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Srinivasan Swamy

Pradeep Guha

Ogilvy & Mather

International Advertising Association

IndIAA Awards 2016

D Shivakumar

IndIAA Awards 2016: Ogilvy & Mather steals the show

The agency won a total of five awards

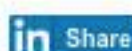
ETBrandEquity | September 17, 2016, 08:37 IST

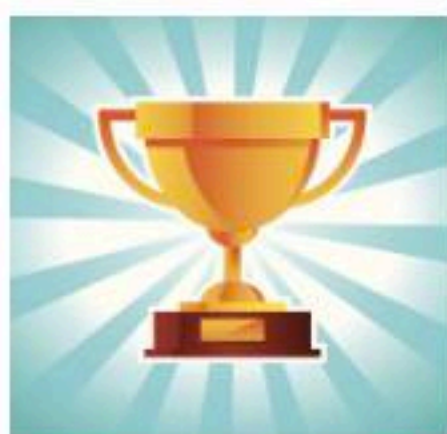

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The India Chapter of the [International Advertising Association](#) (IAA) hosted the second edition of IndIAA Awards last evening in Mumbai. Ogilvy & Mather walked away with maximum awards. The agency won a total of five awards across 15 categories. IndIAA Awards is based on the credo - 'Real creative advertising is backed by real budgets'.

At the event, [D Shivakumar](#), chairman and CEO, PepsiCo India, and jury chair, talked about how the agency client dynamic is evolving and the most successful brand campaigns benefit from this. He also spoke about the crucial incubation period required for rebranding to be effective.

[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."

"Last year, when we conceptualised the IndIAA Awards, we intended it to be different. We are happy to see industry acknowledge 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," added [Srinivasan Swamy](#), president, IAA India Chapter and SVP, IAA Global.

Here's the list of winners:

1. AUTO PARTS WISDOM (Best advertisement)

- Client: Toyota
- Creative agency: Ogilvy & Mather

2. BOTTLENECK (Best TVC)

- Client: Coca-Cola
- Creative agency: Ogilvy & Mather

3. MEDIA AND ENTERTAINMENT

- Client: Sony
- Creative agency: Ogilvy & Mather

4. COMMERCIALS

- Client: PepsiCo
- Creative agency: Ogilvy & Mather

5. BRAND AND REBRANDING

- Client: PepsiCo
- Creative agency: Ogilvy & Mather

6. BEST COMMERCIAL

- Client: PepsiCo
- Creative agency: Ogilvy & Mather

7. BEST TVC

- Client: PepsiCo
- Creative agency: Ogilvy & Mather

8. BEST TVC

- Client: PepsiCo
- Creative agency: Ogilvy & Mather

9. BEST TVC

- Client: PepsiCo
- Creative agency: Ogilvy & Mather

10. BEST TVC

- Client: PepsiCo
- Creative agency: Ogilvy & Mather

11. BEST TVC

- Client: PepsiCo
- Creative agency: Ogilvy & Mather

12. BEST TVC

- Client: PepsiCo
- Creative agency: Ogilvy & Mather

13. BEST TVC

- Client: PepsiCo
- Creative agency: Ogilvy & Mather

14. BEST TVC

- Client: PepsiCo
- Creative agency: Ogilvy & Mather

15. BEST TVC

- Client: PepsiCo
- Creative agency: Ogilvy & Mather

16. BEST TVC

- Client: PepsiCo
- Creative agency: Ogilvy & Mather

17. BEST TVC

- Client: PepsiCo
- Creative agency: Ogilvy & Mather

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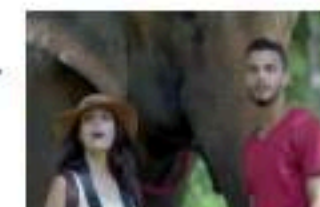
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