



Best TV News Anchor
Neha Pant



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Home > Media Info > Advertising > IndIAA Awards invites entries for its second edition

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IndIAA Awards invites entries for its second edition

Launched last year, the awards will have an all-CEO jury who judged advertising in the real world

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The India Chapter of the International Advertising Association (IAA) is inviting entries for the second edition of its coveted IndIAA awards. Launched last year, and positioned as the awards 'for real hardworking creative advertising,' the awards will have an all-CEO jury who have judged advertising in the real world. Nielsen India and Campaign India have joined hands with IAA as Knowledge Partners for this event.



Pradeep Guha

Pradeep Guha, Chairman, IndIAA awards, said, "Advertising campaigns that were released between July 1, 2015 and June 30, 2016 will be honoured in multiple product and service categories. To qualify for the award, the campaign should have film (TV or Digital) as one of its elements. In each product or service category, no more than an overall winner and a challenger brand (a newcomer) would be awarded. The awards ceremony would be in Mumbai in late

September 2016. This is an initiative to reward truly creative advertising and I am confident it will build on the respect and popularity it received on its debut last year. There is no entry fee."



Srinivasan K Swamy

Srinivasan Swamy, President, IAA India Chapter and Senior Vice President, IAA Global, said, "At the IndIAA awards event, just like last year, you will see campaigns that have been watched and loved, and have gone on to impress our stellar jury, being awarded. Therefore, we will invite on stage all the co-creators of the campaign to accept the award. This will include the marketing team, the agency creative team, the media team and other agencies who contributed to

the success of the campaign."

One can get more details on categories, criteria and nominees at indiaa-awards.org. To nominate a campaign, one can mail on awardsindiaa@gmail.com with a link of the campaign film.

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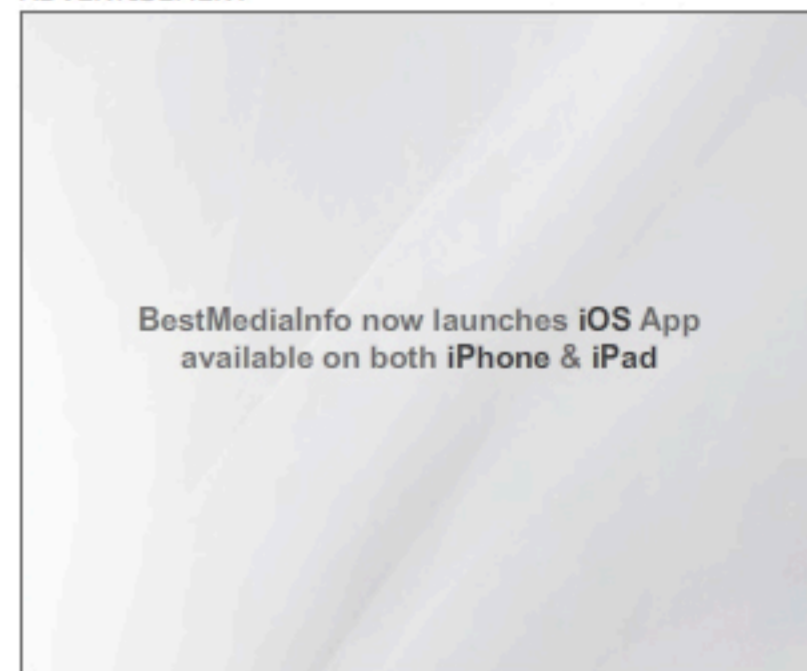


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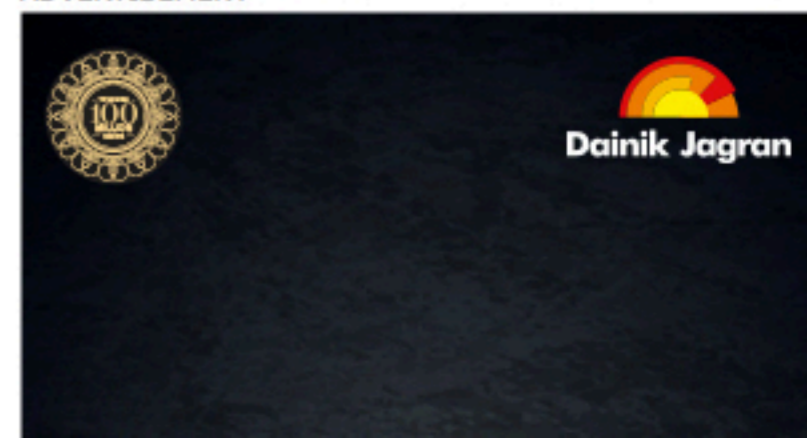
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