

Source - BARC, NCCS ABC 15+ Individuals, [All India, 19th May 2016, 8:00 - 14:00hrs] ANN, TVTN, TV18 (incl. ETV), ZNN, India TV, NDTV News Network

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'Real creative advertising backed by real budgets' honoured at IndIAA Awards 2016

Ogilvy & Mather walks away with five top honours at the second edition of the awards held in Mumbai

BestMediaInfo Bureau | Mumbai | September 19, 2016



The India Chapter of the International Advertising Association (IAA) hosted the second edition of IndIAA awards conferred on 'real creative advertising backed by real budgets', on September 16.

PepsiCo Chairman and CEO D Shivakumar chaired a jury of senior business leaders to decide the winners. The jury included Shantanu Khosla (Crompton Greaves), VL Rajesh (ITC Foods), Geetu Verma (Hindustan Unilever), Sanjay Behl (Raymond) and Amit Syngle (Asian Paints).

Shivakumar talked about how the agency client dynamics are evolving and the most successful brand campaigns benefit from this. He talked about the crucial incubation period required for rebranding to be effective. He emphasised on three important points that improve the quality of campaigns. He said that there should be enough conversation between the clients and the agencies. Secondly, the client needs to give enough time to the agencies to work on a campaign. Thirdly, agencies need to trust the brand.

Commenting on the judging process, Shivakumar added, "It was great fun judging the campaigns. The alignment of the campaigns was nice and it was a great cut-off. It was not much of a problem to judge them."

Pradeep Guha, Chairman, IndIAA Awards, said, "What started as a concept last year has matured very fast. It is very rare that something matures in two years and I think that this concept is here to stay."

Srinivasan Swamy, President, IAA India Chapter and SVP, IAA Global, commented, "Last year, when we conceptualised the IndIAA Awards, we intended it to be different. We are happy to see the industry acknowledging the concept of awarding all the co-creators of the campaign. I would also like to thank the stellar jury for their perspective on the winning campaigns."



Vote of thanks by a few winners:

A few winners shared their thoughts on winning the awards.

Ramesh Ramachandran, Senior Vice-President, Strategy & Precision Farming, Mahindra & Mahindra, said, "We are absolutely delighted and honoured. Such an impressive jury selected our campaign. We didn't actually do it for the award, but for the farmers of India. It is a great feeling to be recognised and to feel that the campaign resonated with the wider public."

Soumya Das, Deputy General Manager, Marketing, MC, Bajaj Auto, said, "It feels great and it was a privilege to be a part of this whole concept of Bajaj V that we launched. It was a great journey. I really liked the fact that the people liked what we put out finally. To be called to this forum and be appreciated is like the icing on the cake."

Khyati Shah, General Manager, Brand & Marketing, Dainik Bhaskar, said, "It's a great platform that they are recognising communication that is already out in the arena. It is Dainik Bhaskar's persistence and 'Zidd' to communicate our message in the most enduring way. Kudos to our creative agency."

The International Advertising Association is the world's only globally-focused integrated advertising trade association with membership representing advertising agencies and the media. The IAA comprises corporate members, organisational members, educational affiliates as well as 56 chapters with individual members and young professionals from 76 countries, including the top 10 economies of the world.

List of Winners

- Auto Two Wheelers (Joint winners)
TVS Jupiter: Zyada ka fayda
 - Client: TVS Motor
 - Creative agency: Dentsu Communications, Bengaluru
- Bajaj V: Invincible
 - Client: Bajaj Auto
 - Creative agency: Leo Burnett
- Consumer Electronics
Micromax Unite4: Angrezipanti ko dikhao angootha
 - Client: Micromax
 - Creative agency: Creativeland Asia
- Media and Entertainment
Dainik Bhaskar: Zidd karo duniya badlo
 - Client: Dainik Bhaskar
 - Creative agency: Ogilvy & Mather
- Corporate
Mahindra: Seed the Rise for India's Farmers
 - Client: Mahindra Group
 - Creative Agency - Flying Cursor
- Fashion and Accessories
Titan Raga: Break the Bias
 - Client: Titan Company Ltd
 - Creative agency: Ogilvy & Mather
- Food and Beverages
Pepsi: Pepsi thi, pi gaya
 - Client: Pepsico
 - Creative agency: J. Walter Thompson
- / Ministries
Indian Army: The Most Exciting Job
 - Client: Indian Army
 - Creative agency: Grey Group India
- Home Care
Ariel - Dads Share the Load
 - Client: P&G India
 - Creative agency: BBDO India
- Insurance
Max Life: Sachchi Advice
 - Client: Max Life
 - Creative agency: Ogilvy & Mather
- Online Commerce
Flipkart: Flipkart Matlab Bilkul Pakka
 - Client: Flipkart
 - Creative agency: Lowe Lintas Bengaluru
- Personal Care
He Deo: Hai Respect Toh Spray Respect
 - Client: Emami
 - Creative agency: Leo Burnett
- Telecom / Internet / IT / Apps
Vodafone Supernet
 - Client: Vodafone
 - Creative agency: Ogilvy & Mather
- Travel, Tourism, Hospitality
Rajasthan Tourism: Jaane Kya Dikh Jaye
 - Client: Rajasthan Tourism
 - Creative agency: Ogilvy & Mather
- Pharma / Wellness / Healthcare
IAPC - Last Words
 - Client: Indian Association of Palliative Care
 - Creative agency: Medulla Healthcare Communications
- Fittings and Fixtures
Wintech - Soundproof Diwali
 - Client: NCL Wintech
 - Creative agency: J. Walter Thompson

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