



Celebrating excellence at the fifth edition of IndiAA awards in Mumbai

Ogilvy won top honours at IndiAA Awards 2019



Mumbai, 26th August 2019: The India Chapter of International Advertising Association (IAA), world's only globally-focused integrated advertising trade association, presented its prestigious INDIAA Awards today at a ceremony hosted at the ITC Grand Maratha Hotel, Mumbai. The fifth edition brought together great minds in business, marketing, advertising and media to celebrate the best of advertising in the industry.

This year IndiAA Awards received 450 plus nominations across all the 18 categories.

IAA INDIAA Awards Chairman, Mr. Abhishek Karnani said, "This year, the awards have a new special category that has been included in the prestigious IndiAA Awards.

The attempt is to highlight a good cause leading to societal change, that would also encourage participation from young professionals in our industry.”



(Caption: Harjit Singh Talwar, District Governor, Ms. Preeti Mehta, President, Rotary Club of Bombay presented #campaignforgood award to Adamyia Mody, Kanchan Kesari, Reet Sawhney and Sanjana Dora of Ogilvy seen with Abhishek Karnani, IAA INDIAA Awards Chairman and Suresh Narayanan, Chairman & MD, Nestle India Limited)

INDIAA awards felicitated the “Campaign for Good” award under the category INDIAA Young Professionals Award. In partnership with Rotary District 3141 and created by Ogilvy, the campaign was honoured for the exceptional communication in the category of elder care.

Viewed as the ultimate marketing accolade, the participants were judged by the jury that comprised of renowned business leaders including, **Suresh Narayanan**, Chairman & MD, Nestle India Limited, **Eric Braganza**, President, Haier Appliances India Private Limited, **Abhishek Lodha**, MD, Lodha Group, **Neil George**, MD, Nivea India, **Marzin Shroff**, MD & CEO, Eureka Forbes and **Sangeeta Pendurkar**, CEO, Pantaloons, Aditya Birla Group.

Suresh Narayanan, Jury Chairman and Chairman & Managing Director, Nestle India, encouraged the youth saying “You can be decent, honest, truthful and yet succeed.”

Drawing leadership lessons from the mystic poet like Kabir and Rahim he said

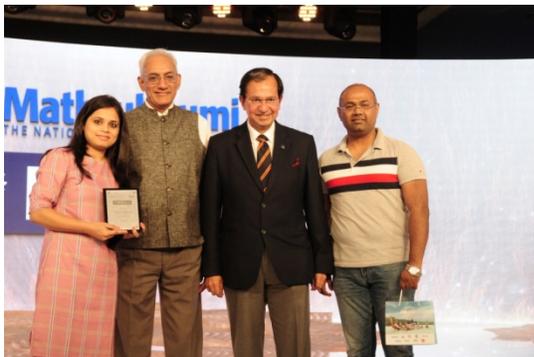
“Gain the knowledge - *Jati na pucho sadhu ki, puch lijiye gyan; Mol karo talwar ka, pada*

rahan do myan. Communication should be sweet to the heart, sweet to the soul - Aisi vani boliye, mann ka aapa khoye; Auran ko sheetal karein, Aaphu sheetal hoy. The right Attitude matters - Bigari baat bane nahi, laakh karo kin koye; Rahiman bigarey doodh ko, mathe na maakhan hoye.”

- 1. Campaigns with Social Purpose that received Special Jury Mention**
Vicks – One In A Million #TouchOfCare
Client: Procter & Gamble India ; Creative Agency: Publicis Singapor



- 2. Campaign with Social Purpose that received Special Jury Mention**
Prega News-Mother’s Day 2019 by Preganews #GoodNewsIsGenderFree
Client: Mankind Pharma Ltd ; Creative Agency: ADK Fortune



Since its inception, the IndIAA Awards AIMA have been conferred on leading marketing icons from the Indian industry, media, sport and entertainment. Over the years, the IndIAA Awards have become one of the most coveted marketing leadership honours in the country and are greatly valued.

About IAA

The International Advertising Association is the world’s only globally-focused integrated advertising trade association with membership representing Advertisers, Advertising

agencies and the Media. The IAA comprises Corporate Members, Organizational Members, Educational Affiliates, as well as 56 Chapters with individual members and young professionals from 76 countries including the top 10 economies in the world. IAA is 80 years' old and is headquartered in New York.

Membership to the Indian Chapter of IAA is by invitation only and IAA has very senior marketing, advertising and media professionals as its members. IAA in India is seen as the most active chapter by IAA Global. IAA India is well-recognized for some of its marquee events like the IAA Leadership Awards, IAA Olive Crown Awards, IndIAA Awards, IAA Debates, IAA Conversations, IAA Young Turks Forum and an array of IAA Knowledge Seminars, Webinars, Workshops, Conclaves etc.

For more information please visit www.iaaindiachapter.org