

Block your dates for the event of the century



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## IAA OLIVE CROWN AWARDS

FOR CREATIVE EXCELLENCE IN COMMUNICATING SUSTAINABILITY  
India Chapter, International Advertising Association

In its eighth year Asia's first and only award for excellence in communicating sustainability attracted double its earlier number of entries. A creative call for entries, a sound jury, an eco-friendly event, a legendary singer, a profound Mystic and everyone who is anyone in the communications industry made it the toast of the town.



Kaushik Roy thanked the jury for the recognition - Reliance Foundation, **Corporate Social Crusader of the Year - GOLD**. He mentioned how Jamnagar, once had just 83 trees, and today has 2500 acres of man-made green patch. They were proud to have developed India's largest mangrove, having started at a time when the Government hadn't mandated CSR.



Ogilvy & Mather bagged the prestigious **Campaign of the Year** for their Vodafone campaign.

The **Corporate Green Crusader award** was presented to Isha Foundation for their Rally for Rivers initiative.

Reading the citation, Megha Tata mentioned "The IAA is privileged to present Isha Foundation, the Green Crusader Award, for its unique and far-reaching initiatives towards a sustainable environment and spreading the seeds for a greener future."





Shankar Mahadevan, a four-time winner of the National Award: three times for Best Male Playback Singer and once for Best Music Director mesmerized the audience with his soul-stirring music.

Sadhguru of Isha Foundation, the Guest of Honour, was in conversation with Sudhanshu Vats of Viacom 18.



The IAA Olive Crown **Corporate Social Crusader of the Year – Silver** was awarded to “Vodafone Farmer BNB” an initiative by Vodafone KisaanMitr, an SMS alert service that gives farmers daily updates pertaining to weather, market prices, government schemes and much more.

### Professional-Speak





The India Chapter of the IAA has always believed that what's good is good for business.

So when Mancom member Nandini Dais came up with this unique solution to optimize Mumbai's transport infrastructure and save precious lives, it called for immediate action.

The media rallied around this cause, and a striking advertising campaign found space in Print and Outdoor media. But this was only the beginning. Television and social media picked up the story and amplified it.

And with personal interaction with several Associations like the Rotary, national HDR convention and the like, this assumed a status of so much more than just a communication program.

**ARE YOU A SERIAL KILLER?**

Sorry about the blatantly sensational way of getting your attention. But the truth, to be honest, is far more brutal. Because if you are in any way, responsible for framing your office timing policies, then yes, you could have blood on your hands. You see, every month around 270 Mumbaikars die commuting to work on the city's rail network. That's over 3200 wage-earning, hardworking, bread winners gone every year - just like that. Most of them taking their lives to beat nothing more than a late mark in the attendance register or a penalty on their salary. So what can you do, you may well ask. Well, we can start by being more humane about how we evaluate office attendance without necessarily affecting our productivity. By opening our minds to Work To Live To Work, A radical people's initiative that aims to make our working hours more flexible and

something less fatal. By reducing the death-defying load on our crumbling infrastructure, lifting workplace morale and giving each one of us the right to choose our lives over our livelihood. The objective is simple. Work To Live To Work is pitching for all employees to get the simple right to choose their own opening hours between 8am and 11am and closing hours between 4pm and 7pm. While sticking to a definite set of common working hours from 11am to 4pm. So we end up working the same number of hours as before with the same interaction time as before, except now they're quality work hours thanks to a far more humane rush hour. Think about it. It's not as complicated as it sounds. The longer we live, the stronger we work. So whether you're an employer or an employee, let's discuss it as much as we can and as often as we must. Because no job is more important than staying alive. [www.worktolivetowork.com](http://www.worktolivetowork.com)

An initiative by **IAA** International Advertising Association

**WORK TO LIVE TO WORK**

[www.worktolivetowork.com](http://www.worktolivetowork.com)

**COULD YOUR ATTENDANCE REGISTER BE AN OBITUARY COLUMN?**

Could the boring old attendance register be hiding such a morbid possibility? Ominous as the thought is, it could and it does. Because that cruel little late mark is why around 270 Mumbaikars die while commuting to work every month. That's over 3200 family bread winners gone every year - struck off the muster of life. Why? For simply trying to get to work on time. To avoid a late-mark. To avoid a penalty on their salaries. To avoid a dressing down. So they pack themselves into trains - the apparent lifeline of the city, risking death by hurtling onto the tracks, smashing into poles or simply getting crushed to death under the feet of fellow commuters. All because of that unrelenting attendance register. Now, you could simply forget about this and turn the attendance page every month. Or you could actually do something about it. By opening your mind to Work To Live To Work. A radical people's initiative that aims to make our working hours more flexible and

commuting less fatal. By reducing the death-defying load on our crumbling infrastructure, lifting workplace morale and giving each one of us the right to choose our lives over our livelihood. The objective is simple. Work To Live To Work is pitching for all employees to get the simple right to choose their own opening hours between 8am and 11am and closing hours between 4pm and 7pm. While sticking to a definite set of common working hours from 11am to 4pm. So we end up working the same number of hours as before with the same interaction time as before, except now they're quality work hours thanks to a far more humane rush hour. Think about it. It's not as complicated as it sounds. The longer we live, the stronger we work. So whether you're an employer or an employee, let's discuss it as much as we can and as often as we must. Because attendance is about presence, not absence. [www.worktolivetowork.com](http://www.worktolivetowork.com)

An initiative by **IAA** International Advertising Association

**WORK TO LIVE TO WORK**

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- ▶ Saw the advertisements in newspaper. They were good – Balakrishna Jha, DCB Bank
- ▶ No where close to being the biggest, but got the admin person working on it as soon as i saw your post – Akshay Pai, MD, Nutrova
- ▶ So proud of it! It shows if we take a right cause and drive we can create a long lasting impact- Sanjay Tripathi
- ▶ Fabulous initiative Sets the right direction for India – Colvyn Harris



# YOUR JOB OR YOUR LIFE.

Imagine having to make that choice every day. Without the guarantee of a new job. As the only earning member of your family.

Now imagine shrugging your shoulders and choosing to risk your life. Not because you have no fear but because you have no choice.

So you hope the unrelenting claws of probability don't catch up with you. Add live to risk your life another day. Just to beat a late mark at work.

This is happens every single working day to millions of Mumbaikars. Many of whom are, in all likelihood, your employees.

Does it sound fair to you?

And before you skirt the question by saying, what can you possibly do about it, allow us to say you can.

By opening your mind to Work To Live To Work. A radical people's initiative that aims to make our working hours more flexible and commuting less fatal. By reducing the death-defying load on our

*If you would like to discuss more about how flexi-timing can work for you or how it is already working for others, tag on to [www.worktolivetowork.com](http://www.worktolivetowork.com)*

crumbling infrastructure, lifting workplace morale and giving each one of us the right to choose our lives over our livelihood.

The objective is simple. Work To Live To Work is pitching for all employees to get the simple right to choose their own opening hours between 8am and 11am and closing hours between 4pm and 7pm.

While sticking to a definite set of common working hours from 11am to 4pm.

So we end up working the same number of hours as before with the same interaction time as before, except now they're quality work hours thanks to a far more humane rush hour.

Think about it. It's not as complicated as it sounds. The longer we live, the stronger we work.

So whether you're an employer or an employee, let's discuss it as much as we can and as often as we must.

Because no job is worth the life it earns for.

An initiative by



International Advertising Association



[www.worktolivetowork.com](http://www.worktolivetowork.com)

## Reports scanned

WORKTOLIVETOWORK



ADVERTISING

### IAA India Chapter undertakes a new social initiative "WorkToLiveToWork"

Ramesh Narayan, President, IAA India Chapter, said, "Every year IAA undertakes initiatives to show that communication can be an



Nandini Dias

Ramesh says, "Instead of waiting for the transport infrastructure to be fixed, which would obviously take a long time, Nandini's idea was as practical as it was simple. When asked, most CEOs and HR heads agree that flexi timing is a good idea. In fact many also say that in their office they had implemented flexi timings since a couple of years. The fact is that while heads of offices are not against it they have done very little to actually roll it out and enable people. There is no data to say how many people actually are on flexi timing. Also if it was real then the rush hour traffic would have eased out."

Adding to it, Dias, "The two excruciating losses I faced last year have left an irreparable wound in my life. Therefore this project is really close to my heart and almost a life mission." She believes that even if IAA is able to contribute in reducing the number of people losing life from 9 to 7 per day, which means over 700 lives in a year can be saved.

A campaign has been designed around WorkToLiveToWork, to end the irrational rigidity in Mumbai's office timings and save lives. Reports shows that every day around nine people die on the suburban rail network which is nearly 3200 people in a year. Many of these people travel in overcrowded transit system just avoid late mark as that leads to penalty on their salary.



Ramesh Narayan

Added Narayan: "Instead of waiting for the transport infrastructure to be fixed, which would obviously take a long time, Nandini's idea was as practical as it was simple. When asked, most CEOs and HR heads agree that flexi timing is a good idea. In fact many also say that in their office they had implemented flexi timings since a couple of years. The fact is that while heads of offices are not against it they have done very little to actually roll out and enable people. There is no data to say how many people actually are on flexi timing. Also if it was real then the rush hour traffic would have eased out"



Nandini Dias

Said Dias: "The two excruciating losses I faced last year have left an irreparable wound in my life. Therefore this project is really close to my heart and almost a life mission. I am urging all companies to come forward and adopt this to save the lives of Mumbaikars. Let's all agree that, besides expressing outrage we need to help the government mitigate the crisis. So whether you are an employer or an employee think about it, talk about it, bring it up as often as you can to drive change and save lives. Even if we reduce the number of people losing life from 9 to 7 per day we would have saved over 700 lives in a year!"

campaign

Region: AP

The Work Opinion Advertising Marketing Digital

### A tragic loss leads to a new chapter in Indian advertising

The IAA India Chapter hopes that advertising can play a meaningful role in a city where the infrastructure is under severe pressure

# COULD YOUR ATTENDANCE REGISTER BE AN OBITUARY COLUMN?



If you are from Mumbai or someone who keeps track of India's maximum daily you are unlikely to forget the tragic stampede on a footbridge at one of Mumbai's railway stations.

For some like Nandini Dias, a Managing Committee member of IAA-India chapter and CEO, Leadstar UM India, the loss was a personal one. One of the people who lost her life in the Siphinstone Road stampede was Teresa Paul, the executive assistant of Dias and IAG Mediabrands CEO, Shashi Sinha.

Incidents like these led Dias to conceptualise a project named WorkToLiveToWork. Through this initiative, Dias is urging CEOs/HR heads to help Mumbai-based companies to implement flexible office timings for employees so that they don't risk their lives to reach their workplaces, by hanging outside crowded trains, rushing on railway footbridges and so on.

To take this initiative forward, besides Leadstar UM, IAA has the support of Taproot Dentau who created the communication. In addition large media associates like Economic Times, Hindustan Times, India Express, Times of India, and Business Standard are also contributing to the cause.

Initiative by



Our Thanks to Agnelo Dais and Taproot



# Retrospect & Prospects

The IAA Retrospect and Prospects is an annual title where a respected communications practitioner takes a hard look at the highs and lows of the year that was for the communications industry and does a little crystal ball gazing to forecast what to expect in the year ahead.

This year, Piyush Pandey, the most recognizable face in the Indian communications industry "did" the Retrospect and prospects before a record audience. And then the IAA felicitated Piyush and Prasoon Pandey for truly taking Indian creativity global.



▲ Roger Pereira receiving the IAA Global Honorary Membership from Srinivasan Swamy and Ramesh Narayan



▲ Ramesh Narayan presents the citation to Piyush and Prasoon Pandey



▲ IAA India current and past presidents on stage acknowledging the enormous contribution of Piyush Pandey and Prasoon Pandey to Indian advertising



Presents

Ashish Bhasin, Chairman & CEO Dentsu Aegis Network, South Asia gave an interesting flavor on how difficult or how easy a business can be.

From where Ashish Bhasin bought Aegis Media in 2008, a start up with a not-so-pleasant past, today Dentsu Aegis Network is the 2nd largest Advertising and Marketing Communications Group in India, overturning for the first time the existing ranking, which has historically been in place for over 80 years. He has built the Dentsu Aegis Network in India from a 50 member team to a 3500 member powerhouse. The concept of one P&L encourages everyone to work together as a team and be there for each other.

Some interesting pointers shared during the interactive session:

- ▶ One must have a vision and stick to values. Values are the moral compass. Our DAN values - Be Collaborative. Be Agile. Be Ambitious. Be Responsible. Be Innovati
- ▶ Specialization beats generalists. Be the best in what you do.
- ▶ People matter the most. Put your mouth where your money matters. Management is all about growing. Rely on people who can be your extensions.
- ▶ Make sure there is a plan and work your strategy in achieving it.



Janak Sarda, currently in-charge of the IAA Young Professionals (YP Chapter), spoke on the benefits of being a part of IAA Young Professional Forum.



## India-UK Createch Summit 2018

The India-UK Createch Summit 2018 took place in Mumbai on 6 February. This first-of-its-kind summit in India explored how the technology and creative industries are converging to produce a new wave of innovation. The India-UK Createch Summit is a part of the "Great for Collaboration" initiative to inspire and promote stronger commercial partnership between the two countries. The Summit was opened by Baroness Rona Fairhead CBE, Minister of State for the UK'S Department for International Trade (DIT), and attended by HRH the Prince Edward, Earl of Wessex.

It convened around 1,000 delegates from the film, advertising, healthcare, industrial design, music, gaming and immersive technology sectors. Mike McGee, Co-founder and CCO of Oscar-winning creative studio-Framestore; Jeremy White, Transport Director-Seymourpowell; Sir Malcolm Grant, Chairman-(NHS) England and Guy Murphy, CSO-JWT all inspired the audience to '*think differently, with a smile on your face*', and to look beyond their own doorstep for collaboration.



India-UK Createch Summit was attended by HRH The Prince Edward, Earl of Wessex.

## Forthcoming Events

**-The Gutenberg Galaxy-**  
A collection of some of the finest print campaigns in India. A collectors item. Supported by the Free Press Journal Group.

Initiative by 

**"The Gutenberg Galaxy"**



-The first ever Regional IndIAA award (Telugu)



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**India Chapter of International Advertising Association**  
Regd. Office: C/o. R K Swamy BBDO Pvt. Ltd, 4th Floor, Elphinstone House, 17, Murzban Road, C. S. T., Mumbai 400001  
E-mail: iaaindiachapter@gmail.com | Web: www.iaaindiachapter.org

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