



REPORT OF ACTIVITIES 2017-2018

India Chapter of International Advertising Association

The Global Compass
of Marketing
Communications



MANAGING COMMITTEE

President: Ramesh Narayan
Vice President: Megha Tata
Hon. Secretary: Pradeep Dwivedi
Hon. Treasurer: Jaideep Gandhi
Immediate Past President: Neeraj Roy

MEMBERS

Janak Sarda	Srinivasan Swamy
Abhishek Karnani	Pradeep Guha
M. V. Shreyams Kumar	Kaushik Roy
I Venkat	Sam Balsara
Anant Goenka	Raj Nayak

MEETINGS

During the year under review, there were six meetings of the Managing Committee. Five of these were held in Mumbai and one was held in Hyderabad:

November 3, 2017	January 4, 2018
March 6, 2018	May 11, 2018 (at Hyderabad)
July 27, 2018	August 28, 2018

The following members were invited to serve on the committee for the year 2017-18

Ashish Bhasin	Umang Bedi
Bhaskar Das	Anupriya Acharya
Manish Advani	Girish Agarwal
Salil Kapoor	Ashok Venkatramani
Atit Mehta	Tarun Katial
Partho Dasgupta	Sunita Bangard
CVL Srinivas	Anand Sankeshwar
Tarun Rai	Rajiv Kental
Nandini Dias	Sunil Kataria
MK Anand	Avinash Pandey
	Ashish Sehgal



PRESIDENT'S MESSAGE



Dear friends,

The last twelve months have been very eventful. Last year, the wise past presidents of the IAA impressed upon me the necessity to position the India Chapter of the IAA as a vibrant and high-profile Association that reflected the interests of its constituents. More so since we were heading towards the IAA World Congress where the India Chapter would play host to around 2000 delegates from across the globe.

It is with a quiet sense of satisfaction that I can look back upon the year that was.

Our flagship events like the Retrospect and Prospect, Olive Crown Awards, the Leadership Awards, the IndIAA Awards and the newly launched IndIAA Regional Awards went off extremely well. Great audiences that included the who's who of our industry, enhanced production values that made the viewer experience rich, and great value provided to our partners and the industry as a whole. These were the hallmarks of each our events.

Equally, we stayed true to our ethos of "what's good, is good for business". A remarkable campaign to urge corporates and the Government to introduce flexi-timings and save precious lives driven by Nandini Dais. A Women's Mentorship Campaign driven by Megha Tata. A Story-Telling exercise linked to the environment driven by Manish Advani.

These were quintessentially IAA India Chapter! We show the industry what it takes to have a heart and show the world how it beats for good causes. Creativity for Good. We show how that happens throughout the year.

The IAA India Chapter walked the talk. We were not just first off the block in highlighting the flood-disaster at Kerala, we also contributed money for this huge cause. And we played an active part as a member of the IAA Global community.

Our efforts at Cannes and our participation at Bucharest and New York showed the interest we take in being a Chapter that cares.



And so as I sign off as President, firstly I thank my office bearers, and managing committee members for their unflinching support at all times.

We could never have had such a good year without them. I would be remiss if I did not specially mention Srinivasan Swamy and Sam Balsara who stood by me when I needed their help. A special word of thanks to our Executive Secretary Soumen, our Treasurer Archana and our creative consultant Deepa.

And we leave behind a financially healthy, robust Association that the industry and the media looks up on kindly. My best wishes are with the incoming leadership team. As they say, the best years are ahead.

Ramesh Narayan,
President 2017-2018

IAA LEADERSHIP AWARDS

The fifth edition of the coveted Leadership Awards held on **7th October 2017** was flagged off by Reliance Industries Chairman & MD, Mukesh Ambani and Deputy Minister of the diplomacy, PM's Office, Government of Israel, Dr. Michael Oren. Creating another momentous occasion at the awards was the unveiling of the book "Gandhi - The Great Communicator".

The awards saw leaders representing advertising, marketing and media honoured by a group of pre-eminent guests.



Industry veteran Srinivasan Swamy, Chairman and Managing Director, RK Swamy BBDO Pvt. Ltd. was inducted into the Hall of Fame. The IAA Media Agency Leader and Creative Agency Leader Award went to Vikram Sakhujia, Madison Communications Pvt. Ltd. and Sonal Dabral, Ogilvy respectively. The coveted IAA Media Leader Award went to Rajan Anandan, Google; while Mukesh Ambani, Chairman & MD of Reliance Industries, was adjudged as the IAA Business Leader of the Year.



Excellence in Journalism was celebrated with Rahul Joshi, Network18 News winning the IAA Editorial Leader award and Shereen Bhan, CNBC-TV18 winning the IAA Leader - TV Anchor of the year.

IAA CONVERSATIONS

IAA Conversations, a thought leadership platform with Ajit Mohan, CEO, Hotstar & Ashish Bhasin, Chairman & CEO South Asia - Dentsu Aegis Network was organized on **15th December 2017**. The session was moderated by Megha Tata, COO, BTVI.

The Knowledge Sharing Session on 'Overview & Insights of OTT' touched upon the future of technology enhancing streamlining of content and the growth of content consumption. It was telecast later on BTVI.



IAA RETROSPECT & PROSPECTS

A packed audience witnessed Piyush Pandey presenting the IAA Retrospect and Prospect on **7th February 2018** at Mumbai.

Piyush in his presentation shared some outstanding work that has the depth and potential to be adopted by people in our kind of countries.

The program included a medley of the favourite ad films made by Piyush and Prasoon in what was named "Pandey's Picks".

The presentation was followed by a felicitation of Piyush and Prasoon Pandey for having truly taken Indian to a global level. The two brothers, Piyush and Prasoon, have become the first Asians to receive the Lion of St Mark, the highest honour that the Cannes International Festival of Creativity in the communications industry.

Prasoon Pandey said that "Our body of work is deeply rooted in Indian ethos and from a slice of life. It is because we are passionate and love our country."



IAA OLIVE CROWN AWARDS

The 8th edition of the Olive Crown Awards for excellence in communicating sustainability were presented at a glittering function on **6th March 2018** in Mumbai.

The Gold Corporate Social Crusader Award was presented to Reliance Foundation and the Silver to Vodafone.

Ogilvy & Mather bagged the prestigious Campaign of the Year for their Vodafone campaign.

The Corporate Green Crusader Award was presented to Isha Foundation for their Rally for Rivers initiative. Sadhguru of Isha Foundation, the Guest of Honour, was in conversation with Sudhanshu Vats of Viacom 18.



Shankar Mahadevan, a four-time winner of the National Award: three times for Best Male Playback Singer and once for Best Music Director mesmerized the audience with his soul-stirring music.



INDIAA REGIONAL AWARDS (TELUGU) >

To recognize excellence in advertising principally in regional languages and by regional agencies, IAA launched a set of Regional Awards. It also included a component for national advertisers who release work in the regional language.

The first of these regional awards was held in Hyderabad (for Andhra Pradesh and Telangana) on **11th May 2018**. The glittering ceremony witnessed all co-creators of the work accept the award jointly.



S SivaKumar, Group Head - Agri & IT Business, ITC Limited was the jury Chair. Sri Jayesh Ranjan, Secretary, Department of IT, Electronics & Communication, State of Telangana was the Guest of Honour.

Sam Balsara, Chairman, Madison World delivered a special address on “Media: what lies ahead?” at this event.



INDIAA REGIONAL AWARDS (TELUGU)



IAA IN CANNES



The India Chapter of International Advertising Association organized an informal get together over cocktails and canapes on **18th June 2018**, to celebrate the Cannes Lions Lifetime Achievement Award (Lion of St. Mark) conferred on Piyush Pandey and Prasoon Pandey and for a mini preview of the IAA World Congress in India at the Embassy of Dutch Creativity, Beach Club, Cannes.

An excellent audience turned out for this event.

Piyush and Prasoon Pandey were felicitated for bringing pride and joy to not just India but to Asia as well. Replying to the toast Piyush and Prasoon thanked the IAA and spoke briefly about their creative journey.



IAA India Chapter, President, Ramesh Narayan made a presentation on the World Congress Kochi, India.



IAA LEADERSHIP AWARDS

The sixth edition of the coveted Leadership Awards was hosted on **27th July 2018**.

Ajay Piramal, Chairman, Piramal Group was honoured as the IAA Business Leader of the Year.



Sam Balsara was inducted into the IAA Hall of Fame, for doing so much more than just founding and building a great communication company.



Arnab Goswami was awarded The IAA Media Person of the Year. The IAA Media Agency Leader & Creative Agency Leader went to Harish Shriyan, Omnicom Media Group India and Arun Iyer, Lowe Lintas respectively. The coveted IAA Editor of the Year went to Sukumar Ranganathan, Hindustan Times while IAA TV Anchor of the Year went to Faye D'Souza, Mirror Now. The IAA Brand Endorser of the Year went to Karan Johar.

INDIAA AWARDS



IAA presented its 4th edition of IndIAA Awards for creative excellence on **31st August 2018** in Mumbai.

Winners were chosen by a jury comprising Suresh Narayanan, Chairman, Nestle India; Ravi Desai, Amazon India; Rajiv Anand, Axis Bank; Sangeeta Pendurkar, Pantaloons; Suparna Mitra, Titan; Alpana Killawala, Reserve Bank of India and Ranju Kumar Mohan, Entrepreneur.

At this platform, M V Shreyams Kumar, Joint MD, Mathrubhumi requested all to donate generously to revive Kerala - God's Own Country. He said, "The fishermen, the youth all stood together and the whole world has stood by us. We need all the support we can".

The IAA India Chapter made a financial contribution to the Kerala rehabilitation effort.

A soft book launch of The Gutenberg Galaxy - a collector's item on "Case Studies in Print Advertising" was done by Ramesh Narayan, Prasoon Joshi, Abhishek Karnani and Suresh Narayanan.



IAA YOUNG PROFESSIONALS' EVENTS

IAA Young Professionals **Interactive Boardroom Sessions** was started to get young professionals to see the value in IAA and to eventually become members of IAA. IAA organized a series of Young Professionals Interactive Boardroom Sessions during the year. The sessions were with:

Shayamal Vallabhjee, Sports Scientist & EQ Consultant
11th October 2017.

Ashish Bhasin, Chairman & CEO South Asia - Dentsu Aegis Network
15th March 2018.



Session with
Shayamal Vallabhjee



Session with
Ashish Bhasin

IAA YOUNG PROFESSIONALS' EVENTS



Interactive Session on Reigniting the Artist and Storyteller Within You

Two interactive sessions were conducted by Manish Advani, Tedx Speaker, Story Teller, Head Change Management and Marketing at MahindraSSG.



Manish said "You need to change the environment within us to change the environment around us. And this is what these workshops seek to do. A tetrapack bottle or a coconut shell can become the instrument of art and story telling and can bring out the best in people."

The workshop brought out the artist in everyone. The story to be weaved in with the design was quite challenging. The stories ranged from bringing out memories of childhood of how grannies innovatively and creatively used every bit of coconut.



IAA FUTURE LEADERS AWARDS



IAA Future leaders Awards is about acknowledging young women and men who have that spark of brilliance that sets a leader apart from the rest. That glimmer of greatness that needs to be recognized, celebrated and nurtured.

IAA believes that young talent needs to be identified and honoured – talent that have performed way beyond expectation and their call of duty. IAA Future Leaders Award was therefore instituted to honour such under 30 professionals in the field of marketing, media, and agencies.

After calling for nominations, 2 winners were identified from Media and Agencies who were felicitated. They were also taken on an all-expense paid trip to the AdAsia Congress held in November 2017 at Bali, Indonesia.



The winners T Kranthi Kumar, Manager - Brand Marketing at Kasturi & Sons Ltd. (Media Category) and Adith Francis Fernandes, Copywriter at FCB Interface (Agency Category) were felicitated at the IAA Leadership Awards, in **October 2017**.

CASE STUDIES IN PRINT ADVERTISING



IAA India to launch “The Gutenberg Galaxy” - a collector’s item on “Case Studies in Print Advertising”

Best print advertising case studies were invited from the top 50 advertising agencies in India worthy of mention in the Gutenberg Galaxy.

The book edited by Sandeep Singh was launched on **19th September 2018**.



A soft book launch of The Gutenberg Galaxy - a collector's item on “Case Studies in Print Advertising” was done by Ramesh Narayan, Prasoon Joshi, Abhishek Karnani and Suresh Narayanan during the IndIAA Awards on **31st August 2018**.

Cherishing The Ink, The Print and The Medium

Come witness the strategic use of print as a leading media vehicle in an advertising campaign. International Advertising Association - India Chapter invites you to the book release of “The Gutenberg Galaxy” a collector’s item on “Case Studies in Print Advertising”.

Date : 19th Sept 2018
Venue : Astor Ballroom,
The St. Regis Mumbai,
Lower Parel, Mumbai 400013
Time : 6.30 pm onwards

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The Global Compass of Marketing Communications

IAA
INTERNATIONAL ADVERTISING ASSOCIATION

Entry by Invitation only. For an invitation contact exe

IAA SOCIAL INITIATIVE: 'WORKTOLIVETOWORK' >

IAA India Chapter undertook a new Social Initiative, designed to end the irrational rigidity in Mumbai office timings and save lives.

Nandini Dias, a Managing Committee member of IAA and CEO, Lodestar UM India, conceptualized the project named "WorkToLiveToWork". Through this initiative Dias urged CEOs/HR heads to help Mumbai based companies to implement flexible office timings for employees so that they don't risk their lives to reach their workplaces.

The media rallied around this cause and a striking advertising campaign, created by Taproot Dentsu, found space in Print and Outdoor media. But this was only the beginning. Television and social media picked up the story and amplified it.

And with personal interactions with several associations like Rotary Club of Bombay, National HRD Convention and the like, this assumed a status of so much more than just a communication programme.

YOUR JOB OR YOUR LIFE.

Imagine having to make that choice every day. Without the guarantee of a new job. As the only earning member of your family.

Now imagine shrugging your shoulders and choosing to risk your life. Not because you have no fear but because you have no choice.

So you hope the unrelenting claws of probability don't catch up with you. And live to risk your life another day. Just to beat a late mark at work.

This happens every single working day to millions of Mumbaiers. Many of whom are, in all likelihood, your employees.

Does it sound fair to you?

And before you skirt the question by saying, what can you possibly do about it, allow us to say you can.

By opening your mind to Work To Live To Work. A radical people's initiative that aims to make our working hours more flexible and commuting less fatal. By reducing the death-defying load on our crumbling infrastructure, lifting workplace morale and giving each one of us the right to choose our lives over our livelihood.

The objective is simple. Work To Live To Work is pitching for all employees to get the simple right to choose their own opening hours between 8am and 11am and closing hours between 4pm and 7pm. While sticking to a definite set of common working hours from 11am to 4pm.

So we end up working the same number of hours as before, except now they're quality work hours thanks to a far more humane rush hour.

Think about it. It's not as complicated as it sounds. The longer we live, the stronger we work.

So whether you're an employer or an employee, let's discuss it as much as we can and as often as we must.

Because no job is worth the life it earns for.

If you would like to discuss more about how flexi-timing can work for you or how it is already working for others, log on to www.worktolivetowork.com

An initiative by **IAA** International Advertising Association

WORK TO LIVE TO WORK
www.worktolivetowork.com

COULD YOUR ATTENDANCE REGISTER BE AN OBITUARY COLUMN?

Could the boring old attendance register be hiding such a morbid possibility? Ominous as the thought is, it could and it does.

Because that cruel little late mark is why around 270 Mumbaiers die while commuting to work every month. That's over 3200 family bread winners gone every year - struck off the muster of life.

Why? For simply trying to get to work on time. To avoid a late-mark. To avoid a penalty on their salaries. To avoid a dressing down.

So they pack themselves into trains - the apparent lifeline of the city, risking death by hurtling onto the tracks, smashing into poles or simply getting crushed to death under the feet of fellow commuters. All because of that unrelenting attendance register.

Now, you could simply forget about this and turn the attendance page every month. Or you could actually do something about it.

By opening your mind to Work To Live To Work. A radical people's initiative that aims to make our working hours more flexible and commuting less fatal. By reducing the death-defying load on our crumbling infrastructure, lifting workplace morale and giving each one of us the right to choose our lives over our livelihood.

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So we end up working the same number of hours as before with the same interaction time as before, except now they're quality work hours thanks to a far more humane rush hour.

Think about it. It's not as complicated as it sounds. The longer we live, the stronger we work. So whether you're an employer or an employee, let's discuss it as much as we can and as often as we must.

Because attendance is about presence, not absence.

If you would like to discuss more about how flexi-timing can work for you or how it is already working for others, log on to www.worktolivetowork.com

An initiative by **IAA** International Advertising Association

WORK TO LIVE TO WORK
www.worktolivetowork.com

IAA
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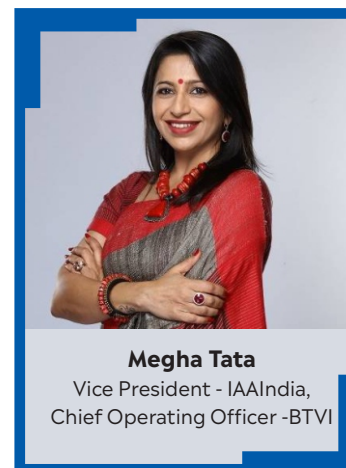
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IAA MENTORSHIP PROGRAM FOR WOMEN IN MARCOM

IAA - India Chapter rolled out a Mentorship Program for Women in the Marketing, Media and Advertising space.

The program is the brainchild of Megha Tata, Vice President, IAA India Chapter & Chief Operating Officer, BTVI. She said "There is a great need for such an exercise. Look around and you will see the really small number of women in leadership roles. We have a fairly large percentage of women in our industry who have a working experience of 8-10 years and this is the audience we are addressing. They are experienced, are managing their families and are poised to take on leadership roles. All they need is the right kind of mentoring now. I am hoping this would be an on-going effort and we would be contributing to the development of a fine crop of women leaders over a period in time".

After a rigorous scrutiny, the Mentorship Program Leads have connected the knowledgeable 23 mentors with the mentees, in need of their experience and expertise. The mentorship relationship has taken off to a great start.



There's a reason why we don't have a word called LEADER-ESS.

Because leaders are leaders. Men or women. And tomorrow's leaders need to get ready today. So, if you are a woman in Advertising, Media, Marketing or Communications with 8 to 10 years of experience, this is your chance to get guided by the best and the brightest in the industry. Just click on the link below and fill out some details and if you make the cut, we will get in touch with you shortly.

IAA MENTORSHIP PROGRAMME FOR WOMEN IN MARCOM

LAST DATE FOR REGISTRATION IS **31st May, 2018**

TO APPLY AND FOR MORE DETAILS, VISIT:
iaaindiachapter.org

[f /IAA.IndiaChapter](#) [t /IAA_india](#) [v /user/IAAIndiaChapter](#)

Learn how to be the best. From the best.

If you are a woman in Advertising, Media, Marketing or Communications with 8 to 10 years of experience, this is your chance to get guided by the best and the brightest in the industry. Just click on the link below and fill out some details and if you make the cut, we will get in touch with you shortly. Because tomorrow's leaders need to get ready today.

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IAA FINANCE AT A GLANCE



INDIA CHAPTER OF INTERNATIONAL ADVERTISING ASSOCIATION

Balance Sheet as at 31st March 2018

	Note	As at 31st March 2018 ₹	As at 31st March 2017 ₹
I EQUITY AND LIABILITIES			
Reserves and Surplus	2	2,14,49,230	1,94,81,367
Non Current Liabilities	3	20,16,000	17,92,000
Current Liabilities			
(a) Trade Payables	4	2,04,029	98,000
(b) Other Current Liabilities	5	84,65,433	78,60,545
		<u>86,69,462</u>	<u>79,58,545</u>
Total		<u>3,21,34,692</u>	<u>2,92,31,912</u>
II ASSETS			
Non-current Assets			
(a) Long-term Loans and Advances	6	16,30,989	18,58,722
		<u>16,30,989</u>	<u>18,58,722</u>
Current Assets			
(a) Trade Receivables	7	17,16,260	15,66,000
(b) Cash and Bank Balances	8	1,83,52,600	2,18,82,147
(c) Short term Loans and Advances	9	97,77,955	36,79,127
(d) Other Current Assets	10	6,56,888	2,45,916
		<u>3,05,03,703</u>	<u>2,73,73,190</u>
Total		<u>3,21,34,692</u>	<u>2,92,31,912</u>
III Notes forming part of financial statements	01-15		

As per our report of even date attached
For Lalit Khanna & Co.
Chartered Accountants
(Registration No. 105564W)

(Lalit Khanna)
Partner
Membership No. 5185
Mumbai

Date - 28-08-2018

For and on behalf of the Managing Committee

Ramesh Narayan
President

Pradeep Dwivedi
Hon. Secretary

Jaideep Gandhi
Hon. Treasurer

INDIA CHAPTER OF INTERNATIONAL ADVERTISING ASSOCIATION

Statement of Income and Expenditure for the year ended 31st March 2018

Particulars	Note	Year ended 31st March 2018 ₹	Year ended 31st March 2017 ₹
I Revenue from Operations	11	93,72,561	53,36,434
II Other Income	12	15,69,543	18,04,377
Total Revenue		<u>1,09,42,104</u>	<u>71,40,811</u>
III Expenses			
(a) Operation and other expenses	13	89,74,241	69,48,565
Total Expenses		<u>89,74,241</u>	<u>69,48,565</u>
IV Surplus for the year		<u>19,67,863</u>	<u>1,92,246</u>
V Notes forming part of financial statements	01-15		

As per our report of even date attached

For Lalit Khanna & Co.
Chartered Accountants
(Registration No. 105564W)

(Lalit Khanna)
Partner
Membership No. 5185
Mumbai

Date - 28-08-2018

For and on behalf of the Managing Committee

Ramesh Narayan
President

Pradeep Dwivedi
Hon. Secretary

Jaideep Gandhi
Hon. Treasurer



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CONGRESS**

FEB 20-22, 2019 | KOCHI, INDIA

For more information
www.iaaworldcongress.org

INDIA CHAPTER OF INTERNATIONAL ADVERTISING ASSOCIATION

C/o. R K Swamy BBDO Pvt. Ltd., 4th Floor, Elphinstone House, 17 Murzban Road, Mumbai-400001
www.iaaindiachapter.org

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