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IAA Olive Crown 2016: Dainik Bhaskar, Yes Foundation get Corporate Crusader award

ZEE gets Special Award of Excellence; Green Crusader award for Late Bhavarlal Hiralal Jain

BestMediaInfo Bureau | Mumbai | March 11, 2016



The International Advertising Association (India Chapter) on Wednesday, March 9, announced this year's winners of the IAA Olive Crown across 13 categories. The Olive Crowns are Asia's first and only awards that celebrate impactful work done in sustainability communication. Endorsed by the Asian Federation of Advertising Associations, and now in its sixth year, the awards also see entries from across Asia. Run as a cause, there is no entry fee charged.

Dainik Bhaskar and Yes Foundation shared the Corporate Crusader Award. Zee Entertainment Enterprises (ZEEL) got the Special Award of Excellence. The Green Crusader of the Year award was given to late Padmashri Bhavarlal Hiralal Jain.

The Campaign of the Year award went to Big Bazar Paper Patakha done by DDB Mudra.

Srinivasan K Swamy, President, IAA India Chapter & Vice President – Development, Asia Pacific, IAA, said, "Brands and organizations are now increasingly investing in exciting work in communication that promotes sustainability. It is this creativity and innovation that the IAA Olive Crown Award recognizes. We thank Smt. Amruta Fadavis, Dia Mirza and Rana Kapoor for being with us today. We'd also like to salute all our winners and the agencies who have put in their best for greater cause of the environment."

Neeraj Roy, Vice-president of IAA India Chapter and Chairman, Olive Crown Awards Committee, said, "Climate change is forcing everyone to think of giant steps to be taken to combat it. 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, Honorary Secretary, IAA India Chapter, added, "The winning campaigns that the Olive Crown Awards recognizes are often part of larger nation-building initiatives and not standalone 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 18-25 years age-group. The fellowship entails a two-month mentoring and training programme after which the participants will be placed with non-profit organisations supporting them with their social media initiatives.

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RISING STAR

Rising Star: Yogesh Rijhwani, Associate CD, Scarecrow Communications

With six years of experience in advertising. He likes advertising because he can apply creativity in a problem-solution format.

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