



REPORT OF ACTIVITIES 2018-2019  
India Chapter of  
International Advertising  
Association

The Global Compass  
of Marketing  
Communications

## Managing Committee



President	:	Punit Goenka
Vice President	:	Shashi Sinha
Hon. Secretary	:	Pradeep Dwivedi
Hon. Treasurer	:	Jaideep Gandhi
Immediate Past President	:	Ramesh Narayan

### Members:

Megha Tata  
Janak Sarada  
Abhishek Karnani  
M. V. Shreyams Kumar  
I Venkat

Neeraj Roy  
Srinivasan Swamy  
Pradeep Guha  
Raj Nayak  
Bhaskar Das

### The following members were invited to serve on the Committee for the year 2018-19:

Ashish Bhasin  
Manish Advani  
Partho Dasgupta  
CVL Srinivas  
Nandini Dias

Ashok Venkatramani  
Tarun Katial  
Anant Goenka  
Rajesh Kejriwal

### Meetings:

During the year under review, there were 6 meetings of the Managing Committee.

September 24, 2018  
January 7, 2019  
January 30, 2019 (EGM)

February 19, 2019  
April 18, 2019  
September 9, 2019

## President's Message

Dear Friends,

Year after year, industry associations passionately continue to achieve their earnest desire of enhancing the ecosystem in which we all lead our professional lives.

But there are those special years which are blessed with some landmark events. The year 2018-19 was one such fruitful year for IAA India Chapter. A year which hosted the 44<sup>th</sup> IAA World Congress in India, an opportunity for which the nation waited for 80 long years.

The entire team at IAA spared no effort to make it the biggest and the best Marcom event in the world. The Governing Council Chaired by Mr. Mukesh Ambani and studded with rare and celebrated names representing India's corporate and film industry, set the tone for what was to follow. It was an assemblage of professionals from all streams in the industry for intellectual stimulation for 3 days. Speakers were handpicked from across the world by the curation team, who shared their valuable insights with the audience. And of course, the evenings were as glamorous as they could get. The association hosted a whopping number of 2610 delegates, which speaks a lot about the event's success.

The credit goes to the entire team at IAA, led by its Chairman and World President Srinivasan Swamy and the esteemed members like Pradeep Guha, Kaushik Roy, Shreyams Kumar and Ramesh Narayan, who formed the core team that put together this incredible event, which has made the nation proud.

Along with this mega event, the association went through an impressive roster of events like the Olive Crown Awards, the Retrospect & Prospects, the IAA Leadership Awards and the IndIAA Awards. Keeping our aggressive approach in the regional markets intact, the association also launched IndIAA Tamil Awards in Chennai.

Adhering to our credo of "what's good, is good for business" the association invested immense time and energy in the social initiatives. We partnered with the All India Ophthalmological Society to run an impactful campaign highlighting the need to carry out a simple test to detect diabetic retinopathy.

When cyclone Fani hit the eastern state of Odisha, the association responded swiftly with a campaign to raise funds for the victims of this natural disaster. Our association with the Rotary movement has helped create a "Campaign For Good" where young adults are being sensitized about their duties and responsibilities towards their elders.

I wish to thank all my office bearers and managing committee members for their unflinching support and dedication. I am also grateful to all our supporters who came forward spontaneously to make our events and initiatives so memorable. I am very proud of the fact that the IAA India Chapter has set a positive example for the associations across the nation and the world at large. It has helped analyze trends, enabled projections, generate awareness for sensitive causes, and raise the bar for marketers, industry leaders and creative leaders. A true example of a global compass to the Marcom fraternity. Many congratulations to the entire team on this successful year.

With best wishes,  
Punit Goenka  
President



**Punit Goenka, President - IAA India Chapter**

## A Milestone Achievement

### **Srinivasan Swamy becomes the new chairman of International Advertising Association**

6<sup>th</sup> October 2018, Bucharest



Indian advertising veteran and RK Swamy Hansa Group Chairman, Srinivasan Swamy took over as new Chairman and World President of the International Advertising Association (IAA) at a ceremony in Bucharest.

Swamy is the first Indian to hold the prestigious seat at the 80-year old institution, which is considered the world's most influential network of marketing and communication leaders. He said, "Being the first Indian to be bestowed this honour, is not just a personal milestone, but a symbol of the increasing ascendance of India as a leader and a significant player in world advertising and media fora."

### **Advertising veteran Srinivasan Swamy honoured at Korean ad festival**

22<sup>nd</sup> August 2019, Korea



Advertising veteran and RK Swamy Hansa Group Chairman, Srinivasan Swamy was recognised and fêted with South Korea's highest honour for his significant contribution to the advertising industry at the recently concluded 12<sup>th</sup> edition of Ad Stars, which was held in Busan, South Korea.

Speaking to BusinessLine, Swamy said that he was happy to be the first Indian to be honoured at the event. "It is gratifying that someone is watching what contribution you have made and continue to make," he said. "When Ad Stars officials wrote to me about it, I was surprised and happy at the same time," he added.

## The Making of a Blockbuster – IAA World Congress

20<sup>th</sup>-22<sup>nd</sup> February 2019, Kochi

'India can be proud of staging this spectacular event'

- Srinivasan K Swamy, Chairman and World President, International Advertising Association (IAA)

▶ **The Best, The Biggest in Marketing and Communication Event in India** ▶

▶ **Two absorbing days with an amazing range of top global speakers.** ▶

▶ **Three lavish nights of entertainment.** ▶

▶ **2610 delegates.** ▶

▶ **A once-in-80 years experience.** ▶

The 44<sup>th</sup> edition of the IAA World Congress held in Kochi between from February 20 to 22 has sailed into the record books as arguably the best marketing and communications event held in recent times. Not just in India, but across the world.



The Core Team of the IAA World Congress Organising Committee - (L to R) M V Shreyams Kumar, Ramesh Narayan, Kaushik Roy, Pradeep Guha, Punit Goenka and Srinivasan K Swamy with guests Amitabh Bachchan and Sri Sri Ravi Shankar

## The Making of a Blockbuster – IAA World Congress

### A good title partner:

Jio not just gave us the seed capital, we also got the rub-off credibility of Mukesh Ambani as Chairman of the Governing Council. And Kaushik Roy as a core committee member was the icing on the cake.

### Three factors maketh a Conference: Location, Content and Entertainment

Kochi, as God's Own Country, and the excellent Convention Centre were winners. But it meant hauling men, material and everything else from Mumbai and Bengaluru to Kochi, burning a hole in the budget. The speakers were probably the best ever collection at one place. Pradeep Guha, take a bow. He put together the content. The entertainment was of a very high standard.

### A good local partner:

Shreyams Kumar and his merry band at Mathrubhumi showed what a local partner with a big heart could do for an event of this size. He gave money, influence, human resources and his goodwill to iron out the many wrinkles that were there en route to success.

Our sincere thanks to Mr Mukesh Ambani, Chairman and members of the Governing Council for their guidance, members of the Steering Committee for their tireless efforts, the IAA Global and India teams for helping us put the three power-packed days together. We got over 2000 registered delegates from over 25 countries. Add to that over 300 students and three hundred media representatives and we scaled a never-before 2610 delegates.

### GOVERNING COUNCIL MEMBERS



**Mukesh D Ambani**  
Chairman,  
IAA World Congress  
CMD,  
Reliance Industries Ltd.



**Ajay Piramal**  
Chairman,  
Piramal Group



**Anand Mahindra**  
Chairman,  
Mahindra Group



**Pawan Munjal**  
Chairman, MD & CEO  
Hero MotoCorp Limited



**Sanjiv Goenka**  
Chairman,  
RP-Sanjiv Goenka Group



**Nandan Nilekani**  
Co-founder, Infosys and  
Former Chairman, Unique  
Identification Authority of  
India (Aadhar)



**Prof. Dipak C. Jain**  
Director on Board of John  
Deere & Co. (USA)



**Sanjiv Mehta**  
CMD, Hindustan Unilever  
Limited & Executive Vice  
President, Unilever South  
Asia



**Srinivasan Swamy**  
Chairman & World President IAA,  
CMD-R K Swamy BBDO India



**Vineet Jain**  
Managing Director  
The Times of India Group



**Punit Goenka**  
President-IAA India,  
MD & CEO-Zee Network



**Uday Shankar**  
President, 21st Century Fox,  
and Chairman & CEO, Star  
India

**The Making  
of a Blockbuster  
- IAA World Congress**



Brand is only the Wagon,  
the Dharm is the Engine.  
**Amitabh Bachchan**  
Indian Actor, film producer and television host



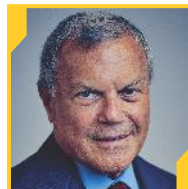
The Aadhaar verdict will help us  
leapfrog to a more equitable  
society.  
**Nandan Nilekani**  
Co-Founder & Non-Executive Chairman,  
Infosys Technologies Ltd.



We are moving towards a world  
where everyone and everything  
will be intelligently connected.  
**Penny Baldwin**  
Senior Vice President, Chief Marketing  
Officer, Qualcomm Technologies Inc.



For an online retail trend to  
escalate, different strands need to  
come together: digital payments,  
logistics systems, rules and  
regulations and so on.  
**Jonas Kjellberg**  
Lecturer, Author, Venture Investor &  
Co-Creator, Skype



If you do not believe in your own  
product or brand, then it is not  
Dharma.  
**Sri Sri Ravi Shankar**  
Humanitarian & Spiritual Leader

Maintain a fine balance between  
privacy and security. With great data  
comes great responsibility.  
**Hans Paul Burkner**  
Chairman, Boston Consulting Group



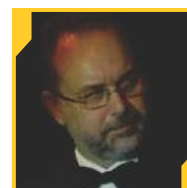
In the digital world, society is the  
stakeholder, not your board or your  
shareholder. It is important for brands  
to self-regulate.  
**D. Shivakumar**  
Group Executive President-Strategy &  
Business Development, Aditya Birla Group



Technology creates an opportunity to  
serve the unbanked and underbanked,  
unserved and underserved customers.  
**Madhur Deora**  
Chief Financial Officer and Senior VP, Paytm



The Holy Trinity - First party Data is at  
the core, driving digital content and  
driving media planning and buying  
particularly programmatic.  
**Sir Martin Sorrell**  
Executive Chairman,  
S4Capital and former CEO, WPP



The Making  
of a Blockbuster  
- IAA World Congress



Value and trust in today's environment is probably more valuable than ever before.

**Paul Polman**

President of the ICC, Chairman of the B-Team and Vice-Chair of the UN Global Compact. CEO Unilever (Jan 2009 to Dec 2018)

Experience is everything to the millennials. Give them something to share.

**Michael McQueen**

Trend forecaster and Author

We are clearly on the edge to use technology to make lives better. So, come together to use technology for good.

**Marc Pritchard**

Chief Brand Officer, Procter & Gamble

Constant curiosity is important for any organization to grow. It helps in growing business and helps improve the culture.

**Mark D'Arcy**

VP of Global Business Marketing and Chief Creative Officer, Facebook

It is about data-driven marketing and scale.

**Rahul Welde**

EVP Digital Transformation, Unilever

The key to creativity lies in humanity.

**Jacques Seguela**

Co-Founder of RSCG & Vice President of Havas Media

Dharma is collective wisdom, experience and learnings of our predecessors and their predecessors.

**Piyush Pandey**

Global Chief Creative Officer, Ogilvy & Mather



Blur the line between online, offline.

**Simon Kahn**

Chief Marketing Officer, Google APAC

We laugh at the truth and at surprises.

The best idea comes as jokes.

**Tim Reid**

Comedy Writer and Innovation Expert

This is about how do we translate the data with AI to marketable insight for brand owners.

**Chris Tung**

Chief Marketing Officer, Alibaba

Growth is driven by science and creativity. Loyalty hardly varies for small and big brands. Today, markets fail to understand customer expectations.

**Prof Bryon Sharp**

Professor of Marketing Science and Director, Ehrenberg-Bass Institute

Brand purpose is more important than ever to sustain a competitive edge.

**Lindsay Pattison**

Chief Client Officer, WPP

Artificial intelligence is the top tech priority and personalization is the key.

**Ed Pank**

Managing Director, WARC Asia Pacific

Our strength lies in our soft power. It is all about being yourself and letting others see you.

**Dr. Shashi Tharoor**

Diplomat, Parliamentarian



**The Making  
of a Blockbuster  
- IAA World Congress**



A badly executed, vague purpose can tear the world apart. A clear, well-defined purpose can bring the world together.

**Scott Bedbury**  
CEO, Brandstream Inc.

When you deliver the goods, customers forgive you for absolutely everything.

**Jean David**  
Pioneer & Builder, Cirque du Soleil

I think we are in a world where we can do better and we can also not necessarily have technology act as a conservative force but as for openness, interoperability and data governance...

**Alexandra Deschamps-Sonsino**  
Interaction Designer,  
Product Designer & Entrepreneur

Robots love crunching number but they are not creative and emotional as humans.

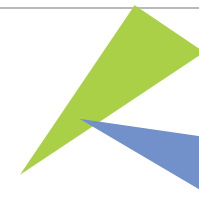
**Robot Sophia**  
A Social humanoid robot developed by Hanson Robotics

Trust is the heart of transformation. You need to create customer experiences at the right moment, empower your employees. All this can happen with data. If you aren't trusted, no one would give you data.

**Sanjay Podder**  
Managing Director, Accenture Labs

"Just because I didn't choose my life doesn't mean I can't take ownership of it."

**Andre Agassi**  
Former World No. 1 Tennis Player in conversation with **Vijay Amritraj**



More choice means a better opportunity to choose what we want, but it also makes it harder for us to choose.

**Sheena Iyengar**  
Professor, Columbia Business School

Now is the exciting time where the urge of information will stay the same but the tech will keep upgrading and it will help us to shape tomorrow.

**Pranav Mistry**  
Head, Think Tank Team &  
Global Vice President-Research, Samsung

Use AI as the background to move people, because they keep moving. Use AI to let people be the best they can be.

**Rumman Chowdhury**  
Global Lead for Responsible AI,  
Accenture Applied Intelligence

Move from rules-based AI to databased AI.

**Hod Lipson**  
Professor of Engineering and Data Science,  
Columbia University

There is no killer app to fix the future. We need more regulation. We need companies to create more responsible products.

**Andrew Keen**  
Entrepreneur, author & broadcaster. Director,  
SalonFutureCast

Brands need to come from a place of honesty and authenticity.

**Deepika Padukone**  
Actor & Social Influencer in conversation with  
**Anuradha Sengupta**

## Three Lavish Nights of Entertainment



Walk For the Loom : Senior IAA members from across the world and big names from the advertising industry walked the ramp sporting handloom attire weaved at the flood-hit Chendamangalam, a village of Kerala.



## Awards



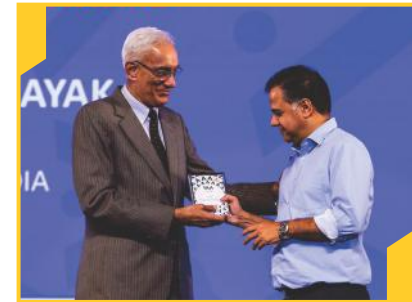
▶ Heather Leembruggen, VP of IAA Awards (left) and Srinivasan K Swamy (right) present the IAA Global Compass Award for Marketing and Communication 2019 to Marc Pritchard , Chief Brand Officer of P&G. Andrew Robertson (below), President and CEO of BBDO Worldwide, was also presented the IAA Global Compass Award.



▶ Screen grab from video of acceptance speech.



▶ Ranil De Silva, MD, Leo Burnett, Sri Lanka receiving the IAA Inspire Honorary Life Member Award.



▶ Raj Nayak, Former Viacom18 COO, receiving the IAA Inspire Champion Award.

## IAA Olive Crown Awards

18<sup>th</sup> April 2019, Mumbai

The 9<sup>th</sup> edition of IAA Olive Crown Awards saw Wunderman Thompson and The Social Street win four golds each. Wunderman Thompson bagged golds for the "bucket" ad for Hindustan Unilever and the "Blink" campaign for Jimmy Nelson Foundation. The "blink" campaign also won Wunderman Thompson the top honours as the Campaign of the Year - Gold.

The Social Street won golds for its campaign "the snake guard" for Prasadam Industries and the "Life before ashes" campaign for Mohan Foundation (also won Campaign of the Year - Silver).

Other gold winners of the evening included FCB Interface that bagged two golds for the "Turtle, Bluewhale, Flamingo" campaign for National Geographic. Dentsu Webchutney also bagged a gold for the "tiny bugs tweet" ad for Greenscape Eco Management. The Green Brand of the Year title went to Yes Bank for "Yes Bank Natural capital awards and conservation".

The Corporate Social Crusader of the year went to Mathrubhumi Printing and Publishing for its social initiatives. Mathrubhumi's Unique Initiative, SEED (Student Empowerment for Environmental Development) aims to create awareness among students on environmental Protection.



## #IndiaHappyHour

18<sup>th</sup> June 2019, Cannes

India chapter of IAA and Twitter India organise #IndiaHappyHour combining knowledge networking and fun at Cannes.



## IAA Retrospect & Prospects (with Neil George, MD, Nivea)

27<sup>th</sup> June 2019, Mumbai

Before speaking about trends that emerged in 2018 and laying down predictions for the future, George thanked professor Anil Kulkarni and Bharat Patel for being role models and teaching him everything related to marketing.

2018 Retrospect - Neil shared some wonderful ads and films to raise certain questions as to whether Hope was restored? Trust regained? Real stories-romanticized? and more.

Looking Forward-George then stated trends he expects to see beyond 2019. 1.Brands that have purpose driven communication will succeed. 2.A rapid increase in data and technology all thanks to the increase in voice search. 3.Personalisation at scale. 4.Great storytelling will emerge to be stronger than before.

He added, "The future is about sinless consumption, with the launch of products like the 'Impossible Whopper' and 'zero per cent beer'. There are going to be two big battles - Netflix versus Disney in the entertainment space and Amazon versus Google in the technology space." George ended his presentation on a lighter note by giving a piece of wisdom, "We're going to see the rise of the professional boyfriend photographer, thanks to Instagram!"



## IAA Global Continuing Education Program - (With Bharat Avalani)

12<sup>th</sup> July 2019, Mumbai

Bharat Avalani, fondly known as 'the memory collector' is a serial marketer from Malaysia with over 25 years of experience in Brand Management, Consumer Insights, Media Strategy, Brand Activation, Market Development and Integrated Brand Communications. He is an expert in designing and delivering brand experiences through story-telling.

“A story is a fact wrapped in context and delivered with emotion.” – Bharat Avalani

Bharat Avalani conducted a workshop for the Young Professionals which entirely revolved around grasping storytelling as a tool. Mr. Avalani explained how every story includes a set of standard elements such as time, place, context, discussions and questions. Apart from that, he also taught the participants that every story has a hidden purpose which needs to resonate throughout. For example a success story should entail a problem and a solution, and in order to emphasize on the success element we need to show a past success illustrating how the sponsor felt before the solution, and then how they felt after the solution.



After understanding the dynamics of storytelling, participants were asked to create their own stories keeping all of these factors in mind. They were called up on the stage to read aloud the stories they created and to show everyone what they had learned. The participants also received certificates for being a part of this hands-on training workshop.



## IndIAA Regional (Tamil) Awards 2019

15<sup>th</sup> July 2019, Chennai

India Chapter of the International Advertising Association (IAA) presented its first-ever IndIAA Regional Awards (Tamil) in Chennai. The event was supported by MediaNews4u.com.

Sam Balsara, founder, Chairman and Managing Director of Madison World and Madison Communications, the key speaker spoke on "Challenges and Opportunities for Brands Today". Earlier a few advertisers used to dominate ADEX. Today this is not so. 10 years the top 50 advertisers accounted for as much as 43% ADEX but today the top 50 account for only 35%. There exists opportunity for regional and local brands as they command a high loyalty. Small brands are growing at 18.5%. **Those with entrepreneurial spirit the time to launch is now.**

Some do's and don'ts: Never advertise below threshold level. Don't launch too many brands unless you are confident of supporting them. Use media data as a guide not as a crutch. Use liberal doses of your gut and intuition. Adopt a social cause that is meaningful to the community. Use digital - the new age medium - Digital provides the benefit of a two-way communication and is able to connect with consumers in a deeper way. B. Srinivasan, MD, Vikatan Group spoke on regionalization of content. Indic languages are really growing.



(RtoL) : Ramesh Narayan, VP- Area Director Asia Pacific IAA, Founder-Canco Advertising; Sam Balsara, Founder, Chairman and MD of Madison World and Madison Communications; S K Swamy, Chairman and World President, IAA Global; Mahesh Anand, President -Nippon Paints India; Pradeep Dwivedi, Chairman - IndIAA Regional Awards; B. Srinivasan, MD, Vikatan Group; Suresh Raman, VP and Region Head, TATA Consultancy Services, Chennai; Umanath V, Editor in Chief, MediaNews4U.com)

## IAA Leadership awards 2019

26<sup>th</sup> July 2019, Mumbai

In the 7<sup>th</sup> edition of IAA Leadership awards, IAA India inducted Kaushik Roy, President Brand Strategy & Marketing Communication, Reliance Industries Limited, into the IAA Hall of Fame for going beyond the call of duty and having made a significant contribution to advertising, marketing and society.



Hall of fame

A panel discussion moderated by CVL Srinivas, Country Manager-WPP India, on “Platform is critical. Content be damned.” with panellists - Punit Misra, CEO-Domestic Broadcast Business, Zee Entertainment Enterprises Limited; Sameer Nair, CEO- Applause Entertainment; Nandini Dias, CEO-Lodestar UM; and Pooja Jauhari, CEO-The Glitch; touched upon how content, platform and the consumer are interlinked and how content and platform is a function of time and how data-driven insights are helpful in generating timely content.





## IAA Leadership awards 2019

26<sup>th</sup> July 2019, Mumbai



Judging the best out of the best, was the Jury Chairman, Mr. R.S. Sodhi, Managing Director at GCMMF Ltd (AMUL).

The IAA Leadership Awards felicitated Ogilvy's Global CCO-Piyush Pandey with the IAA Creative Agency Leader of the Year award.

The IAA Media Agency Leader of the Year was presented to Prasanth Kumar, GroupM; IAA TV Anchor of the Year to Rahul Kanwal, India Today Group; IAA Media Person of the Year to Sanjay Gupta, Star India and IAA Media Game Changer of the Year to Virendra Gupta and Umang Bedi of Dailyhunt.



## IndIAA Awards 2019

26<sup>th</sup> August 2019, Mumbai

Suresh Narayanan, Jury Chairman, IndIAA Awards, and Chairman & Managing Director, Nestle India, encouraged the youth saying “You can be decent, honest, truthful and yet succeed.”

Drawing leadership lessons from the mystic poet like Kabir and Rahim he said “Gain the knowledge - Jati na pucho sadhu ki, puch lijiye gyan; Mol karo talwar ka, pada rahan do myan.” He said, “Communication should be sweet to the heart, sweet to the soul - Aisi vani boliye, mann ka aapa khoye; Auran ko sheetal karein, Aaphu sheetal hoy.”

### **Campaigns with Social Purpose that received Special Jury Mention**

Suresh Narayanan, Jury Chairman, IndIAA Awards, and Chairman and Managing Director, Nestlé India and Srinivasan K Swamy, Chairman and World President, IAA Global and Chairman, R K SWAMY Group, presented the trophy to the winners.



Vicks team-One In A Million #TouchOfCare



Preganews team #GoodNewsIsGenderFree

## IndIAA Awards 2019

26<sup>th</sup> August 2019, Mumbai

The fifth edition brought together great minds in business, marketing, advertising and media to celebrate the best of advertising in the industry.

This year IndIAA Awards received 450 plus nominations across all the 18 categories.

Advertising major Ogilvy roped in seven metals and Leo Burnett bagged three metals. Ad agency BBDO India and The Womb grabbed two awards each. Ogilvy won seven awards at IndIAA Awards 2019.

Team BBDO



Team Ogilvy



Team Leo Burnett



## IAA Social Initiatives

### EYE4Future Contest

20<sup>th</sup> February 2019, Kochi

EYE4Future Contest, a national health initiative was conceptualized by IAA in partnership with All India Ophthalmological society to build awareness on Diabetic Retinopathy in India



Madison BMB's Rohan Joseph (Creative Director- Copy) and Vallabh Yeolekar (Creative Director - Art) won the competition. The duo's campaign along with the All India Ophthalmology Association (AIOS) was launched at the IAA World Congress in Kochi.

Dr. S. Natarajan, president, AIOS, added, "I am very happy that the communications industry is working to build awareness of how a simple test for diabetes can help prevent diabetic retinopathy and even possible blindness."

## IAA Social Initiatives

### #MeraPehlaVote

22<sup>nd</sup> April 2019, Mumbai

In a bid to encourage first time voters to cast their ballot, the International Advertising Association (IAA) launched a digital campaign named **#MeraPehlaVote aka #MyFirstVote**. By celebrating one's first vote and hence, inspiring a high voter turnout amongst youngsters, 'My First Vote' attempts to motivate the youth of India to participate in the biggest festival of democracy.

India has more than 50% of its population below the age of 25 years. The youth of India will play a significant role in the success of making our country an economic and global superpower. Encouraging them to be part of the greatest festival of democracy was our goal at the onset.

#MeraPehlaVote nicely brings this proposition to the forefront and we hope that it will act as a celebrating tool and get our youngsters to the polling booth. IAA collaborated with Lowe Lintas to showcase this youth celebration spread across the digital medium to optimally reach out to young India.



## IAA Social Initiatives

### IAA stands with Odisha

16<sup>th</sup> May 2019, Mumbai

The International Advertising Association (IAA) India Chapter created a multi media campaign to raise awareness of the need to urgently contribute towards the rehabilitation and reconstruction efforts that are needed to help the victims of the devastating Cyclone Fani that has left a trail of destruction in Odisha. The creative effort has been driven by Madison BMB.



## IAA Social Initiatives

### #campaignforgood

26<sup>th</sup> August 2019, Mumbai

In a unique effort to use communication as a force for good, IAA India and Rotary (District 3141) teamed up to spread an important message about elder care, and sensitize the younger generation about the needs of their elders.

As IndIAA Awards Chairman, Abhishek Karnani outlined, this year the awards had a special category, in an attempt to highlight a good cause leading to societal change. The 'Campaign For Good' awards decided to honour elders, who have invested a large part of their life in bringing up children, and to showcase how young adults show their love for their elders.

The campaign 'Good Ol' Fridays' created by Adamyia Mody, Kanchan Kesari, Reet Sawhney and Sanjana Dora of Ogilvy bagged top honours.

Among the shortlisted campaigns were 'Oldies Just Want To Have Fun' submitted by Sayasi Ghosh and Satyajeeet More, 'Lovewithoutfilter' shared by Yash Ambre, among others.



(Caption: Harjit Singh Talwar, District Governor, Ms. Preeti Mehta, President, Rotary Club of Bombay presented #campaignforgood award to Adamyia Mody, Kanchan Kesari, Reet Sawhney and Sanjana Dora of Ogilvy seen with Abhishek Karnani, IAA INDIAA Awards Chairman and Suresh Narayanan, Chairman & MD, Nestle India Limited.)



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Communications

India Chapter of International Advertising Association  
C/O R K Swamy BBDO Pvt. Ltd. 4th Floor,  
Elphinstone House, 17 Murzban Road, Mumbai 400001.

