

# IAA REACH OUT

A periodical newsletter from the International Advertising Association-India Chapter

Issue : April - June 2018

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KOCHI, INDIA | FEB 20 - 22, 2019  
INTERNATIONAL ADVERTISING ASSOCIATION

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## IndIAA Regional Awards (Telugu)

The India Chapter of the International Advertising Association (IAA) presented its first ever IndIAA Regional Awards (Telugu) at a glittering function in Hyderabad on 11<sup>th</sup> May 2018.



Mr. Ramesh Narayan, President - IAA India Chapter, Mr. Srinivasan Swamy, Senior Vice President - IAA Global, with jury members Mr. G. Veerabhadram, President - Crop Protection, Coromandel, International, Mr. Ravinder Reddy, Director - Marketing, Bharathi Cement Ltd., Mr. S. Sivakumar, Jury Chairman and Group Head - Agri & IT Businesses, ITC Ltd., Mr. P. Chandra Sekar Reddy, Vice President - Sales & Marketing, Gemini Edibles & Fats India Pvt Ltd., Mr. Mohammed Rafathullah, CEO, Dukes India, Mr. S. Suryaprakash Reddy, GM - Marketing, ACT Corp., Mr. R. Raghav Pratap, Asst. Vice President, Bharati Cement.

S. SivaKumar, Group Head - Agri & IT Business, ITC Limited was the jury chair this year. He said "The idea of a Regional language awards is excellent. The importance of a regional language in communicating the benefits, repositioning the category, consumer connect, campaignability aspect etc. cannot be refuted. The judging was done with meaningful discussion and the best work has been awarded".

Sam Balsara, Chairman - Madison World spoke on "What lies ahead for Regional advertising in media. He also made 17 strong points to build brands in the VUCA (Volatile, Uncertain, Complex, Ambiguous) world".

Srinivasan Swamy, Sr. VP, IAA Global & Chairman IndIAA Regional Awards said "I congratulate all the winners. I am happy that the Regional Awards are off to a flying start. The participation was heartening and the judging was impeccable. We have maintained the high standards that the National IndIAA Awards are known for".



**Mr. Anjani Kumar, Commissioner of Police, Hyderabad being felicitated by Mr. Srinivasan Swamy, Sr. VP, IAA Global & Chairman IndIAA Regional Awards**



Ramesh Narayan, President - IAA India Chapter said “The IndIAA Regional Awards are an idea whose time has come. The Telugu Awards have been received very well. In its first year, this is very good news. Look out for the Marathi Awards next.”



Team from Centro (Winners of category Regional - Retail) being awarded by the Guest of Honour, Mr. Jayesh Ranjan, Secretary, Department of IT, Electronics & Communication, State of Telangana with Ms. Rani Reddy, Director - Corporate Affairs, Sakshi Media Group & Mr. Ramesh Narayan, President, IAA India Chapter.



Mr. S. Sivakumar, Jury Chairman & Group Head - Agri & IT Businesses, ITC Limited and Mr. Sam Balsara, Chairman - Madison World present the Creative Team from Rediffusion Y&R (Client - TATA MOTORS) the winners trophy for the category AUTO FOUR WHEELERS – National.

Mr. R. Raghav Pratap, Asst. Vice President - Bharati Cement & Mr. Pradeep Dwivedi, IAA Mancom member & CEO - Sakal Media present Mr. Manish Misri, Deputy GM - ICICI Bank the winners trophy in the category BANKING AND FINANCE – National.



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## unveils new identity on its 80th Anniversary

The International Advertising Association (IAA) unveiled a new identity and mission, symbolized by the introduction of a new logo that signifies its transformation and culture of thought leadership built over the association's 80-year history.

Since its founding, IAA's mission has been based on the belief in the powerful role communications can play, if properly directed, in the lives of consumers and in the world. The association's new identity and logo is centered on a twenty-first century compass, that guide marketers, agencies, media – and now digital, interactive and e-commerce companies – to deepen the relevance of marketing communications in today's multi-faceted global marketplace.



“From the beginning, our aspiration was to be the pre-eminent organization, unified across borders, to embrace opportunities and confront challenges of an ever-evolving marketing landscape,” said IAA Chairman and Global President, Felix Tataru.

Sr. Vice President -IAA Global, Srinivasan Swamy with Paul Rossi of the Economist who was awarded the IAA Golden Compass Award.

The other recipients were Shelly Lazarus Chairman Emeritus Ogilvy and Mather and Paul Polman of Unilever.



The India Chapter of the International Advertising Association (IAA) has launched a **mentorship program for women** in the Marketing, Media and Advertising space.

Megha Tata, IAA Vice President and Chief Operating Officer BTVI-Business Television India is driving this initiative.

She said “We have received a great response from women in our industry for the program. The core committee has identified 23 applications after going through the shortlisting process of the applicants”.

**Learn how to be the best. From the best.**

If you are a woman in Advertising, Media, Marketing or Communications with 8 to 10 years of experience, this is your chance to get guided by the best and the brightest in the industry. Just click on the link below and fill out some details and if you make the cut, we will get in touch with you shortly. Because tomorrow's leaders need to get ready today.

**IAA MENTORSHIP PROGRAMME FOR WOMEN IN MARCOM**

LAST DATE FOR REGISTRATION IS **31<sup>st</sup> May, 2018**

TO APPLY AND FOR MORE DETAILS, VISIT: [iaaindiachapter.org](http://iaaindiachapter.org)

IAA India Chapter | IAA India | #IAAIndiaChapter

**There's a reason why we don't have a word called LEADER-ESS.**

Because leaders are leaders. Men or women. And tomorrow's leaders need to get ready today. So, if you are a woman in Advertising, Media, Marketing or Communications with 8 to 10 years of experience, this is your chance to get guided by the best and the brightest in the industry. Just click on the link below and fill out some details and if you make the cut, we will get in touch with you shortly.

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## Reigniting the Artists and Storyteller within You



Two Interactive Sessions (8th June and 26th June)  
conducted by Manish Advani  
TEDx Speaker | Story Teller | Head Change Management  
and Marketing at Mahindra SSG | IAA Mancom Member

IAA India, President – Ramesh Narayan opened the session saying “Communication is at the heart of the IAA and the environment is very close to its heart. And Manish Advani in his interesting way weaves in art and storytelling with his love for the environment”.

Manish Advani strongly felt that storytelling must be a part of the educational curriculum. He regaled the audience with his story and felt that art and storytelling are the best ways to express oneself. He believes “You make a living by what you get; you make a life by what you give”.



The workshop brought out the artist in everyone. The group was so involved and busy that they fell short of time. The story to be weaved in with the design was quite challenging. The stories ranged from bringing out memories of childhood of how grannies innovatively and creatively used every bit of coconut, stories emphasizing the judicious



Our Partners





WHAT'S  
COMING  
NEXT?™



IAA India Chapter President Ramesh Narayan made a presentation of the IAA World Congress scheduled to be held at Kochi India between 20th. and 22nd. February 2019 and invited the international guests and the large Indian contingent to play a part in this Congress.





## An informal get together at Cannes hosted by IAA - India Chapter

The India Chapter of International Advertising Association organized an informal get together over cocktails and canape to celebrate the Cannes Lions Lifetime Achievement Award (Lion of St. Mark) conferred on Piyush Pandey and Prasoon Pandey and for a mini preview of the IAA World Congress in India at the Embassy of Dutch Creativity, Beach Club, Cannes.



An excellent audience turned out for this event.

Piyush and Prasoon Pandey were felicitated for bringing pride and joy to not just India but to Asia as well. Replying to the toast Piyush and Prasoon thanked the IAA and spoke briefly about their creative journey.



**World  
Congress  
2020**

Sr.VP IAA Global - Srinivasan Swamy with Felix Tataru World President - IAA Global with the Governor of St.Petersburg and Boris President IAA Russia at Cannes after signing the agreement to hold the 2020 IAA World Congress in St.Petersburg.





**IAA Leadership Awards** - The prestigious IAA Leadership Awards, now in its sixth edition will be presented at a glittering function in Mumbai on 27th July 2018. Rajiv Dube Director of Corporate Services Aditya Birla Group will Chair the Jury that will salute the cream of the crop among marketers in all major categories. The jury members for this flagship award for marketers include Rajiv Dube, Director-Aditya Birla Group, Sanjay Behl, CEO-Raymond, Sunil Kataria, CEO-Godrej, Karthi Marshan, CMO-Kotak Mahindra Group, Sanjay Tripathi, CEO-Agilio Labs, R Ramakrishnan, Group CEO-Polycab Wires, Kaushik Roy, President-Reliance Industries.

**Mathrubhumi**  
THE MOST FORMIDABLE MEDIA FORCE IN KERALA

Presents



Mumbai on 31st August 2018

**IndIAA Awards:** The India Chapter of the International Advertising Association (IAA) announced the fourth edition of their IndIAA awards which would be presented in Mumbai on 31st August 2018.



International Advertising Association (IAA-India Chapter) proposes to publish "The Gutenberg Galaxy" - a book on case studies in print advertisements.

This features creative case studies in print advertising; a compiled of impressive list of print campaigns that were released over the last two years.

So far we have short-listed 25 case studies and are now in the process of compiling articles on the Power of Print from industry leaders."

The Book Launch in July-August 2018.



**International Advertising Association (IAA)** invites entries for "The Gutenberg Galaxy" a collector's item on **"Case Studies in Print Advertising"**

**Let us 'Write in Ink'!**  
Send us what you think are the best print advertisements you have helped create in the period - 1<sup>st</sup> January 2016 - 31<sup>st</sup> December 2017.

**Tell us why you think they are worthy of joining the Gutenberg Galaxy in a collector's item book as a prized case study.**  
Your case study should not exceed 1000 words nor have more than six visuals.

**The case study should focus on "strategic use of print media as the leading media vehicle in the advertising campaign".**  
Entries are invited from the top 50 advertising agencies in India (billings as per IAS data).  
The entry should be accompanied by an NOC from the client/advertiser  
**Deadline** for submission of case study is 31<sup>st</sup> March 2018.

**Penning these down!**  
Each entry will be treated as a potential case study if the editor finds it meaningful and relevant. The judgement/decision of the editor will be final and binding on all agencies that send in their entries.

The book will be edited by Sandeep Singh. Case studies, related queries can be mailed to [authors@sandeepsingh@gmail.com](mailto:authors@sandeepsingh@gmail.com).  
Authors of selected entries will be contacted for an interview. The interview and the case study will appear in the proposed "Gutenberg Galaxy" which in turn will be promoted aggressively through news channels and social media.

The book is expected to be released/published in April 2018. Agencies are free to send in more than one entry.  
**There is no entry fee.**

Published by



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