



INTERNATIONAL ADVERTISING ASSOCIATION



**AADITYA THACKAREY  
NAMED  
"GREEN CRUSADER  
OF THE YEAR"  
AT OLIVE CROWN AWARDS  
2021**

# REPORT OF ACTIVITIES 2020-2021

INDIA CHAPTER OF INTERNATIONAL ADVERTISING ASSOCIATION

# MANAGING COMMITTEE:

**President**

**Megha Tata**

**Vice President**

**Pradeep Dwivedi**

**Hon. Secretary**

**Jaideep Gandhi**

**Hon. Treasurer**

**Abhishek Karnani**

**Immediate**

**Past President**

**Punit Goenka**

**Members**

**Anant Goenka**

**Avinash Pandey**

**Janak Sarda**

**Nandini Dias**

**Prasanth Kumar**

**Rana Barua**

**Ashish Bhasin**

**Rajiv Kental**

**Rani Reddy**

**Srinivasan Swamy**

## The following members were invited to serve on the **Committee** for the year 2020-21

- Sam Balsara
- Umang Bedi
- Bhaskar Das
- Partho Dasgupta
- Pradeep Guha
- Neeraj Roy
- Nina Elavia Jaipuria
- Alok Jalan
- Salil Kappoor
- Tarun Katial
- Anbucheziyan K
- I Venkat
- M. V. Shreyams Kumar
- Mr Sunil Lulla
- Ramesh Narayan
- Sangeeta Pendurkar
- Rahul Shaw
- Ashok Venkatramani

## MEETINGS



During the year under review, there were **5 meetings of the Managing Committee**

**September 28** — 2020

**November 26** — 2020

**January 21** — 2021

**May 7** — 2021

**Sept 3** — 2021

## President's Message:

Dear Friends,

2020-2021 was truly a remarkable year for us. As India's leading industry body, we have represented the unquestionable strength and character of our community. We realized very early on, that to survive these dramatically difficult times, it is incumbent on us to take charge and be the mouthpiece of the advertising & marketing fraternity. And I am glad we have been able to take the same spirit and enthusiasm displayed by my predecessors forward this year as well, with the unflinching support from our industry's top leaders and creative voices.



Despite being amid the pandemic, we have continued to aspire to benefit our community while swiftly embracing challenges with an eye to the future. And with this attitude, we rolled out a roster of initiatives in the past year that speaks for our constant endeavour to bring about positive transformation in the industry.

One of our biggest successes of the year was IAA's partnership with UNICEF and the Geena Davis Institute on Gender in Media to launch a study on Gender Bias and Inclusion in Advertising in India. It is the first such comprehensive report that attempts at analysing the inherent gender biases in ads in India to serve as a guideline for making advertising more gender-sensitive. And I am delighted that IAA led a strategic project of this scale as a Voice for Change in the industry. Through this, we not only brought to light advertising's potentially prominent role in promoting positive gender roles but also provided a concrete direction to Content Creators and Thought Leaders of the industry to make an urgent shift. To further amplify the message, the team at IAA also organized a successful hi-powered virtual panel discussion on 'Gender in Media and the impact on children and their future' with the country's leading MARCOM stalwarts. The well-curated list of dynamic panelists shared their valuable and rich insights with the audiences. This was a moment of huge pride for the IAA team as we see ourselves as a key enabler for the advertising community to best represent gender equity in the country and position it to set an example for others.

As the uncertainty of COVID 19 continued to firmly grip the nation during the second wave, the emotional toll of the disease has also been extraordinary. Intending to address the growing anxiety of the corporate world and set it up for long-term revival, we decided to launch an industry-wide humanitarian campaign, 'The World Needs A Breather'. This movement makes a sincere appeal to all stakeholders in the industry to stand by their employees at this hour of need, and extend a supportive work environment to nurture their talent. It is again in line with IAA's efforts to take on the responsibility to lead the industry through challenging times, enabling them to adapt and imbibe best practices to withstand the test of time.

Along with these, we continued to roll out IAA's other marquee events such as Retrospect & Prospects, IAA Knowledge and Intelligence Series, IAA Olive Crown Awards, IAA Leadership Awards and the IndIAA Awards.

This year IAA strove to surmount a myriad of obstacles faced by the industry. As we strive towards a better and brighter future, we must recognize afresh what IAA truly stands for, and with the collective expertise & energy of all our esteemed members and industry at large, we will continue to lead the way and thrive. I would also like to take this opportunity to thank each of you for making positive contributions to our achievements that continue to inspire members across the globe. All I can say is that no challenge will ever be too big for IAA!

Best wishes, Megha Tata



# ACTIVITIES



# IAA Retrospect and Prospects

21<sup>st</sup> Jan 2021, New Delhi

Rajeev Chaba, President and Managing Director of MG Motors hosted the event on 21st January in New Delhi. ABP Network was the presenting partner for the event.

Rajeev Chaba, President, and Managing Director of MG Motor, the keynote speaker at the IAA Retrospect & Prospects, strongly emphasized: "No country can progress if women are not part of the formal economy of the country". He proudly stated that as part of its core commitment to gender diversity and community development, MG Motor India is extending its focus on educating the girl child with HECTOR.



MG Motor India has been working with different non-profit organizations and even enabling skill training for women from rural areas. MG has also been setting industry benchmarks in terms of gender diversity at its workplace. With women comprising 31% of its total workforce in India, the automaker has the ratio of highest gender diverse workforce in the industry.

He stressed the importance of creating goodwill with positive stories by enhancing customer-dealer relationships and experience.

Learn more about this here

<https://iaaindiachapter.org/Event.aspx?pn=IAA-Retrospect-and-Prospects-with-Rajeev-Chaba-21st-January-2021>

## KNOWLEDGE & INTELLIGENCE SERIES (VIRTUAL EVENTS)

### Plans Are Nothing...Planning Is Everything! Marketing Planning 2021

5<sup>th</sup> Feb 2021



Two very important questions keeping in mind the current market circumstances - Keeping the learnings and the new consumer reality in mind, how are you building your marketing plans? And how do you regain consumer trust?

This webinar had a panel starring Krishnan Sundaram (VP- Nutrition, Unilever), Anurita Chopra (Marketing Lead- OHC, GSK), Sunil Suresh (CMO, Make my trip) which was hosted by Ashok Venkatramani (Founder INTIN), IAA Member

### Fireside Chat With D Shivakumar On Leadership And Marketing Challenges 16<sup>th</sup> Mar 2021

IAA Member Ashok Venkatramani (Founder- INTIN) had an insightful discussion with D Shivakumar ( Group Exec, President, Aditya Birla Group)



## KNOWLEDGE & INTELLIGENCE SERIES (VIRTUAL EVENTS)

### The Healthcare Sector, Has Its Time Come? 25<sup>th</sup> June 2021



An incredibly informative webinar was organised with the leaders representing the healthcare sector from OTC products, diagnostic services & value added services and e-commerce to understand their perspective, see how they are making the best use of the opportunity and also, what opportunity it throws up for the marketing/advertising/media sector. A group of distinguished panel

participated in this webinar - Bharath Uppiliapan (Chief Executive Officer, Dr Lal PathLabs), Sumit Sinha (CEO, Co-Founder Phable Care), Navneet Saluja (Managing Director, GlaxoSmithKline Consumer Healthcare Limited), Hosted by Ashok Venkatramani IAA member, (Co-founder Intin).

### Creativity: Dead In Today's Digital First Marketing? 17<sup>th</sup> Sept 2021

The webinar was headed by a noteworthy panel of Josy Paul (Chairman at BBDO India), Vikram Sakhuja (Group CEO Madison Media & OOH), Meghna Apparao (Chief Business Officer, Licious) & hosted by Ashok Venkatramani (Founder, Intelligent Insights Private Limited), IAA Member. This webinar discussed how 'creativity' has evolved with today's time.





## IAA YOUNG PROFESSIONALS – WEBINARS

### Fantasy Sports -All about Sports. 12<sup>th</sup> Jan 2021



IAA Young Professionals (YP) wing hosted, Harsh Jain, CEO & Co-Founder, Dream11 & Dream Sports in conversation with Prasanth Kumar, CEO –South Asia, GroupM explained the potential Fantasy Sports held for India. In India, gauging a need for the same, in 2008 Harsh Jain launched Dream11 with Bhavit Sheth.

Harsh said that “It was a journey filled with failures, learnings, experimentations, and

challenges but all through they kept pivoting to Dream 11 to find the right business model. Truly, It only takes a decade to create an overnight success.”

Claiming it to be ‘The Equity Market for Sports in India’ Harsh emphasized, “Fantasy sports is based on real-life sports match and is a game of choice, not of chance. It requires in-depth research of the player statistics and knowledge. It is the best way to engage the audience”. Differentiating it from the rest, he said Fantasy sports are clean, super-engaging, non-addictive and social.

### Gaming: The Next Big Thing. 18<sup>th</sup> Feb 2021

IAA Young Professionals (YP) presented the second webinar series on ‘Gaming: The Next Big Thing.’

The panellists were Chester NG (Head of Managed Accounts, APAC, Unity Technologies); Steve Ford (VP Sales, APAC, Twitch) and Sunil Naryani (VP, Commercials & Partnerships, APAC, Dentsu International). The webinar was moderated by Janak Sarada, Vice President - Digital Innovation IAA Global and VP – IAA Young Professionals Development and MD, Deshdoot Media Group, India

## IAA YOUNG PROFESSIONALS – WEBINARS

### IAA YP Webinar on Gaming: The Next Big Thing 18<sup>th</sup> Feb 2021

Janak Sarda opened the session, mentioning how Covid has opened up a new vertical - Gaming as the 4th medium! With screens taking centre stage of our lives the entire last year. The trends, innovations and consumption behaviour on it too has seen an emergence of new media habits . Technology adoption across age groups, languages and cultures taking centerstage . Regional language based game development in India is on a rise and so is it elsewhere around the world . It's time we learnt more about these platforms and tech providers. He warmly welcomed the participants from the ten Chapters of the International Advertising Association.

Sunil Naryani expressed awe as to how gaming has evolved from an underground culture to a growing popular culture which is a massive shift and today the world is becoming kind of a 'gamers paradise', all powered by technology and the growth of mobile.

Chester NG expressed pride in having been in the digital ecosystem for 14 years, moving across various functional platforms. He said "We believe in Unity we have a chance to shape the world. We believe the world is a better place with more creators in it and our technology can change the world. Our products give content creators the tools to experiment, innovate and entertain. Our youngest game developer in Japan is 4 years old and a girl. Proves that our software is very simple and easy to use.' he exclaimed.

Steve Ford exclaimed that the gaming ecosystem has grown so big that today we are spoiled for choice. He asserted "Twitch encourages both creators and consumers to come in & share experiences around gameplay. Earlier they used to make a movie and spin out a game, today we make a game and they spin out movies. This is the power we command from gaming.'



## IAA INDIA AND UNICEF PARTNER TO PROMOTE EQUAL GENDER REPRESENTATION IN ADVERTISING OCT 2020

This was based on the understanding that marketing plays a powerful role in shaping gender roles and perceptions and advertising is an important tool that can influence women and girls empowerment. The changing and evolving landscape of advertisements has a huge potential to promote gender equitable practices especially among young people. The research was to ascertain the level of gender stereotyping found in Indian advertisements and would create a baseline to measure change as well as initiate dialogue with advertising professionals and content creators.

IAA with support from Clutter Cutters, BARC and TAM, identified the most viewed 1000 TV and Digital advertisements in India in the year 2019, that were focussed on gender representation and stereotypes, specifically those targeted towards children, adolescents and caregivers. The ads (across languages include, English, Hindi, Bengali, Tamil, Telegu and Marathi) were provided and translated by IAA.

## Launch of IAA, Geena Davis Institute and UNICEF report on Gender Bias & Inclusive Advertising in India 20<sup>th</sup> April 2021



Women are prominent in ads in our country yet, they are stereotyped.

The research study released by UNICEF and the Geena Davis Institute on Gender in Media (GDI) on Gender Bias and Inclusion In Advertising In India measured over 1,000 television and YouTube advertisements aired across India in 2019. The ads were provided and translated by the IAA, which is also committed to translating the recommendations into action, beginning with a roundtable discussion to be organized by the IAA with leading business representatives. IAA will also work with members to launch campaigns to deconstruct harmful stereotypes, in support of UNICEF's priorities. Their findings were as follows:

- While women have equal screen presence and more speaking time in Indian ads, they are still stereotyped as young and beautiful or caretakers and parents.
- Women are less likely to be shown in public spaces, in paid employment, as leaders or making decisions about their futures.
- Women in ads tend to be selling domestic products and food to other women.
- Female characters in ads tend to be thin and less likely to be shown involved in sports while male characters appear with a variety of body sizes.
- Women and girls are much more likely to be shown undertaking or being responsible for childcare or shopping as well as responsible for sanitation decisions.
- Indian advertising promotes colorism by presenting characters with lighter skin tones as more physically attractive than characters with darker skin.

View more on the research findings:

<https://iaaindiachapter.org/Event.aspx?pn=Gender-Representation-in-advertising-in-India>

# THE WORLD NEEDS A BREATHER

May 2021



**EMPATHY.  
THE BIGGEST  
PERK  
YOU CAN  
GIVE YOUR  
EMPLOYEES  
THIS FY.**

**#TheWorldNeedsABreather**   
An appeal by IAA to advertisers, advertising and media agencies  
for our industry's well-being.

**MEETINGS  
CAN BE  
POSTPONED.**  
Not your employee's vaccination.

**#TheWorldNeedsABreather**   
An appeal by IAA to advertisers, advertising and media agencies  
for our industry's well-being.

IAA rolled out a campaign through which it's appealing to advertisers along with advertising and media agencies to take a 'deep breath' and show empathy during this hour of crisis due to the pandemic.

Megha Tata, President - IAA India, said "Yes, we are passing through an unprecedented crisis. There is pain and grief all around us. But as they say, extraordinary times need extraordinary responses. Corporates have responded with alacrity and fortitude to the call of the nation. Money and material are being raised to help those in need. Communication is being used and will be used, to strike a chord of positivity. This time around, as a responsible industry association with a unique mix of members including leaders from the world of marketing advertising and the media, we are appealing to all stakeholders in our industry to deal with one another with a degree of sensitivity, understanding, empathy, and kindness. It's as simple as that. And as important!"

# THE WORLD NEEDS A BREATHER

May 2021



**FLATTENING  
THE CURVE OR  
BEEFING UP  
THE  
BOTTOM LINE.**

Choose wisely.

#TheWorldNeedsABreather

An appeal by IAA to advertisers, advertising and media agencies for our industry's well-being.



**BE THE BOSS  
YOU HAVE  
ALWAYS  
WANTED  
YOUR BOSS  
TO BE.**



#TheWorldNeedsABreather

An appeal by IAA to advertisers, advertising and media agencies for our industry's well-being.



Nandini Dias, Chairperson, IAA Leadership Awards Committee, said, "For three years now IAA through a well-managed campaign has been urging industry leaders to save lives by adopting Flexi-timings. It evoked a very positive response. This time the challenges are different. We need to rebuild lives and livelihoods, irrespective of where we work from or whether we belong to a local or global organisation. Our industry members at every level of the corporate ladder are facing unique challenges. And we believe this is the time to introspect, look within, and dip into the reserves of goodness that exist in all of us and create strong foundations for long-term renewal. Our campaign seeks to do just that. And of course, as we always maintain, communication should be a force for good!"

The campaign has been conceptualised by Madison BMB.

learn more about this here

<https://iaaindiachapter.org/Event.aspx?pn=The-World-needs-a-Breather>

# CORONA AWARENESS CAMPAIGN JUNE



**Har Ghar Ne Thaana Hai,  
#CoronaKoHaranaHai**

Logos: FICCI, IAA, Ministry of Health & Family Welfare, ZEE

The second wave of the pandemic COVID-19 proved to be lethal. The speed, intensity and virality of the virus surprised all. This undoubtedly was a National Emergency, and needed to be addressed collectively. While it was very important to provide medical equipment and services to treat the infected, IAA felt it equally important to sensitize the society on the need to follow Covid appropriate behaviour. This could be very effective in controlling the spread of virus and reducing the burden on the overstressed health infrastructure.

The FICCI Media and Entertainment committee met the Empowered Committee of the Government of India and planned a mass media campaign focusing on sensitising the society on the need to follow Covid appropriate behaviour. The key message was - "Har Ghar Ne Thaana Hai, Corona Ko Harana Hai!" This was a multimedia campaign across TV, print, radio, digital.

# CORONA AWARENESS CAMPAIGN JUNE



This effective communication on COVID appropriate behaviour has been made in different languages featuring their popular local stars. The Hindi and Marathi have been shot with popular Hindi film actor, Akshay Kumar. Arya, the Tamil star has shot for Tamil, Chiranjeevi for Telugu, Punit Rajkumar for Kanada, and Suresh Gopi for Malayalam.

Being part of the M&E industry, IAA also supporting this campaign by spreading this message across industry.



## **IAA Virtual Panel Discussion on Gender Representation in Indian Ads – #VoiceOfChange**

**27<sup>th</sup> July (Virtual Event)**

IAA hosted a hi-powered panel discussion to deliberate on gender sensitisation in media on the theme 'Gender in media and the impact on children and their future' The panelists were Rana Barua (Hon' Treasurer, AAAI & Group CEO, Havas Group, India), Subhash Kamath (Chairman, ASCI & CEO, BBH & Publicis Worldwide, India), Atit Mehta (Head of Marketing, BYJU's), Ashwiny Iyer Tiwari (Artist, Filmmaker and Writer), Kainaz Karmakar (Chief Creative Officer, Ogilvy India), Dr A L Sharada (Director, Population First), Nina Elavia Jaipuria, (Head – Hindi Mass Entertainment and Kids TV Network, Viacom18), Shreyasi Jha (Senior Advisor – Gender Equality, UNICEF, New York) & Dr Yasmin Ali Haque (Representative- UNICEF India)

While girls and women have a strong presence in advertising, they are mostly selling domestic and beauty products to female consumers. - Shreyasi Jha, Senior Advisor- Gender Equality, UNICEF New York Looking at it from an industry perspective the first thing to do is to raise our own consciousness. – Subhash Kamath (Chairman, ASCI & CEO, BBH& Publicis Worldwide, India)

I think as an industry the only thing that is standing in the way of where we should be, is us.- Kainaz Karmakar (Chief Creative Officer, Ogilvy India)

Over the years Colors has responsibly curated and created a lot of content that highlights and addresses social evils that unfortunately prevail in our country. – Nina Elavia Jaipuria, (Head - Hindi Mass Entertainment and Kids TV Network, Viacom18)

## IAA Virtual Panel Discussion on Gender Representation in Indian Ads – #VoiceOfChange

### 27<sup>th</sup> July (Virtual Event)



Respect and gender equality were not a part of our day-to-day conversations, which is why we should start talking about it to our kids.- Atit Mehta (Head of Marketing, BYJU's)

It is very important to normalise the non-stereotypical roles of men and women in advertisements. / Over the years I see that there are less & less ads that fall under the category of gender offensive, & most of them fall in the category under gender-neutral. – Dr A L Sharada (Director, Population First)

Some of these conversations have to change internally, cause when you change them internally, we nip them in the bud.- Rana Barua (Hon' Treasurer, AAAI & Group CEO, Havas Group)

Gender Representation is not a box to be ticked, it is something that should become a new norm and that should be our normal.- Megha Tata (President, IAA India Chapter)

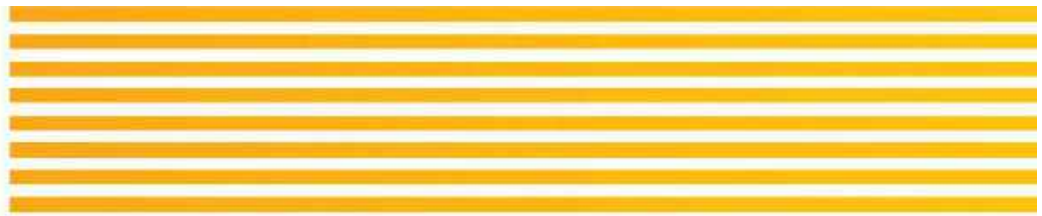
Megha That was indeed a very enlightening session!

A very big thank you to all our panelists and our audience who took out the time to be the #VoiceOfChange!

Learn more about this here : <https://www.youtube.com/watch?v=AU13iQO9g8A>

Learn more about this here :

<https://iaaindiachapter.org/Event.aspx?pn=IAA-Virtual-Panel-Discussion-on-Gender-Representation-in-Indian-Ads-27th-july>

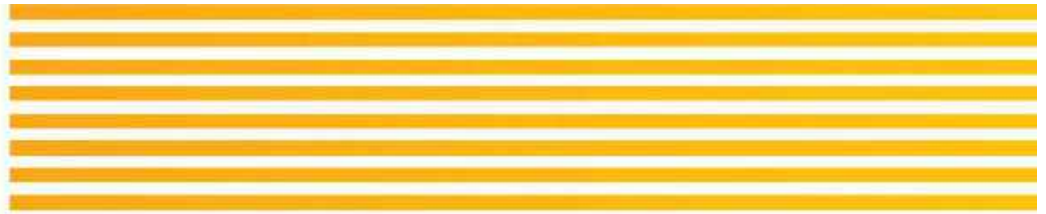


## The 11<sup>th</sup> IAA Olive Crown Awards 3<sup>rd</sup> September 2021



The 11th IAA Olive Crown Awards was held on 3rd September to celebrate sustainable brands that made a green change. Brands that helped bring about a positive change in communication sustainability and turning the economy sector green were given awards in this ceremony.





Hon'ble Minister Aaditya Thackeray [Minister of Environment, Tourism and Protocol (Govt. of Maharashtra) and the chief guest at the event] who won the coveted title of 'Green Crusader of the Year' award left everyone in awe with his insightful speech.

The 'Green Campaign of the Year'-Gold was presented to Bhamla Foundation for their 'Dhak Dhak Dharti' campaign while IIFL Home Finance Ltd bags the 'Green Brand of the Year'-Gold

The event was graced with Shaan's beautiful voice.



# #VoiceOfChange: A virtual panel discussion about gender representation in Indian Ads. September 2021

A study of gender representations in ads in India threw up some startling facts. An industry known to be a flag-bearer of out-of-the-box thinking seemed to be turning a blind eye to something as pertinent as gender equality.

IAA is driving a campaign aimed at the marcom industry, urging it to be more aware and sensitive to gender related issues in all its communication.

This campaign puts forward some uncomfortable truths and aims to be an eye-opener for the Indian advertising and media industry to be more aware and sensitive in their thought process.



**Both men and women are just as likely to feature in ads.**

The only thing our fraternity is still gender neutral about.

Let's unite for a gender equal world. Write your comments using #VoiceOfChange to suggest what you will do to create this change in advertising, starting today.

Knowledge partner:  for every child



INTERNATIONAL ADVERTISING ASSOCIATION

**Female characters dominate screen time in ads.**

Usually shopping, doing household chores or cooking.

Let's unite for a gender equal world. Write your comments using #VoiceOfChange to suggest what you will do to create this change in advertising, starting today.




**If you find a woman in a finance related ad, you are probably hallucinating.**

Let's unite for a gender equal world. Write your comments using #VoiceOfChange to suggest what you will do to create this change in advertising, starting today.




# IAA Social Media Revamped

With a steady objective of interacting with our users, IAA India Chapter social media handles are regularly updated with interesting content posts

## Weekly posts

## Content Pegs :

### #TGIF

#ShowTimeWithMitrajitBhattacharya gives a sneak peek of a movie/series review written by IAA member Mitrajit Bhattacharya, founder & President - The Horologists. The last slide has an interactive question and the post caption directs the readers to the link in the bio which has the full review. This is posted every weekend on the IAA India Chapter social media pages.

**IAA**

The 1976 classic is even truer to the craft of journalism than probably to the art of storytelling, very rare filmmaking style in the 70s.

**IAA**

When David Fincher's Oscar-winning movie The Social Network hit screens in 2010, Facebook had 500 million users, a valuation of \$20 billion and its founder Mark Zuckerberg had recently been declared as the world's youngest billionaire.

**IAA**

Satyajit Ray's take on the corporate world in **Seemabaddha** seems even more relevant after fifty years.

**Seemabaddha**

#ShowTimeWithMitrajitBhattacharya

**IAA**

**THE BOLD TYPE**

#ShowTimeWithMitrajitBhattacharya

The Bold Type, inspired by the life of longtime magazine editor and executive Joanna Coles, revolves around the trio of 20-something besties working at a glossy women's magazine Scarlet.

**IAA**

**EMILY IN PARIS**

#ShowTimeWithMitrajitBhattacharya

Emily in Paris is a light and breezy romantic comedy that follows the journey of an American upstart to Paris, overcoming French stereotypes in her pursuit of becoming a social media guru.

**IAA**

#ShowTimeWithMitrajitBhattacharya

**SUCCESSION**

A series that loosely sketches the characters on the Murdoch family, with whom American TV's obsession is never ending.

# #BemisaalBrands

#Brandology explores the journey of India's favourite brands and how much they evolved over these few years. It highlights the key moments of the journey of the brand which has been crucial into getting the brand where it is now.



IAA


We are familiar with the brand name



wipro


but do you know what it stands for?

#BrandOlogy



IAA

We are all familiar with this jewellery brand, do you know the story behind its name?



TANISHQ

#BrandOlogy



IAA

Did you know this brand started as a book selling website?



Flipkart

#BrandOlogy



IAA

**THE HIMALAYA LOGO IS ITS BRAND IDENTITY.**

The leaf in the letter H stands for their focus on herbal healthcare. The teal green colour represents their closeness to nature and the orange is a symbol of caring through vibrancy, commitment and warmth.

#BrandOlogy

# #BreakTheAd

This pillar breaks down AD's to understand and highlight why or what made it work.



**BREAKING THE AD**

**RAHUL DRAVID MADE THE INTERNET GO WILD....**  
 ....when he announced that he's "Indiranagar ka Gunda"

IAA



**Did you know pH of Lux: Is the same as Rin?**

Sebamed took a jab at Hindustan Unilever in its recent Ad which landed them in the middle of a courtroom

IAA

**BREAKING THE AD**

**SEBAMED VS HINDUSTAN UNILEVER**

IAA

**WHAT MADE THIS AD STAND OUT?**

This Ad was launched during the early days of the new season of the IPL and ensured CRED was off to a great start with its creative sweepstakes

IAA





# #TakeABreak

Take a break is a wellness series where all things good and health related are discussed. From things you can do to cope with back ache during this work from home period to how to deal with a block, etc.

**IAA**  
INTERNATIONAL ADVERTISING ASSOCIATION

**REMEMBER TO TAKE A**

- B- BREATHE**
- R- REST WELL**
- E- EAT HEALTHY**
- A- ALWAYS HYDRATE**
- K- KEEP GOING**

#TakeABreak

**IAA**

**PRACTICING  
YOGA  
EVERYDAY  
KEEPS THE  
BACK ACHE  
AWAY**

Apart from releasing tight muscles and alleviating back ache, yoga enhances concentration and improves your mental and physical health.

#TakeABreak

**IAA**

In a time where we are all  
**WORKING  
FROM  
HOME,**  
Losing track of time is easy

#TakeABreak

**TRIBUTE TO  
PRADEEP GUHA**



**PAST PRESIDENT IAA**

**PASSED AWAY ON 21<sup>st</sup> AUGUST, 2021**  
**HE CONTINUES TO LIVE IN OUR HEARTS**

**A leader, a strategist and a trend setter. Pradeep Guha will forever be remembered as one of the most crucial pillars of the media and marketing industry. Remembrance is a verb, an action we take each day. IAA is extremely grateful for your contribution. In our hearts, your story will live forever.**