

INDIA
AWARDS

3rd EDITION OF IndIAA AWARDS 2017





The India Chapter of International Advertising Association (IAA) hosted the 3rd edition of the IndIAA Awards on 8th September 2017 at St Regis Hotel, Mumbai. The award is for "real creative advertising backed by real budgets" and is the only Awards event which honours on stage all the co-creators of awarded work – CMO/Brand Manager, professionals from creative & media agencies, and if appropriate people from digital, PR and Events agencies.

The impressive ceremony had the crème de la crème of the marketing, advertising and media fraternity in attendance.

Gopal Vittal, CEO & MD - India & South Asia, Bharti Airtel Ltd was the jury Chairman. Other eminent jury members included Sunil Duggal, CEO, Dabur India; Suresh Narayanan, CMD, Nestle India; Shikha Sharma, MD & CEO, Axis Bank; Sunil Kataria, Business Head, India and SAARC, Godrej Consumer Products and Nitish Kapoor, SVP Regional Director South Asia & Managing Director, Reckitt Benckiser India.

The jury shortlisted the winners through a rigorous process, keeping in mind advertising that Puts brand and category in new light, Benefits Portrayal, Campaignability and other factors.

The awards were presented across 20 different advertised categories viz: Auto Four Wheelers, Auto Two Wheelers, Auto Others, Banking And Finance, Consumer Durables, Consumer Electronics, Corporate, Fashion And Accessories, Food & Beverages, Government, Home Care (FMCG), Insurance, Entertainment And Media, Online Commerce, Personal Care, Retail, Telecom And Technology, Travel And Tourism, Pharma, Hygiene And Wellness, Home Décor & Gender Sensitive Advertising.





Gopal Vittal, Jury Chairman-IndIAA Awards & CEO & MD India & South Asia, Bharti Airtel Ltd, said,

"This is an award that truly measures the creativity, freshness of the idea, its campaignability and also stuff that is really material. The discussions amongst the jury members were terrific and we believe the winners truly deserve the awards."



Commenting on the occasion, President, IAA India Chapter, Neeraj Roy said,

"In just three years this award has received so much industry-wide experience. It speaks volumes for the concept and the execution of the process."



Pradeep Guha, Chairman, IndIAA Awards Committee, said,

"This is probably the only award that has every big advertiser, advertising agency and media together on one platform. The 'asli' award has turned out to be an 'asli' winner."



Srinivasan Swamy, Senior Vice President, IAA Global, said,

"I congratulate all the winners. It was gratifying to see all the clients on stage along with their creative and media agencies. This award salutes the excellence of all co-creators of the award."

EMINENT JURY MEMBERS

MR. GOPAL VITTAL

JURY CHAIRMAN

MD & CEO (India & South Asia)

Bharti Airtel Ltd.



MR. SUNIL KATARIA

Business Head - India and SAARC

Godrej Consumer Products Limited



MR. SURESH NARAYANAN

Chairman & Managing Director

Nestlé India Limited



MR. NITISH KAPOOR

Regional Director, South Asia

Reckitt Benckiser



MR. SUNIL DUGGAL

Chief Executive Officer

Dabur India



MRS. SHIKHA SHARMA

Managing Director & CEO

Axis Bank

GLIMPSES OF THE EVENT





Performance by
Voctronica,
the Acapella group





(L-R): Pradeep Guha, Chairman, IndIA Awards Committee,
Suresh Narayanan, CMD, Nestle India,
Srinivasan Swamy, Sr. VP & President-Elect, IAA Global,
Gopal Vittal, CEO & MD - India & South Asia, Bharti Airtel Ltd,
Sunil Kataria, Business Head, India and SAARC,
Godrej Consumer Products



Winners of the category – Auto Two Wheelers
(Representatives from Bajaj Auto and Ogilvy & Mather with Pradeep Guha & Gopal Vittal)



Winners of the category – Auto Other
(Representatives from CEAT, Ogilvy & Madison with Suresh Narayanan & Srinivasan Swamy)



Winners of the category – Corporate
(Representatives from Star India & Ogilvy & Mather with Shreyams Kumar, Joint Managing Director, Mathrubhumi Printing & Publishing Co Ltd & Neeraj Roy)



Winners of the category – Auto Other
(Representatives from Nestle & Mccann with Megha Tata, VP IAA & COO BTVi & Munish Atrey, VP & National Sales Head, ABP News Network)



Winners of the category – Online Commerce
(Representatives from MakeMyTrip & Publicis with Nandini Dias CEO, Lodestar UM, India & Nina Jaipuria, Business Head- Kids cluster, Nickelodeon)



PARTNERS
BRANDINGS
AT VENUE



Branding at Registration Desk



Branding on PR Wall



Standeers at the pre-function area



Branding on Podium



Branding on stage - Side Panels



Standeers at the pre-function area

PARTNERS BEING ACKNOWLEDGED ON STAGE WITH A MEMENTO



Shreyams Kumar, Joint Managing Director, Mathrubhumi Printing & Publishing Co Ltd with Neeraj Roy, President, IAA



Munish Atrey, Vice President & National Sales Head, ABP News Network with Megha Tata, Vice President, IAA



Nina Jaipuria, Business Head- Kids cluster, Nickelodeon (Viacom18)
with Nandini Dias, IAA Managing Committee Member



Vikas Khanchandani, CEO, Republic TV with Sam Balsara,
IAA Managing Committee Member

TRADE COVERAGE

Free Press Journal

Headline: Ogilvy & Mather, Lowe Lintas, among others, bag IndIAA awards

Link: <https://goo.gl/y42b9M>

Campaign India

Headline: IndIAA Awards 2017: Winners announced

Link: <https://goo.gl/uEBEPp>

Exchange4Media

Headline: HUL, Samsung, O&M, Publicis among major winners of IndIAA Awards 2017

Link: <https://goo.gl/4Ha7Gg>

Best Media Info

Headline: IndIAA Awards 2017: HUL, Nestle, Samsung, Vodafone, Milton among major winners

Link: <https://goo.gl/11k3AP>

Adgully

Headline: IndIAA Awards: HUL, Nestle, O&M, Lowe Lintas, among winners

Link: <https://goo.gl/uATcRu>

TvNews4U

Headline: IndIAA Awards 2017 announces the winners in a grand ceremony

Link: <https://goo.gl/aYNLfN>

PRINT COVERAGE



U to P: Pradeep Guha, chairman, IndIAA Awards Committee; Suresh Narayan, CMD, Nestle India; Srinivasan K Swamy, SVP, IAA Global; Gopal Vittal, chairman, Bharati Airtel; and Sunil Kataria, business head, India & SAARC countries Godey Consumer Products Ltd, at the awards.

Ogilvy & Mather, Lowe Lintas, among others, bag IndIAA awards

OUR BUREAU
Mumbai

A special representative companies like IIDL, Dentsu, Sunmang, Vodafone, Akshay, et al, at the recently held IndIAA awards. The awards, which was hosted by India Chapter of the International Advertising Association (IAA), witnessed awarding of prestigious prizes to advertising agencies and media agencies. Agencies like Ogilvy & Mather, Lowe Lintas, McCann, Publicis, among others, were the winners. The awards also recognised agencies that are backed by social causes. Pradeep Guha, chairman, IndIAA Awards, said, "This is probably the only award that has every big advertising agency and media agency as one candidate. The 'winning' award has turned out to be on 'self service'." Srinivasan Swamy, SVP, IAA Global, said, "Congratulations to all the winners, it was gratifying to see all the clients on stage along with their creative and media agencies. This award celebrates the excellence of all contributors of the award." Mounika, Meeting Rep, president, IAA, India Chapter, added, "In just three years, this award has received so much industry wide recognition. It speaks volumes for the concept and the objectives of the process."



U to P: Pradeep Guha, chairman IndIAA Awards Committee; Pradeep Pandey, Ogilvy & Mather India; Srinivasan K Swamy, SVP, IAA Global; and Praveen Joshi, CEO, Nielsen Worldgroup India at the award night.

INDIA AWARDS 2017 - WINNERS	
AUTO FOUR WHEELERS Volkswagen Ameo - Think Pink, Think New Client: Volkswagen Creative Agency: DDB Media West	FASHION AND ACCESSORIES Larsen & Toubro Client: Titan Creative Agency: Lowe Lintas
AUTO TWO WHEELERS Bajaj Plasma Comfort-Flamboy Dumpty Client: Bajaj Auto Creative Agency: Ogilvy & Mather	FOOD & BEVERAGES There are two winners in this category. Nestle - Espresso with Nescafe - Rik's story Client: Nestle Creative Agency: McCann
AUTO OTHERS CFAT - My Heart, My Home Client: CFAT India Creative Agency: Ogilvy & Mather India	PERSONAL CARE Kashli - Living For Impression Client: L'Oréal Consumer Products Creative Agency: Ogilvy & Mather India
BANKING AND FINANCE Rajshree Bank - The Future is Now Client: Rajshree Bank Creative Agency: Ogilvy & Mather India	RETAIL Brooke Bond Red Label - The experience Client: Brooke Bond Creative Agency: Lowe Lintas
CONSUMER DURABLES Nikon - Lock Lock Effect Client: Nikon India Creative Agency: Ogilvy & Mather	TELECOM AND TECHNOLOGY Vodafone - #WhatsOnYourMind Client: Vodafone India Creative Agency: Ogilvy & Mather
CONSUMER ELECTRONICS Samsung India Service - SMC - Not Just Care of you, whatever you are. Client: Samsung India Creative Agency: Chiti Worldwide India	TRAVEL AND TOURISM Lufthansa - A seat apart to defeat the odds by making us Indians Client: Lufthansa Creative Agency: McCann
INSURANCE HDFC Life - Apna ka apna dam pe jama rishon ekhiyama Client: HDFC Life Creative Agency: Publicis	PHARMACY, HYGIENE AND WELLNESS Wahin - Wash with care, Being there matters. Client: Wahin - Sun Pharma Creative Agency: Lowe Lintas
ENTERTAINMENT AND MEDIA Late Sky Acting Adda - Jai Shri Krishna Barbed Client: Late Sky Creative Agency: Ogilvy & Mather	HOME DECOR Pulkit Industries - Fresh Look Ge TVC Client: Pulkit Industries Creative Agency: Ogilvy & Mather

CORPORATE GALLERY

Vijaya Bank wins at Rajbhasha Kirti Puraskar

Vijaya Bank received the first prize under Rajbhasha Kirti Puraskar (Rajbhasha Kirti Puraskar) for the year 2016-17. The award was handed over to the bank by President of India Ram Nath Kovind and received by Bank CEO, Dr. R. K. Srinivasan. This award is presented in the presence of Union Minister for Home Affairs Rajnath Singh, Minister of State, Ministry of Skill Development and Entrepreneurship, Anurag Thakur and others at New Delhi.

Chairman Railway Board inspects Sabarmati and Gandhinagar stations

Aswani Lal, chairman of Railway Board, inspected Sabarmati and Gandhinagar stations during his recent visit at Ahmedabad on Tuesday. He also inspected the project of high speed rail line near Sabarmati Station. At Gandhinagar Station, he inspected the progress of construction related to development of Gandhinagar station. He also met members of Parliament and public representatives. He also met members of Sabarmati Railway along with other senior railway officials and also present on this occasion.

JNICT wins 'Container Terminal of the Year'

The Benchmark of Indian Maritime Business

Perfomance container terminal, Jambhata Nethi Port, Container Terminal (JNICT) was awarded 'Container Terminal of the Year' for the above US million TDU category at the Gateway Awards 2017 held in The Land, Mumbai. JNICT earned the award for its proactive strategies to ease congestion, smooth delivery of containers and leveraging its infrastructure to support trade and its diverse clientele. According to the award, JNICT's strategy, efficient handling of containers, and its proactive initiatives to increase the overall efficiency of the terminal and the Port.

NTPC Rihand organizes GK competition

A GK competition was organized under the aegis of NTPC Rihand project for the entire NTPC employee level. A total of 35 NTPC personnel participated in the programme organized at NTPC Rihand campus, as a part of the 10th anniversary of the project. The programme was inaugurated by the project director, Mr. Ch. D. Prasad. The programme was a success and all the participants from both NTPC Rihand and NTPC Corporate were felicitated. The programme was inaugurated by the project director, Mr. Ch. D. Prasad, and the project manager, Mr. R. K. Singh. The programme was a success and all the participants from both NTPC Rihand and NTPC Corporate were felicitated.

SAIL seminar on structural steel sections from new mills

As part of its modernization and expansion programme, Steel Authority of India Limited (SAIL) has installed two new rolling mills at its IISCO Steel Plant (ISP) and Durgam Chattri Plant (DCP) which produce Plain & Flange Beams. The Central Engineering Organisation (CEO), IISIL, organized a seminar at IISIL, Mumbai on September 13, 2017 on the theme 'New Challenges in Steel Design and Construction' to showcase the wide ranging capability of the structural steel sections being produced by the new mills, leading companies such as NTPC and BHEL, have been showcasing their capability of structural steel from SAIL's perspective.

DG of ICG represents ICG at Tokyo

Director General Indian Coast Guard Rajendra Singh representing ICG during Coast Guard Summit at Tokyo. The two day Global Summit was inaugurated on September 12 by PM of Japan Shinzo Abe.

Singapore has become poster child for national integration: Ajit Singh

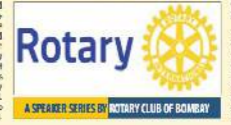
STAFF REPORTER
Mumbai

Taking break of the fact that Singapore as a country has managed to keep religious harmony (Social Cohesion) Singapore in India, Ajit Singh, chairman of the country, who visited the country, was met by the author. Singh, who was speaking at Rotary Club of Bombay's convention, said, "Many Singapore have become the poster child for national integration. Singapore is a country that has a common mission to make better of our lives and families."

He also met members of Parliament and public representatives. He also met members of Sabarmati Railway along with other senior railway officials and also present on this occasion.

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A SPEAKER SERIES BY ROTARY CLUB OF BOMBAY

Rotary
A SPEAKER SERIES BY ROTARY CLUB OF BOMBAY

CORPORATE CORNER

Standoff attack on Assam Rifles Post: Troops retaliate

Suspected NDFB cadres carried out a standoff attack on Assam Rifles post at Dux, Nagaland from across the India-Myanmar border on the afternoon of 11 September, 2017. Several exchange of fire between the troops and cadres ensued between the two forces. In the attack, a Chinthee was killed and an Assam Rifles (AR) soldier sustained gunshot wound and was immediately administered first aid and evacuated to Kohima Military Hospital for further medical treatment. The other soldier sustained a minor injury in the hand and was administered first aid on the spot. The exact number of cadres involved in the incident is not ascertained due to heavy rainfall and poor visibility and the number of deaths from Myanmar soldiers, who sustained injuries to low cadres, has not yet been ascertained.

Assam Rifles on high alert to check on Rohingyas

Units of Assam Rifles in the hill districts of Karbi Iastim State, including Majantara, are on high alert due to apprehension of illegal immigrants trying to enter the state by crossing the international border. Illegal entry of Rohingyas into Majantara has been reported over the last few days. The Assam Rifles has been alerted to check on the entry of Rohingyas. High priority is being given to the border towns of Majantara, Sual Bazar.

Send your CORPORATE / EVENTS / HEALTH / ART news and pictures to Sachin Tiwari. Email: sachin@fpj.co.in