



IndIAA Awards 2018 – Ogilvy and Lowe Lintas bag maximum awards in real advertising.

The India Chapter of International Advertising Association (IAA) presented its 4th edition of #IndIAA Awards at ITC Maratha on 31st August 2018.

Ramesh Narayan, President IAA India Chapter, said "This is where real advertising wins. And I am delighted at the huge response from the industry. We had leading marketers from all over India, the creme de la creme of the creative fraternity, and media leaders assembled at one place to salute creativity that works hard in the market. In just four years the IndIAA awards have established themselves as a much-loved fixture in the communications industry. Congratulations to all the winners".

Suresh Narayanan, Jury Chairman and Chairman & Managing Director, Nestle India, said "It was indeed a pleasure to be the Chairman of the Jury of the IndIAA Awards. It was a truly an exciting experience. The clear winners stood out because of purpose, of tone, of creativity and of the kind of impact they created".

Pradeep Guha, Chairman IndIAA awards Committee said, "This constitutes work that has been made to a real brief, gone through the rigor of presentations to the client, and has been backed by money from the owners of the brands. And no effort is being spared to make the evening a treat for the senses".

M V Shreyams Kumar, Joint MD, Mathrubhumi requested all to donate generously to revive Kerala – God's own country. He said, "The fishermen, the youth all stood together and the whole world has stood by us. We need all the support we can"

A soft book launch of **The Gutenberg Galaxy** - a collector's item on "Case Studies in Print Advertising" was done by Ramesh Narayan, Prasoon Joshi, Abhishek Karnani and Suresh Narayanan

About IAA

The International Advertising Association is the world's only globally-focused integrated advertising trade association with membership representing Advertisers, Advertising agencies and the Media. The IAA comprises Corporate Members, Organizational Members, Educational Affiliates, as well as 56 Chapters with individual members and young professionals from 76 countries including the top 10 economies in the world. IAA is 80 years' old and is headquartered in New York.

Membership to the Indian Chapter of IAA is by invitation only and IAA has very senior marketing, advertising and media professionals as its members. IAA in India is seen as the most active chapter by IAA Global. IAA India is well-recognized for some of its marquee events like the IAA Leadership Awards, IAA Olive Crown Awards, IAA Debates, IAA Conversations, IAA Young Turks Forum and an array of IAA Knowledge Seminars, Webinars, Workshops, Conclaves etc.

For more information please visit www.iaaindiachapter.org