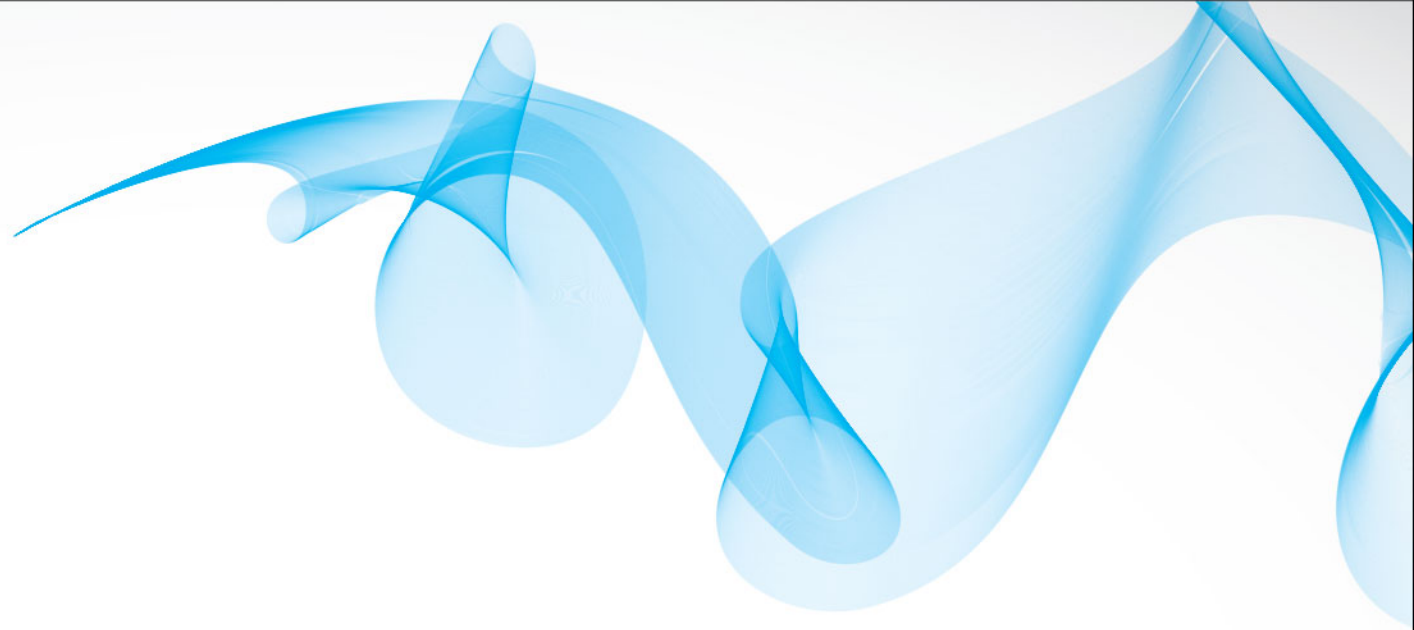


If you can dream, and not make dreams your master;  
If you can think, and not make thoughts your aim;  
If you can meet with Triumph and Disaster  
And treat those two impostors just the same...  
If you can fill the unforgiving minute  
With sixty seconds' worth of distance run,  
Yours is the Earth and everything that's in it.



# Global Partnership

The International Advertising Association (IAA) is the world's only globally-focused integrated advertising trade association with membership representing advertisers, agencies and the media. The IAA is comprised of corporate members, organizational members, educational affiliates, as well as 57 Chapters with individual members and young professionals from 77 countries including the top 10 economies in the world.

In its 75<sup>th</sup> year, the IAA is committed to:

- Promoting the critical role and benefits of advertising as a vital force behind all healthy economies, and the foundation of diverse independent media.
- Providing a forum to debate emerging professional and marketing communication ideas in the fast changing world environment.
- Promoting brand building, protecting and advancing the freedom of commercial speech and consumer choice.
- Encouraging greater practice and acceptance of advertising self regulation.
- Taking the lead in state-of-the-art professional development through education and training for the marketing communications industry.



“  
At IAA India Chapter,  
our goal is to be seen  
as the most vibrant  
of all chapters  
across the globe.”



## President's Message

The task in front of us therefore is significant. We need to attract more members, provide more relevance of IAA to them, be seen as an active industry body by every constituent - advertiser, agency and media.

Plans are afoot to get there.

IAA in India is an exclusive body. Only senior professionals are its members. Consequently what it does will be of some quality, relevance and seriousness.

**Srinivasan K Swamy**  
November 2, 2012



# The Team

**President : Srinivasan K Swamy**  
Chairman & Managing Director - R K SWAMY BBDO Pvt Ltd.

**Vice President : Kunal Lalani**  
Managing Director - Crayons Advertising Ltd.

**Hon. Secretary: Ms Monica Tata**  
Managing Director - South Asia - HBO India Pvt.Ltd.

**Hon. Treasurer: Jaideep Gandhi**  
Chairman & Director - Jaya Advertising Pvt Ltd.

**Immediate Past President: Kaushik Roy**  
President - Brand Strategy & Marketing Communication  
Advisor to the Chairman - Reliance Industries Ltd.

On November 2<sup>nd</sup> 2012, Srinivasan K Swamy, Chairman, R K SWAMY BBDO was elected President of the India Chapter of the IAA.

He put together a group of people where the depth of experience fused with the energy of youth to form a team as diverse as it was committed.

The mandate was clear. This was to be a year filled with meaningful events.

Events that showed the industry in its best light.

Events that showed the industry cared.

About serious business issues, the environment, about society.

More than ever envisioned before. More than ever expected.

A new year for the India Chapter of the IAA had begun.

They said the Chapter was in hyper mode.

They said it was in overdrive. Leadership is a funny thing.

It can inspire, excite and galvanize a team into non-stop action.

They call it the power of one.

Each one. Everyone.

## Special Invitees & Members of IAA Worldwide Board

Global Hon. Secretary : Pheroza Billimoria

VP and Area Director, Asia Pacific: Pradeep Guha, Managing Director - 9X Media Pvt. Ltd.

## Managing Committee Members (In Alphabetical Order)

1} Avinash Pandey  
Chief Operating Officer / Chief Revenue Officer  
Media Content & Communications  
Services (India) Pvt Ltd.

2} M G Parameswaran  
Executive Director & CEO  
Drafftcb+Ulka Advertising Pvt Ltd.

3} M V Shreyams Kumar  
Director - The Mathrubhumi Printing &  
Publishing Co Ltd.

4} Neeraj Roy  
Managing Director & Chief Executive Officer  
Hungama Digital Media Entertainment Pvt Ltd.

5} Raj Nayak  
Chief Executive Officer - Colors  
Viacom 18 Media Pvt Ltd.

6} Ramesh Narayan  
Founder - Canco Advertising Pvt. Ltd.

7} Sam Balsara  
Chairman & Managing Director  
Madison Communications Pvt Ltd.

## Permanent Invitees (In Alphabetical Order)

1} Abhishek Karnani  
Director - Free Press Group of Newspapers

2} Amit Tiwari  
Director - Country Head Media &  
Ulka Advertising Pvt Ltd.

3} Arunabh Das Sharma  
President - Bennett Coleman & Co Ltd.

4} G Krishnan  
Founder & CEO - New Age Media

5} Neville Taraporewalla  
General Manager, India - Advertising & Online  
Microsoft Corporation India Ltd.

6} Manish Advani  
Head Marketing & Public Relations  
Digital - Philips India

7} Partho Das Gupta  
Chief Executive Officer - BARC

7} Rajesh Kejriwal  
Founder & CEO - Kyoorius Group



# IAA Leadership Awards

The IAA India Chapter announced its first ever IAA Leadership Awards to honor individuals in the fields of Marketing, Advertising and the Media whose great professional contributions have resulted in success for their products or brands.

A well thought-out transparent judging process was put into place.

AC Nielsen executed the nomination and voting process.

Ernst & Young audited and validated the entire process.

The entire event was presented by Colors Television.

On February 2<sup>nd</sup> 2012, President, Srinivasan Swamy addressed a hall, packed with the crème de la crème of the industry and presided over by the Union Minister of Information and Broadcasting Shri Manish Tewari and commented that if anyone had looked up outside the hall they would have noticed a starless sky. That was probably because every star was present right there in the audience.

That set the tone and pace for a picture-postcard event that unfolded with precision and grandeur. The industry celebrated its heroes, the IAA announced its very special Hall of Fame and a great annual event was born.



Pradeep Guha, the first recipient of IAA Hall of Fame Award





# IAA Gender Sensitization Seminar

18<sup>th</sup> February 2013 was a landmark day for the communications industry.

The nation was very disturbed by the terrible violence on women.

The IAA was already ahead of the curve.

The decision was to sensitize content creators on the subtle nuances involved in representing women in advertising, media and entertainment. This was considered essential by relevant NGO's and international bodies.

Together with UNFPA (United Nations Population Fund), Laadli (a leading NGO championing the rights of the girl child) and Zee Entertainment Group, the IAA put together a day-long seminar which was addressed by the top names at the creative end of the business along with representatives of civil society.

It was also decided, in consultation with the NGO's to create a film to highlight the peril of sexual street harassment (eve teasing).

Very important and very meaningful, was the general consensus on not typifying role of women.



Seminar Chairman: Kaushik Roy & Co-Chairperson: Monica Tata



# IAA Olive Crown Awards

April 1<sup>st</sup> 2013 saw the third annual Olive Crown Awards being presented at the Shangri-La Hotel in downtown Mumbai.

The Olive Crown Awards are the country's first and only awards that salute creativity in communicating sustainability.

India's first Award for "green advertising" became Asia's first Award this year as the Olive Crown awards went Pan-Asia, after being endorsed by the Asian Federation of Advertising Associations (AFAA).

The communications fraternity warmly embraced the Olive Crowns not just with increased participation in the area of entries but also a marquee turn-out of every single industry leader at the awards function. The Union Minister of Heavy Industries and Public Enterprises Shri Praful Patel was the chief guest and Karthikeya Sarabhai accepted the Olive Crown Green Crusader of the Year Award from him.

For the second year in succession the event was presented by 9XM.



IAA OLIVE CROWN AWARDS

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



Committee Chairman: M G Parameswaran & Co-Chairman: Ramesh Narayan



# IAA Debates

The *IAA Debates* brought back the classical debating format to dwell upon serious business issues.

Here were occasions that presented an opportunity to discuss a wide variety of business issues in a persuasive and interesting format where leaders got together and debated... just like old times.

Presented by Campaign India, the debates were held in Mumbai, Delhi, Goa and Bangalore and featured topics like "Traditional print and television media are losing relevance in the face of the indomitable growth of digital media", "Creative awards can also be given for differentiated one-off expressions", "Growing media fragmentation has made the role of creative agencies more important in brand communications" and two debates on social media and its relevance in socio-economic development.





# IAA Mentorship Webinars

April 25<sup>th</sup> 2013 saw the commencement of a series of webinars featuring senior professionals from digital media under the common theme "The World Goes Digital".

These virtual Face 2 Face events would connect professional marketers and agencies with trends, strategies and success stories that were pushing the digital frontiers. The Webinars spread out between April and September 2013 featured senior professionals like Rajan Anandan, MD, Google India, Ajit Balakrishnan, Founder and CEO, Rediff.com, Nishant Rao, Country Manager, Linked In, Julie Roehm, Chief Story Teller, SAP and Ashish Hemrajani, Founder & CEO, Bigtree Entertainment.

A platform to share knowledge and experience in the digital experience attracted great interest all around.



**WORLD GOES DIGITAL**  
Mentorship Webinar

**Julie Roehm**  
Chief Story Teller, SAP

Webinar Date: 28th July 2013, Time: 12:30 PM IST  
Live on the following address on Zoom

**LEARN FROM THE MASTERS:**  
**HOW DIGITAL CAN HELP YOUR BRANDS AND BUSINESS LEAPFROG**

World Goes Digital is a new initiative launched by the International Advertising Association (India Chapter) to help you understand how and why embracing digital can help you better your business. It will bring you success stories from practitioners who will answer all your questions. Leveraging on the IAA network, the series will also reach out to leading lights in the Asia-Pacific region.

Live on a screen near you, and you're invited.

Click to Watch

For details on upcoming webinars:  
IAA India Chapter  
www.india.iaa.org/iaa/india

IAA India Chapter  
FACE 2 FACE  
FREE PRESS  
m:m



**WORLD GOES DIGITAL**  
Mentorship Webinar

**Rajan Anandan**  
Advertising Executive, Google India  
Webinar Date: 23 April 2013, Time: 10:00 PM IST  
on Google+ Hangout

**LEARN FROM THE MASTERS:**  
**HOW DIGITAL CAN HELP YOUR BRANDS AND BUSINESS LEAPFROG**

'World Goes Digital' is a new initiative launched by the International Advertising Association (India Chapter) to help you understand how and why embracing digital can help you better your business. It will bring you success stories from practitioners who will answer all your questions. Leveraging on the IAA network, the series will also reach out to leading lights in the Asia-Pacific region.

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Click here to register

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**WORLD GOES DIGITAL**  
Mentorship Webinar

**Nishant K Rao**  
Country Manager, LinkedIn  
Webinar Date: 27 June 2013, Time: 1:00 PM IST

**LEARN FROM THE MASTERS:**  
**HOW DIGITAL CAN HELP YOUR BRANDS AND BUSINESS LEAPFROG**

'World Goes Digital' is a new initiative launched by the International Advertising Association (India Chapter) to help you understand how and why embracing digital can help you better your business. It will bring you success stories from practitioners who will answer all your questions. Leveraging on the IAA network, the series will also reach out to leading lights in the Asia-Pacific region.

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IAA India Chapter  
FACE 2 FACE  
FREE PRESS  
m:m



**WORLD GOES DIGITAL**  
Mentorship Webinar

**Ajit Balakrishnan**  
Founder and CEO, Rediff.com  
Webinar Date: 17th 27th May 2013, Time: 12:30 PM IST  
on Google+ Hangout

**LEARN FROM THE MASTERS:**  
**HOW DIGITAL CAN HELP YOUR BRANDS AND BUSINESS LEAPFROG**

'World Goes Digital' is a new initiative launched by the International Advertising Association (India Chapter) to help you understand how and why embracing digital can help you better your business. It will bring you success stories from practitioners who will answer all your questions. Leveraging on the IAA network, the series will also reach out to leading lights in the Asia-Pacific region.

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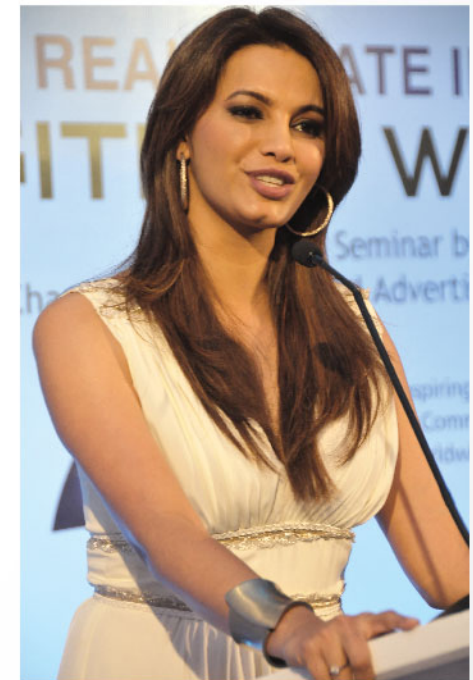
# IAA Knowledge Seminar - Real Estate in a Digitized World

August 3<sup>rd</sup> 2013 gave real estate a virtual feel.

The IAA's Real Estate in a Digitized World seminar was its first foray into industry-specific activities. A galaxy of speakers from India and abroad spoke about the various aspects of digitization and how these could be leveraged to the advantage of the realty sector.

The well-attended seminar had everyone from Niranjn Hiranandani a doyen of the real estate industry to Steve Waugh, the living cricketing legend, who spoke about "getting out of your comfort zone".

Former Miss World Diana Hayden compered the show that saw instant calls for an encore in different cities across the country.



Seminar Chairman: Jaideep Gandhi



# IAA-Kyoorius DigiYatra

August 29<sup>th</sup> 2013 saw the IAA-Kyoorius DigiYatra get off to a flying start in Goa. Over 1200 delegates, an impressive line-up of speakers and strong content ensured the event was a winner all the way.





Secretariat  
International Advertising Association, India Chapter  
C/o Jaya Advertising Pvt Ltd.,  
9 Elphinstone House, 17 Murzban Road,  
Mumbai - 400 001.  
Email : [iaaindiachapter@gmail.com](mailto:iaaindiachapter@gmail.com)