



REPORT OF ACTIVITIES 2023-24

India Chapter of International
Advertising Association



The Global Compass
of Marketing
Communications

MANAGING COMMITTEE



President
Avinash Pandey



Vice President
Abhishek Karnani



Hon. Secretary
Nandini Dias



Hon. Treasurer
Jaideep Gandhi

Immediate Past President : Megha Tata

MEMBERS

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- | | | |
|-------------------------|-----------------|--------------------|
| 1) Srinivasan Swamy | 4) Anant Goenka | 7) Neeraj Roy |
| 2) M. V. Shreyams Kumar | 5) Janak Sarda | 8) Pradeep Dwivedi |
| 3) Prasanth Kumar | 6) Rahul Johri | 9) Kranti Gada |

The following members were invited to serve on the Committee for the year 2023-24

- | | | |
|-------------------------|---------------------------|------------------------|
| 1) Nina Elavia Jaipuria | 8) Mitrajit Bhattacharya | 15) Neha Barjatya |
| 2) I Venkat | 9) Sam Balsara | 16) Gaurav Jeet Singh |
| 3) Ramesh Narayan | 10) Alok Jalan | 17) P N Mahadevan |
| 4) Neena Dasgupta | 11) Rajeev Beotra | 18) Ashok Venkatramani |
| 5) Rana Barua | 12) Rajiv Dubey | 19) Arun Srinivas |
| 6) Partha Sinha | 13) Rani Reddy | 20) Jai Krishnan |
| 7) Bhaskar Das | 14) Monica Nayyar Patnaik | 21) Kunal Lalani |

Meetings



PRESIDENT'S MESSAGE



Esteemed Members and Industry Colleagues,

As we prepare to bid farewell to 2024, here's a thought to keep in mind: All good things must come to an end, for better things to begin!

This year marks yet another exciting period of memories and milestones for IAA. We further strengthened our commitment to excellence and innovation, while constantly pursuing our core endeavor to bring positive change in the industry. The collective efforts of each and every member, partner and stakeholder ensured that, as always, we set the benchmark for meaningful conversations around gender equity, sustainability and leadership.

Turning back the clock, if there was one particular initiative that perfectly encapsulated our year, it would be the 'IAA Voice of Change Summit' steered by the powerful theme of "Gender Portrayal from 30 Seconds to 3 Hours". The second edition of the summit witnessed the unveiling of a revolutionary AI driven in-depth analysis around gender portrayal in Indian television.

IAA also expanded the reach of Voice of Change through roadshows held at FCB Group India as well as Famous Innovations. The finest minds of advertising converged to discuss gender portrayal in advertising during these events. Further affirming our resolve to drive inclusivity and diversity, these roadshows played a pivotal role in enlightening how and where the media can contribute to build an equitable narrative around gender in the industry.

To solidify IAA's growing impetus on sustainability, the Olive Crown Awards celebrated the most illustrious flag bearers of green advertising and environmental consciousness. May it be corporate initiatives that created mass impact, or individual contributions that brought change on the ground, the Olive Crown continues to recognize those who advocate a cleaner and greener earth for future generations.

When it comes to IAA's coveted Leadership Awards, this year was another reminder of the immense amount of passion, vision and talent that the advertising industry is blessed with. IAA's Leadership Awards commemorated an exceptional array of titans who achieved path breaking success and contributed to the holistic growth of their field.

The 9th Edition of the IndIAA Awards was another marquee event to recognise the free thinking mavericks who did exceptional work in advertising and communications. The awards were a platform to celebrate some of the most unique and powerful campaigns of the year. From young agencies, seasoned organizations to a plethora of brands, the IndIAA awards saw creativity being redefined yet again.

IAA has always believed that 'what is good, is good for business' and has created campaigns on different causes. In a new initiative aimed at enhancing traffic discipline, the IAA in collaboration with Signpost, the Mumbai Traffic Police, and with the support of Maharashtra assembly Speaker, launched a 10-day 'social engineering experiment'. This initiative seeks to combine increased enforcement of traffic regulations with heightened awareness to address traffic issues in Mumbai. IAA created a special campaign 'IAA fights Voter Apathy' to motivate people in urban centres to go out and exercise their franchise. As a part of its on-going effort to use creativity for good, the IAA called for entries for a creative campaign to raise awareness about Autism. The winning campaign produced is now being run across media to spread awareness on Autism. The Rotary District 3141 partnered with IAA for this cause.

IAA was presented the prestigious award for 'Best Organisation Spearheading Sustainable Development' by EARTHDAY.ORG, the World's Largest Environmental Movement.

As President of the IAA India Chapter, I express my deepest gratitude to the Managing Committee, our partners, and every member who was an essential cog to this year's success. Your dedication has fueled our achievements, enabling us to champion causes that matter to our industry, as well as society at large.

The IAA will leap ahead with a continued sense of responsibility towards fostering gender equity, promoting sustainability, and driving responsible advertising. With your unending support, we will remain a beacon of progress, positivity and prosperity as we strive to usher an even more impactful year in 2025.

Thank you for being an integral part of our journey,

Warm regards,

Avinash Pandey

President, IAA India Chapter

ACTIVITIES

IAA YPTalks masterclass session: 7th November 2023, Mumbai

IAA India Chapter's Young Professionals (YP) draws from the pool of India's young entrepreneurs to inspire future leaders. S. Subramanyeswar, Group CEO, MullenLowe Lintas Group India, and Chief Strategy Officer, Asia Pacific, MullenLowe Lintas, unravelled the 'Importance of Strategy in Advertising' at this YPTalks masterclass session.



IAA Voice of Change Summit: 9th November 2023, Mumbai



Strengthening its commitment towards gender-sensitive and gender-equitable content across all platforms and formats, the IAA India Chapter, held the second edition of the Voice of Change summit: 'Gender Portrayal from 30 seconds to 3 Hours'. The summit bolstered its mission further, with the first-of-its-kind Google AI-powered research study on gender and intersectional representation in scripted Indian television, moving the needle from previous edition's analysis of gender portrayal in advertising content.

The first-of-its-kind, large-scale, multi-lingual study powered by Google AI titled, "Reflecting India - An intersectional and longitudinal analysis of popular scripted television from 2018 to 2022", led jointly by the Geena Davis Institute on Gender in Media. (GDI), the Signal Analysis and Interpretation Laboratory (SAIL) at the University of Southern California (USC) as the academic advisor, and the IAA as media studies advisor was also unveiled at the event.

The study covered the 10 most popular scripted television shows in India across five languages - Hindi, Bengali, Tamil, Kannada, and Telugu - between 2018 to 2022, according to the Broadcast Audience Research Council (BARC), India.



The release of the study was followed by a stirring collective pledge by the IAA for all attendees – from advertisers to brand custodians and students – to acknowledge their crucial role in forming a more inclusive and empowering gender narrative, by making a conscious choice in content creation and consumption.

Chief Guest Smt. Khushbu Sundar, Founder, Avni Cinemas and Member of National Commission for Women, graced the occasion, showing her support for the cause.



The event saw the felicitation of Gender Warriors, industry stalwarts who have incessantly championed gender equity, and led by example as protagonists of change. This included advertising veteran KV 'Pops' Sridhar; Dr. A. L. Sharada and Padma Shri Dr. Shyam Sundar Paliwal.

The game-changing second edition of the IAA: Voice of Change summit, packed with riveting discussions, forthright debates, and critical evidence-based insights probed deeper into the nuances, challenges, and possible solutions for breaking gender stereotypes effectively on screen. The event harkened the need for gender-equitable and gender-sensitive portrayal in all content across formats - be it a short video on social media, a television show, an advertisement, or a full-length feature film.



With presenting event sponsor Google India, the Geena Davis Institute on Gender in Media, Knowledge Partner UNICEF and Associate Partner TVS Raider, the summit served as another milestone in the journey of IAA's 'Voice of Change' movement, to develop the dialogue in favour of right benchmarks for gender equitable portrayals on screen and to continue this endeavour at the grassroot level across the length and breadth of the media and entertainment industry.



IAA YP Interaction at Meta office: 16th February 2024, Mumbai

IAA's Young Professionals (YP) hosted a collaborative session with the social media giant - Meta at their Mumbai office. With 30 'Young Professional' attendees across agencies, platforms and brands, the event gave the opportunity for participants to learn about digital trends in 2024 and Meta's key product offerings, as well as network with like-minded media practitioners to exchange views about the evolving marketing landscape.



IAA Voice of Change Roadshow - at FCB: 26th February 2024, Mumbai

IAA successfully held a roadshow for the Voice of Change initiative with FCB Group India, at their Mumbai office. The event consisted of a presentation on a research study conducted by UNICEF and Geena Davis Institute on gender portrayal in Ads, as well as a panel discussion by eminent creative minds and brand-makers across the industry.

The research study was presented by Kavitha Dhanaraj, UNICEF. The panel discussion was moderated by Dheeraj Sinha, Group CEO, FCB Group India and South Asia, and comprised of Chandni Shah, COO, FCB Kinnect; Darshana Shah, CMO, Aditya Birla Capital; Joyeeta Patpatia, Ad Maker & Director, Four More Shots - Amazon Prime



IAA Voice of Change Roadshow - at Famous Innovations: 14th March 2024, Mumbai



The context setting and vision of IAA Voice of Change was done by Megha Tata, Co-Chair of the Women Empowerment Committee of IAA India followed by a presentation on 'Gender Equality in India and the Geena Davis Study' by Geetanjali Master, Public Private Partnerships Specialist at UNICEF India.

Raahil Chopra, former Managing Editor of Campaign India, moderated the panel discussion comprising panellists: Sujala Martis - Marketing Director, Platinum Guild International; Garima Khandelwal - Former CCO, Mullen Lintas; Afshan Hussain Shaikh - Director, Good Morning Films & Raj Kamble - Founder and CCO, Famous Innovations

IAA Olive Crown Awards: 5th April 2024, Mumbai

IAA hosted the 14th edition of the Olive Crown Awards 2024 in Mumbai, to acknowledge the remarkable work of those individuals and corporates who drove the message of sustainability. The event was attended by senior marketing, media, and advertising professionals from across the country.



VML bagged nine awards across categories including the 'Green Agency of The Year' & Green Campaign of the Year'- for '#UnplasticIndia'

The Times of India won the 'Green Brand of the Year'- Gold while 'Corporate Crusader Of The

Year' - Gold was bagged jointly by Mathrubhumi Printing and Publishing Co. Ltd for their work 'Mathrubhumi SEED' & The Times of India for their work '#UnplasticIndia & Saving Our Stripes'.

The awards were presented across 17 different categories, including the coveted title 'Green Crusader of the Year' award, which was presented to Padma Shri Jadav Payeng for his life's mission to put the green agenda on not just top of the list but to make sure that the people around them have stood up and taken notice.



Malhar Kalambe was awarded the 'Young Green Crusader of the Year' for having conducting beach clean-ups in Mumbai for the past five years at Dadar Beach, Mithi River & Airoli Mangroves, Elephanta Caves & Carter Road at Bandra.

Earth Brigade Foundation won Gold in the category 'Green NGO of the Year' while the 'International Green Campaign of the Year' Gold was won by Grameenphone Ltd & Grey Advertising from Bangladesh for their truly outstanding campaign - Green Solar Network.

A 'Committee Special Mention Award' was conferred upon an initiative that brought together singers, artistes, green custodians and actors to act on the menace of Plastic waste. Asif Bhamla (Bhamla Foundation), Neeraj Roy (Founder, Hungama Digital Media Entertainment),,, Ricky Kej, Shankar Mahadevan and Armaan Malik are a few of those who contributed to the cause.



IAA & ISA Retrospect & Prospects: 24th April 2024, Mumbai



IAA together with The Indian Society of Advertisers (ISA) hosted this interactive session with Manish Anandani, Managing Director - India, Kenvue (erstwhile Johnson & Johnson Consumer Health).

Manish Anandani the keynote speaker emphasized “The Indian FMCG industry has been a key driver contributing to India’s buoyant economy. There have been many factors like a young dynamic India, increasing urbanisation and a rising middle class which are presenting tremendous opportunities for the industry to pivot and scale. Today, we are seeing ‘Many India’s’ with many consumer cohorts, making it imperative for brands to design personalised, customised and immersive campaigns to better engage with these audiences. We are also seeing big shifts in consumer behaviour, with sustainability, purpose, and transparency being prioritised by the conscious consumer. These aspects will continue to shape the marketing agenda.” The event was well attended by the industry people.



IAA Knowledge Seminar at Goafest 2024: 30th May 2024, Mumbai



D, GovernanceNow; Rajdeepak Das, Chief Creative Officer, Publicis Groupe South Asia & Chairman Leo Burnett South Asia and Ram Madhvani, Filmmaker, Producer, Founder, Equinox Films.

The session not only highlighted the current challenges but also offered a roadmap for the advertising industry to create more inclusive and representative content. By fostering deeper connections with audiences through gender-sensitive approaches, brands can drive meaningful societal change and ensure their relevance in an evolving consumer landscape.

IAA hosted a knowledge seminar on ‘Gender-Sensitive Marketing: Navigating the New Consumer Landscape’ at the Goafest 2024 in Mumbai.

Moderated by Kranti Gada, IAA Mancom Member and founder, NeOwn.in, the discussion brought together a powerhouse of experts: Chandni Shah, Chief Operating Officer, FCB Kinnect; Darshana Shah, Head, Marketing & Customer Experience, Aditya Birla Capital; Kailashnath Adhikari, Business Head, Sri Adhikari Brothers & M



IAA partnered with ‘Sambad CEO Conclave 2024’:

14th June 2024, Bhubaneswar



Sambad Group, the largest media house in Odisha, organized its third edition of ‘Sambad CEO Conclave’. The focus of this year’s conclave was ‘Sustainability Practices in Industry’—a crucial topic given the global emphasis on responsible business practices. CEOs and representatives from corporate, advertising, and media sectors across India and abroad participated in the conclave. IAA was a partner to this event.

Speaking at the occasion, Avinash Pandey, President, IAA India Chapter & CEO ABP Network thanked the Sambad Group for raising issues related to environment in its all platforms and said that “Television viewership is larger than internet viewership in India. If we raise issues related to environment and sustainable development in television, they can reach common masses”.

Other IAA Mancom Members who spoke at the event were: Sam Balsara, Chairman, Madison World; Srinivasan K. Swamy, Chairman, Asian Federation of Advertising Associations (AFAA) and Chairman Audit Bureau of Circulations; Pradeep Dwivedi, Group CEO-Eros Media World; Abhishek Karnani, President, the Free Press Journal Group; Ramesh Narayan, Director Strategy, AFAA and Rani Reddy of Sakshi Media Group. Monica Nayyar Patnaik, Managing Director, Sambad Group & IAA Mancom Member delivered the concluding address.



IAA Leadership Awards: 6th August 2024, Mumbai



The 11th edition of IAA Leadership Awards celebrated visionary industry leaders, inspiring meaningful change and setting new benchmarks. It brought together top professionals across businesses; information, communication and entertainment fraternity.

Nadir B Godrej, Jury Chairperson – IAA Leadership Awards & Chairman and Managing Director, Godrej Industries Ltd; Chairperson, Godrej Agrovvet Ltd addressed the audience at the event.

Notable among the winners was Roshni Nadar Malhotra, Chairperson – HCL Technologies who was awarded the prestigious title of ‘IAA Business Leader of the Year 2024’ for her visionary leadership in shaping the future of technology at HCL Technologies,



Hephzibah Pathak, Ogilvy India was honoured with the 'IAA Creative Agency Head of the Year' award for her creativity, strategic brilliance, innovative thinking, and ability to turn bold ideas into impactful results.

Anand Narasimhan, News18 was honoured with the 'IAA TV Anchor of the Year' award for her exceptional talent and bringing news and stories to our screens with authority and charm.

Ravi Krishnan, Mint was honoured with the 'IAA Editor of the Year' for having demonstrated exceptional leadership, editorial vision, and commitment to journalistic excellence, curating impactful content that informs and inspires

Navin Khemka, EssenceMediacom secured the distinguished title of 'IAA Media Agency Head of the Year', for his exceptional leadership, data-driven insights, and ability to adapt to ever-changing consumer behavior and having elevated the industry's standards and set new benchmarks for success.





Actor Vicky Kaushal & Ananya Panday were crowned as the 'IAA Brand Endorsers of the Year' in the male and female categories, respectively for their exceptional impact and influential presence in various high-profile brand campaigns throughout the year & setting themselves apart as true influencers.

Furthermore, legendary media industry veteran, Padma Shri Piyush Pandey was inducted into the esteemed 'IAA Hall of

Fame', for being the flag bearer of creativity in Indian advertising over several decades, for his huge contribution to building memorable brands, for putting Indian advertising on the world stage with his haul of international awards and accolades & for bringing respect to the industry with the many meaningful and effective public service campaigns he created.

Srinivasan K Swamy was honoured with the 'IAA Force For Good award' for his selfless acts for societal good.



IndIAA Awards: 22nd August 2024, Mumbai



The 9th edition of the prestigious IndIAA Awards saw the finest minds of advertising converge to celebrate creativity and excellence in the industry. An annual endeavor to identify, encourage and honor storytelling at its unique and creative best, the IndIAA Awards 2024 once again set the benchmark for unearthing stellar campaigns from the advertising industry's finest.

Spread across 19 different segments and categories, more than 15 agencies were rewarded for their bold ideas, fresh concepts and gripping content during the event. Rohit Jawa, Jury Chairman - IndIAA Awards & CEO and MD, Hindustan Unilever Ltd addressed the audience at the event.

Creative agencies like Ogilvy fetched four trophies, while Moonshot fetched three. Other agencies to win were MullenLowe Lintas, tgthr, Talented, Manja, Enormous Brands, Toaster, BBH India, The Script Room, Havas Media and McCann Worldgroup.

On the brand side, Colgate-Palmolive snagged an award in the 'Personal Care' category, while Swiggy won in the 'Online Classifieds, Commerce and Services' segment.

Google fetched a trophy for its 'Dhoondenge Toh Milega' campaign, while TVS Motor Company won an award for its 'Protect Little Riders' campaign.

IndIAA Awards 'Voice of Change' category saw two joint winners take home the trophy as St Jude India ChildCare Centres and Urban Company shared the coveted trophy.

'Tempest Advertising' was honored with the esteemed 'IAA Cause Related Award' for their compelling and transformative Awareness Campaign on Autism.



INDIA CHAPTER REPRESENTATIONS

AdAsia'23 October: 24 - 26th 2023, Seoul, South Korea



The Indian Delegation at AdAsia 2023, Seoul

45th IAA World Congress: 6 - 8th March 2024, Penang



The IAA hosted the 45th IAA World Congress in Penang, Malaysia. The theme of the event was 'Brand: Re-Code'. The Congress aimed to probe into trends shaping the advertising landscape,

through engaging dialogues, insightful knowledge exchanges, and the sharing of best practices and case studies.

Attendees gained illuminating insights into frameworks that empower brands not only to thrive but also to positively impact the evolving global scenario.

The Indian Delegation to Penang was led by Avinash Pandey, President, IAA India Chapter.

DigiAsia 2024:

3 - 5th September 2024, Taipei



AFAA Committee Members from India along with others from the region

IAA SOCIAL INITIATIVES

IAA has always believed that what is good, is good for business and has created campaigns on different causes.



IAA fights Voter Apathy

IAA created a special campaign to motivate people in urban centres to go out and exercise their franchise. The campaign was completely apolitical and only takes the side of the Indian voter. "

IAA Cause-Related Advertising



In a new initiative aimed at enhancing traffic discipline, the IAA in collaboration with Signpost, the Mumbai Traffic Police, and with the support of Maharashtra assembly Speaker Rahul Narwekar, has launched a 10-day 'social engineering experiment'. This initiative seeks to combine increased enforcement of traffic regulations with heightened awareness to address traffic issues in Mumbai.

During the 10-day experiment, additional traffic police and wardens were deployed in the Colaba Traffic Division, which includes Nariman Point and Cuffe Parade areas. These officials will manage traffic signals and engage with citizens as part of the awareness campaign.

Additionally, 10 bus shelters from Badhwar Park to G.D. Somani Marg will feature messages about basic traffic rules. Abhishek Karnani, IAA Vice President and the Hon. Speaker of the Maharashtra Assembly Shri Rahul Narwekar also address a press conference to explain IAA 's experiment and also expressed concern over growing traffic problems in the city.



IAA raise awareness about Autism



As a part of its on-going effort to use creativity for good, the IAA called for entries for a creative campaign to raise awareness about Autism. The Rotary District 3141 partnered with IAA for this cause.

The creative campaigns received were judged by a distinguished jury of creative experts like Anupama Ramaswamy (Jt MD & Chief Creative Officer, Havas Worldwide India), K.V Sridhar -Pops (Global Chief Creative Officer Nihilent Limited & Hypercollective), Mukund Olety (Chief Creative Office, VML) and Raj Nair (Chief Creative Office, Garage).



The winning campaign from Tempest Advertising was awarded on the grand IndIAA Awards stage in August.

The campaign produced is now being run across the media to spread awareness on Autism



ACCOLADES

AFAA Honorary Life Member Award: **25th October 2023, Seoul, South Korea**

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Ramesh Narayan was presented AFAA Honorary Life Member Award at AdAsia, Seoul, South Korea. The award was presented at the inaugural session of the AdAsia by Srinivasan Swamy, Chairman, Asian Federation of Advertising Associations (AFAA).

Srinivasan Swamy and Ramesh Narayan awarded 'North Star Medals'



At the 85th Anniversary of the International Advertising Association (IAA) in New York, special North Star Medals were announced for Srinivasan Swamy and Ramesh Narayan for their distinguished service to the IAA. They were felicitated with their medals at the IAA Voice of Change Summit held on 9th November 2023, Mumbai



Members of the IAA India Chapter were honoured with special awards at the 45th IAA World Congress.: **6th March 2024, Penang, Malaysia**



Srinivasan K Swamy was awarded with the 'IAA Golden Compass Award'. Swamy becomes the first Indian industry leader to receive this prestigious honour, highlighting his profound impact on the global stage of marketing, advertising, and media industries.



Janak Sarda was conferred the 'Global Champion Award' as a recognition of his contribution to the IAA global activities.



Kranti Gada won the 'Young Leaders Award' for her best contribution to the Young Professional movement among all the Chapters of the IAA.



Soumen Santara won the 'Best Executive Director Award' for the role he has played in coordinating the many activities of the India Chapter.



Ramesh Narayan honored as the 'Most Sustainable Marcom Personality Award' by EARTHDAY.ORG

Mr. Ramesh Narayan was conferred the EARTHDAY.ORG's 2024 'Most Sustainable Marcom Personality Award.' The award acknowledges Mr. Narayan's dedication to environmental conservation efforts, his authorship of the 14 year old IAA Olive Crown Awards, his personal commitment to mass tree planting, both urban and rural, and his continuous involvement in solar- driven rural transformation. He was felicitated at the Olive Crown Awards ceremony held on 5th April 2024, Mumbai.

IAA awarded: 'Best Organisation Spearheading Sustainable Development' 1st July 2024, New Delhi

At a well-attended function in New Delhi, EARTHDAY.ORG, the largest environmental movement in the world, presented its annual awards for excellence in sustainability.

The India Chapter of IAA was presented the prestigious award for Best Organisation Spearheading Sustainable Development.





**India Chapter of
International Advertising Association**

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