore new routes to achieve them. So, though publishing books was not part of any objective, IAA published two volumes of the Showcase of Indian Advertising conceived by Amol Bose to promote Indian talent.

The first volume of "Showcase of Indian Advertising" began taking shape in July 1997 and it was released on 22nd October, 1999. It was dedicated to the memory of the late Subhas Ghosal, legendary head of Hindustan Thompson Associates (HTA), now JWT.

The book was edited by Frank Simoes, while Ivan Arthur, National Creative Director of JWT India oversaw its creative coordination. K Kurien, Chairman, Radeus Advertising, headed the selection panel for this volume. It comprised of over 300 pieces of work from 25 agencies and more than 130 advertisers across categories and media.



SHOWCASE OF INDIAN ADVERTISING
VOL - I & II



Media Trans Asia Ltd. Publisher of the Swagat and Namaskar magazine sponsored the first edition of the book.

Work on the second volume started in the year 2000. It was released in November 2003 at AdAsia, held at Jaipur, as mentioned earlier.

The Showcase was given complimentary to delegates attending AdAsia 2003. It covered the work that had been created between April 1998 and December 2002. There were 39 categories, involving

all media, except Digital and Direct Mail. A CD consisting of television and cinema commercials and radio spots accompanied the second volume.

Entries were not charged, enabling agencies and advertisers to enter as many pieces of work as they deemed fit. However, entries that were subsequently selected for display in the Showcase had to pay a nominal Rs.3,000 per piece, to cover processing, production, administrative and other costs.

Over 340 ads from 3000 entries were finally selected for the showcase, approximately 20-per cent more than the first Volume. Work from 23 agencies (34 if one were to include individual branches of agencies) and 135 brands made it to the second edition of the Showcase. 85 TVCs were selected, compared to the 50 TVCs that were featured in the first volume.

While the number of print entries received was more or less the same, radio saw a decline in number of entries. But there was a marked improvement in the quality of work.

Ivan Arthur was the Chairman of the Selection Committee for Volume-II and he, along with K Kurien, edited that Volume.

The criteria for the second edition were extended to include, "Effectiveness in the Market Place", in addition to "Relevance, Originality and Impact", which were covered in Volume-I.

The book offered tremendous referral and educational value apart from showcasing Indian creativity to both domestic and to the international marketing community. It was almost like an encyclopedia.

By the time the 2nd Volume was released, the internet had taken over and information was easily available. Hence, further volumes were not published. But the internet along with mobile, together addressed as "Digital Media" were not easy to understand by the advertisers for advertising purposes. Though there was an increase in the number of advertisers reaching out to the consumers via the internet & mobile platforms, the industry was rife with apprehensions about embracing the digital media, as it was still an evolving medium.

Today, IAA has taken "Digital Media" to young & old practitioners of marketing & communication with trends, ideas, strategies & success stories from the digital frontier through 'Face-2-Face' series or IAA Webinars. It got stalwarts from Digital Media to interact with industry professionals on the theme "The World goes Digital". The uniqueness of this program is that, in a way, it also connects college students with advertising.

IC-IAA electronically shared papers of the 9th IAA World Educational Conference on Advertising Marketing Communications Education in a Global Marketing Environment held in Miami, Florida, USA, from 12th-15th October, 2000.



IAA - HALL OF FAME

(at the IAA Leadership Awards)

One distinguished veteran from any of the three disciplines i.e. advertising, marketing and media is inducted into the IAA-IC Hall of Fame. This Award is decided by the Management Committee members of IAA.



2013: Pradeep Guha receives the award from Shri Manish Tiwari, Union Minister of State, Information & Broadcasting.



2014: Shri B. L. Joshi, Governor of Uttar Pradesh, honouring Ramesh Narayan.



2015: Shri Jayant Sinha, Union Minister of State, Finance, hands over the award to I. Venkat.



NEWS THAT MAKES SENSE



Upholding the finest traditions of unbiased reporting, relentless research, deep investigations and an unflinching integrity for the truth is what has benchmarked the channel as opposed to noisy and opinionated cacophony that is peddled as news. Powered by a legacy of more than 40 years, India Today Television prides itself in getting the big picture for you. Path-breaking, courageous, honest and always striving to make sense of the news that matters to you.

INDIA TODAY TELEVISION



Facing the upwind



Facing the upwind

While sailing against the wind, the opposing force of the wind pushes the boat backward if the sails are let out, or it stalls the boat if the sails are pulled in. To negotiate upwind, the boat is maneuvered in a zigzag manner. Thus, the wind is approached at an angle rather than head-on.

Since inception, IC-IAA has always taken the lead in addressing issues related to Advertising Agencies, Advertisers or Media. It has approached the highest decision makers in the country to negotiate solutions to nagging issues like 'Tax Deducted at Source' and 'Service Tax'.

President IAA, Amol Bose assembled leaders of industry-specific bodies and decided to take up the matter of repealing the provision of 'Tax Deducted at Source' with the highest authority. On 13th October, 1995, he led a delegation comprising of Mukul Upadhyaya from Indian Society of Advertisers (ISA), Vinod Sharma, President, Radio and TV Advertising Professionals Association of India Ltd (RAPA) and met Prime Minister Shri P. V. Narasimha Rao and the then Minister of Information & Broadcasting, Government of India, Shri V. N. Gadgil. This was the first initiative of this kind in the advertising and media industry.



Amol Bose, President, IAA-India Chapter, with the then Prime Minister of India, Shri P. V. Narasimha Rao. Also in the picture are Vinod Sharma and Mukul Upadhyaya (standing) and V. N. Gadgil (seated)



L-R: Mukul Upadhyaya, Amol Bose, the then Prime Minister Shri Deve Gowda, Pheroza Bilimoria & Karl Mehta

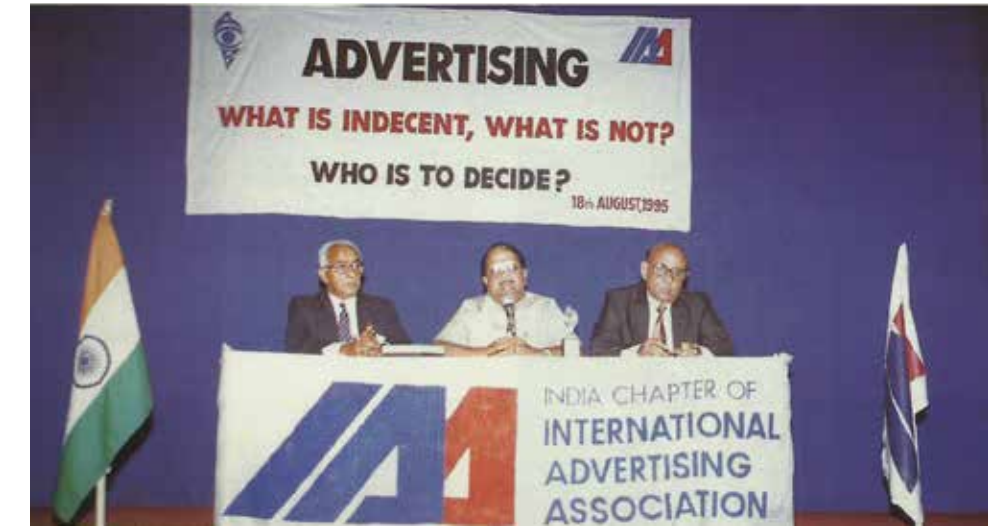
Again on 22nd February, 1997, on imposition of Service Tax, IAA delegates Pheroza Bilimoria, Amol Bose, Karl Mehta and Mukul Upadhyaya met the then Prime Minister of India, Shri Deve Gowda and Information and Broadcasting Minister Shri C M Ibrahim.

Both the issues were followed up by subsequent committees for a long time, but unfortunately both TDS and Service Tax continue to exist and spread.

IAA has worked in collaboration with the Government as well. For example, on 17th June, 1997, a workshop on "Proposed Broadcasting Bill" was organised by IAA along with RAPA, IDPAC and Advertising Club - Bombay. For the first time, four industry specific bodies got together on a common platform to discuss and debate a matter of mutual interest and concern. Roger Pereira moderated the workshop which had 60 experts. Among the issues discussed were the integration of the two convergent bodies - Telecom Regulatory Authority of India (TRAI) and Broadcasting Regulatory Authority of India (BRAI) into an independent Communication Regulatory Authority, State and Union territory offices of the Authority (not mentioned in the Bill), implications of funding by the Central Government, controls, censoring, restrictions on controlling interest in both newspapers and licensed services and eligibility criteria for the Automatic Approval Process.

A memorandum spelling out the views of the expert committee at the workshop was presented to Shri Sharad Pawar, Member of Parliament and Chairman of the Parliamentary Committee reviewing the bill. Amol Bose and Mukul Upadhyaya went on to represent IAA on the Broadcasting Bill Workshop Steering Committee.

IAA has not only been in the forefront to handle issues related to taxation and Service Tax with the Government of India, but also issues related to controversial advertising.



On 18th August, 1995, "Advertising: What is indecent, What is not? Who is to decide? A discussion", was organised by the IAA. It was organised in the wake of the controversial Tuff shoes advertisement (which featured a serpent around a nude couple). The meeting was well attended by the 'who's who' representing the advertising agencies, the Government, publishers, consumer organisations and the models in question, minus the snake of course.

Alyque Padamsee gave the example of Khajuraho, while "what you do in your bathroom, you cannot do in your kitchen" was the message

from State Minister of Culture Shri Pramod Navalkar. Statistically speaking, ten speakers opined in favour of and fourteen spoke against the advertisement.

This opinion was reflected in 'Showcase of Advertising, Volume-I'; in which the advertisements of Tuff Shoes featured, but without the controversial one.

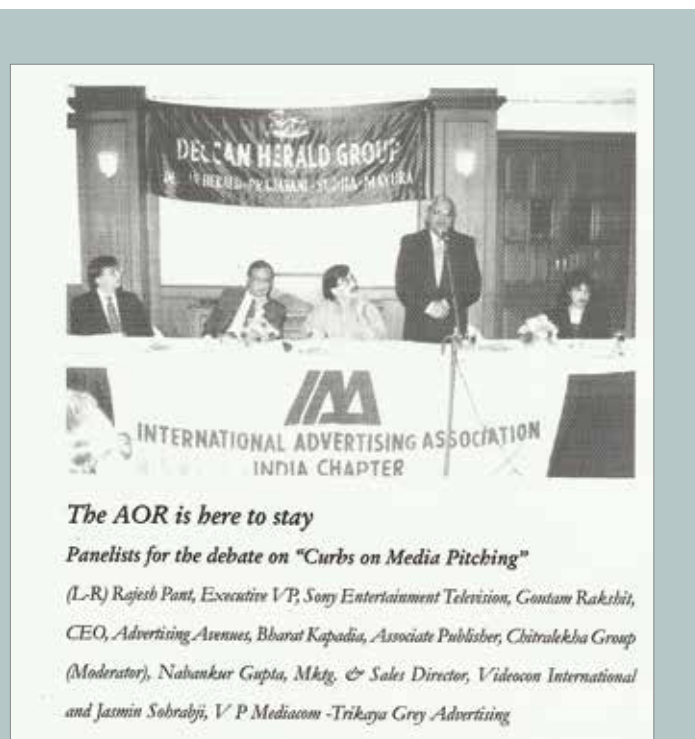
IAA has also taken the issues which are confined to the industry. One of the prominent ones being the issue of "Agency of Record".

On 11th March, 1999, IAA organised a debate on the volatile issues of Agency of Record (AOR) between Goutam Rakshit, Nabankur Gupta, Rajesh Pant, Jasmin Sorabji, and moderated by Bharat Kapadia. With media costs spiraling and the concurrent need of the advertisers to stretch the advertising budget to the maximum, media buying acquired a significant status. This led to the emergence of media buying firms and specialised media buying cells acting as AOR. The lively debate brought out the divergent views from the client, agency and media on AOR. It was attended by more than a hundred senior advertising professionals.

A decade later, the business of advertising was again changing and once again IAA attempted to understand the change by organising "Agency 2.5", where Tim Williams, Founder of Ignition Consulting Group conducted a seminar on "How Agencies are Transforming For the

Future" at India Habitat Centre, New Delhi on 19th August, 2011. Williams said, "The nature of the advertising business has changed over a period of time, from the old school of working patterns to entering a period of chaos, where the ad world had little or no idea of its future, to entering the period of integration of practice - which saw the merger of old and new techniques with the advent of the digital era. In fact, digital has brought a disruptive change in the thought process of the consumers, which in turn, has forced advertising agencies learn everything once again from scratch."

Timely interventions on important issues that affect advertising was always a priority and has been the guiding principle of the IAA.



HONORARY MEMBERS



Shri Narendra Modi - 30th September, 2013



Dr. Subhash Chandra, Chairman, Zee & Essel Group - 26th October, 2013



Amitabh Bachchan, Matinee Idol - 14th March, 2014

Honorary Members are elected by the IAA Managing Committee from among non-IAA members, who have rendered meritorious service to humanity in the IAA's designated fields of interest.





Righting moment



Righting moment

A ship interacts with water through its keel. The keel keeps the boat from being blown sideways in the wind and holds the ballast. Although the keel is small, the density of the water helps it to cancel out the heeling motion. That resulting equilibrium is called the righting moment.

Sailing through similar tides and trends, a trade association not only interacts with the trading society, but the society at large.

As and when required the association has to take up the responsibility of tasks in the society according to its potential. Possessing attributes like that of a keel, IAA has been taking up relevant responsibilities at the national as well as the international level.

Lighting a Billion Lives' was one such righting moment.

On 3rd March, 2008, the Chairman of the Inter-governmental Panel on Climate Change, Dr Rajendra K Pachauri, during whose time the organisation was awarded the Nobel Peace Prize, made a presentation on sustainable development, climate change and conservation. The Chairman shared the details of the considerable groundwork that has been done by The Energy and Resources Institute (TERI), in identifying areas without electrical power, in developing solar lanterns and identifying organisations which could install solar panels and lanterns (average 50 per village).

TERI wanted IAA's assistance in creating a well-structured program that would create awareness about the project and garner donations to fund the distribution of solar lanterns in the country.

IAA saw it as an advertising and marketing case study in the making. There existed a market, a communication problem, a distribution network, as well as a product. Besides the opportunity to put the Indian advertising community's communication skills to good use, if executed, it had the potential to become the largest public service campaign ever attempted in India. It would have been for the general good to bring all these factors together and would have projected the image of the Association and the industry in a better light.

At that point in time, at least a billion people across the world had no access to electricity, out of which 400 million were in India. The campaign aimed to provide clean lighting to 78 million households. Hence it was called 'Lighting a Billion Lives' (LaBL) campaign.

A two-phased program was designed. In the first part, it was decided to organise a creative contest for advertising professionals and publicly reward them, and in the second part, the IAA was to widely publicize the selected creative work in a way that IAA gets publicity and it serves to be a public service campaign as well. On 8th August, 2008 a Call-for-Entries was sent across India. Entrants were asked to submit ideas for print, electronic or any other medium through which they like to communicate. Both individuals and institutions could participate. The creative brief was "to motivate individuals and corporate houses to donate money for the LaBL cause".



Brochure inviting entries for 'Lighting a Billion Lives' campaign



Posters / entries of 'Lighting a Billion Lives' campaign

113 entries were received from across the country. The judging was conducted on 17th October, 2008. Five entries were unanimously selected. The winner was to be selected from these five, but by a different jury.

On 28th November, 2008, Indra Abidin, Chairman and World President of the IAA, flew down especially for the event to select the winner.

Unfortunately, lots of innocent people had lost their lives due to the terror attack on the night of 26th November 2008 in Mumbai. As a mark of respect to them, the event was postponed. The Creative Lantern Award was subsequently held on 23rd January, 2009.

An hour prior to the main event, the Elite Jury, which included Kumar Mangalam Birla (Chairman, The Aditya Birla Group), Nitin Paranjpe (Chief Executive Officer, Hindustan Unilever Ltd), Naina Lal Kidwai (Country Head, HSBC), Shobhaa De (Novelist and Columnist), Farhan Akhtar (Director and Actor), Jaideep Bose (Editor, The Times of India), Piyush Pandey (Chairman, O&M), Pradeep Guha (Convener of the jury) and Raj Nayak (CEO, NDTV Media, President, IAA-IC and Area Director, IAA, Asia Pacific), with Dr. Rajendra K Pachauri Director General of TERI, as the Chairman of the jury - selected the Winner for the "Creative Lantern" Award.



Pradeep Guha, Raj Nayak, Sushmita Sen and Rajendra Pachauri..

Chief Guest, Ms. Sushmita Sen (Miss Universe 1994 and Bollywood Star) along with the Director General, TERI gave away the "Creative Lantern" trophy to the winner, Ashish Mishra, Head & Chief Strategist and Pradeep Debnath, Chief Designer of Mudra Group's brand strategy & design company 'Water Consulting'.

The winning campaign was further honed and finally transformed into a full-fledged, nationwide creative and media campaign with the help of a select group of Managing Committee members and other stalwarts in the industry.

The Advertising Council of India (ACI) which is the apex body of the communications industry with a membership of all key relevant associations in India (like Indian Society of Advertisers, Indian Broadcasting Foundation, Advertising

Agencies Association of India, Ad Club Bombay and IAA India) gave the IAA, a grant of Ten Lakh Rupees. This grant was passed on to Mudra Communications, which produced the public service advertising message.

The campaign was launched on 29th July, 2009 in the presence of over 200 eminent personalities from the media, marketing and advertising fraternity. Media houses generously contributed free time and space for the cause.



Sushmita Sen (Miss Universe 1994 and Bollywood Star) with Dr. Rajendra K Pachauri Director General, TERI giving the "Creative Lantern" trophy to the winner of the campaign.



Raj Nayak (CEO, NDTV Media, and President, IAA-IC); The Union Minister for New & Renewable Energy, Government of India, Dr Farooq Abdullah; actress Asin with Dr. Rajendra K Pachauri, Director General of TERI at the launch of the campaign.

The then Union Minister for New & Renewable Energy, Government of India, Dr Farooq Abdullah, was the Chief Guest and the Director General TERI and actress Asin were the Guests of Honour. Sushmita Sen sent a specially recorded message supporting the cause.

The event was opened with a touching and poignant poem penned and recited by Prasoon Joshi, McCann Erickson.

The campaign was released between August and October 2009 in Dailies,

Magazines, Radio, and TV Channels across the country. All of it amounted to a free media inventory worth Rs 33.06 Million.

Indra Abidin, IAA Chairman and World President commented "This initiative taken by the India Chapter will, I hope, resonate to all other chapters so that we can hear about similar initiatives by IAA chapters in other countries." For the Socially Responsible Activities conducted for the IAA by the India Chapter between July 2008 and June 2009, a reimbursement of USD 5,000/-, was awarded to IAA India by the parent body.



Lara Balsara being conferred with the first Young Professionals Membership.

This program was used as a platform to launch Young Professional Membership to the IAA. Lara Balsara was conferred with the first-ever Young Professionals Membership.

Another activity was carried out on the lines of LaBL during the Lok Sabha elections in 2014. Branded "Ungli Uthao", the campaign was aimed at countering voter apathy.

In April 2014, IAA launched a teaser campaign aimed at making first-time voters exercise their franchise.

The initiative takes the form of a creative with a QR code which if scanned on a smart phone would lead to a provocative video. Posters of this were put up in colleges across Mumbai. 10,000 newspaper supplements were distributed at a major youth event. LINE - a Japanese proprietary application for instant messaging on smart phones and personal computers, which has over 400 million users worldwide, spread the word to their entire India user base. Opera Software, the makers of Opera browsers for desktop /PCs and mobile devices partnered with IAA to support the initiative by spreading awareness of this campaign to millions of Opera Mini users in India. GroupM, through their Dialogue Factory created the campaign and many media houses carried the advertisement. 'Volunteer For A Better India', an NGO, partnered with IAA on the ground in this campaign.

The Ungli Uthao Campaign went to win several awards across categories. Some of them being :

1. GoaFest
 - a. Bronze - Ambient Media - Bars, Restaurant & Stores
 - b. Bronze - Youth Marketing
2. Out Of Home Awards (OOH Advertising and Digital Signage.)
 - a. Gold - Most Innovative Use Of Digital OOH Media
 - b. Gold - Public Service/Corporate Social Responsibility
3. Eleventh Outdoor Advertising Awards (OAA)
 - a. Gold- Ambient media
 - b. Gold - Social service



Such large scale appreciation confirms the positive role played by IAA in fulfilling its duties towards the society.

Earlier in 2004, IAA at the international level initiated an effort to provide monetary relief to Tsunami victims in the Asia Pacific region. It contributed USD 2,000 (USD 1,000 from Asia Pacific and USD 1,000 from World Service Centre New York) for Tsunami victims. Kauzo Miyakawa, Asia Pacific Director requested India chapter to locate a suitable trust that would put the funds to good use. Pheroza Bilimoria tracked down SOS Children's Village of India - Chatnath Homes, operating from Chennai. The NGO was involved in the rehabilitation of 160 families at Pudukuppam, a fishing village in Nagapattinam, which was completely devastated during the Tsunami.

REACHOUT - THE IAA NEWSLETTER



Vol 1, No 1, Jan - Mar 1991



September 1998

Reachout was edited by Ramesh Narayan for many years and without Reachout, writing this book would have been like shooting in the dark.

Message from Roger Neill, World President, IAA

I am very pleased to have this special opportunity of speaking to all members of the IAA India Chapter through the pages of the first issue of "Reach Out" magazine.

I should like to congratulate everyone who has been involved with developing and producing it and also those who are supporting it with advertising. I am sure it will become a lively focus for the many activities of your Chapter and a stimulating forum for addressing the wider critical issues facing our industry today.

When I assumed the World Presidency in June, I called on our membership to concentrate on three priority objectives:

- to protect freedom of commercial speech and consumer

- to adapt education programmes to meet changing needs

I have been very encouraged by the initial response to this call. And I get the sense that around the world there is already an increasing awareness of the IAA and its identification with action on these critical issues.

Having been President of two IAA Chapters (Australia and the UK); and having worked extensively with the advertising business in India, I know from personal experience the challenges and opportunities you face. I commend you for your particularly active programmes, and on behalf of all members of the Executive Committee and of the World Board, I wish you all continued and growing success.



Getting back on course



Getting Back on course

After all the troubles, the ship does come on course. Course is the direction in which a vessel is being steered, usually given in degrees or can be understood as the point of a compass to which the ship steers. When an organization comes on course, it fulfills its responsibilities or activities.

Way back on 13th October, 1995, an event was planned in a meeting with the then Prime Minister Shri Narasimha Rao. The plan was to create a communication campaign on the theme "Equality of Status and Dignity for Women in India" through a contest in 14 Indian languages. The Prime Minister had consented to be the chief guest of the program. But due to various reasons it was not possible to organise it until much later. However, once the issue of 'Gender Sensitivity' was taken up by IAA, it remained on its radar.



Kaushik Roy, Josy Paul, Geeta Rao, Sangeetha N, Sonal Dabral and Rajat Ray at the Seminar on "Violence on Women" (VOW) on 16th February, 2013, in Mumbai.



Monica Tata, Co-Chair, VOW Seminar wows the audience.



Kaushik Roy in conversation with noted film directors and screenwriter Shyam Benegal & Zoya Akhtar at the seminar on Violence on Women (VOW) in Mumbai.

On 16th February, 2013, IAA organised a one-day seminar on Violence on Women (VOW) in Mumbai, bringing together content creators, advertising heads, film and television personalities and advocacy groups to address the gender issue. The main objective of the seminar was to get these opinion leaders, who play an important role in influencing people together and provide a platform to listen, learn and take a vow to do whatever they can collectively or as individuals, in their professional capabilities to stop "VOW".

There were speeches, presentations and panel discussions which were followed by Question & Answer sessions.

Abhijit Avasthi, Executive Creative Director, Ogilvy India spoke about "It's 2013, Dude!"; Anjali Monteiro, Dean, School of Media and Cultural Studies, TISS discussed Media Representations and Powers; Josy Paul, Chairman & National Creative Director, BBDO India spoke about "The Sensitivity Gene" whereas other representatives from Leo Burnett, Akshara, UNFPA India, R K SWAMY BBDO, DDB Mudra and JWT addressed other pertinent issues. Other media personalities that also spoke at the event were, Mandira Bedi, Shyam Benegal and Zoya Akhtar.

Speaking about the seminar, Srinivasan Swamy, President IAA, said: "We are delighted to have been able to bring together people from television, feature film and advertising. The people who are content creators hopefully have been sensitized in the way they think about portraying women in various forms of content."

Mandira Bedi, Actress, TV Personality; Rupal Tyagi, TV Personality; Ajay Bhalwankar, Head of Programming, ZEE with Kaushik Roy, President-Brand Strategy & Marketing Communication, Reliance Industries Ltd & Chairman of VOW.





On 10th December, 2014, IAA released a Market Research report on “Changing Trends in Portrayal of Women in Indian Advertising”, which was released at a Seminar on that topic. The Research and the Seminar were done in association with the United Nations Population Fund (UNFPA), Laadli, a well-known NGO, and the Advertising Council of India (ACI). This specially commissioned Research study was done by Hansa Research.

Advertising is known to reflect societal norms and should be a torch bearer of change. Does advertising showcase the change in women’s roles? This survey of key personnel in advertising and marketing looked for answers to this question.

One-on-one personal interviews were conducted with 94 professionals split between 55 from Advertising (Creative Directors and above), and 39 from Marketing (Marketing Managers and above), spread across Mumbai, Delhi and Chennai. The respondents included both men and women, and interviews were conducted in October and November 2014.

The findings of the survey can be broadly summed up in the following words: “Professionals are of the opinion that in advertising today women are being substantially portrayed as energetic, confident and modern multi-taskers than as “homely”. While there seems to be a change in the portrayal of women in advertising due to their newer roles, there still seems to be a lot of opportunity to explore various facets of women and showcase them in advertising.

The Seminar was addressed by Colvyn Harris (JWT, ACI), Dr. A L Sharada (Laadli), Dr. Sonya Mehta (Psychologist), Sanjay Tripathy (HDFC Life), Sam Balsara (Madison World, ASCI), Sonal Dabral (DDB Mudra),

Geetu Verma (Unilever), K V Sridhar (Sapient Nitro) and Rajat Ray (UNFPA). The last session saw an engaging discussion with actors Dia Mirza, Richa Chadda along with Anuja Gulati and Monica Tata.

A task started in 1995 was concluded with perfection.



Research Report on 'Changing Trends in Portrayal of Women in Indian Advertising' released at the seminar.

Further, IAA launched a thought leadership platform titled 'IAA Conversations'. IAA Conversations brings stalwarts from all walks of life to a common platform to discuss how the world of marketing and communications can progress and prosper in the ever-changing environment.

To focus on the Youth and Young Professionals, IAA initiated the IAA Young Turks Forum. Under this nearly 10 major initiatives have been undertaken, each having an audience of 200-800 youngsters.

The first edition featured spiritual leader Sadhguru Jaggi Vasudev in conversation with Ogilvy & Mather's Piyush Pandey in Mumbai, on 6th January, 2014. The duo engaged in a conversation on the topic: 'Spirituality and Consumerism: Can they co-exist?' Sadhguru said, "The advertising industry should focus on creating conscious consumers rather than mindless consumers."



OTHER PROGRAMS

The last three years saw a slew of new initiatives. IAA Debates was launched where an important industry topic is taken up for debate. Two CEO level industry leaders speak for, and two against the motion, along with a well-known moderator. Eight such debates have taken place.

A multitude of Knowledge Seminars have been held on Marketing of Real Estate and on Retail Marketing in Metros and Tier 2 towns. Three seminars have been held to help agencies and advertisers to become more knowledgeable and stay competitive in their business segments. IAA also decided to encourage small & medium size agencies, (the emerging agencies) to get more professional through its IAA Emerging Agencies Conclave. Three such events have taken place benefiting such agencies run by various entrepreneurs.

With the digital medium gaining prominence, an increasing number of advertisers are reaching out to consumers via the internet & mobile platforms. 'Face-2-Face' series of IAA webinars under the theme 'World goes Digital', IAA connected young & old practitioners of marketing & communication with trends, ideas, strategies & success stories from the digital frontier



The IAA Debates brought back the classical debating format to dwell upon industry issues.



Sir Martin Sorrell frankly speaking with Arnab Goswami



IAA Knowledge Seminar on Marketing of Real Estate



IAA Emerging Agencies Conclave: Challenges & Opportunities



IAA Young Turks Interactive session starring Prasoon Joshi and Kaushik Roy at Mumbai.



IAA Retail Marketing Seminar





Smooth sailing



Smooth Sailing

A lot depends on the skills of the sailor at the wheel. An accomplished sailor will not only steer the ship beyond the initial hurdles but also ensure that the ship sails smoothly on rough seas.

It was time to ensure smooth sailing of the IAA. So, with an eye to identify future role models, IAA began rewarding individuals who changed the status quo and dared to set new levels of excellence.

Currently, IAA hands out three awards:

1. IAA Olive Crown Awards
2. IAA Leadership Awards
3. IAA IndIAA Awards



IAA OLIVE CROWN AWARDS

The IAA Olive Crown Awards was conceived by Ramesh Narayan. Explaining the inspiration behind the award he said, "In the ancient Olympics, the winner used to get a victory crown of olive leaves". In fact, at the first modern Olympic Games held in 1896, winners received a silver medal, a crown of olive branches, and a certificate. These awards celebrated the ancient Olympic values, i. e. mutual understanding with a spirit of friendship, solidarity and fair play. Thus, it was only apt that India's first ever awards for excellence in communicating sustainability be also named as 'Olive Crown'.

It was felt that there was a need to:

- ✦ Recognize the pioneering work in communicating sustainability that is being done by some responsible corporate entities and agencies.
- ✦ Encourage and in fact enthuse marketers to communicate sustainability in every facet of business.
- ✦ Motivate advertising agencies to bring communication of sustainability on top of the strategic agenda of advertisers.
- ✦ Position marketing and advertising as critical components of not just economic growth but also responsible growth.
- ✦ Reward outstanding creative work that communicates sustainability in any form.
- ✦ In the bargain, encourage positive thinking and debate on matters of sustainability and positioning itself and the industry as not just custodians of a particular brand, but custodians of Brand Earth.

The Unique Features of the Awards are:

- ✦ The only awards which have participation from all advertising agencies.
- ✦ There is neither an entry fee to participate nor a ticket to the awards ceremony. The Awards ceremony is by invitation, the guiding philosophy being IAA won't make money from the cause of sustainability.



IAA OLIVE CROWN AWARDS
FOR CREATIVE EXCELLENCE IN COMMUNICATING SUSTAINABILITY
India Chapter, International Advertising Association

The maiden IAA Olive Crown Awards

The maiden Olive Crown Awards presentation was held during Goafest 2011 on 9th April, 2011.

Dentsu won the Green Agency of the Year Award. Bittu Sahgal was awarded the first IAA Olive Crown Green Crusader Award. (Details of award winners in the annexure).

Sir John Hegarty, who gave away the coveted trophies, said, "The advertising industry has always been known for 'selling'; now it's time to be known for 'saving' the earth."

A total of 253 entries were received in all from agencies and advertisers. The Green Brand Award was judged in consultation with TERI, the Knowledge Partner.

Bhupal Ramnathkar of Umbrella Design designed the Olive Crown logo and the unique crown shaped trophy. Creative Awards and Rewards Pvt. Ltd. manufactured and sponsored the trophy. Wildscapes - A coffee table book, courtesy Reliance Industries Limited, and the Olive Crown Mug - were released to commemorate the successful launch of Olive Crown.



Winners of the Olive Crown Campaign of the Year Award receive it from Sir John Hegarty



Dr. Rajendra K. Pachauri receiving the IAA Olive Crown Green Crusader Award from Ms. Priya Dutt, MP.

IAA Olive Crown Awards -II

The Second Olive Crown Awards were given away on 3rd March, 2012, at Mumbai. The Olive Crown Awards - II was held on a grand scale as a stand-alone event which generated a huge response.

Ogilvy won the Green Agency of the Year Award. Dr. Rajendra K. Pachauri, the then chairman of the Intergovernmental Panel on Climate Change was awarded the IAA Olive Crown Green Crusader Award. The Guests of Honour were Hon'ble Member of Parliament, Priya Dutt and Nita Ambani. (Details of award winners in the annexure).



Piyush Pandey, Ogilvy receiving the Green Agency of the Year Award 2012 from Nita Ambani

IAA Olive Crown Awards -III

The third edition of the IAA Olive Crown Awards was held in Mumbai on 1st April, 2013.

Grey Worldwide won the Green Agency of the Year Award. Padma Shri Kartikeya Sarabhai was awarded the Olive Crown Green Crusader Award. He is the Founder Director of the Centre for Environment Education and has served on many committees set up by the Ministry of Environment and Forests and Ministry of Human Resource Development of the Government of India. He has written and spoken extensively on environment, education and sustainable development related subjects in national and international forums. He also received the Tree of Learning Award (1998) from the IUCN and the World Human Rights Promotion Award (2005).

IAA Olive Crown Awards -IV

The fourth edition of the Olive Crown Awards was held on 14th March, 2014.

McCann Erickson won the Green Agency of The Year Award. Maneka Gandhi, Politician, animal rights activist and environmentalist was awarded the Olive Crown Green Crusader of the Year Award for her contribution towards protection of animals. Bollywood megastar Amitabh Bachchan was invited to present the prestigious Olive Crown Awards. Faris Abouhamad, President, IAA Global and Rana Kapoor, Chairman and CEO, Yes Bank were the guests of honour.



Padmashri Kartikeya Sarabhai being conferred the Olive Crown Green Crusader Award 2013 by Shri Praful Patel, Union Minister of Heavy Industries and Public Enterprises



Maneka Gandhi, Politician, animal rights activist and environmentalist receiving the Olive Crown Green Crusader of the Year 2014 Award from Amitabh Bachchan, Matinee Idol



Faris Abouhamad (President, IAA Global) and Rana Kapoor (Chairman and CEO, Yes Bank) giving an award to George Sebastian, Mathrubhumi.



Sumaira Abdulali receiving the Green Crusader of the Year Award 2015 from Rana Kapoor of Yes Bank, John Abraham and Shri Piyush Goyal, Union Minister of State for Information and Broadcasting.

IAA Olive Crown Awards -V

The fifth edition of Olive Crown Awards was held on 27th March, 2015. The Olive Crown Green Crusader of the Year Award was conferred on Sumaira Abdulali for her relentless efforts to reduce noise pollution and for

uncovering illegal sand mining. The award was presented by Hon'ble Minister for Power, Coal and New & Renewable Energy, Shri Piyush Goyal, along with the Guest of Honor, actor John Abraham. The event also saw IAA and Yes Foundation sign a partnership agreement, where both parties committed to jointly harness the power of media for social change.



IAA LEADERSHIP AWARDS

The first edition of the IAA Leadership Awards, took place on 2nd February, 2013, at the Grand Hyatt, Mumbai. The entertainment channel, Colors was the presenting partners for the inaugural edition of the award. The awards were presented to 21 individuals in the fields of marketing, advertising and media, who made significant professional contributions and delivered business success to their companies.

The chief guest at the event, Shri Manish Tewari, Union Minister of State for Information and Broadcasting, along with Srinivasan Swamy, President, IAA-IC, gave away the Awards.

While 15 award categories were given to marketing professionals in various categories (with four-six nominations in each category), five awards were determined by the managing committee of IAA. (Detailed list of the winners is in the annexure). Pradeep Guha, CEO, 9XM was the first person to be inducted in the IAA Hall of Fame for his distinguished contribution to various industry causes and bodies as well as for helping build great institutions.



Salman Khan, receiving the Brand Endorser of the Year Award (Male) from Shri Manish Tewari, Union Minister of State for Information and Broadcasting, 2013.



Chandramouli Venkatesan, Cadbury Kraft India receiving the Marketer of the Year FMCG - Food & Beverage from Shri Manish Tewari, Union Minister of State for Information and Broadcasting, 2013



Sam Balsara, Madison World, receiving the Media Agency Head of the Year Award, 2013.



IAA LEADERSHIP AWARDS contd.

The second edition of the IAA Leadership Awards was hosted in Mumbai on 1st March, 2014. Ramesh Narayan, founder of Canco Advertising, was inducted into the IAA Hall of Fame. The programme was presided over by Hon'ble Governor of Uttar Pradesh, Shri B. L. Joshi.

Winners of the third edition of the IAA Leadership Awards were announced on 18th April, 2015, in Mumbai. I. Venkat, Director, Eenadu Group, was inducted into the IAA Hall of Fame. The event was presided over by Union Minister of State for Finance, Shri Jayant Sinha.



Nitin Paranjape, Unilever accepting the award for the CEO of the Year from Sri B L Joshi, Governor, Uttar Pradesh at the IAA Leadership Awards, 2014



Punit Goenka, Zee Entertainment Enterprises Ltd accepting the award for the Media Person of the Year at the IAA Leadership Awards, 2014



Arnab Goswami, Times Now accepting the award for the News Anchor of the Year at the IAA Leadership Awards, 2014



Dr Gulab Kothari, Rajasthan Patrika Group accepting the award for the Editor of the Year from Sri B L Joshi, Governor, Uttar Pradesh at the IAA Leadership Awards, 2014



Shashi Sinha, Lodestar UM accepting the award for the Media Agency Head of the Year at the IAA Leadership Awards, 2014



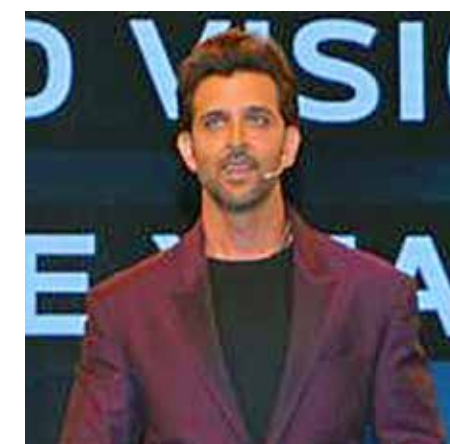
Aroon Purie accepting the award for the Editor of the Year from Union Minister of State for Finance, Shri Jayant Sinha at IAA Leadership Awards, 2015



Vineet Jain accepting the award for the Media Person of the Year at the IAA Leadership Awards, 2015



CVL Srinivas accepting the award for the Media Agency Head of the Year at the IAA Leadership Awards, 2015



Hrithik Roshan accepting the Brand Visionary of the Year (Male) award at the IAA Leadership Awards, 2015



Sanjeeb Chaudhuri, Standard Chartered Bank; B. Sriram, State Bank of India; Sangeeta Pendurkar, Kellogg's India; Harish Manwani, Unilever and Hindustan Unilever; Srinivasan Swamy, President, IAA-IC; Pradeep Guha, Chairman, IndIAA Awards Committee



IAA IndIAA AWARDS

The first edition of IndIAA Awards kicked off on 13th October, 2015. Srinivasan Swamy, President, IAA-IC described the awards as "With the IndIAA Awards, IAA has added another interesting concept to its existing cache of clutter-breaking events. We attempted IndIAA awards as an experiment; we wanted to create a different way of awarding creativity. With the response to our call for entries and the turnout at the Awards night, we know that this concept has been very well accepted." Pradeep Guha, Chairman, IndIAA Awards

Committee said, "The IndIAA Award format ensured that 'ads for awards only' didn't come through and this itself was the differentiator."

From over 500 nominations, 76 were shortlisted and finally, 16 winners were chosen by a jury which comprised of Harish Manwani, COO, Unilever; Bhaskar Bhat, Titan; Sangeeta Pendurkar, Kellogg's India; B. Sriram, State Bank of India; and Sanjeeb Chaudhuri, Standard Chartered Bank.



Winners of the Auto Four Wheelers Category, BMW



Saloni Thakker (Colors) receiving the award from Mammootty, film actor



IAA FUTURE LEADERS AWARDS

IAA has for some time been focused on the young professionals as was evident from the activities pursued at the IAA-IC Young Turks Forum and the associated Mentorship programme. The IAA Webinars are also targeted at this young audience.

IAA Believes that young talent needs to be identified and honoured – talent that have performed way beyond expectation and their call of duty. IAA therefore instituted in 2015, IAA Future Leaders Awards to honour such under 30 professionals in the field of marketing, media and agencies.

After calling for nominations, two winners were identified from Media & Agencies out of 70 names that came up.

The winners Saloni Thakker from Colors (Media category) and Krittika Chakraborty from Dentsu Creative Impact Pvt Ltd (Agency category) were felicitated at the IAA Silver Jubilee Summit at Kochi. Winners were offered an all-expense-paid trip to Ad-Asia in Taipei during November 2015.



Krittika Chakraborty (Dentsu Creative Impact Pvt Ltd) receiving the award from Mammootty, film actor





Port of Call



Port of call

It's an intermediate port. A port where ships stop briefly to refuel and for repairs, to unload as well as to take on new passengers and cargo.

The IAA Silver Jubilee Summit, held from 3rd-5th September, 2015 in Kochi was one such port of call for IAA. It recharged the advertising fraternity. IAA President, Srinivasan Swamy, aptly summed it up when he said, "The Speakers have ensured that we get different sets of insights coming in across social media, technology and branding."

The preparation for the IAA Silver Jubilee Summit started from May 2015 with the formation of the core committee and Pradeep Guha being elected as the Summit Chairman.

He explained the theme adopted thus: We live in a dynamic world where change is shaping the way we consume media, the way we define media, the way we build brands, the way we understand technology, the way we address our consumers and the way we even live. Technology has acted as a major partner in our lives and has played a key role in shaping change itself. Those who fail to recognise the impact of change cannot sustain for long. The need of the hour is to not only stay

aware of the constant changes happening around us, but to also look ahead into the immediate future and see "What's Coming Next".

This singular thought defined the agenda for the IAA Silver Jubilee Summit. It was a thought that professionals in advertising, marketing and the media needed to address urgently. Hence, the theme for the IAA Silver Jubilee Summit was "What's Coming Next" with a sub-theme of "Crossroads: Where Change is shaping the Future".

Among the speakers were a spiritual leader, a celebrity news anchor, a cricketing legend, a film industry icon, eleven international speakers, two business leaders, a successful young entrepreneur, and two celebrities - all adding to an eclectic mix of entertainment, knowledge and serious engagement. Over 1000 delegates attended the summit.



Kerala CM, Shri Oommen Chandy with past presidents of the IAA India Chapter and Faris Abouhamad, IAA Global President



Shah Rukh Khan, Actor being honoured with the citation and advertising icon trophy

Three important milestones achieved:

- The first time over 1000 delegates attended any IAA India event
- The first time IAA organised a three day event in its 25 year history
- The first time IAA trended on Twitter with 15000+ tweets over three days, peaking at 16.62 tweets per minute

The social media reach garnered needs special mention:

- Total reach - 29.7 Million
- Attracted 200+ new followers on Twitter during the three days
- #IAASummit was continuously trending in Kochi from September 3rd-5th, 2015
- #IAASummit was among the popular twitter trends in India

The keynote speaker on the first day of the conference was Shri Amitabh Kant, Secretary, Industrial Policy and Promotion, Government of India. His department has been actively promoting the

'Make in India' programme and the man himself is considered the driving force behind the 'Incredible India' campaign. "Branding is not about advertising... It's important to build a brand that converges with what's on the ground," said Kant. He left the audience with an important message: Brand India will rise if India continues to grow.

Amitabh Kant's point was reinforced by Sadhguru Jaggi Vasudev, when he talked about how collective experiences can be synthesised and then channelised to achieve individual goals.

The inaugural session saw Shah Rukh Khan being awarded "Advertising Icon for 25 years". His speech was witty, and he enthralled the audience with the famous 'lungi dance'. The citation read brought to life the various advertising categories he was involved in and how King Khan made an impact on their success.



Prof Paul X. McCarthy (Author of Online Gravity, and observer of technology and its global impacts, Sydney) speaking at the Summit

The final day of the Summit began with the IAA honouring Sachin Tendulkar for being an advertising icon for over 25 glorious years. The citation read - 'For introducing commercial professionalism into sport; for being the first sports icon to be an advertising icon; for being the greatest human brand in the history of Indian advertising'. Another highlight of the Summit was the special package by IAA to promote greater participation by students and youth.



Sachin Tendulkar being honoured by Pradeep Guha, Summit Chairman and Srinivasan Swamy.

Kerala CM, Shri Oommen Chandy honoured the past presidents of the IAA India Chapter and complimented the work IAA and its members have been doing over the last 25 years.

Pradeep Guha, the Summit Chairman summed up the event with the words, "The combination of the intellectual and glamour quotient is really what took the IAA Summit to the all-new high. Truly a great experience for everyone involved."

President Swamy added, "If there is one organisation that needs to be singled out for the success of the summit, it is Mathrubhumi. They had put together a team of over 100 to ensure the smooth conduct of the summit, over not just the three days, but well before and after the event."



WISE WORDS

Brands are made by people



Amitabh Kant, Secretary, Industrial Policy and Promotion, Government of India

Focus on solutions. Take that extra step. Don't give up.



Sachin Tendulkar



The next big star will not be from Films & Television. He/she will undoubtedly be from the Digital World.

Shah Rukh Khan



Advertising needs a new business model. A new world order is where you make money because you do good. Today's marketing is about co-creation; tomorrow's marketing is about co-action.

Cindy Gallop, Founder and former Chair of BBH, USA and Founder of the MakeLoveNotPorn, New York



WISE WORDS

Put your best in what you do and people reach out themselves to work for you.



Ritesh Agarwal, 21-year-old Founder of OYO Rooms



Think of relevance instead of disruption. Online companies will have limited reach. Only one can become #1.

Fernando Ortiz-Ehmann, Senior Strategist, Saffron Brand Consultants, Madrid

Social is set to disrupt all that we believed is gospel in marketing. All the four Ps are set to be disrupted. But social media cannot make your brand better.



Simon Kemp, Regional Managing Director, We Are Social, Singapore



It's not easy for an Indian company to build globally acceptable brands. Understanding the equity of tradition is critical.

Sanjiv Puri, President, FMCG, ITC Ltd.

Engagement and conversation is the essence of a social network like Twitter.



Parminder Singh, Managing Director, Twitter (South East Asia/ India/ MENA).



Content is no longer about newspapers and magazines. It's about creating properties that are exclusive. It's important to be in the Content Business and not the Advertising Business.

Rahul Welde, Vice President - Media, Unilever Asia, Africa, Middle East, Turkey & Russia.



GLIMPSES OF THE IAA SILVER JUBILEE SUMMIT



Shah Rukh Khan (Film Actor) addressing the audience



Shri Amitabh Kant, Secretary, Industrial Policy and Promotion, Government of India being welcomed by Srinivasan K Swamy, President, IAA-IC



Shah Rukh Khan shaking a leg with guests at the Summit



The audience at the Summit



Sadhguru Jaggi Vasudev (Spiritual Leader) being honoured by Monica Tata and Anand Sankeshwar, IAA Members



Faris Abouhamad, Chairman and World President, IAA, addressing delegates



Prasoon Joshi in conversation with Sachin Tendulkar.



Summit Brochure



Parminder Singh, Managing Director, Twitter (South East Asia/ India/ MENA) being welcomed by Pradeep Dwivedi, IAA Member



The Kerala Street Food Carnival evening, hosted by Mathrubhumi, was a grand success.





Future perfect



Future perfect

Once the sailboat is on course with the wind at its back, a committed crew, enriched by experiences both challenging and comforting, in combination with the sure hand of the helmsman on the tiller, will steer it ever onward, through many a successful voyage.

The past few years have seen a great momentum build up for IAA. It has been on course, has chartered new pathways and achieved new goals. There are quite a few annual initiatives

and some branded events and seminars.

In addition, IAA supports initiatives that promote gender sensitivity, develops programmes that are important for youth development and has embraced a collaborative mindset having worked together with institutions like Exchange4Media, UNFPA, Laadli, ACI, Campaign India, MxM, etc.

Consider these events that have been a regular feature for the past two to five years.

- ✱ IAA Olive Crown Awards
- ✱ IAA Leadership Awards
- ✱ IAA IndIAA Awards (started 2015)
- ✱ IAA Mentorship Webinars
- ✱ IAA Debates
- ✱ IAA Conversations
- ✱ IAA Retrospect & Prospects
- ✱ IAA Real Estate Seminars
- ✱ IAA Retail Marketing Seminars
- ✱ IAA Emerging Agencies Conclave
- ✱ IAA Young Turks Forum
- ✱ IAA Mentorship Programmes
- ✱ IAA Future Leaders Awards

Little wonder that IAA India Chapter has won the Best Chapter award, twice in a row, from IAA Global.

Add to these the programmes/events/initiatives being run by the Managing Committee of the day and you will have a very active industry body. Future Perfect... isn't it?

IAA Activities

During the Silver Jubilee Year
[October '14 – December '15]



Oct 2014

IAA Knowledge seminar on Marketing of Real Estate
9th October, 2014, Mumbai.

IAA Mentorship Webinar with Maarten L Albarda,
16th October, 2014.

ET Best Brands 2014
16th October, 2014, Mumbai.

IAA Young Turks Interactive session starring Prasoon Joshi with Kaushik Roy
17th October, 2014, Mumbai.



Nov 2014

TEDxGateway 2014
Simulcast: 2nd November, 2014, Mumbai.

IAA Conversations
3rd November, 2014, Mumbai.

Walter Douglas, Minister Counselor for Public Affairs, US Mission in New Delhi, Indrani Bagchi, Times of India, Manjeet Kripalani, Gateway House and Shloka Nath, Harvard Club Mumbai.

IAA Mentorship Webinar with Ram Subramanian
27th November, 2014.



IAA Debates
28th November, 2014, Mumbai
Metro Markets are losing their sheen to Tier II & III Towns for Consumer Products/Services.

Sadashiv Nayak, CEO, Future Retail Ltd, Atul Phadnis, CEO, Whats-On and GM APAC, Gracenote, Ronita Mitra, Senior VP, Brand Communication & Insights, Vodafone India, Amitabh Pande, Senior Director – Consumer Insights and Strategy, PepsiCo India Region & Mini Menon, Executive Editor, Bloomberg TV India.



Dec 2014

IAA Mentorship Webinar with Rajjat A Barjatya, MD & CEO Rajshri, Entertainment Pvt. Ltd.
4th December, 2014.

IAA Seminar on Changing Trends in Portrayal of Women in Indian Advertising: 10th December, 2014, Mumbai.

IAA Mentorship Webinar with Tushar Vyas, MD, GroupM, South Asia,
19th December, 2014.

IAA Knowledge Seminar on Future of Retail Marketing
20th December, 2014, Bengaluru.



Jan 2015

IAA Conversations
30th January, 2015, Mumbai
'Make in India: Lessons from China'.

Dr Anil Gupta, Professor of Strategy, Globalization & Entrepreneurship, Smith School of Business and Jayadeva Ranade, President, The Centre for China Analysis and Strategy.



Feb 2015

IAA Mentorship Webinars with Sanjay Mehta and Hareesh Tibrewala, Founders and Joint CEOs of Social Wavelength, 12th February, 2015, Mumbai.

IAA Debates 16th February, 2015, Mumbai. Agencies are not rapidly reinventing themselves to stay relevant to changing Advertiser needs, Ashish Bhasin, Dentsu Aegis, Sameer Satpathy, Marico, Sam Balsara, Madison, Shireesh Joshi, Godrej and Anant Rangaswami, CNBC - Storyboard.

IAA Young Turks Forum 20th February, 2015, Mumbai. Interaction with Sameer Nair, Group CEO, Balaji Telefilms Ltd by Monica Tata.



Mar 2015

IAA Retrospect & Prospects 12th March, 2015, Gurgaon with Venkatesh Kini, President, India & South West Asia, Coca-Cola.

IAA Retail Marketing Seminar 21st March, 2015, Kochi.

IAA Let's Get Real - A Knowledge Seminar on Advertising & Marketing of Real Estate 25th March, 2015, Bhubaneswar.

IAA Olive Crown Awards 27th March, 2015, Mumbai.



Apr 2015

IAA Leadership Awards 18th April, 2015, Mumbai.

IAA Retrospect & Prospects 24th April, 2015, Mumbai by Venkatesh Kini.



May 2015

Raghav Bahl, Former CEO, Network18 and Founder, The Quint, Arnab Goswami, Editor-in-Chief, Times Now, Rajiv Lochan, MD & CEO, The Hindu & Sonali Krishna, ET Now.

IAA Debates on "Mobile will be the Primary Screen for News & Entertainment in India within three to four years".

21st May, 2015. With Vikram Sakhuja, Group CEO-designate, Madison Media,

IAA Mentorship Webinar with Charulata Ravi Kumar, CEO, Razorfish India 16th June, 2015.

IAA Session on Innovative Marketing in a Digital World 17th June, 2015, Mumbai.



Jun 2015

CANNES LIONS: 20th-27th June, 2015 Participation by IAA India Chapter, IAA Cabana.



Jul 2015

IAA Let's Get Real - A Knowledge Seminar on Marketing of Real Estate 25th July, 2015, Hyderabad.



Aug 2015

IAA Young Turks 4th August, 2015, Chennai interaction with Mr C K Ranganathan, CMD, CavinKare Pvt Ltd.

IAA Young Turks 5th August, 2015, Bengaluru interaction with Dr. Sunita Maheshwari, Doctor & Entrepreneur, RxDx Multispeciality Clinic, Co Founder TelRadSol.

IAA Emerging Agencies Conclave : Challenges & Opportunities 7th August, 2015, New Delhi.



Sep 2015

IAA Silver Jubilee Summit 3rd-5th September, 2015, Kochi.

IAA Future Leaders Awards 2015 - September 2015.



Oct 2015

IAA Conversations 13th October, 2015, Mumbai Dr. Subhash Chandra, Chairman, Essel Group and Zee in conversation with Shankkar Aiyar, Journalist-Analyst-Author on 'News Neutrality'.

IndIAA Awards 13th October, 2015, Mumbai.



Dec 2015

IAA Mentorship Webinar on Transformation in The Digital Era on 17th December 2015, with Dr. Anish Shah, Group President (Strategy), Mahindra Group, moderated by Charulata Ravi Kumar, CEO, Razorfish India.



IAA
Chronology



IAA-IC Chronology

"History is philosophy teaching by example, and also warning; its two eyes are geography and chronology"

- James A Garfield, 20th President of the USA

In simple words, Chronology is the science of arranging events in their order of occurrence in time. But its impact is far reaching. Chronology not only allows one to understand the relative timing, rates and nature of change but also enables linking events on a global scale.



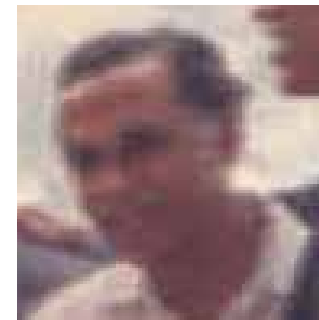
April
1981

The Charter of the India Chapter is presented to Roger Pereira in the presence of Huge Holker, World President, IAA and William Sweeney, World Secretary General, IAA.

Roger C. B. Pereira, Founder-President is simultaneously elected on the World Board of Directors. He served on the Board until 1986.

17th September
1984

First formal AGM of Organisation of Associated Persons in progress.



V. S. Padmanabhan functions as the President.

1984-88

1988-90

Satish Jain functions as the President .



Karl Mehta takes over as the President, India Chapter.

27th September
1990

Jan-March
1991

First issue of "REACH OUT" is published.



1st luncheon meeting with J. M. Rajan Pillai, Chairman, Britannia Industries; on "Should India Go Global".

14th February
1991

26th June

1991

Articles of Association of India Chapter of International Advertising Association is finalised. Satish Jain, Amol Kumar Bose, Mukul Upadhyaya, Ranjit Batra, Krishan Premnarayan, Dr. Ram S. Tarneja, Karl P. Mehta, V. S. Padmanabhan, Mohini Bhullar and Roger C. B. Pereira are the signatories. Ajit Kumar A. Thakkar is the witness.

Incorporated under Section 25 of the Companies Act 1956 (No. 1 of 1956).

9th July

1991

13th December

1991

2nd luncheon meeting with Dr. V. Krishnamurthy, Member -Planning Commission, on "India's Economic Reform - Will It Accelerate Our Globalisation?"



Satish Jain is the first President of the incorporated body.

1991-92

1992-93

Mukul Upadhyaya is elected as the President.



Mukul Upadhyaya is re-elected as the President. Bhaskar Ghosh, Secretary, Ministry of I&B addresses members of IAA. Norman Vale, Director General of IAA visits Mumbai and meets members.

1993-94

November

1994

'REACH OUT' is published.



Amol Bose is elected as the President.

1994-95

8th February

1995

IAA screening of the Cannes International Awards along with the Advertising Club Mumbai.



Luncheon meeting with Malcolm S. Forbes, Jr. President and CEO, Forbes Inc.; and Editor-in-Chief, Forbes, on 'India'.

14th February

1995

15th March

1995

Luncheon meeting with David Bell, Chief Executive, Financial Times on 'Relevance of the print medium in an environment increasingly dominated by the electronic media.'



28th March

1995

IAA screening of the Best of Advertising Age Commercials for the year 1993, along with Advertising Club Mumbai.

January - March

1995

'REACH OUT' is published.



19th May

1995

Luncheon meeting with Vasant Sathe, President, Indian Council for Cultural Affairs, talking on "Indian Youth at the turn of the century".



29th June

1995

Amol Bose attends World Board meeting at Zurich, Switzerland.

Amol Bose is appointed as the Regional Convener of IAA for Asia-Pacific Region for "Campaign for Advertising".



April - June

1995

'REACH OUT' is published.



18th August

1995

'Advertising: What is indecent, what is not? Who is to decide?' A discussion attended by Maharashtra State Minister of Culture, Pramod Navalkar.



13th-14th September

1995

Reach IV, Media Update Seminar, Mumbai.



22nd September

1995

Amol Bose is re-elected as President at the 5th Annual General Meeting.



13th October

1995

IC-IAA delegate meet Prime Minister Shri P. V. Narasimha Rao. Issue of Tax Deduction at Source (TDS) as well as a mass communication campaign on a national scale, for "Equality of Status and Dignity of Women in India" is discussed.



An Indian delegation attends the 35th World Advertising Congress of the IAA at Seoul, Korea.

Amol Bose is re-elected on the IAA World Board of Directors for the next two years.



A letter is submitted to the Union Finance Minister documenting all points related to the issue of 'Service Tax'.



Pheroza Bilimoria is elected as the President at the 6th Annual General Meeting.



Screening of the 43rd International Advertising Festival - Cannes show reel in association with The Advertising Club, Bombay.

IAA participates for the first time in the IAA Inter-Ad 1996-97 competition. The College of Business Studies, University of Delhi; wins the third place in the Asia Pacific region. They send their entry on a CD-ROM - the only team among the 50 participating teams from across the world to use CD-ROM.

January 1996

9th-12th June 1996

5th July 1996

30th July 1996

September 1996

27th September 1996

1996

25th October 1996

6th November 1996

January 1997

'REACH OUT' is published.



Vijay Krishna, CEO of Godrej Appliances Ltd. presents "Asian Consumers - Similarities and Differences". This is the first presentation by an Indian in the last 35 World Congresses held so far.

A one day workshop on "Should Cigarette Advertising Be Banned?"

'REACH OUT' is published.



The President, Pheroza Bilimoria; Vice President, Arunabha Dasgupta; and the immediate past President, Amol Bose; are elected to the World Congress as Directors for the period 1996-98. For the first time three India representatives are entrusted important responsibilities within the World Council at the same time.



Vice-President, Arunabha Dasgupta

Richard Corner, Executive Director of the IAA visits India.

Vijay Krishna, CEO of Godrej Appliances Ltd. makes a presentation, "Asian Consumers - Similarities and Differences" at a luncheon meeting.

President of IAA, nominated Regional Captain (Asia Pacific) for the IAA Internship Programme.

22nd February
1997

A meeting with the Prime Minister of India, Shri Deve Gowda and Information and Broadcasting Minister, Shri C. M. Ibrahim for the issue related to 'Service Tax'.



March
1997

'REACH OUT' is published.



11th April
1997

New Media and Old Brands - a presentation by John Marcom, Publisher, Time Asia at a luncheon meeting.



24th April

Talk by James Michaels, Editor, Forbes.



17th June
1997

A workshop on 'Proposed Broadcasting Bill', along with RAPA, IDPA and Advertising Club, Bombay. Workshop concludes with a memorandum.



A book, 'Showcase of Indian Advertising' is dedicated to the memory of the late Subhas Ghosal.

A memorandum is submitted to Sharad Pawar, Chairman, Joint Parliamentary Committee.

Amol Bose and Mukul Upadhyaya represent IAA at the Broadcasting Bill workshop steering Committee.



July
1997

September
1997

'REACH OUT' is published.



27th September
1997

Pheroza Bilimoria is re-elected as the President at the 7th Annual General Meeting.



2nd - 8th October

Pheroza Bilimoria, President of India Chapter, delivers a talk on 'Mega Trends in Advertising' at China Times Seminar in Taipei, Taiwan as part of the 20th Annual Times Advertising Celebration.

8th October
1997

Screening of the 44th International Advertising Festival - Cannes show reel in association with The Advertising Club, Bombay.



24th October
1997

Luncheon meeting presentation on 'Mergers and Acquisitions in the Advertising and Media World' by Ashok Wadhwa of Ambit.



April
1998

Sophia Polytechnic, Mumbai is adjudged the regional winner at the III Inter-Ad Competition.





IAA hosts the judging session of the International Cresta Awards.



Arunabha Dasgupta is elected as the President at the 8th Annual General Meeting.



Debate on 'Agency on Record' between Goutam Rakshit, Nabankur Gupta, Rajesh Pant, Jasmin Sorabji, moderated by Bharat Kapadia.



Release of 'Showcase of Indian Advertising, Volume-I'.



Debate/Panel discussion on "Is Self-Regulation serving it's purpose".

10th - 13th May
1998

IAA-IC wins Golden Tulip Award for the period 1996-1998 at the 36th IAA World Advertising Congress, Cairo, Egypt.

Arunabha Dasgupta discusses the issues of Corporate Membership at Chapter President Workshop. India Chapter selected for the Task Force 2000 (Election and Structure Committee) set up by the World President.

Pheroza Bilimoria is re-elected to the World Board for the period 1998-2000.

18th July
1998

September
1998

'REACH OUT' is published.



25th September
1998

1999

IV InterAd Competition: Team Millennium of Sophia Polytechnic, Mumbai is adjudged the winner of the Region, while the second team, Spark of Sophia Polytechnic, Mumbai is declared as the Runner Up of the Region and awarded with the Best Plans Book Design.



11th March
1999

29th September
1999

Arunabha Dasgupta is re-elected as the President at the 9th Annual General Meeting.



22nd October
1999

15th November
1999

Norman Vale, Director General of IAA visits Mumbai and meets members at a Special Managing Committee Meeting.



4th April
2000

IAA publishes and shares the papers of the 9th IAA World Educational Conference on Advertising Marketing Communications Education at a Global Marketing Environment held in Miami, Florida, USA, from 12th-15th October, 2000.



Work starts on Show Case of India Advertising - Volume II.



IAA is accepted on the board of Advertising Standard Council of India (which replaced STACA).



Pheroza Bilimoria becomes the Vice-President of the World Body with direct responsibility of the IAA Associate Programme.

"Preserving Culture and Roots, Shall We Protect Families From Consumerism" – a presentation by Santosh Desai, EVP – McCann Erickson, S Asia at IAA World Congress in Beirut.

6th to 9th June

2000

Pheroza Bilimoria, Sunil Gupta and Deepak Kanegaonkar - three speakers from India, present their views at the 37th IAA World Congress.

Pheroza Bilimoria, is chosen as part of the Executive Committee Member, a select group of the World Body which is involved in day to day affairs.

Medal For Merit is given to five personalities, including Pheroza Bilimoria.



20th July

2000

IAA hosts judging session for the International Cresta Awards.



31st October

2000

Sorab Mistry is elected as the President at the 10th Annual General Meeting.



2000

As part of IAA Internship programme, IAA India places Tobey Hayden of Canada as intern with McCann Erickson.

2000

2000

Alyque Padamsee (on behalf of the President, IAA-IC) joins the judging panel of the AA-GCC Advertising Awards.



June

2001

26th September

2001

Sorab Mistry is re-elected as the President at the 11th Annual General Meeting.



May

2002



Karl Mehta is elected as the President at the 12th Annual General Meeting.



Karl Mehta, is re-elected as the President at the 13th Annual General Meeting.

May
2002

IAA World Congress in Beirut allots a session to the AdAsia Organising Committee to make a presentation on the forthcoming AdAsia.

Priyanka Chopra, Pradeep Guha, Ramesh Narayan and Goutam Rakshit, Chairman of AFAA make the presentation.



12th August
2002

2002

The committee manages to negotiate the New Member Fee of USD 250 and Renewal Fee of USD 200 to USD 80 only.



19th January
2003

11th November
2003

Release of the book, 'Showcasing Indian Advertising, Volume II' at Ad Asia 2003, Jaipur, by IAA World President Jean-Claude Boulos.

IAA World Executive Committee Ad Asia, 2003 meeting is held in Jaipur.

IAA Asia Pacific Regional Meeting, 2003 is held in Jaipur.



Kazuo Miyakawa, Asia Pacific Director meets IAA Managing Committee in Mumbai.

15th November
2003

2003

A free subscription for all the members of IAA of "Media Magazine", Asia's largest media and advertising trade publication, is started, courtesy Andre Nair.



Pheroza Bilimoria, elected as the President at the 14th Annual General Meeting. Pheroza Bilimoria excuses herself from the committee and Sam Balsara agrees to take over the mantle from March 2005.

4th October
2004

2004

A contribution of USD 2000 (USD 1000 from IAA Asia Pacific and USD 1000 from World Service Centre New York) for Tsunami victims. Given to SOS Children's Villages of India - Chatnath Homes, Chennai.



Luncheon meeting with Richard Edelman, President and CEO of the world's largest independent PR firm Edelman.

19th October
2004

2004

As part of the IAA Inter Ad IX Competition, for Asia Pacific Region, India Chapter constitutes a panel of judges under the Chairmanship of Pheroza Bilimoria.



14th October
2005

Sam Balsara is elected as the President at the 15th Annual General Meeting.



27th January
2006

A dinner meeting with Subha Barry of Merrill Lynch as part of the International Indian Series.



14th February
2006

Dinner meeting with Harish Manwani of Unilever as part of the International Indian Series.



26th September
2006

Pradeep Guha is elected as the President at the 16th Annual General Meeting.



November
2006

Dinner meeting with Keki Dadiseth as part of the International Indian Series.



2006

M.G. Parameswaran serves as a judge on IAA Interad X Competition on Electronic Waste.



2006



IAA changes its logo and adopts a new tagline, "Inspiring Excellence in Communications Worldwide".

August - September
2007

IAA First CEO US Study Tour: 16th August to 4th September 2007.



24th September
2007

Pradeep Guha is re-elected as the President at the 17th Annual General Meeting.



A presentation on sustainable development, climate change and conservation by the then IPCC Chairman, Dr. R. K. Pachauri (the organisation was awarded the Nobel Peace Prize during his term). It led to: The IAA - TERI Initiative - Lighting a Billion Lives (LaBL).



Daniela Krautsack, MD of Cows in Jackets, Vienna speaks on 'The changing nature of outdoor media globally'.

Pheroza Bilimoria, the India Chapter's representative on the IAA World Board, continues through the year as a Vice-President of the IAA. She was also in charge of the World Board Elections. This is a post she held for three consecutive terms of the world board.



The Creative Lantern Award.

23rd January

2009

2009

IAA Digital Download Mumbai forum.



Young Professionals (YP) membership of the India Chapter is formally launched at IAA World Board Meeting.

24th June

2009

29th July

2009

Lighting a Billion Lives, communication programme is launched.

First ever Young Professionals membership is given to Lara Balsara.



Raj Nayak is re-elected as the President at the 19th Annual General Meeting.

16th September

2009

2009

India provides US\$ 25,220 worth of media inventory on a pro-bono basis for Hopenhagen campaign - an international initiative of IAA for COP15 Conference on 7th December, 2009.



IAA 25 Year Members - 2010: Mukul Upadhyaya and seven others from around the world complete 25 years as members of IAA. He receives a special IAA pin with a letter from Alan Rutherford, IAA Chairman and World President.

2010



Sam Balsara and Lara Balsara, conduct an interactive mentoring session for young professionals.



42nd IAA WORLD CONGRESS, MOSCOW, 12th - 14th May, 2010.



Lynn de Souza delivers an insightful talk on Careers and Challenges entitled "Channel, Client yah... Agency?" For Young Professionals.



Kaushik Roy is elected as the President at the 20th Annual General Meeting.



The Advertising Club Bombay and AAAI join hands to launch the IAA Olive Crown Awards at the Goafest 2011.

24th February
2010

April
2010

12th - 14th May
2010

28th May
2010

18th August
2010

27th August
2010

4th September
2010

29th September
2010

9th November
2010

9th April
2011

At IAA business meetings held in Moscow, Pheroza Bilimoria is elected the Secretary of the IAA, World Board and the Executive Committee. This is her second tenure in this prestigious post.

At the same meeting Pradeep Guha is elected as the Vice President and Area Director, Asia Pacific, World Board; and Executive Committee member.

For the first time the membership fee is collected in rupees.

Three Indian speakers- Vinita Bali, Britannia; K. Srinivas, Bharti Airtel; and Sam Balsara, Madison World; present their views at the Congress.

The India Chapter wins the 2010 IAA Chapter Excellence Award.

Luncheon meeting with Steve Ballmer, CEO, Microsoft Corporation, USA.



iaaindiachapter.org
launched in June 2010.

For the first time ever, IAA accredits a two-year Post Graduate Diploma in Advertising and Communication course, offered by EMDI Institute of Media and Communication (part of Greycell Education Limited).



A talk by Rodney Fitch, Chairman of The Fitch company.



"Living the Brand" - An IAA talk by Kaushik Roy at Kolkata.



Kyoorius Design Showcase - India's first design directory is gifted to members.



Kaushik Roy is re-elected the President at the 21st Annual General Meeting.

Wildscapes - a coffee table book and Olive Crown Mug are gifted to members.

19th August
2011

28th September
2011

12th October
2011

19th October
2011

11th February
2012

Agency 2.5, Tim Williams, Founder of Ignition Consulting Group conducts a seminar on "How agencies are transforming for the future" at India Habitat Centre, New Delhi.



M. G. Parameswaran guides the faculty members at EMDI, Delhi, an accredited institute by IAA.

An interactive session with Patrick Spenner, Global Head of Research, MLC, Corporate Executive Board, during the CEB IAA Breakfast Round Table for CMOs in Mumbai.



IAA is the knowledge partner at a conclave, "Connecting with the bottom of the consumer pyramid", conducted by Bengal Chamber of Commerce.



IAA Advertising Master Class with Hugh Hudson, the legendary director of Chariots of Fire.



IAA Olive Crown Awards - II: Dr. P. K. Pachauri is conferred with IAA Olive Crown Green Crusader Award.

3rd March
2012

18th May
2012

IAA-IC members are specially invited by Three D Holograms to attend a first of its kind product launch and show - "The Immersive Future of Glasses Free 3D".



IAA Workshop - Strate GYM: A two day brand strategy workshop by Professor Jim Avery of the University of Oklahoma.

18th-19th May
2012

6th July
2012

Kochi Advertising Round table Interactive Session, Kochi.



Pakistan - India Management & HRD Summit: IAA India and IAA Pakistan are given the status of 'associate co-hosts'.

20th - 21st September
2012



Srinivasan K. Swamy is elected as the President at the 22nd Annual General Meeting.



IAA-IC first ever Leadership Awards.



IAA Debates at Mumbai - Print and television media are losing relevance with the growth of digital media.



IAA Debates at Goa - Growing media fragmentation has made the role of the creative agencies more important.

IAA Debates at Delhi - Creative awards can also be given for differentiated one-off expressions.

1st-7th October

2012

IAA-IC second CEO US Study Tour to West Coast of USA.



2nd November

2012

23rd January

2013

IAA Regional Meeting, Delhi.

2nd February

2013

16th February

2013

IAA organizes a daylong seminar on gender sensitization with UNFPA and Laadli (NGO).



18th February

2013

1st April

2013

Third Annual IAA Olive Crown Awards - India's first award for 'green advertising' becomes Asia's first and only award to be endorsed by the Asian Federation of Advertising Associations.



5th April

2013

25th April

2013

IAA Mentorship Webinars under the theme, "World Goes Digital" with Rajan Anandan, MD, Google.



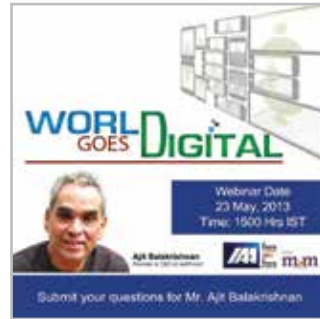
13th May

2013

23rd May

2013

IAA Mentorship Webinar with Ajit Balakrishnan, Founder & CEO, Rediff.



IAA Mentorship Webinar with Nishant Rao, Country Manager, LinkedIn.

27th June

2013

24th July

2013

IAA Mentorship Webinar with Julie Roehm, Chief Story Teller, SAP.



IAA Debates at Bengaluru - Social Media is not a good business.

26th July

2013

3rd August

2013

Seminar on Real Estate in a digitized world, Mumbai.



IAA Regional Meeting, Goa.

28th August

2013

29th August

2013

IAA-Kyoorius DigiYatra, Goa.



Srinivasan K. Swamy is re-elected as the President at the 23rd Annual General Meeting.

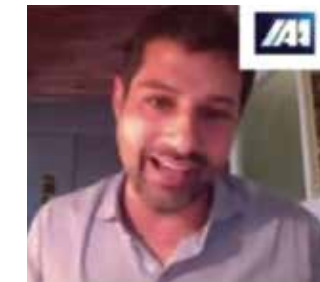
25th September

2013

26th September

2013

IAA Mentorship Webinar with Ashish Hemrajani, Founder & CEO, Bigtree Entertainment.



IAA Platinum Jubilee Global Marketing Summit.

30th September

2013

26th October

2013

IAA Knowledge Conclave
- for Emerging Agencies,
Mumbai.



IAA Mentorship Webinar
with Sanjeev Kapur, Chief
Marketing Officer & Head
of Customer Franchise
Management, Citi (India).

7th November

2013

28th November

2013

IAA Mentorship Webinar
with Rob Norman, Chief
Digital Officer, GroupM
(Global).



IAA Regional Conference -
India and Pakistan:
Lahore, Pakistan.

29th November

2013

22nd January

2014

IAA Retrospect &
Prospects, Gurgaon
with D Shivakumar,
Chairman and CEO, India
Region, PepsiCo.



IAA Retrospect &
Prospects, Mumbai
with D Shivakumar,
Chairman and CEO, India
Region, PepsiCo.

12th February

2014

26th September

2014

Srinivasan K. Swamy is
re-elected as the President
at the 24th Annual General
Meeting.



IAA Knowledge seminar on
Marketing of Real Estate.

9th October

2014

16th October

2014

IAA Mentorship Webinar
with Maarten L. Albarda,
Founder, MLA Consulting
LCC; Ex. Global Director of
Media & Communication
Innovation, The Coca-Cola
Company, Atlanta.



ET Best Brands 2014,
Mumbai.

16th October

2014

17th October

2014

IAA Young Turks
Interactive session starring
Prasoon Joshi and Kaushik
Roy at Mumbai.



TEDxGateway 2014
Simulcast.

2nd November

2014

3rd November

2014

IAA Conversations:
Walter Douglas, Minister
Counselor for Public
Affairs, US Mission in New
Delhi, Indrani Bagchi,
Times of India, Manjeet
Kripalani, Gateway House,
and Shloka Nath, Harvard
Club Mumbai.



IAA Mentorship Webinar
with Ram Subramanian,
Film maker, Writer and
Founder & Director
of Handloom Picture
Company Moderated by -
Pradyuman Maheshwari.

27th November

2014

28th November

2014

IAA Debates at Mumbai:
Metro Markets are losing
their sheen to Tier II &
III Towns for Consumer
Products/Services.



IAA Mentorship Webinar
with Rajjat A. Barjatya,
MD & CEO Rajshri
Entertainment Pvt. Ltd.

4th December

2014

10th December

2014

IAA Seminar on Changing
Trends in Portrayal
of Women in Indian
Advertising.



IAA Mentorship Webinar
with Tushar Vyas, MD,
GroupM, South Asia.

19th December

2014

20th December

2014

IAA Knowledge Seminar on
Future of Retail Marketing,
Bengaluru.



IAA Conversations Mumbai:
Dr. Anil Gupta, Professor
of Strategy, Globalization
& Entrepreneurship, Smith
School of Business; and
Jaydeva Ranade, President,
The Centre for China
Analysis and Strategy.

30th January

2015



IAA Debates at Mumbai: Agencies are not rapidly reinventing themselves to stay relevant to changing Advertiser needs.



IAA Retrospect & Prospects, Gurgaon with Venkatesh Kini, President, India & South West Asia, Coca-Cola.



IAA Let's Get Real - A Knowledge Seminar on Advertising & Marketing of Real Estate, at Bhubaneswar.



IAA Leadership Awards, Mumbai.



IAA Debates at Mumbai: Mobile will be the Primary Screen for News & Entertainment in India within three to four years.

12th February
2015

IAA Webinar with Sanjay Mehta and Hareesh Tibrewala, Founders and Joint CEOs of Social Wavelength.



16th February
2015

20th February
2015

IAA Young Turks Forum, Mumbai
Interaction with Sameer Nair, Group CEO, Balaji Telefilms Ltd.



12th March
2015

21st March
2015

IAA Retail Marketing Seminar, Kochi.



25th March
2015

27th March
2015

IAA Olive Crown Awards, Mumbai.



18th April
2015

24th April
2015

IAA Retrospect & Prospects, Mumbai with Venkatesh Kini, President, India & South West Asia, Coca-Cola.



21st May
2015

16th June

2015

IAA Mentorship Webinar with Charulata Ravi Kumar, CEO, Razorfish India.



IAA Session on Innovative Marketing in a Digital World at Mumbai.

17th June

2015

25th July

2015

IAA Let's Get Real - A Knowledge Seminar on Marketing of Real Estate at Hyderabad.



IAA Young Turks, Chennai interaction with C K Ranganathan, CMD, CavinKare Pvt Ltd.

4th August

2015

5th August

2015

IAA Young Turks, Bengaluru interaction with Dr Sunita Maheshwari, Doctor & Entrepreneur, RxDx Multispeciality Clinic, Co Founder TelRadSol.



7th August

2015

IAA Emerging Agencies Conclave : Challenges & Opportunities, New Delhi.



3rd-5th September

2015

IAA Silver Jubilee Summit, Kochi.



IAA Future Leaders Awards 4th September, 2015, Kochi.



30th September

2015

Srinivasan Swamy re-elected as President for the 4th consecutive year.



13th October

2015

IAA Conversations Mumbai: Dr. Subhash Chandra, Chairman, Essel Group & Zee in conversation with Shankkar Aiyar, Journalist-Analyst-Author.



Mumbai IndIAA Awards

17th December

2015

IAA Mentorship Webinar on Transformation in The Digital Era, with Dr. Anish Shah, Group President (Strategy), Mahindra Group, moderated by Charulata Ravi Kumar, CEO, Razorfish India.





IAA *Award*
Winners



IAA Leadership Awards



IAA Leadership Awards Winners 2013

Categories	Winner
1 Media Agency Head of the Year	Sam Balsara, Madison World
2 Creative Agency Head of the Year	Piyush Pandey, Ogilvy & Mather India
3 Marketer of the Year: Media & Entertainment	Gayatri Yadav, Star India
4 Marketer of the Year: Banking	Sujit Ganguli, ICICI Bank
5 Marketer of the Year: Insurance	Rita Bhattacharya, LIC
6 Marketer of the Year: Auto Passenger Vehicles	Mayank Pareek, Maruti Suzuki
7 Marketer of the Year: Auto Commercial vehicles	UT Ramprasad, Tata Motors
8 Marketer of the Year: Auto Two Wheeler	Anil Dua, Hero Motocorp
9 Marketer of the Year: Household Products	Amit Syngle, Asian Paints
10 Marketer of the Year: FMCG – Food & Beverages	Chandramouli Venkatesan, Cadbury Kraft India

11	Marketer of the Year: FMCG – Personal Care	Arun Srinivas, HUL
12	Marketer of the Year: FMCG – Consumer Durables	Rahul Saighal, Samsung Appliances
13	Marketer of the Year: Telecom Products	Anuradha Aggarwal, Vodafone
14	Marketer of the Year: Travel & Hospitality	Manish Kalra, Make My trip
15	Best CEO	Y C Deveshwar, ITC
16	Editor of the Year	Jaideep Bose, Times of India
17	News Anchor of the Year	Rajdeep Sardesai, CNN-IBN
18	Media person of the Year	Shobana Bhartia, Hindustan Times
19	Brand Endorser of the Year – Male	Salman Khan
20	Brand Endorser of the Year – Female	Katrina Kaif
21	Hall of Fame	Pradeep Guha, MxM



IAA Leadership Awards Winners 2014

Categories	Winner
1 Marketer of the Year: Banking	Kartik Jain, HDFC Bank
2 Marketer of the Year: Insurance	Sanjay Tripathy, HDFC Standard Life Insurance Co Ltd
3 Marketer of the Year: Auto Two Wheeler	Anil Dua, Hero Moto Corp Ltd
4 Marketer of the Year: Auto Passenger vehicles	Rakesh Srivastava, Hyundai Motor India Ltd
5 Marketer of the Year: Mobile Services	Sashi Shankar, Idea Cellular
6 Marketer of the year: FMCG: Personal Care, Laundry & Toiletries	Arun Srinivas, HUL

7	Marketer of the Year: FMCG – Food & Beverages	Rajesh V. L ITC Limited-Foods Division
8	Marketer of the Year: Household products	Sonali Dhawan, P & G
9	Marketer of the Year: Home Improvement	Kumar Pillay, Ultratech Cement Ltd.
10	Marketer of the Year: E-Commerce	Ravi Vora, Flipkart Internet Private Limited
11	Marketer of the Year: Mobile Devices	Micromax Informatics Ltd.
12	Marketer of the Year: Consumer Durables	Sandeep Tiwari, Samsung India Electronics Pvt Ltd.
13	Creative Agency Head of the Year	R. Balakrishnan, Lowe Lintas
14	Brand Endorser of the Year – Male	Shah Rukh Khan
15	Brand Endorser of the Year – Female	Priyanka Chopra
16	CEO of the Year	Nitin Paranjpe, Unilever
17	Television Anchor of the Year	Arnab Goswami, Times Now
18	Editor of the Year	Dr. Gulab Kothari, Rajasthan Patrika Group
19	Media Person of the Year	Punit Goenka, Zee Entertainment Enterprises Ltd.
20	Media Agency of the Year	Shashi Sinha, Lodestar UM
21	Hall Of Fame	Ramesh Narayan, Canco Advertising Pvt. Ltd.



IAA Leadership Awards Winners 2015

Categories	Winner
1 Marketer of the Year: Banking	B. Sriram, SBI
2 Marketer of the Year: Insurance	Sanjay Tripathy, HDFC Standard Life Insurance Co Ltd

3	Marketer of the Year: FMCG - Food	Siddhartha Mukherjee, Cadburys India Ltd
4	Marketer of the Year: FMCG - Beverage	Debabrata Mukherjee, Coca Cola India Ltd
5	Marketer of the Year: FMCG - Household products	Rohit Gyanchandani, Rohit Surfactants Pvt Ltd
6	Marketer of the Year: FMCG - Personal Care	Darshan Patel, Vini Products
7	Marketer of the Year: Auto – Two Wheeler	Yadvinder Singh Guleria, Honda Motorcycle & Scooter India Pvt Ltd
8	Marketer of the Year: Auto Passenger Vehicles	Manohar Bhat, Maruti Suzuki India Ltd
9	Marketer of the Year: Consumer Durables	Sanjay Chitkara, LG Electronics India Ltd
10	Marketer of the Year: Mobile Devices	Pradeep Jain, Karbonn Mobiles
11	Marketer of the Year: Mobile Services	Sashi Shankar, Idea Cellular Ltd
12	Marketer of the Year: E-Commerce	Amarjit Singh Batra, Olx Inc
13	Media Person of the Year	Vineet Jain, Times Group
14	Creative Agency Head of the year	Prasoon Joshi, McCann
15	Media Agency Head of the Year	CVL Srinivas, GroupM
16	CEO of the Year	Arundhati Bhattacharya, SBI
17	Editor of the Year	Aroon Purie, India Today Group
18	Television Anchor of the Year	Punya Prasun Bajpai, AajTak
19	Media Game Changer of the Year	Uday Shankar, Star India
20	Brand Visionary of the Year – Female	Shraddha Kapoor
21	Brand Visionary of the Year – Male	Hrithik Roshan
22	Hall Of Fame	I. Venkat, Eenadu



IAA Olive Crown Awards



IAA Olive Crown Winners 2011 [Inaugural edition]

Green Crusader Award: Bittu Sahgal
Green Agency of the Year Award: Dentsu

Category	Gold / Silver	Agency	Advertiser	Creative Heading / Title
Radio	Silver	Mudra Communications	Sanctuary Asia	Akhbaar
Out Of Home	Joint Silver	Dentsu FCB Draft Ulka	Aircel Zee Entertainment	Save Our Tigers Environmental Day
Digital	Silver	Tribal DDB	Idea	Use Mobile, Save Paper
	Gold	Web Chutney	Makemytrip.Com	Amar Prem
Events	Gold	Dentsu	Toyota Kirloskar Motors	Greenathon 2
Press Unreleased	Joint Silver	Inter Publicity	Greenpeace	Stop Deforestation Get Back To Nature
Print Production	Silver	Chaos Design	Gaia Energy	Preserve, Protect...

	Gold	Dentsu	Aircel	Save Our Tigers
Press : Consumer Products & Services	Silver	Umbrella Design	Times of India	Eco Friendly Ganesha – Sarvajaneek Ganesh Mandal
	Gold	Umbrella Design	Times of India	Eco Friendly Ganesha – The Sun's Light
TV Consumer Product & Services	Silver	Mudra Communications	IAA/TERI	Light A Billion Lives
	Gold	JWT	National Geographic	Jadugar
Press Corporate	Joint Silver	Dentsu	Aircel	Save Our Tigers
		Mudra	Lavassa	Why Work At One End
TVC Corporate	Silver	Dentsu	Aircel	Save Our Tigers
Campaign of the Year	Silver	Lowes Worldwide	Idea	Save Paper, Use Mobile
	Gold	Dentsu	Aircel	Save Our Tigers
Green Brand of the Year	Joint Gold	Idea Nokia		
Green Advertiser of the Year		Aircel		(Second And Third Position: Idea, Nokia)
Green Agency of the Year		Dentsu		(Second And Third Position: Mudra Group, Umbrella Design)

Olive Crown Green Hungama Contest for young Indians

Olive Crown Green Hungama Gold – Fatima Husain and Rajeev Roy – BBH. Title: Bathing

Olive Crown Green Hungama Silver – Corsair Films. Title: Staircase.



IAA Olive Crown Winners [2nd edition] 2012

Green Crusader Award: Dr R K Pachauri
Green Advertiser of the Year: Ogilvy & Mathrubhumi

Category	Gold / Silver	Agency	Advertiser	Creative Heading / Title
Press : Consumer Products & Services	Silver	Lowé Lintas	Suzlon	Suzlon "PALS"
Press Corporate	Silver	Umbrella Design	TOI	TOI - Ganesh 2011
TVC / Cinema - Consumer Products & Services	Silver	Ogilvy	Thane Municipal Corporation	Thane Municipal Corporation - "Slap"
TVC / Cinema - Corporate	Gold	JWT	Nokia	Nokia - I Recycle my phone
	Silver	Lowé Lintas	Suzlon	Suzlon "PALS"
Digital	Gold	Webchutney	Nokia	Nokia - I Recycle my phone
Events	Gold	Mathrubhumi	Mathrubhumi	Mathrubhumi SEED
	Gold	Lodestar	Garnier	Garnier
	Silver	Draft FCB Ulka	Whirlpool	Whirlpool - Ek Jodi Kapda
	Silver	Dentsu	Toyota	Toyota Greenathon
	Silver	Contract	JK Tyre	JK Tyre - Soles with Souts
Out of Home	Gold	Mudra/ Mediacom	Volkswagen	Volkswagen - Think Blue
	Silver	Umbrella Design	TOI	TOI

Documentary & Short Films	Gold	Dustyfoot Productions		The Wild Meat Trail
Press Unreleased	Silver	Goldmine	Greenpeace	Nuclear Bomb
Young Green Art Director of the Year	Gold	Webchutney		Abhishek Saxena
	Silver	Umbrella Design		Uttam Sutar
Green Brand of the Year	Gold	Webchutney / JWT	Nokia	Nokia - I Recycle my phone
	Silver	Mathrubhumi	Mathrubhumi	Mathrubhumi SEED
	Silver	Contract	JK	JK Tyre - Soles with Souts
Campaign of the Year	Gold	Ogilvy	Ogilvy	iFold
	Silver	Webchutney	Nokia	Nokia - I Recycle my phone
	Silver	Mudra/ Mediacom	Volkswagen	Volkswagen - Think Blue
Green Advertiser of the Year	Gold	Nokia		
Green Advertiser of the Year - Special Category	Gold	Webchutney / JWT		Ogilvy & Mather
Olive Crown Green Hungama		Kartik Ramnathkar		A big Thank you to Global Warming
		Komal Udeshi		Save Power & Go Green



IAA Olive Crown Winners 2013 [3rd edition]

Green Agency of the Year: Grey Worldwide
Green Crusader Award: Padmashri Kartikeya Sarabhai

Category	Gold / Silver	Agency	Advertiser	Creative Heading / Title
Press - Consumer Products	Silver	Ogilvy & Mather	The Hindu	World Environment Day
Press - Services	Gold	Stark Communication	Kerala Department Tourism	Green Towel
Press - Corporate	Gold	Umbrella Design	TOI / Bennett Coleman	Ganesha Campaign Gear Box
	Silver	Ogilvy & Mather	Star Jalsha	Chalo Paltai
	Silver	Ogilvy & Mather	The Hindu	Do Your Bit This World Environment Day
TVC / Cinema - Consumer Product	Gold	Grey Worldwide	Killer Jeans Kewal Kiran Clothing Ltd.	Green Fold
TVC / Cinema - Services	Gold	Scarecrow Comm	Adore Charities	Priest
	Silver	Contract	First Post.Com	Tree
TVC / Cinema - Corporate	Gold	Innocean	Open Media Network	Trees Can't Do It
	Silver	Draft FCB Ulka	Amul	Manthan
	Silver	Black Pencil	Panasonic	Little Less Is Always Better
Digital	Gold	Cheil Worldwide	Samsung Printers	Minus 1 Project Web Film
	Silver	Next Gen	Royal Challengers	Go Green

Events	Gold	DDB Mudra	Peter England Aditya Birla Nuvo	Give Water
	Gold	DDB Mudramax	Volkswagen	Think Blue Beetle
	Silver	Ogilvy & Mather	Star Jalsha	Chalo Paltai
	Silver	Ogilvy & Mather	The Hindu	World Environment Day
Out - Of - Home	Gold	BBH	Acer Laptop	Incredible Green Contest
	Gold	Grey Worldwide	Killer Jeans Kewal Kiran Clothing Ltd.	Killer Sales Fish
	Silver	JWT	Akshaya Patra	Grocery School Bags
Radio	Silver	Dentsu	Tetra Pak	Holistic Protection
Print Production	Gold	JWT	Bangalore BMC	Keep Bag Within Reach of Children
Documentary / Short Film	Silver	Mathrubhumi	Mathrubhumi	Mathrubhumi Seed
Press - Unreleased	Silver	Publicis	Citibank	Save A Home
TVC / Cinema Unreleased	Gold	Draft FCB Ulka	Zee Café Green Turn	Digitree
Young Green Writer of the Year	Gold	BBH	Acer Laptop	Incredible Green Contest
Young Green Art Director of the Year	Gold	Umbrella Design	TOI / Bennett Coleman	Ganesha Campaign
Green Agency of the Year	Gold	Grey Worldwide	Killer Jeans Kewal Kiran Clothing Ltd.	Green Fold
	Silver	Dentsu	Tetra Pak	Holistic Protection
	Silver	DDB Mudramax	Volkswagen	Think Blue Beetle
Campaign of the Year	Gold	Cheil Worldwide	Samsung Printers	Minus 1 Campaign



IAA Olive Crown Winners [4th edition] 2014

Green Agency of the Year: McCann Erickson

Green Crusader Award: Maneka Gandhi

'Corporate Social Crusader of the Year', two Gold winners: HUL (Project Sunlight) and Mathrubhumi (SEED).

Category	Gold / Silver	Agency	Advertiser	Creative Heading/Title
Press - Services	Silver	McCann Erickson (Bengaluru)	Tulika Publishers	World War
Press - Corporate	Silver	FCB Ulka Advertising	ZEE Entertainment Enterprises Ltd.	Tiger / Gorilla
Press - Corporate	Gold	McCann Erickson (Bengaluru)	Bums on the Saddle	Bumper
TVC / Cinema - Corporate	Silver	Dentsu Creative Impact	Tetra Pak India Pvt. Ltd.	Your Cartons. My Classroom.
TVC / Cinema - Corporate	Gold	Niche Minds	Wipro Ltd.	We Live in a Blue Planet
Digital	Silver	Foxymoron	L'Oréal India Pvt. Ltd.	Power Light a Village
Digital	Gold	Webchutney Studios	Only Much Louder	Mr. Wasted Bin
Events	Silver	Dentsu Creative Impact	Tetra Pak India Pvt. Ltd.	Corporate Activations - Your Cartons. My Classroom
Pan Asia Jury Mention	Cerificate	JWT Colombo		One Plate Project
Out-of-Home	Silver	Touchstone Advertising & Marketing Services	Bajaj Electricals Ltd.	Asha (Hope)

Out-of-Home	Gold	McCann Erickson (Bengaluru)	BBMP (Karnataka State Government)	Disposable
Green Hungama Contest		Kartik Ramnathkar		
Print Production	Silver	FCB Ulka Advertising	ZEE Entertainment Enterprises Pvt Ltd	The Tree Story
TVC / Cinema - Unreleased	Silver	McCann Erickson (Bengaluru)	Tulika Publishers	Fish
Young Green Art Director of the Year	Silver	Amit Thakur (Leo Burnett)	Fresno & Bakersfield India Ltd	Good Paper Project
Young Green Art Director of the Year	Gold	Sanuree Gomes (ex-DDB Mudra Group)	Shobha Murthy	Help Desk
Green Brand of the Year	Silver	DDB Mudra Group	Shobha Murthy	Help Desk
Green Brand of the Year	Gold	Ogilvy	Hindustan Unilever Ltd (HUL)	Project Sunlight Launch in India - Anthems
Campaign of the Year	Silver	Dentsu Creative Impact	Tetra Pak India Pvt. Ltd	Your Cartons. My Classroom.
Campaign of the Year	Gold	Mc Cann Erickson (Bengaluru)	BBMP (Karnataka State Government)	Wake Up Clean Up
Green Advertiser of the Year	Gold	BBMP (Karnataka State Government)		



IAA Olive Crown Winners
[5th edition] **2015**

Green Crusader Award: Sumaira Abdulali

'Corporate Social Crusader of the Year', two Gold winners: Apar Industries Ltd (for Govardhan Eco Village) and Piramal Enterprises Ltd.

Category	Gold / Silver	Agency	Advertiser	Creative Heading/Title
Press Corporate	Silver	R K SWAMY BBDO	Hindustan Times	Gateway of India, Regal, CST
TVC Cinema - Services	Silver	Stark Communications Pvt Ltd , Trivandrum	The Kerala Institute Tourism and Travel Studies (KITTS)	Farmer, Food, Guide
Digital	Gold	MediaCom Communications	Audi India	#tag - Share your light
	Silver	Rawshark Films, Bangalore	Saahas.org	e-waste environmental
Events	Gold	G.A.M.E (Greening Advertising Media Entertainment)	Kyoorius	Kyoorius Designyatra 2014 is Carbon Neutral
	Silver	Ogilvy & Mather	Asian Paints	Glow
Out of Home	Silver	Grey Worldwide India	Nagar	Concrete Playground
	Silver	Ogilvy & Mather	Asian Paints	Redefine Happiness
	Silver	Ogilvy & Mather Advertising, Kolkata	Greenply	25*c 'Penguin'

Radio	Silver	R K SWAMY BBDO	Hindustan Times	Clean My Mumbai Movement
Press -Unreleased	Gold	Visual Communications, Mumbai	IPMA (Indian Paper Manufacturers Association)	
	Silver	R K SWAMY BBDO	Zuari Agro	Lungs
	Silver	Stark Communications Pvt Ltd	Suchitwa Keralam	Fly
Young Green Art Director of the Year	Gold	Aditi Chaddha	Lipton Green Tea	Truly Green Tea Packaging

IndIAA Awards



Winners of the first
IndIAA Awards 2015

Category	Winner	Agency Partners
1 Auto Four Wheelers	BMW: Don't Postpone Joy	Ogilvy & Mather, Vizeum (Dentsu Aegis Network)
2 Auto Others	MRF: There's A Lot Riding On Us (ICC World Cup)	Lowe Lintas, Initiative Media, Experience Commerce, Mumbai
3 Auto Two Wheelers	Hero Motocorp (Maestro and Pleasure): ISL -The Game	FCB Ulka, Maxus
4 Banking And Finance	Visa Debit: There's Always A First Time	BBDO India, OMD, Proximity BBDO
5 Consumer Durables	CP Plus Zoom: Uparwala Sab Kuch Dekh Raha Hai	Dentsu Marcom Alliance
6 Consumer Electronics	Dell: Back to School (Ratta Raga)	Grey Group Bengaluru, Mediacom, GroupM, RuralWorks (RW), GoZoop, MSL Group

7 Corporate	No Winner	
8 Entertainment and Media	Hero Indian Super League (Star Sports): Come On India, Let's Football	Ogilvy & Mather, Mindshare, Sports Interactive
9 Fashion and Accessories	Titan: Your time has come	Ogilvy & Mather, Maxus, Tribal 22Feet, Edelman
10 Food and Beverages	Kinley: Boond Boond Mein Sachchai	Ogilvy & Mather, Lodestar UM, Interactive Avenues
11 Government / Public Administration	Incredible India: Athithi Devo Bhava: Desh Ka Sar, Garv Se Ooncha Karein	McCann Erickson
12 Home Care	Scotch-Brite: Lamba Chale	Grey Group (Bangalore), Lowe Lintas
13 Insurance	SBI Life: Are You A Great Dad?	Ogilvy & Mather, GroupM, Mindshare, Perfect Relations
14 Online Commerce	Amazon: Aur Dikhao	Orchard Advertising (Leo Burnett Group)
15 Personal Care	Dabur Vatika: Brave And Beautiful	Linen Lintas, Maxus, Adbur (In-house)
16 Retail	McDonald's: Kuch Pal Offline	Leo Burnett, Madison, Tonic Media
17 Telecom & IT	Vodafone: Speed Is Good	Ogilvy & Mather, Maxus, OgilvyOne





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