



DDB Mudra wins big at IAA Olive Crown awards

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It couldn't have been a better setting for an award that's meant for green and clean advertising. Right on the Arabian Sea at the pier of the Radio Club near the Gateway of India, and with boats, steamers, catamarans, yachts and small ships all lit up. The India Chapter of International Advertising Association announced the winners of the sixth edition of the IAA Olive Crown Awards across 13 categories. For those not in the know, the Olive Crown are Asia's first and only awards that celebrates impactful work done in sustainability communication. Endorsed by the Asian Federation of Advertising Associations, and the awards also see entries from across Asia. Run as a cause, there is no entry fee charged.

DDB Mudra walked away with the maximum number of metals in the evening. Said Rahul Mathew, Creative Head, DDB Mudra West and a member of the agency network's creative council said that he was elated to have won big at the awards. "The DDB group believes in sustainability, and we are great believers in this kind of advertising," Mathew said adding that he was happy to have clients who are willing to back green advertising.

Said Srinivasan K Swamy, President, IAA India Chapter & Vice President - Development, Asia Pacific, IAA said, "Brands and organisations are now increasingly investing in exciting work in communication that promotes sustainability. It is this creativity and innovation that the IAA Olive Crown Award recognises. We thank Ms Amruta Fadavis, 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." Swamy told MxMIndia that it is gratifying that most of the big agencies are now sending in entries to the Olive Crown Awards. Sponsors and partners have been coming forth to ensure the awards grow in stature.

Added Neeraj Roy, Vice President IAA India Chapter and Chairman Olive Crown Awards Committee: "Climate change is forcing everyone to think of giant steps to be taken to combat it. The planet element in the triple bottom line is becoming as important 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 seeing such creative entries." Said Monica Tata, Honorary Secretary, IAA India Chapter, "The winning campaigns that the Olive Crown Awards recognises 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"

Category Descp	WINNERS	Creative Heading / Title of Entry	Agency	Advertiser
Press - Consumer Products	GOLD	Helpusgreen - Sow, Don't Throw	Dentsu Webchutney	Helpusgreen
Press Services	GOLD	Trees	DDB Mudra North	Sancturay Asia
	SILVER	Ganesh by blinds	Umbrella Design	Umbrella Design
Press Corporate	GOLD	Times B-app-a	Umbrella Design	Benette Coleman & Co
	SILVER	Ek Ped Ek Zindagi	Dainik Bhaskar Group	Dainik Bhaskar Group
	SILVER	Trees	DDB Mudra North	Sancturay Asia
TVC Cinema - Corporate	GOLD	Big Bazar Paper Patakha	DDB Mudra Group	Big Bazar
	SILVER	Daan Utsav 'BUS'	DDB Mudra Group	Daan Utsav
Digital	GOLD	Earth Hour Challenge/ #wiproearthhourchallenge	NICHEMINDS	WIPRO Ltd
	SILVER	Times B-app-a	Umbrella Design	Benette Coleman & Co
	SILVER	Tree Ganesha	Ogilvy & Mather, Mumbai	Maharashtra Pollution Control Board
	SILVER	#HelpTheFarmer	R K Swamy BBDO, New Delhi	Skymet Weather
	SILVER	E-Ganesh	DDB Mudra Group	Future Retail Pvt. Ltd
Events	GOLD	#GodSaveTheOcean	Ogilvy & Mather	Sprouts Environment Trust
	SILVER	E-Ganesh	DDB Mudra Group	Future Retail Pvt Ltd
Out of Home	GOLD	The Blue Bowl Project	DDB Mudra Group (Gurgaon)	Carrier Midea India Pvt Ltd
	SILVER	Trees	DDB Mudra North	Sancturay Asia
	SILVER	E-Ganesh	DDB Mudra Group	Future Retail Pvt Ltd
Print Production	SILVER	Jungle Life	Sead Advertising Pvt Ltd	Kelzai Secrets Pvt Ltd
Young Green Writer of the Year	SILVER	Helpusgreen - Sow, Don't Throw	Akshay Anand (Dentsu Webchutney)	Helpusgreen
Young Green Art Director of the Year	SILVER	Ganesh by blinds	Sumit Patil (Umbrella Design)	Umbrella Design
	SILVER	Tree Ganesha	Dattadri Kothur (Ogilvy & Mather, Mumbai)	Maharashtra Pollution Control Board
Green Brand of The Year	GOLD	Ek Ped Ek Zindagi	Dainik Bhaskar Group	Dainik Bhaskar Group
Campaign of the Year	GOLD	Big Bazar Paper Patakha	DDB Mudra Group	Big Bazar
	SILVER	Times B-app-a	Umbrella Design	Benette Coleman & Co
Corporate Social Crusader of the Year	Gold	Yes Community - Clean India Campaign	Yes Group	Yes Group
	Gold	Ek Ped Ek Zindagi	Dainik Bhaskar Group	Dainik Bhaskar Group
IAA Olive Crown Green Crusader Award 2016			Late Padmashri Bhavarlal Hiralal Jain	
Special Award of Excellence			ZEE Entertainment Enterprises Limited	



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