

IndIAA Awards to be held on September 16th

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The India Chapter of the International Advertising Association (IAA), launched the IndIAA awards "for real creative advertising that was backed by real budgets" last year. Nominations for the second edition were invited and unprecedented number of nominations was received and reviewed.

D Shivakumar, Chairman & CEO, PepsiCo India, Chaired a jury of senior business leaders, which included Shantanu Khosla, Crompton Greaves, VL Rajesh, ITC Foods, Geetu Verma, Hindustan Unilever, Sanjay Behl, Raymond and Amit Syngle, Asian Paints. The Jury members met and determined the winners in a process that was both objective and transparent.

D Shivakumar, Chairman & CEO, PepsiCo India, said, "We just finished seeing over 100 shortlisted commercials from 19-20 categories. We spend about 4 1/2 hours reviewing some outstanding work & some average work. We judged the commercials & the whole campaign under 3 parameters 1) does it make us think on the brand and the category in a fresh way 2) Is the benefit visualized brilliantly as a lot of it is in the audio visual medium 3) How campaignable is this. I must say that the whole process has been outstanding and the results have been pretty simple & clear. I wish all the winners the very best & for those who haven't won, best of luck for the next time"

Pradeep Guha, Chairman, IndIAA Awards, said, "In our second edition, advertising campaigns that were released between July 1, 2015 and June 30, 2016 will be honoured 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 was awarded. The awards ceremony is now slated for 16th September, 2016 at ITC Maratha, near Sahar Airport, Mumbai."

Srinivasan Swamy, President, IAA India Chapter and SVP, IAA Global, added, "At the IndIAA Awards event, you will see campaigns that have been watched and loved, and went on to impress our stellar jury. 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 that contributed to the success of the campaign. A special website www.indiaa-awards.org now hosts all the nominees of the campaigns across 20 categories. Advertising and Marketing professionals can review the work and indicate their choices by clicking on the 'like' button."