

# IAA India Chapter honoured with 2020 IAA COMPASS CHAPTER EXCELLENCE AWARD



## Report of Activities 2019-2020

India Chapter of International Advertising Association

The Global Compass  
of Marketing  
Communications

**IAA**  
INTERNATIONAL ADVERTISING ASSOCIATION

## IAA India Chapter wins the Coveted 2020 IAA Compass Chapter Excellence Award



The IAA India Chapter has been selected to receive the coveted 2020 IAA Compass Chapter Excellence Award.

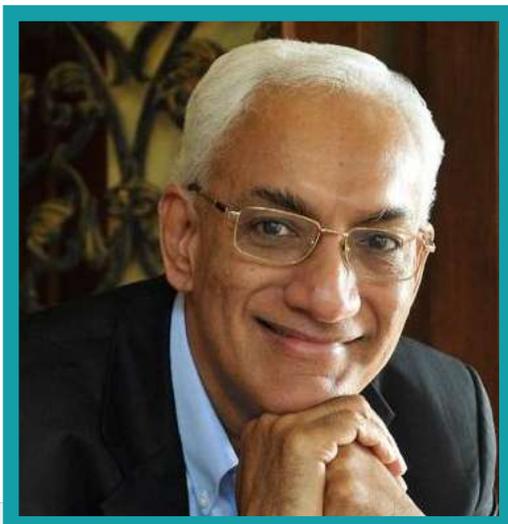
“This is awarded to the IAA Chapter judged to have made

the best overall contribution to achieving the aims and objectives of the IAA over the previous two years (2018 and 2019).” said Heather Leembruggen, Chairman, IAA Compass Awards.

The Chapter has consistently worked at setting an example for any industry body to emulate. Its wide range of activities and the quality of their initiatives is noteworthy.

“I must specially commend them for always working to show that communication is a force for good. This elevates not just the industry body but the industry as a whole.”

**Srinivasan K Swamy,**  
**IAA Chairman and World President.**



**Punit Goenka, President IAA India Chapter,** said, “The Management

Committee of IAA's India Chapter is blessed with the collective wisdom of senior professionals in marketing, advertising and media domain. The Committee and office-bearers have always taken the required extra mile picking up initiatives and causes that affect our industry and our society at large. This makes the Chapter a vibrant and responsible representative of the communications industry.” “I accept this prestigious award with humility on behalf of all the members of the IAA and our industry.”

The award will be presented at the IAA World Congress in Saint Petersburg (May 2021).

## ANANT GOENKA wins the IAA “YOUNG LEADER” COMPASS AWARD

The IAA COMPASS AWARDS were inaugurated to recognize IAA members for leadership, and outstanding service and contribution to the IAA and the marcoms industry.

The India Chapter always believed that tomorrow's leaders need to be identified and nurtured today. To this end, the Young Professionals (YP) membership of the India Chapter was formally launched at an IAA World Board Meeting in Cannes, France, on June 24, 2009.

IAA YP aims at providing opportunities for professional development, leadership recognition, and building confidence while they are climbing the corporate ladder.

IAA “YOUNG LEADER” COMPASS AWARD recognizes individual YP members who are significantly contributing leadership and services in the Young Professional's arena and creating dynamics in the marketing communications industry.



This year, **Anant Goenka**, IAA Young Professional leader and Executive Director of Indian Express Group has been the chosen one.

## MANAGING COMMITTEE:

President : Punit Goenka  
 Vice President : Megha Tata  
 Hon. Secretary : Jaideep Gandhi  
 Hon. Treasurer : Pradeep Dwivedi

Immediate

Past President : Ramesh Narayan



### MEMBERS:

Anant Goenka  
 Abhishek Karnani  
 M. V. Shreyams Kumar  
 I Venkat  
 Janak Sarda  
 Neeraj Roy  
 Srinivasan K Swamy  
 Nandini Dias  
 Avinash Pandey  
 Rajiv Kental

### The following members were invited to serve on the Committee for the year 2019-20:

Pradeep Guha	Dr. Bhaskar Das
CVL Srinivas	Ashish Bhasin
Ashok Venkatarmani	Tarun Katial
Rajesh Kejriwal	Rani Reddy
Sam Balsara	Partho Dasgupta
Rana Barua	

### MEETINGS:

During the year under review, there were 5 meetings of the Managing Committee.

September 30, 2019  
 January 28, 2020  
 March 3, 2020  
 May 14, 2020  
 September 4, 2020

## PRESIDENT'S MESSAGE



Dear Friends,

The year 2019-20 has been special to us at the IAA India Chapter in more ways than one. It was filled with celebrations and rewarding excellence on one hand, to supporting the industry and the nation in times of need on the other.

The year also brought in a time for change, a time to step up our concerted efforts to support the

nation and our industry on multiple fronts.

As the Covid-19 pandemic disrupted lives and livelihoods, the IAA India Chapter continued to go above and beyond in working towards issues that deeply impact the lives of people. Covid-19 brought to the fore several issues impacting families and senior citizens, and our public service campaigns gave a clarion call, highlighting the need to protect the elderly from the pandemic to spreading the word against domestic violence, to drive positive societal change. The IAA has always been a firm sounding board for industry issues and remains dedicated to protecting and advancing the best interests of the Media and Advertising ecosystem. During these tough times, our efforts were not only focused towards uplifting the society, but also harboring positivity amongst the fraternity with a range of engaging initiatives.

As the lockdown interrupted supply chains, we recognized the need to keep people well-informed and safe. With media categorized as an essential service, the team at IAA prepared a special wrapper for one of the biggest newspapers in India, to deliver the e-version of the newspaper to readers.

Significant steps were also taken towards supporting the economy and several businesses which were impacted considerably due to the pandemic. While the government took all the required measures to revive the economy, the IAA maintained a steady focus on reviving the industry. The Association launched a campaign aimed at kick-starting advertising, a key trigger to consumer spending and an impetus to business revival in the country. This multi-media campaign 'Let's Advertise' acted as a catalyst to fuel the consumer demand.

Even as the world was under a lockdown, we unlocked positivity, compassion and creativity spreading the message of hope and optimism with the 'IAA Pledge of Positivity'. It was heartening to receive the support of several industry leaders, who took voluntary initiatives to design unique communication during the lockdown.

The team at IAA has also been taking significant steps over the last few years in the realm of workforce well-being. The second edition of the 'Work to Live to Work' campaign is one such effort amplified during the year, establishing the need of flexible timing or time distancing in major cities to curb office rush hour and to ensure the well-being of our workforce.

Abiding by its core purpose of driving effective communication at the right time to generate the required positive change, IAA has been at the forefront of supporting people and regions impacted due to natural calamities. When cyclone Amphan left an indelible mark in the states of West Bengal & Odisha, the team at IAA focused its attention on the need to raise funds to rehabilitate those affected by the cyclone.

It is initiatives such as these coupled with the hard work sown in by the team that makes the IAA India Chapter a formidable one. Like I mentioned in the beginning, that this year has been special in more ways than one as the India Chapter bagged several achievements for its incredible work. It gives me immense pleasure to state that the IAA India Chapter will receive the 2020 IAA Compass - Chapter Excellence Award at the next IAA Global Conference. I take this opportunity to thank all the members of the India Chapter who have demonstrated excellence in their work and ensured India is firmly entrenched as a resourceful and robust Chapter to help move the global agenda forward.

Another feather in IAA India Chapter's cap was celebrating a decade of recognizing excellence in sustainable communication with its marquee event - The Olive Crown Awards. Conceptualized as the first ever award event for 'green advertising', the property has gone beyond rewarding campaigns to nurturing a mindset change in the approach taken by companies to build sustainable initiatives. I am very proud of the entire team at IAA, who made the 10th edition of this event a truly successful one, with esteemed dignitaries acknowledging and awarding the sustainable work being done by the industry.

I am very proud of the fact that the IAA India Chapter continues to set a positive example for associations across the nation and the world. Through well-rounded efforts and meaningful social outreach, we have lived up to our ethos of 'what's good, is good for business'. The initiatives taken during the year have strengthened our ability to generate awareness for sensitive causes and raise the bar for leaders across the industry.

I would like to thank all my office bearers and managing committee members for their immense support and dedication. I am also grateful to everyone who came forward spontaneously to support our events and initiatives.

Best wishes,

Punit Goenka

# IAA-FCB Interaction with Terry Peigh, MD, Interpublic Group

26th September 2019, Mumbai

Terry Peigh, the MD of Interpublic Group – the parent company of the FCB India, also the “father” of ‘New Consumers. New War. New Rules’ research program emphasized in his talk that **“MORE is the clarion call.”**

According to Peigh, trust is the most important stabilizing force brands have in a cyclical or ‘promotionally stormed’ market. “Consumers who trust a brand are two times more likely to stay loyal, buy new products from, advocate and even condone their brand.”



“The world is rapidly adjusting to the new reality of dropping trust in traditional social media influencers. The trend is to use consumers as well as employees as marketers for the greater empathy they enjoy.” says Peigh.

An interesting panel discussion amongst Terry Peigh - Managing Director, IPG, Damodar Mall - CEO, Reliance Grocery Retail & Rohit Ohri - Group Chairman & CEO, FCB India followed on the changing rules of marketing war.



# IAA Meet Chris Hirst, Global CEO, Havas Creative

27th February 2020, Mumbai

International Advertising Association through an informal meet with the Global CEO of Havas Creative, Chris Hirst opened up networking and discussion opportunities.



“People don’t hate being marketed to; they hate being badly marketed to.” said Chris Hirst as he shared his views on the future of creativity and leadership.

# IMC -IAA session on “Mitigate Violence Against Women”

19th December 2019, Mumbai

**IMC**  
Chamber of Commerce and Industry  
ISO 9001:2015 Certified

**Ashish Vaid**  
(President-IMC)

**Ashish Bhasin**  
(President-AAA)

**D.Sivanandhan**  
(Former Director-  
General Police Maharashtra)

**Partho Dasgupta**  
(President-The Advertising Club)

**Megha Tata**  
(Managing Director-South Asia  
Discovery Communications India)

**Srinivasan Swamy**  
(Chairman and World President-IAA)

**Dr. A.L.Sharada**  
(Director-Laadli)

**Nirupama Subramanian**  
Resident Editor  
-Indian Express Mumbai)

**Preeti Mehta**  
(President-Rotary Club of Bombay)

**Nandini Dias**  
(Chief Executive Officer-India  
Lodestar UM)

**What can we do to mitigate violence against women?**

**10 speakers. 10 minutes each.  
Great actionable points.**

Date: 19<sup>th</sup> December 2019 Time 2.30pm  
Venue: Walchand Hirachand Hall, 4th Floor,  
Indian Merchants Chamber (IMC) Bldg., Churchgate, Mumbai - 20

Supported by

**IAA** | **tac** | **AAA** | **Rotary Club of Bombay**

BSVP-Soumen Santara - iaadialchamber@gmail.com / 9819980202

In a unique initiative, prominent associations representing the MARCOM industry and other entities met at the Indian Merchant Chamber (IMC) on December 19 to support an effort to come up with some actionable points to mitigate violence against women.

Addressing the audience, Ashish Vaid, President, IMC, said, “There has been so much spoken and written about why these horrific crimes against women are perpetrated. Now, it's time to succinctly spell out what could actually be done to improve the situation. I am delighted to be a part of this effort.”



Srinivasan K Swamy, IAA Chairman and World President took pride as he stated that IAA has always stood for an ethos that advocated communication as a force for good. He emphasized “This is as good a time as any to make that work very hard.”



Eminent speakers were Ashish Vaid-President IMC, Srinivasan K Swamy-IAA Chairman and World President, Ashish Bhasin-President AAAI (Advertising Agencies Association of India), Partho Dasgupta-President The Advertising Club, Preeti Mehta-President Rotary Club of Bombay, D.Sivanandhan-Former DG Police, Maharashtra, Dr.A.L.Sharada-Representing Population First the well known NGO that has the brand LAADLI, Nandini Dias -Chief Executive Officer-India, Lodestar UM, Megha Tata-Managing Director, South Asia, Discovery Communications and Nirupama Subramanian-Resident Editor India Express.

Some actionable points were to bring to notice violence against women; the facts and the prevalence; question gender roles, assumptions and stereotypes in advertising; respect and embrace diversity, choose words carefully and respectfully, be mindful of what we communicate.



# IAA and The Indian Express Inbox News - E newspaper

## March Onwards

**The Indian EXPRESS**  
JOURNALISM OF COURAGE  
1952-2020

**IAA**  
INTERNATIONAL ADVERTISING ASSOCIATION

The lockdown to contain the coronavirus outbreak has disrupted supply chains. One crucial chain is delivery of information and insight – news and analysis that is fair and accurate and reliably reported from across a nation in quarantine.

A voice you can trust amid the clanging of alarm bells.

IAA and *The Indian Express* are proud to deliver the electronic version of this morning's edition of *The Indian Express* to your Inbox. You may follow *The Indian Express's* news and analysis of the outbreak and beyond through the day at [indianexpress.com](http://indianexpress.com)

**INDIAN EXPRESS GROUP**

**The Indian EXPRESS**  
JOURNALISM OF COURAGE  
1952-2020

AMBUKLE NUMBER OF asymptomatic people testing positive: Govt

CASES VERSUS DEATHS NUMBERS In the second look from officials

PARTS OF NIZAMOODR WEST strict lockdown, with 10 cases, pr

**Day 6: Govt zeroes in on 10 hotspots**

As the lockdown interrupted supply chains, we recognized the need to keep people well-informed and safe.

With media categorized as an essential service, the team at IAA prepared a special wrapper for one of the biggest newspapers in India, to deliver the e-version of the newspaper to readers.

# IAA Olive Crown Awards

3rd March 2020, Mumbai

Mark Read, CEO WPP appreciated the fact that Olive Crown Awards shows the power of creativity and innovation for environment sustainability.



The Minister of Environment, Tourism and Protocol (Govt. of Maharashtra) Aaditya Thackeray took time out to celebrate the 10th Edition of IAA Olive Crown Awards.

In the Corporate Crusader of the Year category **Reliance Foundation won the Gold** Publishing Company Ltd., the Silver.

Andy Puddicombe, a meditation and mindfulness expert, urged the audience to take 5 minutes out of the day and prioritize the mind.

# IAA Olive Crown Awards

3rd March 2020, Mumbai

The two NGO'S - People For Animals Wildlife Hospital & Rescue Centre and Chirag Rural Development Foundation shared the Gold for their contribution to environment sustainability. Ms.Pratibha Pai and Team from Chirag Rural Development Foundation received the winning trophy from Prasoon Joshi, KV Sridhar, AndyPuddicombe and Abhishek Karnani.



Prasoon Joshi, Chairman of the CBFC and CEO of McCann World group India, reminded us of the fact that while it is a great initiative we must imbibe and live by the values.

Carbon Craft Design and Air Link won the New Age Green Initiative Gold and Silver respectively.

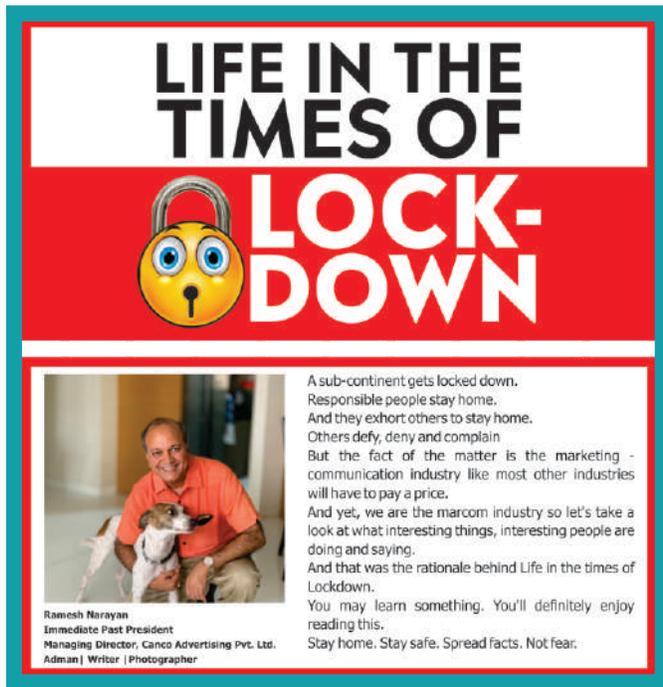
Earth Edition Drives speeds ahead with the Digital Gold and FCB Interface with the Green Campaign of the Year-Gold.



Expressing pride of having the honour of being the President IAA during the conceptualization of the Olive Crown Awards a decade ago, Kaushik Roy fondly mentioned “If IAA Olive Crown was a tree it would be ten years old today”.

# Life in the times of Lockdown

15th March Onwards



A time of crisis or a time of opportunity;

A time to contemplate and a time to  
communicate!

IAA - India Chapter came up with a series of  
newsletters to capture what the interesting  
people in the MARCOM industry are doing  
and how they are inspiring others to learn  
something by staying at home.

**Punit Goenka** - President IAA-India & MD &  
CEO, Zee Entertainment Enterprises Ltd.  
shares in the newsletter that "One of the

biggest positive points is the opportunity  
for all of us to bond with our children, our  
parents, our brothers and sisters. An  
opportunity to give time to our life partners,  
who have always sacrificed these moments  
since we all had to be at work adhering to our  
responsibilities. I shared a personal example  
to all my colleagues at ZEE, to reinforce this  
fact. I have made it a point to teach my  
children how to play Carrom. Simple, yet  
precious moments like these, will really help  
us sail through such challenging times with  
immense positive energy. Learning to cook,  
to play a musical instrument, to play an  
indoor game with your family members are  
some of the things one should make time  
for, amidst this lock down."

**Srinivasan K Swamy** - IAA Chairman & World  
President and Chairman & Managing  
Director, R K SWAMY BBDO Pvt. Ltd. shares  
about the importance of Work from Home  
or Work For Home?

In the newsletter, he writes "I am penning  
this on middle of day-3 of the lockdown.  
Somehow time seems to fly and I haven't  
really been 'free'. Is this lockdown to 'work  
from home' or to 'work for home'?"

I finally found time to do things at home  
which I had always postponed! Is my wife  
happy with what has been done? Not really,  
because there is more to be done!"

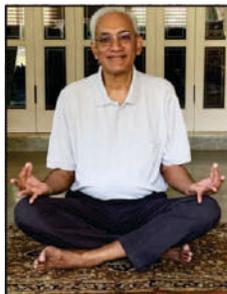
# Life in the times of Lockdown

15th March Onwards

I think this time will bring us more closer to each other emotionally, like never before!

**Punit Goenka** - President IAA-India

Know More



## Work For Home

I finally found time to do things at home which I had always postponed!

**Srinivasan Swamy**- IAA Chairman & World President.

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## Yes! The Nation Will Stay At Home!

The poet says "Yes! The Nation Will Stay At Home! because in India we love and respect our elders..."

**Prasoon Joshi**, CEO and CCO of McCann Worldgroup India and Chairman McCann Asia Pacific.

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## Communicate More

"In times like these we need to communicate more. Not less."  
**Ashish Bhasin**, APAC - CEO of Dentsu Aegis Network.

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## Imagining Life Post-COVID

"I look back at all the times I have experienced such disruptions in our lives and try to draw parallel with past, yet somehow nothing comes close to it".

**Pradeep Dwivedi** - IAA Hon Treasurer and CEO-India, EROS International Media Ltd.

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## Unlock Possibilities

"When you LOCK yourself DOWN for 21 days, chances are you may UNLOCK plenty of possibilities".  
**Manish Bhatt**- Founder Director, Scarecrow M&C Saatchi

Know More

<http://iaaindiachapter.org/newsletter2020/lockdown/lockdown111.html>

# Life in the times of Lockdown

15th March Onwards

The industry lost a leader, Goutam Rakshit of Advertising Avenues, and we lost a dear friend Pradeep Guha pens a moving tribute to Goutam.

Goutam was the quintessential Bengali bhadralok and bhalo manush (good human being), overflowing with joie de vivre. I have known Goutam from the early '80s since his days at Clarion. Although we began by sitting on opposite sides of the table, over the years our business relationship quickly metamorphosed into a personal one and became ever more enduring over the years. His commitment to professional integrity and his infinite quest for fairness endeared him to all his friends. Although he headed a lot of coveted professional bodies like the AAAI, ABC, ASCI, ACI, etc., with intrinsically polarised views on every matter, I have never seen him get angry with anyone. Although he would make his views known quite forcefully, his conciliatory approach, laced with humour saved many an awkward situation. No industry matter was ever settled without Goutam's valuable advice.



As Chairman of the Asian Federation of Advertising Associations, Goutam led the committee that put together the AdAsia in Jaipur in 2003. For me, it was an absolute delight and privilege working with him and Ramesh Narayan to organise that mammoth event. The ever gregarious Goutam's sense of situational humor at work and joke-a-minute after hours, which I experienced during our promotional travels overseas will be etched in my memory forever. To relive the experience, we even kept planning a holiday together - the three of us - which unfortunately never happened.

Will miss you, Goutam. Your wisdom, your banter, your smiling face. I am sure you are entertaining someone somewhere up there.

**Pradeep Guha.**

## Luxury of Time

"I get up to birds singing" is a sentence I never thought I could ever say living in Mumbai  
Megha Tata, Managing Director- South Asia, Discovery.

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## Great Opportunity

Life is suddenly new, freeing, restrictive, orderly, chaotic. And undoubtedly fun.  
Raj Nair, CEO & Chief Creative Officer Madison BMB.

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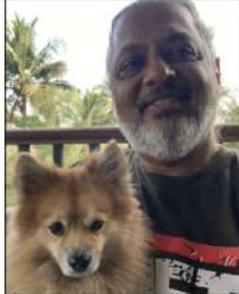


# Life in the times of Lockdown

15th March Onwards

## A Google hangout

The key to holding on to one's sanity during times like this is to stick to a routine.  
Abe Thomas, CEO- Reliance Broadcast Network.



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## Eureka Moments

Even more importantly is to keep the team motivated, be empathetic to their needs and concerns and yet, get the best out of them.  
Abhishek Kamani, Director-Free Press Group of Newspapers.

[Know More](#)

## Strolly to Slippers!

Over the last few days amidst the lockdown, I have enjoyed reconnecting with my thoughts at peace.  
Janak Sarda, Managing Editor - Deshdoot Group of Newspapers.



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## Keep Moving

"Keep moving forward, be the eternal bull when all around are being bears."  
Anant Goenka, Executive Director Indian Express Group.



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## One Day at a time...

"I decided to unlearn many things for this new life style."  
Rana Barua, Group CEO, HAVAS GROUP.

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## Couching Potato, Hidden Chef

"Creativity can never be locked down. It will always find a way."  
Rohit Ohri, Group Chairman &CEO – FCB India.



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<http://iaaindiachapter.org/newsletter2020/lockdown2/lockdown22.html>

# Life in the times of Lockdown

15th March Onwards

## Life in the times of Lockdown

Week 3: We promised you three editions of the IAA Life in the times of Lockdown. And this is the third edition.

Some observations; Sure, I'm sporting a Lockdown Look. But that too shall pass.

Importantly, I've been very touched by the ease with which we've been able to get some of the best names in the business to contribute to this little effort.

This edition has three top advertising leaders, one television leader, one young media leader and two top creative minds.

I'm really grateful to all you wonderful people.

Also, even though I wound down my Agency 14 years ago and focused on full-time pro bono work, I always dreaded the thought of not going to my "office" at Nariman Point five days a week. These last two weeks have been a revelation. I stayed at home and I could get used to this. Am I saying something? Maybe.

Thanks everyone. Stay Home, Stay Safe. Spread Facts, not Fear.

And stay in touch.

**Ramesh Narayan**  
Immediate Past President  
Managing Director, Canco Advertising Pvt. Ltd.  
Adman | Writer | Photographer



### Work From Home

"We've taken to WFH like a duck to water."  
Tarun Rai, Chairman and Group CEO-  
Wunderman Thompson, South Asia.

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### These Times

"We are letting them know that Ogilvy is indeed their second family."  
Kainaz Karmakar, Chief Creative Officer,  
Ogilvy India.

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### These Times

"We are letting them know that Ogilvy is indeed their second family."  
Harshad Rajadhyaksha, Chief Creative  
Officer, Ogilvy India.

[Know More](#)

### Happy Moments

"At my home the happiest person is my dog, as he finds all of us at home all the time."  
Avinash Pandey, CEO, ABP News Network.

[Know More](#)



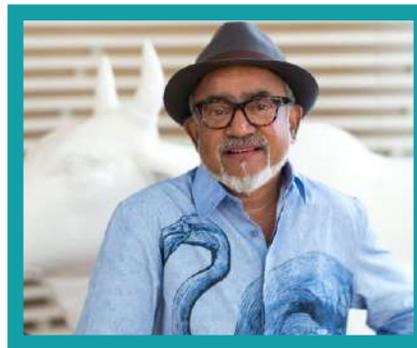
<http://iaaindiachapter.org/newsletter2020/lockdown3/lockdown33.html>

## Communicating Differently in Times of Lockdown

The IAA India Chapter chronicled unique pro bono communication prepared by industry pros during the period of the Covid Lockdown. The videos have been prepared by Hansa Events as its contribution to the industry.



**Rajeev Raja**

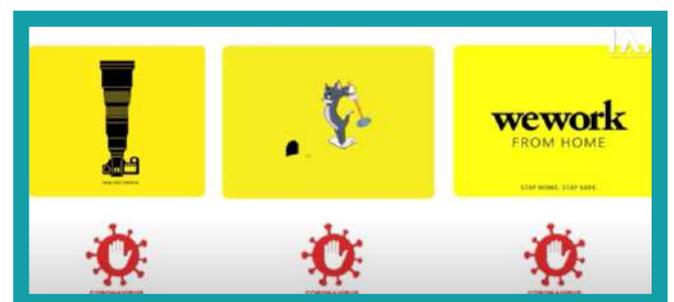


**Bhupal Ramnathkar**



**Tista Sen**

The videos are about a veteran design specialist Bhupal Ramnathkar who has organised probably the biggest crowd-sourced, design-based communication programme, Tista Sen, senior creative specialist and her positive film about the Memories of Mumbai and the moments of relaxation set to music by well-known creative and music specialist Rajeev Raja.



Link to Bhupal Ramnathkar film: <https://youtu.be/i8-45VOwmcs>

Link to Rajeev Raja film <https://youtu.be/jtgSKwLriaY>

Link to Tista Sen film [https://youtu.be/c3-UZP\\_VEFo](https://youtu.be/c3-UZP_VEFo)

# IAA speaks up for senior citizens and against domestic violence

14th April 2020, Mumbai

The India chapter of the International Advertising Association (IAA) unveiled public service messages on the critical issues concerning senior citizens and domestic violence.

Addressing the concern, Punit Goenka, President, IAA Chapter said, “We need to take good care of our senior citizens keeping them safe from Covid-19. At IAA, it has been our constant endeavour to make people aware about their responsibilities towards elders. During such challenging times, the initiatives of the association in this realm will be further more amplified. We have also been concerned by the spike in the level of domestic violence across the country. We have been implementing a series of communication campaigns across the nation, sensitizing citizens on these critical issues.”

Many publications stepped up to support the IAA effort. Similarly social organizations like Rotary, industry bodies like Indian Merchants Chamber (IMC) and the Population First (LAADLI) an NGO played a role in disseminating information and counselling, where necessary.

The campaigns have been executed by an independent creative team driven by Dhananjay Khotpal and Neelam Lakhani.

## Elder Care



**EACH ONE, REACH ONE**

Call up an elder in your society or neighbourhood who lives alone, to help with their daily needs or to simply check on them. Spread the love. Not the virus.

Rotary District 3141 IAA

#StaySafeStayHome

## Against Domestic Violence



**CORONA VIOLENCE AT HOME? REPORT IT.**

Report domestic violence to the authorities immediately. Don't suffer in silence. Violence is as unacceptable as the virus. #StayHomeStaySafe

Call 181 / 1091

IMC LAADLI IAA

# Advertising and Media combine to recite the 'IAA Pledge of Positivity'

16th April 2020

IAA India came up with a great initiative of a 'Pledge of Positivity' from leaders of the MARCOM industry, across the globe. Senior executives from the advertising and media world took the 'Pledge of Positivity' in these challenging times.

*Because in reality, we are the medium, and we are the message.*



<https://iaaglobal.org/news/-pledge-of-positivity-by-iaa-india>

## IAA YP Webinar - Importance of Narrative in Storytelling 24th April 2020

“Work From Home” schedules are busier than our otherwise normal schedules but a little diversion and that too knowledgeable harmed nobody. The competition is fiercer, audiences more demanding and the communications landscape is diversifying its routes more than ever. Only those who possess the agility to adapt their strategies to the drastically changing scenario would be able to pave their unique paths. Helping them become an adept professional



with a future-proof plan, the first webinar was led by Mr. Bharat Avalani, CEO of Connecting the Dots and Global Partner of Anecdote, also called as the “Master of Storytelling” who has set a benchmark in his industry by choosing the less trodden paths. Bharat cited examples on how stories, culled out through insights, have helped build brands.

He explained the foundation of business storytelling and the importance of narrative in communications.

## IAA YP Webinar - Managing Covid Impact on Businesses 29th April 2020

Leading a positive and healthy life in the times of lockdown is a daunting task for many but staying productive and optimistic is something we have learned gradually. Likewise, in the case of brands, handling their audiences in such times of crisis with relevant and quality content is challenging because the resources are restrictive considering the prevailing conditions.

This IAA YP webinar was led by Kanchan Samtani, Managing Director and Partner, Boston Consulting Group India, with over twenty years of extensive experience in the media and entertainment sector.

She took them through the consumer sentiment on media and entertainment in India.



She highlighted the pressure on advertising and chalked out different ways in which one can manage business during the course of a pandemic like COVID-19.

She chartered a 3 step approach for media companies to handle crisis and emphasized on the “day-to-day agile approach to navigate the changing environment”.

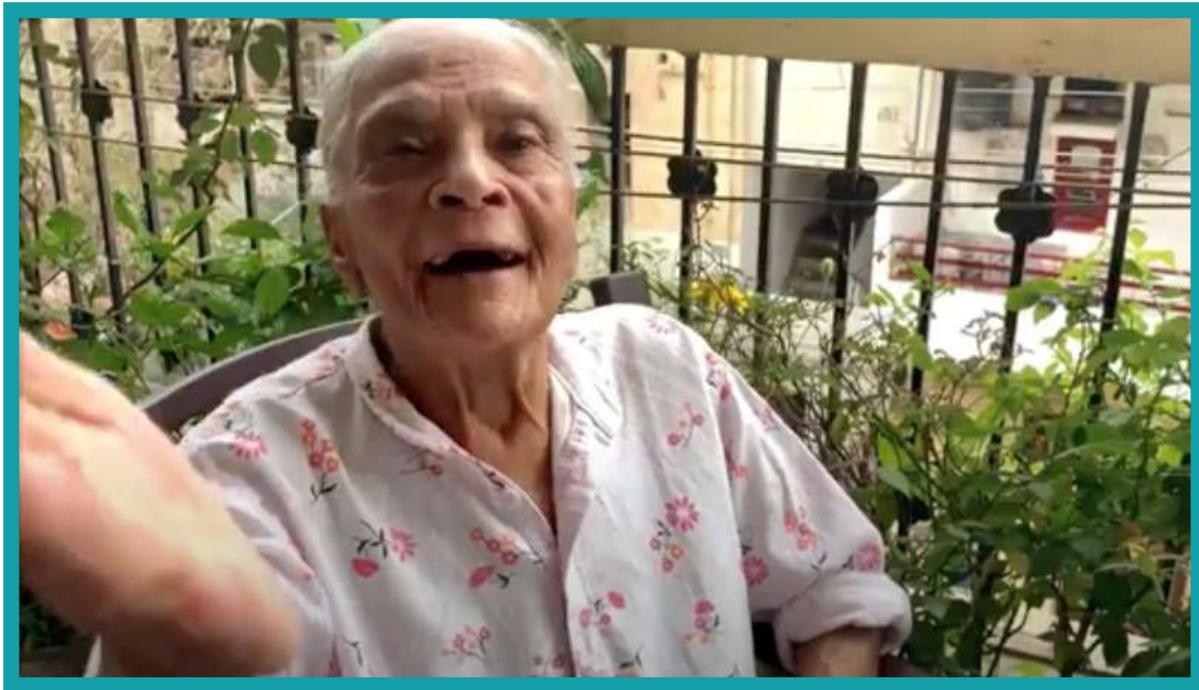
## IAA rolls out an Elder Care campaign amplified by The Rotary

29th April 2020

Commenting on the initiative, Immediate Past President, IAA India, Ramesh Narayan expressed pride in the creative community and media friends who always rise to the occasion and help promote good causes. This classic example of a film made Working from Home (in about four days by The Glitch) was backed by almost all TV channels like Zee, Sony, Discovery, Network 18, Republic, to name a few. Indeed, another example to show that communication is a force for good. The Rotary District helped amplify the campaign on social media

through its network of 103 Clubs in the region.

“Senior citizens are among the hardest hit during the lockdown. At the Glitch, we have a ready set-up to produce all forms of content at the homes of our production and video teams’ homes. I am delighted that we could support IAA in putting out this important message. In these unprecedented times, we all need to come together and help.” acknowledged Pooja Jauhari CEO, The Glitch.



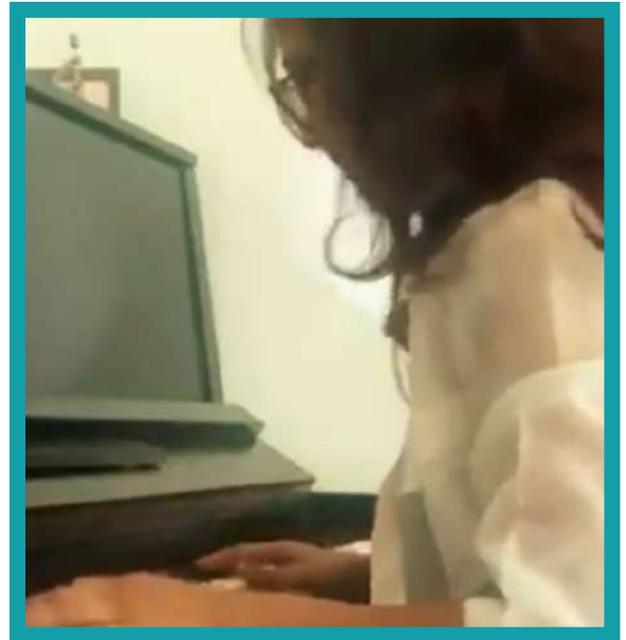
<https://www.youtube.com/watch?v=5gi8QMWzu-w&feature=youtu.be>

# A Musical Message of Optimism - What a Wonderful World!

6th May 2020

As the lockdown begins easing and the MARCOM industry begins gearing up for the commercial fight-back, the India Chapter of the International Advertising Association (IAA) released a video starring industry leaders who have come together and used the magic of music to spread the message of a brighter future.

The song has been sung by Subhash Kamath- CEO and Managing Partner BBH India, Shalini Gupta- Vice President Brand & Communications, Inox Leisure Ltd., Prabhakar Mundkur, advertising veteran and Rajeev Raja of Brand Musiq. Merlin D'Souza has arranged the music and Hansa Events has created the video. The entire effort has been put together pro bono.



Link to the film: <https://youtu.be/mFenUolgnrl>

# Fundraising campaign for Bengal and Odisha, reeling under double disaster

27th May 2020

Along with the pandemic, cyclone Amphan devastated many lives, homes and establishments. The endeavor aimed at creating impetus and need for people to contribute to the restoration of the states. Committed to its ethos of showing that communication is a force for good, the IAA India Chapter created a campaign to focus attention on the need to contribute and help rehabilitate the affected people. The not-for-profit campaign has been conceptualized and executed under the leadership of Rana Barua, CEO, Havas Group India.

This campaign posed a difficult challenge: communicating to people who are themselves affected by a crisis, to care about the plight of those who have been struck by another, said Bobby Pawar, Chairman, CCO of Havas Group India.



“The solution was to use the very same things we find hard about our current situation and depict how much worse it is for the millions affected by the cyclone and the pandemic. I am thankful to IAA for letting us be a part of it,” said Pawar.

“The campaign is really heart-wrenching. It should stir the conscience of the nation,” Narayan said.

TVC : <https://youtu.be/N26zqklPraw>



# IAA launches its effort to revive the economy

## "Let's Advertise".

12th June 2020, Mumbai

As industries and the economy grapple under the long term impacts created by the outbreak of corona virus across the country, The International Advertising Association (IAA) launched a new campaign to encourage more advertising for revival of the economy. Conceptualized by RK Swamy BBDO, the campaign consists of print ads as well as a film through which it encourages organisations to advertise.

The video film opens up to the message of how advertising can save the world by fuelling sales, production, jobs and the entire economy to promote the message of 'Let's Advertise' especially as the sentiments in the industry have been impacted amid the crisis outbreak. With advertisers and companies cutting down on their ad spends over the last few days, the advertising industry, like others, has been undergoing disruption and turmoil.

IAA Chairman and World President, Srinivasan K Swamy focused attention to the fact "marketing investments provide maximum returns. And it is a well-known that advertising provides the vital impetus to the economic engine of every nation. To elaborate, advertising causes an economic chain reaction that (a) generates direct sales and jobs (b) generates indirect sales and jobs



among the first level suppliers to the industries that incur the advertising investment and (c) generates indirect sales and jobs among all other levels of economic activity as the sales ripple throughout the economy. And of course, it builds brand loyalty and gives the consumer the right to choose. It is rightly said that in good times it pays to advertise and in extraordinary times, one simply must advertise."

Punit Goenka, President India Chapter, said he was very glad this important campaign kick-started in India and the creative team used the much-loved brand imagery to bring home the point. . He hoped that Chapters around the world would adapt this idea and use it in their respective geographies.



The campaign was driven in the media by Group M as their contribution to the industry and the economy.

<https://www.youtube.com/watch?v=ZXESd5iLOnA>

# Webinar - Communication in the COVID Era.

## Will anything change in the Gender Equations?

20th June 2020, Mumbai

**IAA Webinar**  
INTERNATIONAL ASSOCIATION OF ADVERTISING COMMUNICATORS

**IAA along with LAADLI**  
brings in the voices of dynamic decision makers to rise together

**Communication in the Covid era.**  
**Will anything change in the Gender Equations?**

**'The Perfect 10' Leaders Speak !**

 <b>Punit Goenka</b> President, IAA India MD & CEO, ZEE Entertainment Enterprises Ltd.	 <b>Megha Tata</b> Managing Director, South Asia, Discovery
 <b>Dr. A. L. Sharada</b> Director, Population First	 <b>Avinash Pandey</b> Chief Executive Officer, ABP News Network
 <b>Ashish Bhasin</b> CEO-APAC & Chairman India, Dentsu Aegis Network	 <b>Abe Thomas</b> CEO, Reliance Broadcast Network
 <b>Anuja Gulati</b> Consultant, Program Management United Nations Population Fund, India	 <b>Aparna Acharekar</b> Programming Head Zee 5
 <b>Nandini Dias</b> CEO-Lodestar UM, India	 <b>Nirupama Subramanian</b> Resident Editor, Indian Express, Mumbai

Watch it LIVE on IAA India Chapter YouTube Channel  
<https://www.youtube.com/user/IAAIndiaChapter>  
Date : 20<sup>th</sup> June Time : 10 am to 1pm

Supported by

The Global Compass of Marketing Communications

UNFPA

Punit Goenka, President-IAA India, set the context for this discussion. The fact that there is a sheer need to address this question even today is a matter of deep concern he said.



The moderator of the gender webinar, Megha Tata, Vice President-IAA India, emphasized that this was a great time to reflect, relook and realign ourselves in every way. “Pandemic has exposed a lot of cracks that exist in our society, not just in health, but in every home, be it the rise in domestic violence, rise in gender equations, and impacting job losses have created huge challenges. Gender equality issues remain deeply rooted. Closing the gender gap is our collective responsibility.”

IAA India along with LAADLI and UNFPA hosted a Webinar on Communication in the COVID Era. Will anything change in the Gender Equations?

Shared here are some key points from the esteemed speakers who believe in the cause and are doing work in an individual capacity and have come together to share their data points.

## Webinar - Communication in the COVID Era.

### Will anything change in the Gender Equations?

20th June 2020, Mumbai

Anuja Gulati - Consultant, Program Management - UNPFA, with her strong experience at the grassroots level emphasized that the COVID pandemic has not only deepened the pre-existing inequalities in all spheres of care giving, health, and economic and social protection but also disproportionately impacted women and girls.

Anuja pointed out that the way forward is to bring gender/class/races related issues to the forefront through communication. She summed up saying "You have the power as communicators to change the narrative and in doing so change the way the country thinks about our women and girls".



*It is very important to view our communication, stories and narratives through the gender lens.*

Dr. A.L.Sharada, Director, Population First identified a few pegs for communication: Promote positivism .

Redefine gender roles by showing more men caring, by showing girls and women in leadership and decision-making positions. Reimagine work places in COVID context. Acknowledge and bring to knowledge new forms of violence and discrimination that may emerge in the new digital world.

Be inclusive.

She summed up saying 'We need to achieve a balance between commercial interest and social responsibility.'



*We need to break the dichotomy in what we believe in, what we live and what we communicate.*

## Webinar - Communication in the COVID Era.

### Will anything change in the Gender Equations?

20th June 2020, Mumbai

Avinash Pandey - CEO ABP News Network elaborated on the safety measures taken at the office. ABP News' the public awareness campaign called '#CoronaKoDhona' highlighting the importance of handwashing has garnered tremendous traction on the social media pages of the channel.

ABPNews mentioned sharing of heart-wrenching stories where men who have been cured touched the feet of the hospital nurse and thanked her and stories of husbands of healthcare workers looking after children at home. He felt COVID has become a gender equalizer.



'#CoronaKoDhona'  
awareness campaign



Nandini Dias, CEO -Lodestar UM, India has been a champion for multiple causes at an individual capacity and as an integral MARCOM member of IAA.

Nandini said "In this cusp of catharsis, how we evolve and navigate the new model of shared responsibilities on the domestic front will propel us either 10 years ahead or drag us 10 years back. Gender equality is suffered by men too.

Nandini quoted Emma Watson, the UN Women Goodwill Ambassador "...when men become free, things will change for women as a natural consequence"..



Change in mindset is the  
equalizer.



## Webinar - Communication in the COVID Era.

### Will anything change in the Gender Equations?

20th June 2020, Mumbai

Ashish Bhasin, CEO-APAC & Chairman India, Dentsu Aegis Network - We have a good proportion of #women representation but we can do more. DAN India was the first to form the DAN Women's Council. We need equity to have equality. COVID has accelerated certain trends - Digitalization, WFH

On Societal impact he mentioned "Communication can provide the nudge in the right direction. Digital is the leveler."



“ This is a huge opportunity for girls as education can go online. ”

Nirupama Subramanian, Resident Editor- Indian Express, Mumbai expressed the need was to focus on - How to increase participation of women in the developing economy?

She shared her experiences where women in self-help groups through their skills play a key role in the economy.

She emphasized the need to have pro-active women-centric policies and push for jobs that have more women force.



“ We must push for jobs that have more women force. ”

## Webinar - Communication in the COVID Era.

### Will anything change in the Gender Equations?

20th June 2020, Mumbai

Aparna Acharekar, Programming Head- Zee5, said 'Responsible content creators like we need to over-index on representing women characters in far brighter light than any of our earlier attempts'. We need to tell more stories of women from all quarters of life whose contribution to home and society will shape how we will in the post COVID era. Gender equations can only tally when both genders regard each other as individuals.



“ Content must reflect the person as a good human - not a good woman or man. ”

Abe Thomas, CEO -Reliance Broadcast Network pointed out some key COVID insights and Abe Thomas shares some action points the media house committed to - breaking stereotypical representation of women in communication, incentivizing brands that contribute to women empowerment and gender equality.

Personally committed to actively encourage women to re-enter the workforce.



“ We commit to drive Inclusivity and empower women. ”

Log on to <https://www.youtube.com/watch?v=4LnZJZd-X9A&feature=youtu.be>

# WorkToLiveToWork Campaign - Time distancing to help create social distancing Initiated in 2018 - this is Phase 2

The International Advertising Association (IAA) India Chapter has launched its second edition of what is well known as the WorkToLiveToWork Campaign.

This year WorkToLiveToWork has launched a new communication campaign with a renewed plea to switch to flexitime. On how in our city, only time distancing can create social distancing and quickly allow us to start the economy.

“If we open our minds, we can stretch time. We can make space on the clock. By spreading out our start timings between 8 am to 11 am, and proportionately our end timings between 4 pm to 7 pm. So we still work our full 8 hours a day, still, spend 5 hours together as a team in the office but end up using time distancing to help create social distancing” stressed Nandini Dias IAA Mancom member and CEO Lodestar UM, India, who conceived this idea.

Over the last two years, many corporate leaders and trade bodies have seen the concept working and adopted it. The pandemic has made social distancing a must.

Says Punit Goenka President IAA India Chapter, "The concept of flexi-timing for a

**SHIFT TO FLEXI TIMING. BECAUSE YOU CAN STRETCH TIME, NOT A LOCAL TRAIN.**

In fact, you can't even stretch your arms inside a Mumbai local during peak hour. Which is why flexi timing is the only logical option we have left.

For ours is a city with unlimited possibilities but limited space.

Our traffic can't get any lesser. Our railways platforms can't get any longer. Our pavements can't get any broader. And social distancing couldn't get any tougher.

Time, on the other hand is what we can stretch. If only we open our minds.

So this is a plea to all decision makers and policy planners who hold the power to effect true change.

And it's not about doing something, but about undoing just one thing.

Let's not go back to a medieval policy that crams millions of hardworking citizens into a 45-minute window every morning, just because a certain box in a certain attendance register needs to be ticked at a certain time.

Instead, all we need to do is space out the start and end of our office hours. So that in the same limited space, with the same number of people, we can still distance our timings.

Let's face it. The city's crumbling, over-burdened transport network has claimed 7 to 10 lives a day, for the last 5 years. Just while commuting.

That's an inhuman tragedy for an illogical reason. And with the obvious possibility of living with a pandemic, the odds against our city's work force have only stacked up.

Which is why WorkToLiveToWork, a radical people's initiative has been pitching to get every citizen the right to choose their lives over their livelihood.

By simply staggering our work timings without reducing our work hours.

Because only if our working hours get more flexible, do our commuting hours get less fatal.

Think about it. Switch to flexi-time. It's actually not that much of a stretch.

AS PRESENTED BY  
**IAA**  
INTERNATIONAL ADVERTISING ASSOCIATION

**WORK TO LIVE TO WORK**  
www.worktolivetowork.com

**WHAT OUR CITY NEEDS IS TIME DISTANCING.**

It makes simple logical sense. For ours is a city with unlimited possibilities but limited space. Our roads can't get any broader. Our trains can't get any longer. Our pavements can't get any wider. And social distancing couldn't get any harder. But what we can stretch is time.

If we open our minds.

So this is a plea to all corporate decision makers who hold the power to effect true change.

And it's not about doing something, but about undoing just one thing.

Let's not go back to a medieval policy that crams millions of hardworking citizens into a 45-minute window every morning, just because a certain box in an attendance register needs to be ticked at a certain time.

Instead, all we need to do is space out the start and end of our office hours. So that in the same limited space, with the same number of people, we can still distance our timings.

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Because only if our working hours get more flexible, do our commuting hours get less fatal.

Think about it. Switch to flexi-time. It always made sense. Now it also makes space.

AS PRESENTED BY  
**IAA**  
INTERNATIONAL ADVERTISING ASSOCIATION

**WORK TO LIVE TO WORK**  
www.worktolivetowork.com

city like Mumbai was always a good idea. Now it assumes even more importance. In fact our campaign stresses the points that while flexi-timing is a win-win situation, it must be implemented with a sense of discipline."

**THIS COMMERCIAL BREAK  
CAN SAVE THE WORLD**

**ADVERTISING**



**LET'S ADVERTISE**