



Inspiring Excellence  
in Communications  
Worldwide™



## OLIVE CROWN AWARD

FOR CREATIVE EXCELLENCE IN COMMUNICATING SUSTAINABILITY  
India Chapter, International Advertising Association



# IAA OLIVE CROWN AWARDS 2017

The India Chapter of International Advertising Association (IAA) hosted the 7th edition of its annual property, the IAA Olive Crown Awards on Wednesday, 15th March 2017 at Famous Studios, Mahalaxmi, Mumbai. The awards acknowledged the remarkable work of those individuals who drove the message of sustainability or 'green advertising'. The event was attended by over 250 senior marketing, media and advertising professionals from across the country.



NEERAJ ROY

President - IAA India Chapter  
& MD & CEO,  
Hungama Digital Media Entertainment Pvt. Ltd.

MONICA TATA

Chairperson Olive Crown Awards,  
Vice President-IAA India Chapter &  
COO, BTv







An eminent jury comprising renowned professionals such as **K V Sridhar**, Founder & Chief Creative Officer of Hyper Collective; **Sonal Dabral**, Chairman & Chief Creative Officer of DDB Mudra Group, India; **Carlton Disilva**, CEO & CCO of Hungama Digital Services, **Malvika Mehra**, Founder & Creative Director of Tomorrow Creative and **Raj Nair**, CEO & Chief Creative Officer of Madison BMB, shortlisted the winners through a rigorous process, keeping in mind the contribution of each individual towards saving the earth. The jury for the Corporate Crusader award included **Shernaz Vakil**, Chairman & MD of Dai-ichi Karkaria Ltd, **Suresh L. Goklaney**, CEO of Eureka Forbes Ltd, **Sachin Kalbag**, Editor of The Hindu and **K. Anandasagar**, MD & Chief Compliance Officer of Citibank, following a similar procedure in short-listing the winners.

The awards were presented across 20 different categories, including the coveted title '**Green Crusader of the Year**' award, which was presented to the charming Bollywood Actress Dia Mirza for her contribution towards the welfare of the society by associating with NGOs, in addition to her constant efforts towards the green initiative. The award was presented by Monica Tata, Vice President, IAA India Chapter along with the Guest of Honour, Actor and Social contributor Vivek Oberoi. The '**Campaign of the Year**' and the '**Brand of the Year**' awards were presented to **The Hindu** for their **#spiritofBengaluru** campaign, ideated by **J Walter Thompson, India**.



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

“It is really heartening to see the message of a 'Green Earth' reach millions of people with the effective apparatus of mass media. We are extremely honored to host yet another successful edition of the awards, and we look forward to replicating the same success in the coming years with more captivating entries that are contributing in making the world a better place to live in.”

# EMINENT JURY MEMBERS



**K V Sridhar**  
Founder & CCO  
Hyper Collective



**Sonal Dabral**  
Chairman & CCO  
DDB Mudra Group, India



**Carlton D'Silva**  
CEO & CCO  
Hungama Digital Services



**Malvika Mehra**  
Founder & Creative Director  
Tomorrow Creative



**Raj Nair**  
CEO & CCO  
Madison BMB



**Shernaz Vakil**  
Chairman & MD  
Dai-ichiKarkaria Ltd



**Suresh L. Goklaney**  
CEO  
Eureka Forbes Ltd



**Sachin Kalbag**  
Editor  
The Hindu



**K. Anandasagar**  
MD & Chief Compliance Officer  
Citibank



# GLIMPSES OF THE EVENT



Team FCB Interface after winning Silver in the category PRESS - CONSUMER PRODUCTS



Team R K SWAMY BBDO after winning 2 Gold in the PRESS – CORPORATE category



Vivek Oberoi being felicitated by Neeraj Roy & Sonal Dabral





Team JWT receiving the trophy from Raj Nair, Madison BMB & Raj Nayak, Viacom 18 Media Pvt. Ltd. – COLORS

Team JWT after winning the Gold in the CAMPAIGN OF THE YEAR category, from Pradeep Guha, Managing Director, 9x Media Pvt. Ltd. & Srinivasan Swamy, Immediate Past President – IAA India Chapter & Chairman & Managing Director, R K SWAMY BBDO Pvt. Ltd.



Team Dentsu Webchutney winners of Silver in the DIGITAL category, receiving the trophy from Monica Tata, Vice President-IAA & COO, BTVi, Dr Bhaskar Das, President, Chief Growth and Innovation Officer, Zee Unimedia Ltd. & Carlton D'Silva





Team Scarecrow Communications Ltd after winning the Gold in the OUT OF HOME category, with K V Sridhar, Tarun Rai, CEO, J Walter Thompson South Asia & Janak Sarda, Director, Daily Deshdoot

George Sebastian of Mathrubhumi Printing & Publishing Co Ltd receiving the Gold in the CORPORATE SOCIAL CRUSADER category from Srinivasan Swamy & Pradeep Guha



Dia Mirza being felicitated with the IAA Olive Crown GREEN CRUSADER Award 2017 by Srinivasan Swamy, Vivek Oberoi, Pradeep Guha & Monica Tata



Team Sideways Consulting winners of gold in the category OUT OF HOME, receiving the trophy from K.V Sridhar, Tarun Rai & Janak Sarda



Team FCB Interface receiving the trophy from I Venkat, Director, EENADU & Shernaz Vakil, Chairman & MD, Dai-ichi Karkaria Ltd



Team Kinetic Advertising India Pvt Ltd after winning the Silver in the GREEN BRAND OF THE YEAR category, with Ali Merchant, Founder Director, Triton Communications Pvt Ltd & Atit Mehta, VP & Head – Media Services, Sequoia Capital India Advisors







# WINNERS OF IAA OLIVE CROWN AWARDS 2017

NO	CATEGORY	WINNERS	TITLE OF ENTRY/ CAPTION	AGENCY	ADVERTISER
1	Press - Consumer Products	Silver	Spitter / Pisser	FCB Interface	JK Ansell
2	Press Services	Silver	Carousal & Fat Man	FCB Interface	Automotive Research Association of India (ARAI)
3	Press Corporate	Gold Gold Silver	Save India's Forest Corridors (3) World Environment Day #SpiritofBengaluru	R K Swamy BBDO R K Swamy BBDO J Walter Thompson, India	HT Media HT Media The Hindu
4	TVC / Cinema - Services	Gold		Dentsu One Pvt Ltd	Toshiba
5	TVC / Cinema - Corporate	Gold Gold	#SpiritofBengaluru	Dentsu One Pvt Ltd J Walter Thompson, India	Toshiba The Hindu
6	Digital	Gold Gold Silver Silver	Kabali - The No Wastege Post #SpiritofBengaluru #DoYourShare No Po Po Honk Less , Spread Peace	Dentsu Webchutney J Walter Thompson, India Happy McGarryBowen Dentsu Webchutney	Airtel The Hindu OLA Maruti Suzuki India Ltd
7	Events	Silver Silver	Bappa Lakshya Asudya "Raw Cycle"	Umbrella Design Rakyan Beverages Pvt Ltd	Umbrella Design In House
8	Out of Home	Gold Gold Silver Silver	Half Bag Project Watershed Management Models Recharge with Fresh Air World's First Rainwater Harvesting Billboard	Scarecrow Communications Ltd Sideways Consulting Kinetic Advertising India Pvt Ltd Kinetic Advertising India Pvt Ltd	SPYKAR Paani Foundation Vodafone India Ltd Vodafone India Ltd
9	Print Production	Gold	Half Bag Project	Scarecrow Communications Ltd	SPYKAR
10	Press - Unreleased	Gold Silver	Conserve Nature Reduce Carbon footprint carpool	Interpublicity Pvt Ltd Bates CHI & Partners, Mumbai	Greenpeace
11	Young Green Writer of the Year	Silver	Vessels don't make water precious	FCB Interface	Ministry of Water Resources
12	Young Green Art Director of the Year	Silver	Rivers & Ghats	DDB Mudra Group	Sintex Industries Ltd
13	Green Brand of the Year	Gold Silver Silver	#SpiritofBengaluru Vodafone (Three Campaign) Half Bag Project	J Walter Thompson, India Kinetic Advertising India Pvt Ltd Scarecrow Communications Ltd	The Hindu Vodafone India Ltd SPYKAR
14	Campaign of the Year	Gold Silver	#SpiritofBengaluru World's First Rainwater Harvesting Billboard	J Walter Thompson, India Kinetic Advertising India Pvt Ltd	The Hindu Vodafone India Ltd
15	Corporate Social Crusader of the Year	Gold Gold Jury Mention	Jaldaan (The Gift of Water) Love Plastic, Student Parliament, Cradles for Turtle, Season Watch, Mathrubhumi -VKC Nanma, Mathrubhumi Arboretum, Student Empoverment for Environment (SEED) No Po Po Honk Less , Spread Peace	Triton Communications Pvt Ltd The Mathrubhumi Printing & Publishing Co Ltd Dentsu Webchutney	Eureka Forbes Ltd The Mathrubhumi Printing & Publishing Co Ltd Maruti Suzuki India Ltd
	IAA Olive Crown Green Crusader Award 2017		Dia Mirza		



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# TRADE COVERAGES

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## **JWT walks off with 'Campaign of the Year' at IAA's Olive Crown Awards**

The India Chapter of International Advertising Association (IAA) hosted the 7th edition of its annual property, the Olive Crown Awards.

**Publication/ Website:** ET Brand Equity | Date: 16.03.2017 | Edition: Online

## **Olive Crowns 2017: JWT bags four Golds; Dentsu One, RK Swamy and Scarecrow bag two each**

Newspapers are often seen as the enemy of green business and stand accused of destroying trees for their daily dose of newsprint. However, at the Olive Crown Awards 2017, the only award for environment friendly communication, newspaper brands from across the country ruled the roost.

**Publication/ Website:** Campaign India | Date: 16.03.2017 | Edition: Online

## **Olive Crown Awards 2017: JWT wins four Golds**

JWT won all four Golds for its #SpiritofBengaluru campaign for The Hindu. The India Chapter of International Advertising Association (IAA) hosted the 7th edition of its annual property, the Olive Crown Awards.

**Publication/ Website:** Afaqs! | Date: 16.03.2017 | Edition: Online

## **JWT bags four golds and one silver at Olive Crown Awards**

The India Chapter of International Advertising Association (IAA) hosted the 7th edition of its annual property, the Olive Crown Awards.

**Publication/ Website:** MxMIndia | Date: 16.03.2017 | Edition: Online

## **JWT bags four golds and one silver at Olive Crown Awards**

The India Chapter of International Advertising Association (IAA) hosted the 7th edition of its annual property, the Olive Crown Awards.

**Publication/ Website:** Adage India | Date: 16.03.2017 | Edition: Online

## **JWT bags Campaign of the Year at Olive Crown Awards**

The India Chapter of International Advertising Association (IAA) hosted the 7th edition of its annual property, the Olive Crown Awards.

**Publication/ Website:** Media Avtaar | Date: 16.03.2017 | Edition: Online

## **IAA Olive Crown: JWT wins 4 golds including Campaign of the Year Award**

Green Brand of the Year went to The Hindu for #SpiritofBengaluru; Green Crusader Award was won by actress Dia Mirza; and Corporate Social Crusader of the Year went to Triton Communications' work Jaldaan for Eureka Forbes

**Publication/ Website:** Best Media Info | Date: 16.03.2017 | Edition: Online

## **Olive Crowns JWT's campaign of the year**

MUMBAI: The India Chapter of International Advertising Association (IAA) hosted the 7th edition of its annual property, the Olive Crown Awards.

**Publication/ Website:** Indian Television | Date: 16.03.2017 | Edition: Online

## **JWT walks off with 'Campaign of the Year' at IAA's Olive Crown Awards**

The India Chapter of International Advertising Association (IAA) hosted the 7th edition of its annual property, the Olive Crown Awards.

**Publication/ Website:** AdGully | Date: 16.03.2017 | Edition: Online

## **IAA India Chapter's Olive Crown Awards 2017 to unfold at Famous Studios on 15th March 2017**

International Advertising Association (IAA) India Chapter brings back its annual property, the Olive Crown Awards, with its 7th edition.

**Publication/ Website:** Indian Media Book | Date: 15.03.2017 | Edition: Online

## **JWT bags Campaign of the Year at Olive Crown Awards**

The India Chapter of International Advertising Association (IAA) hosted the 7th edition of its annual property, the Olive Crown Awards.

**Publication/ Website:** TV News4U | Date: 16.03.2017 | Edition: Online

# CONSUMER PRINT COVERAGES



Publication/ Website: Mid-Day  
Date: 17.03.2017 | Edition: Mumbai

Publication/ Website: Absolut India  
Date: 17.03.2017 | Edition: Mumbai



Publication/ Website: Asian Age | Date: 17.03.2017 | Edition: Mumbai



Publication/ Website: HT Cafe  
Date: 17.03.2017 | Edition: Mumbai



Publication/ Website: Free Press Journal  
Date: 17.03.2017 | Edition: Mumbai



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# CONSUMER ONLINE COVERAGES

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## **JWT bags four golds and one silver at Olive Crown Awards**

The India Chapter of International Advertising Association (IAA) hosted the 7th edition of its annual property, the Olive Crown Awards.

**Publication/ Website:** Free Press Journal | Date: 17.03.2017 | Edition: Mumbai

## **The Olive Crown Awards 2017**

Dia Mirza, Vivek Oberoi and Sulaiman Merchant at the International Advertising Association (IAA)- India Chapter Olive Crown Awards 2017.

**Publication/ Website:** RSP Network | Date: 16.03.2017 | Edition: Online

## **IAA Olive Crown Awards 2017**

Mumbai: Vivek Oberoi, Dia Mirza and Sulaiman Merchant during the International Advertising Association (IAA) - India Chapter Olive Crown Awards 2017 in Mumbai on March 15, 2017

**Publication/ Website:** Prokerala | Date: 16.03.2017 | Edition: Online

## **IAA Olive Crown Awards 2017**

Mumbai: Vivek Oberoi, Dia Mirza and Sulaiman Merchant during the International Advertising Association (IAA) - India Chapter Olive Crown Awards 2017 in Mumbai on March 15, 2017

**Publication/ Website:** Solaris | Date: 16.03.2017 | Edition: Online

## **Dia Mirza is the 'Green Crusader of the Year' at the 7th edition of IAA India Chapter's Olive Crown Awards**

The India Chapter of International Advertising Association (IAA) hosted the 7th edition of its annual property, the Olive Crown Awards.

**Publication/ Website:** IMDB | Date: 16.03.2017 | Edition: Online

## **Dia Mirza Stills At The Olive Crown Awards 2017**

**Publication/ Website:** Yadtek | Date: 17.03.2017 | Edition: Online

## **Vivek Oberoi & Dia Mirza at Olive Crown Awards 2017**

Vivek Oberoi and Dia Mirza at the International Advertising Association (IAA)- India Chapter Olive Crown Awards 2017.

**Publication/ Website:** BollyWorm | Date: 17.03.2017 | Edition: Online

## **Dia Mirza spotted in lovely saree at The Olive Crown Awards 2017**

**Publication/ Website:** Celebs Next | Date: 17.03.2017 | Edition: Online

**Dia Mirza is the 'Green Crusader of the Year' at the 7th edition of IAA India Chapter's Olive Crown Awards**

The India Chapter of International Advertising Association (IAA) hosted the 7th edition of its annual property, the Olive Crown Awards.

**Publication/ Website:** The Indian Subcontinent | Date: 16.03.2017 | Edition: Online

**Dia Mirza is the Green Crusader of the Year**

The India Chapter of International Advertising Association (IAA) hosted the 7th edition of its annual property, the Olive Crown Awards.

**Publication/ Website:** Oye times | Date: 16.03.2017 | Edition: Online

**Dia Mirza Is The 'Green Crusader Of The Year' At The 7th Edition Of IAA India Chapter's Olive Crown Awards**

The India Chapter of International Advertising Association (IAA) hosted the 7th edition of its annual property, the Olive Crown Awards.

**Publication/ Website:** Cinema Ghar | Date: 16.03.2017 | Edition: Online

**Vivek Oberoi & Dia Mirza at Olive Crown Awards 2017**

**Publication/ Website:** Ebela | Date: 16.03.2017 | Edition: Online

**IAA Olive Crown Awards 2017**

Vivek Oberoi and Dia Mirza at the International Advertising Association (IAA)- India Chapter Olive Crown Awards 2017.

**Publication/ Website:** Fotocorpi | Date: 16.03.2017 | Edition: Online

**The Olive Crown Awards 2017 | Dia Mirza | Vivek Oberoi**

**Publication/ Website:** Fameskyl | Date: 16.03.2017 | Edition: Online

**Vivek Oberoi | Olive Crown Awards 2017**

**Publication/ Website:** F3 Bollywood fungamal | Date: 16.03.2017 | Edition: Online

**The Olive Crown Awards 2017 With Dia Mirza**

**Publication/ Website:** F3 Bollywood fungamal | Date: 16.03.2017 | Edition: Online

**Dia Mirza & Vivek Oberoi Graced IAA Olive Crown Awards 2017 | Bollywood Latest News |**

**Publication/ Website:** Bollywood Showbiz India | Date: 16.03.2017 | Edition: Online



DIA MIRZA

Actress and Social Activist



### **Vivek Oberoi | Olive Crown Awards 2017**

**Publication/ Website:** Mirchi Bollywood | **Date:** 16.03.2017 | **Edition:** Online

### **Olive Crown Awards 2017: Dia Mirza and Vivek's social connect**

**Publication/ Website:** Bollywood Hangout | **Date:** 16.03.2017 | **Edition:** Online

### **IAA Olive Crown Awards 2017**

At an event celebrating green marketing initiatives, Dia was seen doing desi in an Anavila sari with Amrapali jewellery. You won't hear us nitpicking this look because she looked lovely.

**Publication/ Website:** HighHeel Confidential | **Date:** 15.03.2017 | **Edition:** Online

### **Vivek Oberoi coming up with affordable housing schemes under Karm infrastructure**

Vivek Oberoi is known for his philanthropic work these days more than his acting. On Wednesday, Vivek attended Olive Crown Awards 2017 and during media interaction he talked about his upcoming film projects and his ambitious housing scheme plans for middle class people.

**Publication/ Website:** Bollywood Helpline | **Date:** 16.03.2017 | **Edition:** Online

### **The Olive Crown Awards 2017 With Dia Mirza & Vivek Oberoi**

The Olive Crown Awards 2017 With Dia Mirza & Vivek Oberoi

**Publication/ Website:** Helpline Bollywood | **Date:** 16.03.2017 | **Edition:** Online

### **Highlights of the IAA India Chapter Olive Crown Awards**

Highlights of the IAA - India Chapter Olive Crown Awards

**Publication/ Website:** Social Feed | **Date:** 16.03.2017 | **Edition:** Online



VIVEK OBEROI

Actor and Social Contributor