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The India Chapter of the International Advertising Association (IAA) is inviting entries for the second edition of its coveted IndIAA awards. Launched last year, and positioned as the awards "for real hard working creative advertising", they will once more have an all-star jury of CEO's who have judged advertising in the real world. Nielsen India and Campaign India has joined hands with IAA as Knowledge Partners for this event.

Pradeep Guha, Chairman IndIAA awards said "Advertising

campaigns that were released between 1st July 2015 and 30th June 2016 will be honored in multiple product and service categories. To qualify for the Award the campaign should have film (TV or Digital) as one of its elements. In each product or service category no more than an overall winner and a challenger brand (a newcomer) would be awarded. The awards ceremony would be in Mumbai in late September 2016 This is an initiative to reward truly creative advertising and I am confident it will build on the respect and popularity it received on its debut last year. There will be no entry fee".

Srinivasan Swamy, President IAA India Chapter and Senior Vice President IAA Global, said "At the IndIAA awards event, just like last year, you will see campaigns that have been watched and loved, and have gone on to impress our stellar jury, being awarded. Therefore, we will invite on stage all the co-creators of the campaign to accept the award. This will include the marketing team, the Agency creative team, the media team and other agencies who contributed to the success of the campaign".

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