

REPORT OF ACTIVITIES 2022-23

India Chapter of International
Advertising Association



The Global Compass
of Marketing
Communications



MANAGING COMMITTEE



President : Avinash Pandey

Vice President : Abhishek Karnani

Hon. Secretary : Nandini Dias

Hon. Treasurer : Jaideep Gandhi

Immediate Past President : Megha Tata

MEMBERS

- 1) Srinivasan Swamy
- 2) M. V. Shreyams Kumar
- 3) Prasanth Kumar
- 4) Anant Goenka
- 5) Janak Sarda
- 6) Nina Elavia Jaipuria
- 7) Neeraj Roy
- 8) Pradeep Dwivedi
- 9) Kranti Gada
- 10) I Venkat

The following members were invited to serve on the Committee for the year 2022-23

- | | | |
|--------------------------|------------------------|----------------------------|
| 1) Ramesh Narayan | 7) Sam Balsara | 13) Rani Reddy |
| 2) Neena Dasgupta | 8) Alok Jalan | 14) Monica Nayyar Patnaik, |
| 3) Rana Barua | 9) Rahul Johri | 15) Neha Barjatya |
| 4) Partha Sinha | 10) Rajeev Beotra | 16) Gaurav Jeet Singh |
| 5) Bhaskar Das | 11) Kunal Lalani | 17) P N Mahadevan |
| 6) Mitrajit Bhattacharya | 12) Ashok Venkatramani | |

MEETINGS





PRESIDENT'S MESSAGE

Esteemed Members and Industry Colleagues,

As we approach the end of another impactful year, I am delighted to reflect upon the remarkable journey that the International Advertising Association (IAA) India Chapter has embarked upon from October 2022 to September 2023. It fills me with immense satisfaction to witness the collective efforts and contributions of our dedicated members and the industry at large, which have led to several significant accomplishments.

Throughout this year, the IAA has steadfastly upheld its commitment to fostering positive change in the advertising and marketing landscape. Our initiatives have been driven by the belief that our industry can not only shape perceptions but also influence societal norms and values. The power of communication lies not only in selling products and services but also in shaping attitudes and behaviours that contribute to a more equitable and inclusive world.

One of the standout highlights of the year was the "Voice of Change" initiative. This day-long conference demonstrated how the industry can act as a catalyst for breaking down gender biases and promoting diversity and inclusion. We brought together experts, thought leaders, and stakeholders to explore avenues for eliminating gender bias from both our communication campaigns and society as a whole. The success of this event highlighted the potential of collaboration and collective action in driving meaningful change.

The IAA's commitment to sustainability was evident through the Olive Crown Awards, which recognized outstanding work in communicating sustainability and environmental consciousness. These awards have evolved to become a benchmark for excellence in promoting environmentally responsible messaging, contributing to a greener future for us all.

We also celebrated the 10th edition of the IAA Leadership Awards in Mumbai. This event was a clear demonstration of recognizing and celebrating the outstanding achievements of industry leaders. It brought together distinguished guests, including senior marketing, advertising, and media professionals, who joined us to honour the exceptional accomplishments of deserving recipients.

I am particularly proud of the IAA's foray into the digital landscape with the "TechPulse" event. This ground-breaking digital

conference brought together industry leaders, innovators, and visionaries to discuss the ever-evolving trends and best practices in advertising and marketing. It showcased our adaptability and readiness to embrace emerging technologies for the betterment of the industry.

Additionally, the eighth edition of the prestigious IndIAA Awards, celebrated real advertising excellence. These awards were designed not only to honour past successes but also to inspire future innovation and creativity within the advertising sector.

Furthermore, in addition to our own recognitions, it is my pleasure to share another momentous achievement. The Asian Federation of Advertising Associations (AFAA) bestowed the prestigious 'Changemakers For Good Awards' upon outstanding individuals and companies at the IndIAA Awards 2023. These awards hold a special place in our hearts as they resonate with our shared vision - to harness the power of communication for the greater good.

As the President of IAA India Chapter, I want to express my deepest gratitude to all the members of the Managing Committee, the IAA staff, and every individual who has contributed to the success of these initiatives. Everyone's dedication, passion, and collaborative spirit have been the driving force behind these achievements.

Reflection upon the achievements of the International Advertising Association (IAA) India Chapter during this past year, it is evident that our industry is at an exciting crossroads. With every passing day, Artificial Intelligence (AI) is becoming a more significant part of our advertising landscape, presenting us with both opportunities and challenges. AI, in its various forms, is steering in a new era of advertising. It's no longer a question of whether AI will impact our industry - it already has. What is important now is how we adapt and leverage this transformative technology to propel our field further. In a world where advertising's role remains indispensable, AI offers us the means to strengthen our industry's impact. It is not merely a technological tool but a strategic partner in our mission to make advertising a force for good.

Looking ahead, the IAA India Chapter will continue to stand as an example of excellence, a forum for ideas, and a catalyst for positive change. The coming year promises even greater opportunities for growth, innovation, and collective impact. Let us move forward with determination and the belief that our industry's influence can transcend advertising and contribute to a better world for all.

Warm Regards,

Avinash Pandey

President, IAA India Chapter

**PRESIDENT'S
MESSAGE**

IAA VOICE OF CHANGE (VOC)

IAA India Chapter started the journey last year with a research study in partnership with UNICEF, conducted by the Geena Davis Institute on gender representation in advertising. Taking their cue from the facts presented in the study, the industry body decided to initiate tangible change through the dialogue required to bring about gender sensitivity amongst the people at the helm of content creation and marketing in India. It has now developed from an initiative to a movement. Having organised two successful summits in Mumbai & Hyderabad, as a step forward IAA conducted few roadshows to engage with key influencers, decision-makers and leaders in branding & marketing functions across sectors as well as content developers and professionals in advertising and media.

VOC - ROADSHOW AT LEO BURNETT

4th November 2022, Mumbai

Geetanjali Master, Partnership Specialist, UNICEF presented a research on 'Gender Equality in India and the Geena Davis Study'.

This was followed by a panel discussion moderated by Rajdeepak Das, CCO, Leo Burnett and had Rohini Miglani, Vice President - Brand Building Integrated Communications, Procter & Gamble; Ram Madhwani - Celebrated Director and filmmaker; Chandani Samdaria, Executive Creative Director, L&K Saatchi & Saatchi & Noor Samra, Vice President - Strategy, Leo Burnett India as the panellists.

ACTIVITIES



VOC - ROADSHOW AT LEO BURNETT

19th January 2023, Delhi

The context setting was done by Kavitha Dhanaraj, UNICEF representative followed by a panel discussion moderator by Dheeraj Sinha, CEO, Leo Burnett South Asia & Chairman BBH India and had Gaurav Mehta, Chief Marketing Officer, Zupex; Akanksha Seda, Director and Sonal Chhajera, Executive Creative Director, Leo Burnett as the panellists.



VOC - ROADSHOW AT HAVAS MEDIA

1st February 2023, Mumbai

Megha Tata, Co-Chair, IAA Women's Empowerment Committee set the context, followed by presentation on the research findings on the UNICEF study by Kavitha Dhanaraj, UNICEF representative. This was followed by panel discussion moderator by Geet Nazir, Managing Partner, Conran Design Group, with the eminent panellists comprising Rana Barua - Group CEO, Havas Group India, Vandana Tilwani - CHRO, Havas Group India, Sanchita Roy - Head - Strategy, Havas Media Group India and Mohit Joshi - CEO, Havas Media Group.



IAA VOICE OF CHANGE - SUMMIT

3rd February 2023, Hyderabad

IAA in conjunction with UNICEF as knowledge partners, organised an industry facing event: VOICE OF CHANGE - GENDER PORTRAYAL FROM 30 SECONDS TO 3 HOURS.

The event was for all, as an industry body to come together on a platform and have meaningful dialogue and pledge each one's allegiance to fair, dignified and authentic portrayal of women not just in Advertising but also in Cinema and OTT platforms.

Telangana Governor and Puducherry Lt. Governor Dr. (Smt.) Tamilisai Soundararajan was the Chief Guest.

Geetanjali Master, Partnership Specialist, UNICEF disclosed the details of GDI & UNICEF's research on gender discrimination and stereotyping in advertisements.

Eminent speakers at the event included Dr. A.L. Sharada, Director Population First; Charulata Ravikumar, Managing Director, Accenture. A panel discussion was held on the topics of 'Gender Conscious and Purposeful Entertainment', where conscious creativity in films, OTT, and advertising was discussed. Senior Journalist, Swapna was the moderator while Avarasala Srinivas, Film Actor/Director; Nandini Reddy, Film Director, Screenwriter, Dr. Pranathi Reddy, Director of Fetal Medicine at Rainbow Hospitals, and Shikha Goel, IPS officer were the panellists.

Megha Tata, Co-Chair IAA Women's Empowerment Committee & CEO of Cosmos Maya India Pvt Ltd moderated a panel discussion titled Gender Conscious Creativity in Communications where Jayesh Ranjan, IAS - Principal Secretary Industries & Commerce (I&C); Vijay Gopal of RK Swamy BBDO; Hemantha Agarwal, CMD of Associated Advertising and Dr. Shailee Swarop, Founder of Tooth Company participated.



IAA OLIVE CROWN AWARDS

5th April 2023, Mumbai

The 13th edition of IAA Olive Crown Awards 2023 acknowledged the remarkable work of those individuals and corporates who drove the message of sustainability or 'green advertising'.

An eminent jury comprising renowned professionals such as Bobby Pawar, Chairman & Chief Creative Officer, Havas Group India; K V Sridhar, Global Chief Creative Officer Nihilent Ltd & Hypercollective; Garima Khandelwal, Chief Creative Officer, Mullen Lintas; Raj Nair, CEO & Chief Creative Officer, Madison BMB & Carlton D'Silva, Co-Founder, House of Awe shortlisted the winners through a rigorous process.

Famous Innovations bagged the most number of awards across categories including the 'Green Agency of The Year'.

'Corporate Crusader of The Year' - Gold went to Kirloskar - Limitless for their work 'A Minute For Nature' while the 'Green Campaign of the Year' - Gold went to Livpure - for 'Rally for rivers'.



Kirloskar -Limitless also won the 'Green Brand of the Year' - Gold, for their work 'Powered by nature' while Chirag Rural Development Foundation & People for Animals Wildlife Rescue and Conservation Centre both won Gold in the category 'Green NGO of the Year'.

The coveted ‘Green Crusader of the Year’ award was presented to P N Mohan for his vision and commitment to restore lakes, dedication in mobilizing people and funds for this cause, for his single-minded focus that led to seven lakes (near Chennai) coming back to life and for being an inspiration to others and giving them the courage to aim high.



IAA RETROSPECT & PROSPECTS

20th April 2023, Gurugram

IAA organised an engaging session with Rajesh Ramakrishnan, Managing Director, Perfetti Van Melle India who shared the nuances of the confectionery business along with its challenges. He added "It's is about looking at all facets of the product, packaging and production and seeing where are the opportunities to optimise"

An avid photographer, Ramakrishnan elaborated that the concept of ‘composition’ in photography also applies to business strategy as they are both about making choices and the focus areas. “Because resources, time and energy are all finite, one can’t keep doing new things without stopping some of the old things. Therefore, one needs to be very clear about making the choices,” he said.



He also spoke on the future of marketing, in the constantly evolving world of marketing and communication. His unique method of presentation was appreciated by the knowledgeable audience.

Avinash Pandey, President, IAA India Chapter welcomed the guests and spoke about the various programs of the Chapter including its focus on using communication as a force for good.



IAA TECHPULSE

27th April 2023, Mumbai

IAA India Chapter hosted its first-ever digital event, TechPulse with the theme "Digital Transformation: Implications for Advertising and Marketers" that provided insights into the opportunities and challenges presented by the rapidly evolving digital landscape. The event was a resounding success, bringing together industry veterans, thought leaders, and innovators to discuss the latest trends, emerging technologies, and best practices in the field of advertising and marketing.

Neena Dasgupta, Chairperson, IAA TechPulse and Avinash Pandey, President - IAA India Chapter and CEO, ABP Network set the context for the event.

The event had thought-provoking session by industry stalwarts namely Neeraj Roy, Founder & CEO, Hungama Digital Media Entertainment Ltd; Charulata Ravi Kumar, Managing Director, Accenture; Karthi Marshan, Advisor, Kotak; Niraj Ruparel, Emerging Tech Lead, GroupM/WPP; Tarun Katial, Founder & CEO, COTO App.





TechPulse also featured a panel discussion on "Marketing Solutions in a cookie-less world" with panel members Prasad Shejale, Founder & CEO, Logicserve Digital; Sanjay Sindhvani, CEO, Indian Express Digital; Siddharth Dhabade, Managing Director, MiQ; Neil George, Managing Director, Nivea India and moderator Nandini Dias, Former CEO, Lodestar UM.



Other speakers at the event were Satya Raghavan, Director Marketing Partners, Google India; Shilpa Sadana, Associate Director of Sales, Affinity Global Advertising; Ritu Mittal, Head of Marketing and Digital, Bayer Consumer; Priya Choudhary, Director of Business Solutions & Insights, Google India; L V Krishnan, CEO, TAM Media Research, Anand Chakravarthy, Chief Growth Officer, Omnicom Media Group; Vishal Chinchankar, CEO, Madison Digital; Gowthaman Ragothaman, Founding CEO, Aqilliz; Prasun Basu, Head of Growth and Digital Transformation, Kantar. Amer Jaleel, former Group Chief Creative Officer and Chairman, MullenLowe Lintas Group spoke on the importance of creativity in the world of technology, data, and methods.



The event also announced innovation awards to recognize the enterprises and the foresight of individuals to implement



innovative thoughts into action. The innovation awards were identified under four segments - Marketing, Media, Agency and Platforms. The winners were Prasad Pimple, EVP and Head of Digital, Kotak Life; Niraj Ruparel, Emerging Tech - Lead at GroupM/WPP; Neha Barjatya, Director Marketing, Google India & Vivek Malhotra, CMO India Today Group and COO Consumer Revenues in respective categories.

VOC - KNOWLEDGE SEMINAR

26th May 2023, Goa

A panel discussion on 'IAA Voice of Change (VOC) on Gender Bias,' was held at the Goafest 2023. The session was moderated by Megha Tata, Co-Chair IAA Women's Empowerment Committee & CEO, Cosmos Maya and the panellists included Anupriya Acharya, CEO, Publicis Groupe, South Asia; Kailashnath Adhikari, Business Head, Sri Adhikari Brothers Network; Tarun Katial, Founder and CEO, Coto & Anand Narsimhan, Managing Editor- Special Projects and Senior Anchor, CNN-News18.



IAA PARTNERED WITH 'SAMBAD CEO CONCLAVE 2023'

27th June 2023, Bhubaneswar

With insightful deliberations and panel discussions among seasoned entrepreneurs from several corners of the country, Sambad Group hosted '2nd edition Sambad CEO Conclave 2023'. IAA was a partner to this event.

The conclave hosted discussions among a panel of business leaders on the fast-changing business environment. The panel also shed light on challenges faced by organizations and strategies to deal with the emerging situation.

Monica Nayar Patnaik, Managing Director, Sambad Group & IAA Mancom Member welcomed speakers and guests with an inaugural address. Avinash Pandey, President, IAA India Chapter; Ramesh Narayan & I Venkat, IAA Mancom members were distinguished guests at the event.



VOC - ROADSHOW AT SCARECROW M&C SAATCHI

25th July 2023, Mumbai

The context setting was done by Nina Jaipuria, Chairperson, IAA Women Empowerment Committee. This was followed by a panel discussion moderated by Manish Bhatt - Founder Director, Scarecrow M&C Saatchi and the panellists comprised Rensil D'Silva - Celebrated Director and filmmaker; Roopa Venkatkrishnan - Director, Sapient Wealth Advisors and Juhi Chaturvedi - Renowned Screenwriter.



IAA LEADERSHIP AWARDS

9th August 2023, Mumbai

IAA hosted the 10th edition of the prestigious IAA Leadership Awards to recognize and celebrate the outstanding achievements of industry leaders. This year's ceremony witnessed the presence of over 400 distinguished guests, including senior marketing, advertising, and media professionals, who came together to honour the exceptional accomplishments of these deserving recipients.

Nadir B Godrej, Chairman and Managing Director, Godrej Industries Ltd, Chairperson, Godrej Agrovet Ltd was the Jury Chairperson who led the judging process. Notable among the winners were Adar Poonawalla, CEO, Serum Institute of India who was awarded the prestigious 'IAA Business Leader of the Year 2023'. Shri Devendra Fadnavis, Deputy Chief Minister of Maharashtra was the chief guest at the event.

'IAA Creative Agency Leader' of the Year was presented to Rajdeepak Das, CEO & CCO, Leo Burnett South Asia and Chairperson, Creative Council, Publicis Groupe India; 'IAA Media Agency Leader of the Year' to Ajay Gupte, CEO - South Asia from Wavemaker; 'IAA Media Person of the Year' to Atideb Sarkar, Chief Editor and Publisher, ABP Group; 'IAA Editor of the Year' to PV Chandran, Managing Editor, Mathrubhumi & the 'IAA TV Anchor of the Year' to Navika Kumar, News Editor and Anchor, Times Network.





Actor Ajay Devgan and Kiara Advani were crowned 'IAA Brand Endorsers of the Year'. Legendary media industry veteran Dr Bhaskar Das was inducted into the esteemed 'IAA Hall of Fame', recognizing his remarkable contributions and lasting impact on the media landscape.

The 'IAA & Walkers & Co - Keep Walking Award' was given to Tarun Mehta, Ather Energy. IAA & Diageo both believe that walking together with communities while celebrating oneself has become an inevitable path to progress. this award celebrates those who have shown the courage to forge ahead, inspire others, and make a positive impact on the world.



VOC - ROADSHOW AT RK SWAMY

31st August 2023, Chennai

The research study conducted by UNICEF and Geena Davis Institute on 'Gender portrayal in Ads in India' was presented by Geetanjali Master, Partnership Specialist, UNICEF at this Voice of Change (VOC) roadshow.

Megha Tata, Co-Chair, IAA Women Empowerment Committee & CEO, Cosmos Maya moderated the panel discussion on the subject with panellists being S Sambhu Prasad, Chairman & Managing Director, Amrutanjan Health Care Ltd; S Suresh, Managing Director, EID Parry (India) Ltd; S Siddharth, Indian Actor; Atul Pujar, Head of Marketing & Product Development (Matches and Agarbati Division), ITC Limited & Bala Manian, Co-Founder & Director, OPN Advertising. V V Vijay Gopal, President of RK Swamy and Srinivasan K Swamy, Chairman and Managing Director, RK Swamy also addressed the audience.



VOC - ROADSHOW AT MADRAS MANAGEMENT ASSOCIATION (MMA)

31st August 2023, Chennai

At MMA, over 300 participants were physically present with 800+ online participants to listen and participate in the discussion, which was moderated by Megha Tata, Co-Chair, IAA Women Empowerment Committee. The panellists were Latha Menon, Documentary Film maker and Founder, Iris Films; Kumarappan AL, Sr. AVP - Marketing, TAFE; Chockalingam S, Co-Founder and Creative Director, OPN Advertising & Navneet Virk, Senior Partner and Creative Director, R K Swamy Ltd.



IndIAA AWARDS

1st September 2023, Mumbai



IAA presented the 8th edition of its prestigious IndAA Awards in Mumbai to honour real advertising.

Suresh Narayanan, Jury Chairman and Chairman & Managing Director, Nestle India, said "In my fifth year as the jury chair, I feel intimately acquainted with this room and honoured to be among some of the greatest creative minds in the country, advertising gurus, communication experts, and marketing wizards".

Among creative agencies, Leo Burnett, MullenLowe Lintas Group and Ogilvy won three awards each, representing the very best work in that category, followed by BBDO, DDB Mudra and TBWA winning two awards each.

Other creative agencies and creators to win an IndIAA Award were Grey Group, Kehat Kabira Pictures, McCann Worldgroup, Publicis Worldwide, Rediffusion, SG Media, Talented, The Script Room, The Womb and Tilt Brand Solutions.

IAA honoured Ayushmann Khurrana as "Most Disruptive Brand in Entertainment Industry".



CHANGEMAKERS FOR GOOD AWARDS

1st September 2023, Mumbai

The Asian Federation of Advertising Associations (AFAA) felicitated the all-India winners of its maiden Changemakers For Good Awards at the IndIAA Awards 2023. These meaningful awards are to salute those individuals and companies in the communication space who have used their talent to make the world a better place.

The winners for the four categories were:

- Advertising (for transformational messages) - Lowe Lintas for their International Women's Day 2022 entry.
- Government (for transformational messaging by a Government arm). -RK Swamy Associated for State Bank of India.
- Industry Leader (someone who led societal change in the last few years).- CVL Srinivas, Country Head, WPP Group.
- Innovation (where technology or approach made the difference) - Lowe Lintas for International Women's Day 2022.





**India Chapter of
International Advertising Association**

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