

QUARTERLY

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IAA Leadership Awards

I Venkat being greeted by Srinivasan Swamy on winning the IAA Hall of Fame Awards while Sri Jayant Sinha looks on

April 18, 2015, Mumbai

IAA-India Chapter presented the 3rd IAA Leadership Awards at a glittering ceremony held in Mumbai. The event, presided by Honourable Union Minister of State for Finance Sri Jayant Sinha, brought together the most creative and strategic minds from the world of Marketing, Media and Advertising industry as they competed with each other for the coveted awards. The entire event was presented by Colors, India's leading general entertainment channel.



*Vineet Jain wins Media Person of The Year.
(L-R) Srinivasan Swamy; Sri Jayant Sinha & Vineet Jain*

The Awards celebrated the hardwork and efforts put in by professionals from across industries. The winners were:

IAA Leadership Awards

Categories	Winners
CEO of the Year	Arundhati Bhattacharya, SBI
Media Person of the Year	Vineet Jain, Bennett Coleman
News Anchor of the Year	Punya Prasun Bajpai, Aaj Tak
Editor of the Year	Aroon Purie, India Today
Media Game Changer of the Year	Uday Shankar, Star TV
Brand Visionary of the Year	Hrithik Roshan
Brand Ambassador of the Year: Female	Shraddha Kapoor
Media Agency Head of the Year	C V L Srinivas, GroupM
Creative Agency Head of the Year	Prasoon Joshi, McCann
Marketer of the Year: Auto – Two Wheelers	Yadvinder Singh Guleria, Honda Motorcycle & Scooter
Marketer of the Year: Auto – Passenger Vehicles	Manohar Bhat, Maruti Suzuki India
Marketer of the Year: Banking	B Sriram, SBI
Marketer of the Year: Cellular Phone Services	Sashi Shankar, Idea Cellular
Marketer of the Year: Consumer Durables	Sanjay Chitkara, LG Electronics
Marketer of the Year: E-Commerce	Amarjit Singh Batra, OLX
Marketer of the Year: FMCG – Food	Siddhartha Mukherjee, Cadbury India
Marketer of the Year: FMCG – Beverages	Debabrata Mukherjee, Coca Cola
Marketer of the Year: FMCG – Household Products	Rohit Gyanchandani, Rohit Surfactants Pvt Ltd
Marketer of the Year: FMCG – Personal Care	Darshan Patel, Vini Products
Marketer of the Year: Insurance	Sanjay Tripathi, HDFC Life
Marketer of the Year: Mobile Devices	Pradeep Jain, Karbonn Mobile
Hall of Fame	I Venkat

IAA Leadership Awards - Glimpses from the event





Venkatesh Kini, President, India & South West Asia, Coca-Cola

April 24, 2015, Mumbai

The event was presented by NewsX and 92.7 BIG FM.

“Coca-Cola has been around for 128 years and the one thing we’ve learned is that advertising and marketing truly works,” said Mr Venkatesh Kini, President, India & South West Asia, Coca-Cola as he presented the Annual Review of Marketing, Advertising and Media in 2014-15.

“A consumer today is a great reporter, and Twitter is the most widely read newspaper,” he said, giving a few pointers that he recommends marketers should absolutely not do without. “Be shareworthy, simple, and contemporary, be constructively discontent, be consistent, disruptive, collaborative, and always have a purpose,” he said.



(L-R) Vikram Sakhujia; Raghav Bahl; Sonali Krishna; Arnab Goswami & Rajiv Lochan

May 21, 2015, Mumbai

The topic of discussion of the IAA Debates @ Zee MELT 2015, presented by the Dainik Bhaskar Group was: "Mobile will be the Primary Screen for News & Entertainment in India within 3-4years".

Speaking for the motion were Vikram Sakhujia (Former Maxus Worldwide CEO) and Raghav Bahl (Former CEO, Network18 and Founder, The Quint).

Speaking against the motion were Arnab Goswami (Editor-in-Chief, Times Now) and Rajiv Lochan (MD & CEO, The Hindu).

A very engaging debate was moderated by Sonali Krishna (ET Now). Over 250 people attended the event. The teams speaking against the motion carried the honour for the day.



IAA Webinar with Charulata Ravi Kumar

 IAA India Chapter

June 16, 2015

IAA-IC conducted a webinar with Ms Charulata Ravi Kumar, CEO, Razorfish India.

Ms Ravi Kumar said "Digital in India is at a very nascent stage, and there are trials and errors that we go through, but we understand in the long run where we need to take this forward". "If you are still in the planning mode of whether you want to embrace digital or not, then I think you will definitely feature in the sequel to Jurassic Park," Ms Ravi Kumar said in jest on those still wondering if they can do without the medium.

The webinar was attended by over 150 people.



(L-R) Harish Nair (National Director – Digital Strategy, GroupM); Uma Talreja (CMO, Burger King India); Rathin Lahiri (CMO, Meru Cabs and MeruGenie Cabs); Srinivasan Swamy (President, IAA India Chapter & Vice President – Development, Asia Pacific, IAA); Nadeesh Ramachandran, (Industry Head – Retail Vertical, Google India); Carlton D’Silva (CEO, Hungama Digital Services) & Abhishek Karnani (Director, Free Press Journal)

June 17, 2015, Mumbai

IAA-IC hosted a panel discussion entitled ‘Innovative Marketing in the Digital World’ at the Retail Technology Conclave 2015 organised by the Retailers Association of India (RAI) and Nasscom in Mumbai.

The session was moderated by Harish Nair, National Director – Digital Strategy, GroupM and the participants included Nadeesh Ramachandran, Industry Head – Retail Vertical, Google India; Uma Talreja, CMO, Burger King India; Rathin Lahiri, CMO, Meru Cabs and MeruGenie Cabs and Carlton D’Silva, CEO, Hungama Digital Services.

Mr Rathin Lahiri pointed out that between 20 to 30 million consumers in India are transacting online. “Increasingly, consumers are taking to purchasing items like books or mobile phones online,” he said. “Today marketing is driven by consumer insights,” said Mr Nadeesh Ramachandran said. “More often than not, marketers keep asking for data, and then don’t know what to do with all that data,” he pointed out. Mr Carlton D’Silva said: “Whilst data might take you to a certain end, if you can make sense of that data it can be used creatively.”

Ms Uma Talreja cited an interesting example of Tesco in Japan that used data to give consumers what they need. “Marketing has now become the champion because the consumer is giving you so much information,” she said.



**IAA Session
on Innovative
Marketing in the
Digital World**