

AWARDS

Campaign India Team | Jul 29, 2016

IndIAA Awards 2016 calls for nominations

Anyone can nominate ad campaigns released from 1 July 2015 to 30 June 2016



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The India Chapter of the International Advertising Association (IAA) is inviting nominations for the second edition of its IndIAA awards.

The awards were launched last year, and positioned as the recognition 'for real hard working creative advertising'.

Last year's jury was chaired by Unilever's Harish Manwani. This year too, the jury will comprise CEOs who have judged advertising in the course of their careers.

Nielsen India and Campaign India are 'Knowledge Partners' this year.

Pradeep Guha, chairman, IndIAA awards, said, "Advertising campaigns that were released between 1 July 2015 and 30 June 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 will be no entry fee."

The awards website indiaa-awards.org will go live with nominations for 2016 shortly.

Anyone can nominate an ad campaign that meets eligibility criteria, by mailing a link to the work, to awardsindiaa@gmail.com.

Srinivasan Swamy, president IAA India chapter and SVP, 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."

Source: Campaign India

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