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## O&M bags five top honours at INDIAA awards

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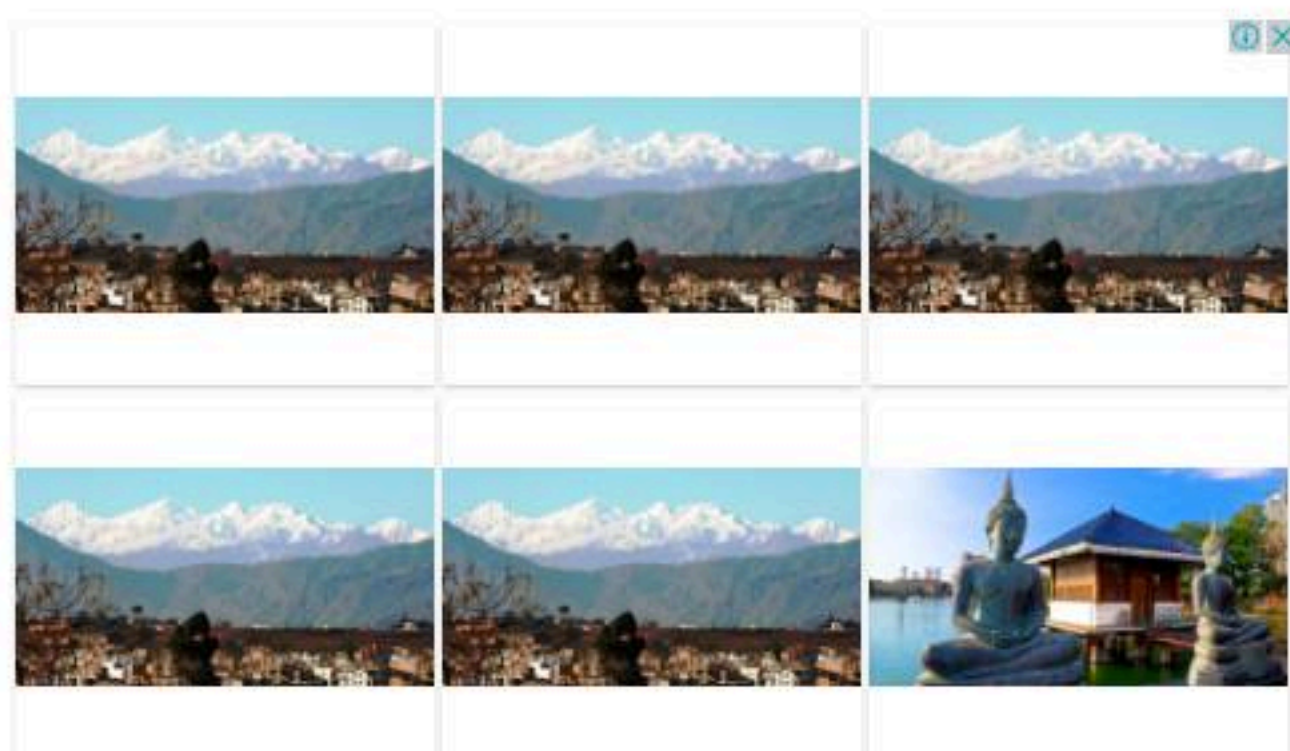


The winners of the second INDIAA awards were announced recently by the Indian chapter of International Advertising Association (IAA). 'Real creative advertising is backed by real budgets' - the credo at the INDIAA awards saw winners in 15 categories. The maximum awards were bagged by Ogilvy & Mather (O&M) in various categories such as media and entertainment; fashion and accessories; insurance; telecom/IT/apps/internet; and travel, tourism and hospitality. Leo Burnett and J Walter Thompson took the second place by winning two awards

each.

D Shivakumar, Chairman & CEO, PepsiCo India, and Jury Chair spoke about how the agency client dynamic is evolving and the most successful brand campaigns benefit from this. He also talked about the crucial incubation period required for rebranding to be effective.

Speaking at the award function, 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."



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Srinivasan Swamy, President, IAA India Chapter and SVP, IAA Global added, "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."

IAA India is well-recognised for some of its marquee events like the IAA Leadership Awards, IAA Olive Crown Awards, IAA Debates, IAA Conversations, IAA Young Turks Forum and an array of IAA Knowledge Seminars, Webinars, Workshops, Conclaves etc.

### And the winners are...

#### 1. 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

#### 2. Consumer Electronics

- Micromax Unite4: Angrezipanti ko dikhao angootha  
Client: Micromax  
Creative agency: Creativeland Asia

#### 3. Media and Entertainment

- Dainik Bhaskar: Zidd karo duniya badlo  
Client: Dainik Bhaskar  
Creative agency: Ogilvy & Mather

#### 4. CORPORATE

- Mahindra: Seed the Rise for India's Farmers  
Client: Mahindra Group  
Creative Agency: Flying Cursor

#### 5. Fashion and Accessories

- Titan Raga: Break the Bias  
Client: Titan Company Ltd  
Creative agency: Ogilvy & Mather

#### 6. Food and Beverages

- Pepsi: Pepsi thi, pi gaya  
Client: Pepsico  
Creative agency: J. Walter Thompson

#### 7. Govt. / Ministries

- Indian Army: The Most Exciting Job  
Client: Indian Army  
Creative agency: Grey Group India

#### 8. Home Care

- Ariel: Dads Share the Load  
Client: P&G India  
Creative agency: BBDO India

#### 9. Insurance

- Max Life: Sachchi Advice  
Client: Max Life  
Creative agency: Ogilvy & Mather

#### 10. Online Commerce

- Flipkart: Flipkart matlab bilkul pakka  
Client: Flipkart  
Creative agency: Lowe Lintas Bengaluru

#### 11. Personal Care

- He Deo: Hai Respect Toh Spray Respect  
Client: Emami  
Creative agency: Leo Burnett

#### 12. Telecom / Internet / IT / Apps

- Vodafone: Supernet  
Client: Vodafone  
Creative agency: Ogilvy & Mather

#### 13. Travel, Tourism, Hospitality

- Rajasthan Tourism: Jaane Kya Dikh Jaye  
Client: Rajasthan Tourism  
Creative agency: Ogilvy & Mather

#### 14. Pharma / Wellness / Healthcare

- IAPC: Last Words  
Client: Indian Association of Palliative Care  
Creative: Medulla Healthcare Communications

#### 15. Fittings AND Fixtures

- Wintech: Soundproof Diwali  
Client: NCL Wintech  
Creative agency: J. Walter Thompson