

WHEN THE STAKES ARE HIGH  
YOU NEED A VIEW FROM THE TOP



BTV  
Bollywood Television

HOME

MARKETING

ADVERTISING

MEDIA

RADIO

PR

MJR

RESOURCES

XTREME FOCUS

SPECIALS

Showcase

FREAKING NEWS | TV TRAIL | MEDIAAH! | KOTMARTIAL | DEAR MXM | PREAMBLE | BTL BAATEIN | MEDIASENSE

Search

## IndIAA Awards set for September 16

31 Aug,2016

By A Correspondent

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, VL Rajesh, GeetuVerma, Sanjay Behl and Amit Syngle.

Said Shivakumar: "We just finished seeing over 100 shortlisted commercials from 19-20 categories. We spend about four-and-a-half hours reviewing some outstanding and some average work. We judged the commercials and the whole campaign under three parameters: 1) does it make us think on the brand and the category in a fresh way 2) Is the benefit visualised 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 and clear. I wish all the winners the very best and for those who haven't won, best of luck for the next time"



Pradeep Guha

Added Pradeep Guha, Chairman, IndIAA Awards: "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 slated for September 16 at the ITC Maratha, near Sahar Airport in Mumbai."



Srinivasan Swamy

Said Srinivasan Swamy, President, IAA India Chapter and SVP, IAA Global: "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](http://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."



### TODAY'S TOP STORIES

- ▶ Mitron, the Nation wants to Know...
- ▶ Carat wins global mandate for Standard Chartered Bank
- ▶ Viacom18 to showcase Golden Globe Awards across its channels
- ▶ Colors, Rishtey end 2016 with top slots
- ▶ Dear MxM by Jaisurya Das: Shouldn't my office give me an allowance for woolens to work in Delhi?
- ▶ Dentsu Impact strengthens its digital leadership
- ▶ Shailesh Kapoor: Get Ready For A Deluge Of Singing Reality Shows

### GALLERY



### VIDEOS

Neeraj Roy on his new role ...