



आपका भरोसा किन पर है? axis. MYINDIA

ADVERTISING MARKETING MEDIA -

VIDEOS EVENTS - JOBS

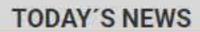
▲ SIGN UP

A- AA A+

Google" Custom Search









Is Sonam Kapoor the right fit for Kalyan Jewellers after Ais...



Latest 'Mauka Mauka' campaign takes the India-Pak cricket ri...





TO THE NEW launches Turnkey OTT platform-'VideoReady'

IndustryBriefing > IAA Olive Crown 2016 honours Late Padmashri Bhavarlal Hiralal Jain with the 'Green Crusader of the Year' award

IAA Olive Crown 2016 honours Late Padmashri Bhavarlal Hiralal Jain with the 'Green Crusader of the Year' award

Author | exchange4media News Service | Thursday, Mar 10,2016 1:18 PM



The International Advertising Association (India Chapter) announced this year's winners across 13 categories. The Olive Crown 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.

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

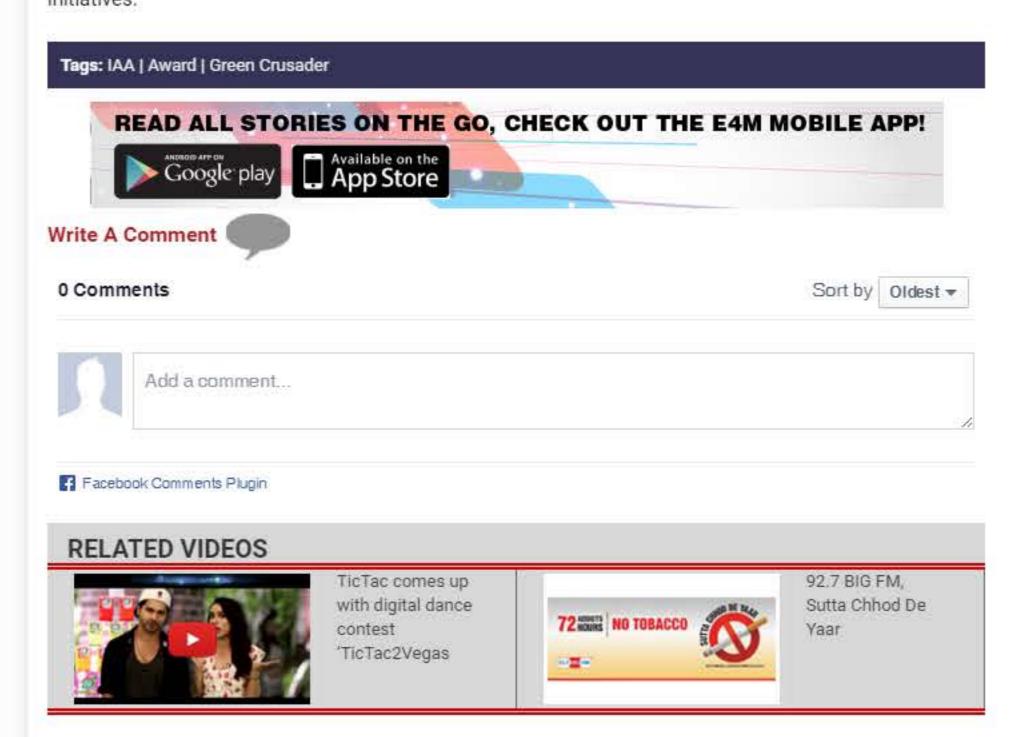
sustainability. It is this creativity and innovation that the IAA Olive Crown Award recognizes. We thank Smt. Amruta Fadavnis, Dia Mirza and Rana Kapoor for being with us today. We'd also like to salute all our winners and the agencies who have put in their best for greater cause of the environment. "

Neeraj Roy, Vice President IAA India Chapter and Chairman Olive Crown Awards Committee commented, "Climate change is forcing everyone to think of giant steps to combat it. The planet element in the triple bottom line is becoming even more important. Consumer behaviour studies are now showing sustainability as one of the key pillars of engagement. This is why the Olive Crown Awards is witnessing 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 stand alone creative work. This goes to highlight the width of impact that these campaigns bring about"

Dia Mirza, actor and environmental activist graced the occasion and applauded the efforts by IAA and hoped that the industry supports sustainable marketing and communication initiatives.

Yes Foundation also announced the Yes Foundation Fellowship in association with IAA for youth between the age of 18-25. 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.



RELATED STORIES

- Raj Nayak, Kumar Mangalam Birla, Ashish Bhasin and Josy Paul among top winners at 4th IAA Leadership Awards
- IAA Chapter: Media agency heads deliberate on advertising forecast for 2016
- 4th IAA Leadership Awards announced
- India is under-branded and an under-advertised brand in the world, say experts @IAA Conversations
- Srinivasan Swamy re-elected as President of IAA India Chapter

MOST READ

- After complaints against JWT's Gust...
- BARC Ratings: Micromax Asia Cup Ind...
- Guest Column: 10 tips for a success...
- Reliance Jio slated to spend upward...

READ MORE

JOBS & CAREER

Media Executive - Space selling Diamond Magazines P Ltd.

BUSINESS REPORTER - TV & Radio BBC WORLD NEWS

VIEW ALL

Download event calendar

Anil Ambani

PEOPLE DIRECTORY

® Event Blog

HOME

News

Jobs

About Us

Contact Us

Directory

Unsubscribe

ADVERTISING Advertising News Advertising Interviews Advertising Creative Picks Advertising Industry Briefing

Advertising Videos

MARKETING Marketing News Marketing Interviews Campaign of the week Industry Briefing

Marketing Videos

MEDIA Television Digital Out of Home Radio

Print

EVENTS e4m Events Golden Mikes 2015 Media ACE Awards

SITEMAP

COMPANY DIRECTORY Flipkart News Snapdeal News

Amit Agarwal Amazon News Arnab Goswami Barkha Dutt Myntra News **Nestle News Bhavish Aggarwal**