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The International Advertising Association (India Chapter) announced this year's winners across 13 categories. The Olive Crown are Asia's first and only awards that celebrate impactful work done in sustainability communication. Endorsed by the Asian Federation of Advertising Associations, and now in its sixth year, the awards also see entries from across Asia. Run as a cause, there is no entry fee charged.

Srinivasan K Swamy, President, IAA India Chapter & Vice President – Development, Asia Pacific, IAA said, "Brands and organizations are now increasingly investing in exciting work in communication that promotes sustainability. It is this creativity and innovation that the IAA Olive Crown Award recognizes. We thank Smt. Amruta Fadavnis, Dia Mirza and Rana Kapoor for being with us today. We'd also like to salute all our winners and the agencies who have put in their best for greater cause of the environment."

Neeraj Roy, Vice President IAA India Chapter and Chairman Olive Crown Awards Committee commented, "Climate change is forcing everyone to think of giant steps to combat it. The planet element in the triple bottom line is becoming even more important. Consumer behaviour studies are now showing sustainability as one of the key pillars of engagement. This is why the Olive Crown Awards is witnessing such creative entries."

Monica Tata, Honorary Secretary, IAA India Chapter added, "The winning campaigns that the Olive Crown Awards recognizes are often part of larger nation-building initiatives and not stand alone creative work. This goes to highlight the width of impact that these campaigns bring about"

Dia Mirza, actor and environmental activist graced the occasion and applauded the efforts by IAA and hoped that the industry supports sustainable marketing and communication initiatives.


Yes Foundation also announced the Yes Foundation Fellowship in association with IAA for youth between the age of 18-25. The fellowship entails a two month mentoring and training programme after which the participants will be placed with non-profit organisations supporting them with their social media initiatives.

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