

QUARTERLY

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(L-R) - Dr Anil Gupta in discussion with Jayadeva Ranade

January 30, 2015, Mumbai

Dr Anil Gupta, Professor of Strategy, Globalization & Entrepreneurship, Smith School of Business, The University of Maryland, USA made a presentation on 'Make in India: Lessons from China' which was followed by an interesting discussion with Mr Jayadeva Ranade, President & CEO, Centre for China Analysis and Strategy (CCAS). The event was presented by Times Now.



IAA Webinars

February 12, 2015

IAA conducted a webinar with Mr Sanjay Mehta and Mr Hareesh Tibrewala, veteran digital media specialist and Founders and Joint CEOs of Social Wavelength as part of the 'World Goes Digital' series.

While evangelising the digital media, Mr Mehta and Mr Tibrewala spoke about the growing acceptance of the digital media by marketers and industry as a whole. The webinar was viewed by industry members and over 1250 students from different Management Colleges.




(L-R) - Anant Rangaswami (CNBC - Storyboard), Sameer Satpathy (Marico), Ashish Bhasin (Dentsu Aegis), Shireesh Joshi (Godrej) and Sam Balsara (Madison)

February 16, 2015, Mumbai

The topic of discussion for the second IAA Debates of season 2, presented by the Dainik Bhaskar Group was: Agencies are not rapidly reinventing themselves to stay relevant to changing Advertiser needs.

Speaking for the motion that is ("Agencies are not reinventing themselves") were Ashish Bhasin (Dentsu Aegis) and Sameer Satpathy (Marico) and against the motion that is ("Agencies are reinventing themselves") were Sam Balsara (Madison) and Shireesh Joshi (Godrej).

The debate was moderated by Anant Rangaswami (CNBC - Storyboard). Over a 100 people attended the event. The audience poll at the end of the debate showed that the agencies were reinventing themselves!



Yannick Bollore, Chairman & CEO, Havas in India - Event supported by



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March 11, 2015, Gurgaon

Yannick Bollore was in conversation with Vir Sanghvi, the well known TV Anchor and Journalist and Bollore comments on his life and times.



(L-R) - Sameer Nair with Monica Tata

IAA Young Turks Forum

February 20, 2015, Mumbai

IAA Young Turks Forum organised an interaction with Mr. Sameer Nair, Group CEO, Balaji Telefilms Limited. The discussion was moderated by Ms Monica Tata, MD, HBO India Pvt Ltd. The event was presented by HBO India (HBO Define & HBO Hits) About 120 young participants benefitted from this event.

IAA Retrospect & Prospects



March 12, 2015, Gurgaon

This years IAA Retrospect & Prospects was held in Gurgaon and 150 senior people participated. The event was presented by Colors.

"We are seeing a fragmentation of attention and not of media, we have to be proactive and that will mean taking your chances" said Mr Venkatesh Kini, President, India & South West Asia, Coca-Cola.

"There's a shift from many people watching one screen to one person watching many screens. We don't just see fragmentation of media but a fragmentation of attention. This fragmentation of attention and shortening of attention span is the biggest seismic shift that you are going to see in the industry going forward," said Mr Kini.



Mr Venkatesh Kini, President, India & South West Asia, Coca-Cola



IAA Retail Marketing Seminar

Bose Krishnamachari, internationally renowned artist lighting the lamp.

March 21, 2015, Kochi

'Innovation is imperative to succeed in the Indian retail sector' was the broad message at the IAA Knowledge Seminar hosted by Mathrubhumi.

Speaking at the event were: Anirudh Deshmukh, President, Raymond Ltd, Ramesh Jude Thomas, Managing Director, Equitor Value Advisory Pvt Ltd and Subhash Chandra, Managing Director, Sangeetha Mobiles.

"A multi-pronged and a balanced strategy is required to sustain in retail. A resonance between channel partners is a must" said Anirudh Deshmukh.

Added Mr Ramesh Thomas: "Customers are evolving, their demands too are, so the products/services need to innovate too. Brands must try to think from consumers point of view which is key for innovation." Subhash Chandra who set up Sangeetha Mobiles as a 320 strong retail chain said, "For brands in the retail space, there is no other way than to innovate. Taking risks is the first step to do so."

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



(L-R) Monica Nayyar Patnaik, MD, EML; Dr. Krishan Kumar, VC, BDA; Soumya Ranjan Patnaik, Chairman, EML and Mr Srinivasan Swamy, President, IAA

March 25, 2015, Bhubaneswar

The seminar on the prospects and potential in the real estate sector christened 'Let's Get Real' was organized jointly by IAA and the largest circulated Odia daily 'Sambad'.

The real estate market in the Odisha capital is a virgin area as around 60 percent of the population is yet to own their dream homes in the city. This offers a perfect field for realtors to step in. Experts participating at the seminar said, "About 90 percent of people residing in Bhubaneswar come under the Rs 6 lakh annual income bracket and selling homes to this segment of customers should not be a problem," said Krishan Kumar, Vice Chairman, Bhubaneswar Development Authority (BDA).



IAA Olive Crown Awards



(L-R) Sumaira Abdulali receives the 'Green Crusader of the Year' Award, Rana Kapoor, John Abraham, Shri Piyush Goyal, Srinivasan Swamy and Neeraj Roy



Chandrashankar Vaidhya receiving the press unreleased category from Piyush Pandey



(L-R) Srinivasan Swamy, John Abraham, Anuradha Paraskar (acceptee of 'Corporate Social Crusader' Award for Piramal Industries), Rana Kapoor and Shri Piyush Goyal

March 27, 2015, Mumbai

IAA hosted the 5th edition of its Olive Crown Awards that celebrated excellence in communicating sustainability. 9XM, Hungama.com, Patrika Group & Yes Group were the partners for the event; while SOBO Films, Creative Awards & Rewards & Hindustan Times supported the event.

The event was attended by over 400 people comprising senior marketing, media and advertising professionals from across the country.

Shri Piyush Goyal, Honourable Minister for Power, Coal and New & Renewable Energy was the Chief Guest at the event. He said, "The growth in renewable energy will be dramatic. We will grow this by 5 times in as many years. The way to a green Earth is not to be paved by one individual or one company, it needs the attention of all individuals. The Prime Minister of India alone will not be able to bring a dramatic change but the populace of India can collectively bring about this change. Organizations like the IAA and their endeavours like the Olive Crown Awards help take the message of the good work done on sustainability to the masses. I am proud to have been invited to this prestigious ceremony and help share the government's message about green Earth with advertising aces."

Neeraj Roy, Vice President, IAA and Chairman, Olive Crown Awards Committee said, "We are proud that the message of global sustainability is being spread far and wide with the help of mass media".