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DDB Mudra wins four Golds at IAA Olive Crown 2016

By afags! news bureau , afags!, New Delhi | In Advertising | March 10, 2016

Dainik Bhaskar Group bags second spot, winning two Golds, while Dentsu Webchutney, Umbrella Design, Niche Minds, Ogilvy & Mather and Yes Group placed third, with one Gold each.

The International Advertising Association's (IAA) India chapter has announced the 2016 winners across 13 categories at the IAA Olive Crown 2016. We take a look at all the Gold winners this year.



From L to R: Srinivasan K Swamy, Dia Hira, Anurag Fakhari, Monica Tata and Neeraj Roy

DDB Mudra has emerged as the winner this year with Golds across various categories. DDB Mudra North has won the Gold for its entry 'Trees' for Sanctuary Asia in the Press - Services category, while DDB Mudra Group has won two Golds for the 'Big Bazaar Paper Patakh' campaign for Big Bazaar in two categories namely, TVC Cinema - Corporate, and Campaign Of The Year.

DDB Mudra Group (Gurgaon) bagged a Gold for 'The Blue Bowl Project' by Carrier Midea India in the Out-of-Home (OOH) category.

The Dainik Bhaskar Group's campaign 'Ek Ped Ek Zindagi' has won one Gold each in the categories - Green Brand Of The Year, and Corporate Social Crusader Of The Year.

Umbrella Design has been awarded a Gold for its entry 'Times B-app-a' for Bennett, Coleman & Co., in the Press Corporate category, while Niche Minds has won a Gold for wiproearthhourchallenge for Wipro in the Digital category.

Dentsu Webchutney gets a Gold for the 'Sow, Don't Throw' campaign for Helpusgreen in the Press - Consumer Products category. Ogilvy & Mather has bagged a Gold for the entry #GodSaveTheOcean for Sprouts Environment Trust in the Events category. Yes Group's 'Yes Community - Clean India Campaign' has clinched a Gold in the Corporate Social Crusader Of The Year category.

Late Padmashri Bhavarlal Hiralal Jain has been awarded the IAA Olive Crown Green Crusader Award 2016, while ZEE Entertainment Enterprises has bagged the Special Award of Excellence this year.



SrinivasanSwamy

Commenting on the awards, Srinivasan K Swamy, president, IAA India Chapter and vice-president, development, Asia Pacific, IAA, said, "Brands and organisations are now increasingly investing in exciting work in communications that promote sustainability. It is this creativity and innovation that the IAA Olive Crown Award recognises. We salute our winners and the agencies that have put in their best for the greater cause of the environment."



Neeraj Roy

Neeraj Roy, vice-president, IAA India Chapter, and chairman, Olive Crown Awards Committee, added, "Climate change has forced everyone to think of giant steps to take to combat it. The planet element in the triple bottom line is becoming increasingly important. Consumer behaviour studies are now showing sustainability as one of the key pillars of engagement. This is why the Olive Crown Awards is seeing such creative entries."



Monica Tata

Monica Tata, honorary secretary, IAA India Chapter, said, "The winning campaigns that the Olive Crown Awards recognise are often part of larger nation-building initiatives and not stand alone creative work. This goes to highlight the width of impact that these campaigns bring about."

Yes Foundation also announced the Yes Foundation Fellowship in association with IAA for youth in the age group of 18-25 years. The fellowship entails a two-month mentoring and training programme following which participants will be placed with non-profit organisations.

The International Advertising Association claims to be the world's only globally-focussed integrated advertising trade association with membership representing advertising agencies and the media. The IAA comprises of corporate members, organisational members, educational affiliates, as well as 56 chapters with individual members and young professionals from 76 countries including the top 10 economies in the world. IAA is over 75 years old, and is headquartered in New York.

Membership to the Indian Chapter of IAA is by invitation only and IAA has very senior marketing, advertising and media professionals as its members. IAA in India is seen as the most active chapter by IAA Global. IAA India is well-recognised for some of its marquee events such as the IAA Leadership Awards, IAA Debates, IAA Conversations, IAA Young Turks Forum, and an array of IAA knowledge seminars, webinars, workshops and conclaves.

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Google App looks to simplify life for cricket lovers

By afags! news bureau , afags!, New Delhi | In Advertising | March 10, 2016

The search engine has launched its new campaign highlighting the nation's frenzy around the ICC T20 World Cup.

The excitement around the much-anticipated ICC T20 World Cup



Answers made easy campaign, sponsored by Google. Click here to play

The company will offer a range of features for the cricket-crazy audience which range from regular score updates to match schedules, in both English and Hindi. The new 'search' experience also includes news articles related to games, teams and players, as well as score boxes with in-depth game stats.



Answers made easy campaign, Jersey ad by Google. Click here to play

The campaign, which has been conceptualised by Lowe Lintas Delhi, aims to communicate to cricket lovers that answers to their queries regarding cricket and all associated trivia such as score updates, schedules, even cricket gear during the T20 Tournament will be available on the Google's new 'search' feature App.

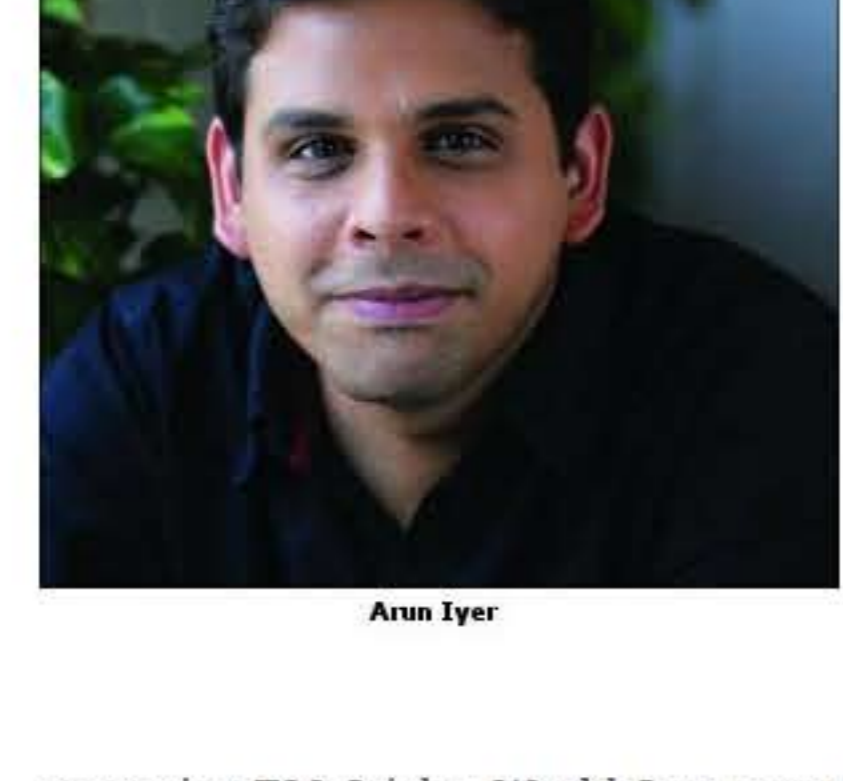
As part of the campaign, two films have been released so far. The first film titled Cricket Score, revolves around the obsession for regular score updates during India's cricket matches. People are always curious about cricket scores and want regular updates even while driving, shopping, and while in office, which will now be available on Google App's new cricket update feature.

The second film titled Cricket Jersey shows how users can now use the app to not just get the score, but all answers/solutions related to cricket. In the film, a boy's hand-painted jersey gets washed out in the rain. But, Google offers his father multiple options to get another jersey for his son for the upcoming match.



Sapna Chadha

Commenting on the new campaign, Sapna Chadha, head of marketing, Google India, says, "Being away from the action can be frustrating, but with the launch of new cricket experiences on the Google app from today, you can be a part of all the action and not miss out on anything."



Arun Iyer

Arun Iyer, chief of officer, Lowe Lintas, says, "Die-hard fans of cricket will stop at nothing to get updates on scores or any information related to cricket. This element has been captured beautifully through the two films that show that you cannot take cricket out of a fan. And, it's only through relevant and timely information that you can be one up on them."

Naveen Gaur, president, Lowe Lintas, says, "Cricket is the biggest passion of this country, in that each Indian is a bigger cricket lover than the next. And, as one of the leader brands creating a digital world, it's only natural that Google becomes the most preferred platform for any cricket-related queries."

The campaign will be aired during the upcoming T20 Cricket World Cup, as well as during IPL 2016, and will span on the online and offline mediums.

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