



2021 - 2022



REPORT OF ACTIVITIES



India
Chapter of
International
Advertising
Association ● ● ● ●



MANAGING COMMITTEE:

President : Megha Tata
Vice President : Pradeep Dwivedi
Hon. Secretary : Nandini Dias
Hon. Treasurer : Abhishek Karnani



MEMBERS

Anant Goenka
Avinash Pandey
Janak Sarda
Jaideep Gandhi
Prasanth Kumar
Rana Barua
Ashish Bhasin
Rajiv Kental
Rani Reddy
Srinivasan Swamy

Immediate Past President : Punit Goenka



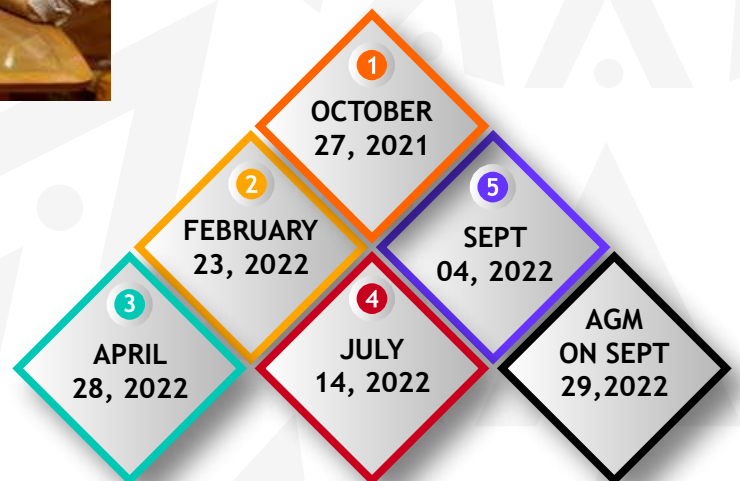
The following members were invited to serve on the Committee for the year 2021-22

- | | |
|-------------------------|---------------------------|
| 1. Sam Balsara | 10. Rahul Shaw |
| 2. Bhaskar Das | 11. Neeraj Roy |
| 3. Nina Elavia Jaipuria | 12. I Venkat |
| 4. Alok Jalan | 13. Ashok Venkatramani |
| 5. Salil Kappoor | 14. Mitrajit Bhattacharya |
| 6. Anbucheziyan K | 15. Nakul Chopra |
| 7. M. V. Shreyams Kumar | 16. Partha Sinha |
| 8. Ramesh Narayan | 17. Neena Dasgupta |
| 9. Sangeeta Pendurkar | 18. Kranti Gada |



MEETINGS

During the year under review, there were 5 meetings of the Managing Committee. And the AGM





PRESIDENT'S MESSAGE



Dear friends,

It is with a great sense of satisfaction and gratitude that I sign off as President of the India Chapter of the IAA after two truly eventful years.

Satisfaction because I believe in the last year we have shown how an industry association can make a difference to the ecosystem in which it thrives.

At the top of my mind would be the Voice of Change day-long conference that sought to #BreaktheBias. Eminent speakers from across the country spoke passionately about the need to eliminate gender bias from our society and how the communications industry can be the Voice of Change. This was also an example of several well-meaning bodies coming together to work toward a common goal. UNICEF, Advertising Standards Council of India, Unstereotype Alliance, Tata Institute of Social Sciences and Akshara Centre all worked on an IAA event that was a huge success.

Earlier in the year there was also a very well-received digital campaign to position the Voice of Change as well.

And the effort shall continue into the coming year ahead as well.

Reacting to the wonderful suggestion of a Past President, Sam Balsara, the IAA produced a touching tribute to the members of the industry who lost their lives to Covid and then sent a personalized certificate to their families as well.

IAA has always played an active part in the AdAsia conference hosted by the Asian Federation of Advertising Associations (AFAA). This year we organized a live relay of the proceedings from



Macau at a venue in Mumbai. The event was special to us because two of our Past Presidents were inducted into the AFAA Hall of Fame.

The IAA's overseas delegations have always been very well received, and the delegation to the Dubai Expo was no exception. It was an opportunity to witness a huge global marketing effort, and we took the opportunity to have a small seminar on Creativity and Sustainability inside the India Pavilion.

The Olive Crown Awards were presented in style, in the presence of the State Minister for Environment and multiple Grammy Award winner Ricky Kej, himself a great champion of the environment. These awards for excellence in communicating sustainability have really grown in their appeal and their importance.

The Leadership Awards scaled a new high in terms of attendance and involvement. Mr. N Chandrasekaran, Chairman, Tata Sons personally received the Business leader of the Year Award and other prominent marketers and icons of the entertainment industry like Ranveer Singh graced the occasion.

The IndIAA Awards proved itself as the most sought-after awards for creative excellence. The quality of the entire event, the senior level of the attendance and the presence of repeat sponsors all indicate that this is a much anticipated and appreciated event. And for the second year the IndIAA awards ran a special category called the Voice of Change Awards, saluting advertising that broke the bias.

September 2022 saw the IAA India Chapter pulling off an amazing global summit titled Nations as Brands. The quality of speakers from around the world was top class and the 400 strong audience was treated to some truly great content.

Also happy to announce that IAA India gets its own office premises in my term too And gratitude because none of this could have been achieved without the commitment, whole-hearted involvement and support of the members of my Managing Committee.

The journey will continue. And so will our steadfast belief in the ethos that says that "what's good, is good for business".

Megha Tata



AdAsia 2021 Macao live streamed

3rd Dec 2021



Organised by the Asian Federation of Advertising Associations (AFAA) and hosted by the Associations of Advertising Agencies of Macau (AAAM), the prestigious AdAsia 2021 Congress was held at Parisian, Macao on the 3rd and 4th of December, and live-streamed, which attracted over six hundred thousand views. As an international congress recognized by ICCA, AdAsia was hosted for the first time in Macao,

China, after a brilliant history of 63 years. The theme FUTURETOPIA - Marketing in the Brave New World, aimed to develop a cooperation platform for cultural communication, exchange, and development, promoting the international transmission of cultural and tourism brands through creative advertising and marketing.

Raymond So, Chairman AFAA, lauded the fact that despite difficulties caused by COVID, a virtual handover ceremony was conducted smoothly and successfully. At the AFAA Awards Presentation Ceremony, Media icon, Pradeep Guha was posthumously inducted into the AFAA Hall of Fame 2019. His wife Papiya Guha accepted the honour, for his efforts in nurturing the IAA/AFAA Olive Crown Awards in its early stages, and for his exceptional leadership that cut across cultures and domains. Srinivasan Swamy was presented with the AFAA Special Merit Award for 2019 for his contribution to AFAA as an institution and efforts in developing the



Ramesh Narayan, Papiya Guha
and Sanket Guha
(wife and son of Pradeep Guha)



region. Ramesh Narayan was inducted into the AFAA Hall of Fame 2021 for his selfless contribution to AFAA, to the global advertising and marketing community and to the society at large.

The Keynote on FUTURETOPIA, Marketing in the Brave New World, was addressed by Mark Read, Chief Executive Officer, WPP. Emphasizing why purpose matters to our industry? And why it must be integral to any business strategy? Read stressed on the importance of companies having a higher societal purpose, and how this purpose can drive profits.

He also stated that brands perceived to have stronger ESG credentials (Environment, Social, and Governance) grew two and half times faster and would draw more loyalty from employees.

An interesting panel discussion on relevance and implications of the keynote address by Mark Read on the “Future of Marketing in a brave new world in the Indian context” moderated by Megha Tata, MD-South Asia, Discovery Communications India & President IAA India Chapter, featured top Indian professionals like Sunil Alagh, Founder & Chairman, SKA Advisors, Sam Balsara, Chairman, Madison World; Anupriya Acharya, CEO- South Asia, Publicis Groupe & President-AAAI, Neena Dasgupta, CEO and Director Zirca Digital Solutions Pvt. Ltd., and Pradeep Dwivedi, Group CEO & Executive Director, Eros International Media Ltd & Vice President IAA India Chapter.





ACTIVITIES

IAA CEO Delegation to Dubai Expo & Symposium on Sustainability and Creativity (at the India Pavilion)

23rd -24th Feb 2022, Dubai

The India Chapter of the International Advertising Association (IAA) led a delegation of CEO's from the marcom space to the Dubai Expo.

The Dubai Expo was a landmark event where about 192 countries set up their pavilions to showcase their strengths and attractions.

It was an amazing place to study and absorb how nations market themselves as brands.

To coincide with the visit to the Dubai Expo IAA organised a one-day seminar on the twin topics of sustainability and creativity, two really relevant topics for the marcom industry.

This seminar held on February 24th. at the India Pavilion included interesting speakers on the subjects, case studies and a session where Dubai-based start-ups present their experiences.



Guest of Honor
DR. AMAN PURI,
Consul General of India,
Dubai at the symposium



IAA Delegation to Dubai Expo



JOEL NETTEY,
Chairman & World President,
IAA addresses the audience at
the symposium





IAA Olive Crown Awards

28th April 2022, Mumbai

The India Chapter of the International Advertising Association (IAA) hosted the 12th edition of its annual property, the Olive Crown Awards 2022. The awards acknowledged the remarkable work of those individuals and corporates who drove the message of sustainability or 'green advertising'. The event was attended by senior marketing, media, and advertising professionals from across the country.



An eminent jury comprising renowned professionals such as Bobby Pawar, Chairman & Chief Creative Officer, Havas Group; Tista Sen, Regional Creative Director- South Asia, Wunderman Thompson; Carlton D'silva, Co-founder, House of Awe and Raj Nair, CEO & Chief Creative Officer, Madison BMB, shortlisted the winners through a rigorous process. The awards were presented across 16 different categories, including the coveted title 'Green Crusader of the Year' award, which was presented to Sadhguru for his untiring efforts to 'Save Soil' and his new endeavor of a 100-day long motorcycle journey to spread awareness about soil degradation.



Members from Isha Foundation received the trophy on behalf of Sadguru

for Environment and Tourism (Govt. of Maharashtra) spoke about the government's new efforts of adding 24 new conservation reserves in Maharashtra and 15000 hectares of wet land for protection.

Chief Guest, Shri Aaditya Thackeray, Hon'ble Minister for Environment and Tourism (Govt. of Maharashtra)





Chirag Rural Development Foundation & People for Animals Wildlife Rescue and Conservation Centre both get Gold in the category 'Green NGO of the Year'.



Rohan Joseph and Vallabh Yeolkar of Madison BMB receiving the trophy

As an Olive Crown Initiative, IAA along with AAFA supported the global Save Soil movement launched by Sadhguru to address the relatively unknown but critically important issue of soil degradation. Entries were invited for creative campaigns/ideas to spread awareness about this global problem. An eminent jury comprising, Prasoon Joshi, CEO & CCO, McCann Worldgroup India & Chairman McCann Asia Pacific; Amer Jaleel, Group CCO & Chairman, Mullenlowe Lintas Group & Senthil Kumar, Chief Creative Officer, Wunderman Thompson South Asia judged the entries recieved for the Save Soil campaign.

The joint winners were: Rohan Joseph, Vallabh Yeolkar and Raj Nair from Madison BMB & Masumi Shrimankar from Fulcro.

A film based on the winning campaign created by Rohan Joseph, Vallabh Yeolkar and Raj Nair from Madison BMB has been produced by Zirca Digital Solutions and Pixel Party. The winning campaign will be run across

media platforms with the cooperation of media houses.

Shreerang Charitable Trust bags 6 awards

Ricky Kej Grammy Awards winner graced the event





IAA Leadership Awards

25th July 2022, Mumbai

N Chandrasekaran, Chairman, Tata Sons was honoured as the IAA Business Leader of the Year at the 9th edition of the IAA Leadership Awards 2022. This is probably the first time that the Tata Sons Chairman was seen at an advertising marketing event. Chandrasekaran when asked

about the formula to success said "Running business in general is like a marathon and running Tata Group Business is like an ultra-marathon. These businesses have a lot of history and legacy so I don't think there is a magic sauce. It requires a lot of team work, the right people, focus, lot of hard work and some luck. So, all of this plays a part, hardwork plus luck makes the magic sauce. He added that the biggest strength for the Tata group is

its ethos and values which is deeply ingrained in the people".

its ethos and values which is deeply ingrained in the people".

Actor Ranveer Singh received the IAA Brand Endorser of the Year. Ranveer as we all know is powerhouse of energy and he made all smile with this eloquent talk.

IAA Force for Good was received by Sonu Sood, an individual who has gone beyond and helped those in need across the country particularly during the pandemic. IAA India inducted Shashi Sinha into the IAA Hall of Fame.

The IAA Leadership Awards felicitated Avinash Pandey with the IAA Media Person of the Year award. The IAA Media Game Changer of the Year





award was presented to Punit Goenka; IAA Media Agency Leader of the Year to Tanmay Mohanty; IAA Creative Agency Leader of the Year to P G Aditiya and IAA TV Anchor of the Year to Zakka Jacob amongst others.



IAA Voice of Change : Gender Portrayal from 30 seconds to 3 hours

29th July 2022, Mumbai

In a pioneering initiative the International Advertising Association (IAA) India Chapter, held a change summit titled Voice of Change: Gender Portrayal from 30 seconds to 3 hours, where the important conversation on gender parity, as seen in media, was brought forth in a day of discussions, debates and research findings. IAA started the journey last year with a research study in partnership with UNICEF, conducted by the Geena Davis Institute on gender representation in advertising. Taking their cue from the facts presented in the study, the industry body decided to initiate tangible change through the dialogue required to bring about gender sensitivity amongst the people at the helm of content creation and marketing in India. The knowledge partners were ASCI, UNICEF, Unstereotype Alliance, Tata Institute of Social Sciences and Akshara Centre.

The day of learning started with a compelling address by honourable Smt. Poonam Mahajan, MP North Central Mumbai. She spoke about her journey where at every step she very organically, broke stereotypes and stands where she is today. From being a pilot to a Member of Parliament, she has

 Nina Elavia Jaipuria,
Chairperson, IAA Women Empowerment Committee





taken on challenges head on and proven her mettle. Her empowering words were followed by a keynote address by esteemed academician Dr. Ranjana Kumari, Director, Centre for Social Research and a special address by Mr. Arjan De Wagt, Officer in Charge - Deputy Representative Programmes - UNICEF India

Gender Warriors - Shambhu V Sista, an

advertising legend popularly known as Bobby Sista; Guneet Monga, a luminary from the world of filmmaking; and Ramesh Narayan, another decorated veteran of the advertising industry were felicitated at this event. All three Gender Warriors have taken up the cause of equality and fair representation in their fields through seminal work and a commitment to making the world a more equal place.



V Santosh Desai



Manisha Kapoor, CEO and Secretary General Of Advertising Standard Council of India (ASCI) dove into the GenderNext report titled Follow Her Lead - GenderNext: A Study on Portrayal of Women in Advertising. The report and the resulting frameworks provides an important tool for the industry to improve representation of women in advertising. Mr. Santosh Desai, MD - Futurebrands Consulting spoke about the cultural perspective of gender portrayal, followed by Prasun Basu, Head of Growth and Digital Transformation - Kantar, who delivered a session on the Business Case for Progressive Gender Portrayal in Advertising.

V Dr A L Sharada



A firebrand change maker, DR. A L SHARADA, Director of Population First spoke on the topic: "Moving the Needle: Gender Portrayal over a decade of advertising".



There were a few panel discussions at the event, one being a panel discussion moderated by celebrated author, journalist and film critic Anupama Chopra, brought together actor, director, producer and social change advocate Nandita Das; Monika Shergill, VP-Content-Netflix India; national award winning director and producer Aniruddha Roy Chowdhury; and national award winning filmmaker and journalist, Dr. Vibha Bakshi.

The highlight of the event was a fireside chat with Vidya Balan, actor par excellence and Unicef Celebrity Advocate



IndIAA Awards

23rd Aug 2022, Mumbai



The India Chapter of International Advertising Association (IAA), presented the seventh edition of its prestigious INDIAA Awards.

IAA IndIAA Awards Chairman, Abhishek Karnani mentioned that these awards celebrate creative excellence - in real hard working advertising. It is also a celebration of all that is creative in the human race...This is a special year for the country and for the communication industry. And you will

see that sentiment echoing right through this event”

Addressing the gathering Suresh Narayanan, Jury Chairman and Chairman and Managing Director, Nestle India, said “Let's, ladies and gentlemen, look at where we are in the advertising fraternity and see for ourselves, what are the things we should have done... The consumer is transferred, the consumer is changed in every sector.





Jury Felicitation at the Awards : (L-R: Abhishek Karnani, Chairman, IndIAA Awards; Vineeta Singh, CEO & Co-Founder, SUGAR Cosmetics; Suresh Narayanan, Chairman & Managing Director, Nestle India; Megha Tata, President IAA India; Charulata Ravikumar, Managing Director -Accenture; Vivek Khanna, COO, Mahindra Holidays and Resorts India Limited.)



Mr. Shreyams Kumar, Managing Director, Mathrubhumi Group addresses the audience



IAA Distinguished Achievement Award, posthumously given to the late Suresh Mullick. His work had an immense impact on the entire advertising industry. In the late 1980s, he won the hearts of the entire nation with two of his creations, Torch of Freedom and Mile Sur Mera Tumhara. The award was received by his cousin on his behalf.

BharatMatrimony was announced the winners of VOICE OF CHANGE category for their work #PehlePadhaiPhirShaadi. Team from BharatMatrimony with the presenters



Team HUL & Ogilvy with the presenters



IAA Global Summit on Nations as Brands

5th-6th Sept 2022, New Delhi

From Kashmir to Kanyakumari, from Australia to England; two days of the IAA Global Summit saw dignitaries from across the globe share their views on “Nations as Brands”.

The Summit was inaugurated by Hon’ble Mr. Tony Abbott, former PM of Australia. This was the first time IAA India had a senior leader from another country inaugurate any of its event. In his address Mr. Abbott talked about India as a strong democracy with all the elements of governance in place and how both the countries can benefit by trade between the two countries. He also touched upon the role Australia and India should play at the Quad. He further said that while the 19th century was Britain’s, 20th was America’s 21st century could that be of India’s.

V Megha Tata (President, IAA India Chapter), Srinivasan K Swamy, Tony Abbott (former PM of Australia), P N Mahadevan (Global VP - Business Development, IAA Global) & Ramesh Narayan (IAA Mancom Member & Founder Canco Advertising)





Mr Amitabh Kant, G 20 Sherpa released a report on Nation Brands developed by Brand Finance of UK and the highlights relating to India were presented by Mr Ajimon Francis, Brand Finance India Managing Director. Mr Amitabh Kant in his address, gave snippets from his past career which highlighted his role in establishing Kerala as 'Gods own country' and India as 'Incredible India' and how the Government was involved on projects that provided several benefits such as water and sanitation in various parts of India.


A session on automobile industry having eminent speakers - Rajiv Chabba, MD, Morris Garage, Balbir Singh Dhillon, Audi India Head and Raghav Belavadi, CEO, Hype luxury helped to understand how the history of car making evolved and how today is the age of EV and advanced digitisation.

This was followed by a session on Europe, where many nations there gave birth to several category of products and services. The first topic

“Heady mix of french luxury, perfume and cuisine” was discussed by Veronique Poles, Consultant, Poles Luxe Consulting, Rajiv Sheth, Founder and CEO, Jus Scents, Dominique Fieux, French Michelin Star Chef; each of them shared their experiences on the evolution of French luxury, perfume and cuisine. Babette Desfossez, Trade & Investments commissioner, Embassy of Belgium spoke about how Belgium as a country was small but a complex nation with three official languages and how it can be known as a country specialising in diamonds.

In the session on India's competitiveness, Kiran Karnik, Former President of Nasscom spoke about how IT & ITES had put India on the



 Kiran Karnik (Former President of Nasscom), Manish Sabharwal (Vice Chairman, Teamlease Services), and session chairperson Neena Dasgupta (Mancom Member, IAA India Chapter, CEO & Director of Zirca Digital Solutions Pvt Ltd)

global map while the other speaker Mr Manish Sabharwal, Vice Chairman, Teamlease Services spoke about how India's agenda has to be oriented to be the most competitive nation in the



next 25 years. Sri Nitin Gadkari, Hon'ble Union Minister of India for Road and Highways gave a perspective of how India is going to be a nation with world class infrastructure.

Peter Knapp, Chairman, Landor & Fitch, UK said that communication should ensure differentiation to achieve relevance to the audience.




Surya Kotha, Founder & CEO of Xienz LLC, USA made audience witness to a future that is not as far away. VR and AR, the hot topics, came alive in front of the hall when a product from a magazine was displayed in 3D on the screens.


Many speakers shared their unique views on the theme. Md. Ashiq and Mahalingam Ramasamy, CEO and Managing Director of Netcon Technologies, respectively, brought the audience's attention to how connections are not just a technology that exists outside, they have existed within human beings. They emphasized the idea of leveraging this internal and external connection and empowering India.

Israel Ambassador Ido Aharoni Aronoff, Founder of Brand Israel weaved the story of Israel through his presentation on the nation that had achieved the status of a start-up nation. He told the audience how Israel had its boundless creativity to offer to the world and it emerged as a creative power due to its capabilities.



Suraj Saharan, Co-founder, Delhivery, and Pradeep Pant, Board Member, Rawstone Co Ltd. Taiwan, Former MD of Taipei Fubon Bank talked about the possibilities of Technology, building an operating system for commerce.

 Peter Knapp
(Chairman, Landor & Fitch, UK)

Ambassador 
Ido Aharoni Arono
(Founder, Brand Israel)



Rajdeep Sardesai (Senior Journalist, Author, Columnist and the Ultimate Newsmen, Consulting Editor - India Today Television), Ayaz Memon (Sportswriter, Journalist & Author), Dilip Vengsarkar (Former Captain, Indian Cricket Team), David Gower (Former Captain, England Cricket Team)

Cricket - a sport that united the world and now stands as almost a religion for every nation. The legends in the world of cricket - David Gower, Former Captain of England Cricket Team, Dilip Vengsarkar, Former Captain of the Indian Cricket Team, and Ayaz Memon, Sportswriter, Journalist, and Author - graced the audience with their presence to talk about cricket's inception in England and its transformation through ages. Starting this part of the conference, David Gower shared his experiences as a cricketer, referring to the amalgamation of old and new in the cricket world in the brand journey of cricket and cricketing nations.



Kranti Gada (Mancom Member, IAA India Chapter President - New Business Opportunities, Shemaroo Entertainment Ltd), Suraj Saharan (Co-Founder, Delhivery), Pradeep Pant (Board Member, Rawstone Co Ltd. Taiwan; Former MD, Taipei Fubon Bank), Ambassador Ido Aharoni Arono (Founder, Brand Israel)

As the conference traveled the world, it landed in India towards the end of the two-day summit. Dr. D K Hari & Dr. D K Hema Hari, Founders of Bharat Gyan, and Ramesh Vangal, Chairman of Katra Group took the stage to enlighten the audience about the brand India through the ages. The hour was filled with stories of India and what it bestowed upon the world - bronze, zinc, yoga, the number zero, various dyes, Ayurveda, etc. The audience was asked to



Md Ashiq (CEO Netcon Technologies), Peter Knapp (Chairman, Landor & Fitch, UK), Mahalingam Ramasamy (Managing Director, Netcon Technologies), Surya Kotha (Founder & CEO, Xlenz LLC, USA), Megha Tata (President, IAA India Chapter), Anand Sankeshwar (Managing Director, VRL Group of Companies)





Ramesh Vangal (Chairman, Katra Group), Janak Sarada (IAA Vice President Digital Innovation & Young Professional Growth; Managing Director, Deshdoot Media Group), Dr D K Hari, Dr D K Hema Hari (Founder-Bharat Gyan)

understand brand India, own it and amplify it to the rest of the world. A truly enlightening session, the walk through the ancient cultures of India brought many new facts to the attention of the audience.



BharatBala
(Producer and Director)

The conference ended on a beautiful note. Bharatbala, Producer, and Director explained how he worked to capture the spirit and heart of India and its inhabitants. He exhorted the audience to know more about India and then spread the message of Brand India, with pride. The conference came to an end on a positive and enlightening note.

IAA India get's its own office premises

IAA India Chapter purchased an office space for itself. This space (Carpet area 479 sft) is located in a prime commercial establishment Naman Midtown, at Lower Parel, Mumbai and is in a ready to move condition. It has a small staff area , a space for committee meetings. Pantry & Toilet. The registration of the property was done on 27th Sept.





CAMPAIGN:

Paying Tribute to the Covid Victims of Marcom Industry

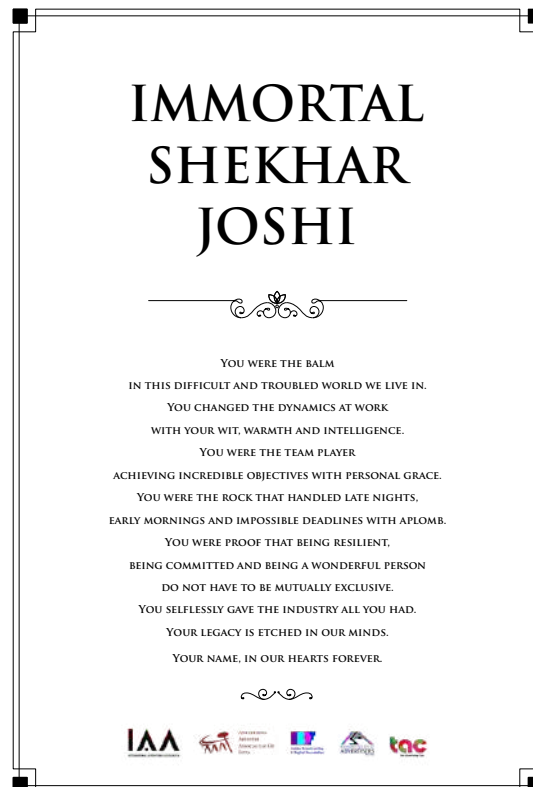
Sept- Oct 21

As we all know, the last 18 months or so have been unprecedented. We have witnessed a tragedy that has touched most of us, in different ways.

The Marcom sector, like others, has had its share of Covid deaths. In response to an appeal to somehow recognize the professionals who lost their lives to Covid, IAA gathered data from other professional Associations like the ISA, AAI, TAC, IBDF, besides IAA.

At the IndIAA Awards held on 27th October at Mumbai, a symbolic audio-visual tribute was made to commemorate their names and pay homage to their memory, with respect and reverence.

A specially designed certificate bearing their names and the logos of the Associations was printed and Framed. These certificates were delivered to associations/agencies for them to pass it onto the respective members for onward distribution to the families of the bereaved.



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