



PRESIDENT'S REPORT 2019 - 2020

2019 - 2020
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PARTHO DASGUPTA
President



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Vice President



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Secretary



ADITYA SWAMY
Jt. Secretary



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Treasurer

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CO-OPTED MEMBERS AND SPECIAL INVITEES



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Special Invitee



AJAY CHANDWANI
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PRADEEP DWIVEDI
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SAPANGEET RAJWANT
Special Invitee



VIKAS KHANCHANDANI
Special Invitee



VIKRAM SAKHUJA
Immediate Past President

Celebrating 66 Glorious Years of The Advertising Club

FROM THE PRESIDENT'S DESK



Let me at the outset mention that it has been a privilege and honour to be elected as the President of The Advertising Club at the Annual General Meeting held on 11th September, 2019. Honestly, the feeling grows on you as you see the impressive list of personalities who have assumed the position of President of The Advertising Club in the past.

It is that time of the year when as President of The Advertising Club you take stock of the activities conducted throughout the year and compare it with what was planned at the beginning of the year and judge your accomplishments.

As I began to assess the performance, what clearly emerges, is Effies and Emvies are the foremost and premier properties of the Advertising Club. No

Rocket science here.

Be it the town hall meetings, automated process of entries and judging, hosting the same in multiple cities, the quality of jury members, the sheer spirit of competition amongst agencies, the extent of agency participation and the attendance at the Awards Ceremony - everything is absolutely top-notch. The scale and grandeur of the event is seen to be believed. Needless to mention - these two properties also ensure a steady revenue stream for The Advertising Club.

The MARQUEES is another brand which The Advertising Club instituted three years back. In a very short span of time it has become the most coveted award for Marketing Excellence in the country. It was instituted to celebrate great work done by brands and inspire the young marketing minds to push the envelope, experiment and deliver on ideas that can emerge as category game changers. Winning a MARQUEE is a true testimony of the success of the efforts and we are sure that it will play a key role in furthering the equity for the brand in the category. We have also made an effort to ensure that the jury panel comprises the most eminent personalities from the Industry and the projection and presentation of the show is unique in its own way. Thus we had conducted the event last year at the Prince of Wales museum with a view to give the invitees an experience to remember.

While we were on a dream run, and things were moving as per our plans, came the Pandemic in the form of COVID 2019. It brought with it changes that were never envisaged and has truly changed the way in which we work and live life. We had a great number of entries this time. The Awards Governing Council and the Goafest Committee discussed at length the possibility of holding Goafest – in some form or the other for many months together. They finally arrived at the decision of postponing and refunding the entry fees received for Goafest. We believed in standing firmly together with the fraternity in this hour of need and do whatever little is possible to give them financial relief. Today, we have refunded Rs.1,40,00,000/- (Rupees One Crore Forty Lakhs Only) to the entrants to the competition.

We at The Advertising Club believe in rising to the occasion and not getting bogged down by circumstances. Thus, the committee members discussed the best we could offer to the industry during this time of economic crisis.

Agnello Dias, the great creative stalwart suggested the idea of having a series of debates under the

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broad head – 'VICE & VERSA' . He also provided some interesting subjects and insights into the rules of the game. A big thanks to him for curating the series. The Managing Committee thought these are unprecedented times requiring all brands and organizations to adapt and reinvent their media and brand strategies. The digital debate series was curated to provide insights and guidance on how to empower brands to thrive in the new normal.

Thus we organized two debates, the first one with the title BRAND PURPOSE – RESPONSIBLE OR OPPORTUNISTIC Moderated by Agnello Dias with Santosh Desai and Josy Paul panellists. The second one was titled THE EPITAPH OF CLASSICAL ADVERTISING IS ALREADY WRITTEN, moderated by Sonali Krishna with Swapan Seth and Roshan Abbas as panellists. These debates conducted on the ZOOM platform and live streamed on Facebook and You Tube were extremely well received by the fraternity and surely created some buzz in the Industry.

When I assumed the charge one of the areas I always wanted to contribute to was education. Thanks to Dr. Bhaskar Das, we have tied up with MICA to co-host the Leadership Development programme. The current global landscape has been challenging and every business strategy had to be adapted to the new digital order. In such a scenario it is critical that the young minds in the category upskill and align themselves to meet the changing demands of the advertising and marketing landscape – Data Analytics being one such important and defining marketing metric. The program curated in association by MICA and delivered by category-thought leaders, will play a key role in allowing young minds from the industry to develop an appreciation of the applications of big data analytics in Marketing. It will augment learning tools required to solve marketing problems through Data Science. Vikas, Aditya, the Webchutney team along with Sonia and Sapan have all come together and doing a fantastic job in promoting this initiative.

When we had started this year, we had said that we will explore TAC beyond our annual Marquee events and try and touch multiple lives through touchpoints in our ecosystem. Hence, we did some strategic tie ups like

- Initiative to explore ways to curb violence on women by IAA
- Cannes Live with Times of India,
- All about Music with Wizcraft,
- Content Hub with Indiantelevision.com and
- Creative Collective of India whereby we are convinced that a positive contribution can be made.

The Surplus this year was Rs.67,00,000/- (Rupees Sixty Seven Lakhs Only) as compared to Rs.30.43 Lakhs previous year. Thus, we have done very well on the financial front. Further with reserves of Rs.5,00,00,000/- (Rupees Five Crores Only) The Advertising Club is on a Solid wicket.

My sincere thanks to all the Managing Committee members and the office bearers Partha Sinha, Dr. Bhaskar Das, Shashi Sinha and Aditya Swamy in particular. A big thanks is also due for Bipin R. Pandit who leads the Adclub Secretariat for the last 22 years and his team of committed Individuals.

A big thanks to Sonia Huria for handling the PR function with elan, Sapangeet Rajwant and her team for keeping the Social media handles updated with relevant information and Aditya Swamy for chipping in with the office space at Google as and when needed.

Warm regards,
PARTHO DASGUPTA
PRESIDENT

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KEY EVENTS OF THE ADVERTISING CLUB

EMVIE 2019



EMVIES 2019 JUDGING :

The Emvies has acquired the status of the Oscars of Media world primarily due to the fact that lots of efforts have gone into evolving the jury process by thoughtfully conducting the town hall meetings and taking the valuable inputs of experienced media industry professionals on board and implementing the same.

It is truly very heartening that we keep on outperforming ourselves when it comes to creating records in terms of the number of entries received every year. The overwhelming response received to the competition every year is a proof of the Reputation, Value and the Esteem in which the Industry holds this award.

This year we received 1079 entries - needless to state it is an all time high record in terms of numbers.

The format of Round I being judged by Media Professionals and Round II being judged by Clients is extremely well established and respected as well by the fraternity. This year we added some creative professionals to the list for Round II judging.

As many as 172 Media Professionals Judged the Round I and 61 Marketing Professionals judged the Round II that takes the shape of case study Presentations spread over five days. The category 'Best Media Buying Team of the Year' which was introduced last year; was judged by 7 Specialist Jury.

It is a matter of great Pride that The Advertising Club has tied up with WARC to make the EMVIEs case studies available to the world at large.

A very big thanks is due to the Sponsors and the Media fraternity.

The judging process which spreads over for more than 10 days requires undivided attention and meticulous planning.

I have to thank Partha Sinha and the Adclub Secretariat team for doing an outstanding job truly a huge

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project extremely well handled.

EMVIE 2019 AWARDS CEREMONY :

The Advertising Club has been hosting EMVIEs awards ceremony for the past 20 years. It is undoubtedly the most coveted award of the media fraternity. The sheer magnitude, scale, excellence and consistency with which it is executed has made it the biggest media award of the country.

Attended by not less than 1000 plus die-hard Media, Advertising, Marketing, Research and Communication professionals, it is the biggest nite out for the Industry.

This year the Advertising Club Presented 32 Gold, 42 Silver, 40 Bronze Trophies at the glittering awards ceremony held at the St. Regis Hotel. The Grand Emvie was jointly bagged by Mediacom India & WATConsult. Mindshare bagged the Agency of the Year and Hindustan Unilever Limited bagged the Client of the Year.

Amazing show put up the Chairperson, Partha Sinha ably supported by the Adclub Secretariat Team. My Compliments to the entire team.

MARQUEES 2019



MARQUEES 2019 JUDGING :

The focus at The Advertising Club with award platforms like the Marquees is to encourage and applaud pioneering work by brands and marketers that have helped in furthering every category's growth agenda through crafting effective brand strategies. The Marquees encourages and inspires the industry and every young marketer to put their best foot forward by pushing the envelope on innovation and effectiveness for their brands.

Marquees has established itself as the foremost of all marketing awards. For the awards, The Ad Club (TAC) partnered with Kantar to design a robust and credible ranking mechanism to recognize marketing excellence of brands across a few generic and special categories. The selection process consisted of three steps to choose the nominees for each category of awards. The first step was to shortlist the brands based on brand performance, which was followed by incorporating additional evaluation measures that were

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then combined to give the jury a complete picture. Lastly, the screening jury finalized the winning brands based on the information provided and their own expertise.

Kantar's methodology combined the background research and Brand shortlisting through the desk research, Syndicated reports and other industry reports to arrive at 10-12 top performing brands in each category based on size and growth. Besides the product performance, for each shortlisted brand, information related to brand communication, spends and distribution was also gathered for further assessment.

Apart from the general categories, there are also seven special awards to be given out to brands which have gone beyond the call of duty and whose efforts have led to the creation of a whole new category. The special awards include Re-imagining for the better; Carving out a niche; Breathing new life into a category; Conquering an impregnable fortress; Creating a global impact; Media properties and Traversing uncharted waters.

The entries at this year's MARQUEES were judged by a renowned jury chaired by industry stalwart Harsh Goenka, Chairman - RPG Enterprise along with category leaders like Neil George, Managing Director - NIVEA India Private Limited; Agnello Dias, CCO & Co-Founder - Taproot Dentsu; CVL Srinivas, Country Manager, India – WPP; and Naveen Chopra, Senior Advisor - TPG Capital India Pvt. Ltd.

MARQUEES 2019 AWARDS CEREMONY :

MARQUEES in just a short span of 3 years since inception has emerged as a premiere award recognizing marketing excellence. Winning the highly coveted MARQUEE is hence a true testament of the success story of every winning brand and marketer.

The Marquees 2019 glittering awards was held on 12th December, 2019 at the iconic Chhatrapati Shivaji Maharaj Vastu Sangrahalaya, formerly the Prince of Wales Museum of Western India, the awards saw the best of brands and industry thought leaders come together to celebrate successful brand stories that has contributed towards creating new benchmarks in the category.

We had laid emphasis on giving a unforgettable experience to our stakeholders and invitees hence the function was held at a very fancy venue. This was the first time ever in the history of 66 years of The Advertising Club that a function was held at this iconic venue.

The winners of the Sector Awards at the Marquees 2019 were:

MARQUEES 2019: WINNERS

Sr. No.	Sector Category	Winners
GENERAL CATEGORY		
1	Auto (4 Wheeler)	Maruti Suzuki India Ltd.
2	Auto (2 Wheeler)	Bajaj Auto Ltd
3	Telecommunication	Bharti Airtel
4	Consumer Durables – White Goods	Samsung

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Sr. No.	Sector Category	Winners
GENERAL CATEGORY		
5	Consumer Durables – TV	NO WINNER
6	Insurance (Life)	NO WINNER
7	Insurance (Non-Life)	NO WINNER
8	Banking	HDFC Bank Ltd
9	Handsets	Xiaomi
10	FMCG (Food)	Maggi
11	FMCG (Beverages)	Bru
12	FMCG (Household Care)	Harpic
13	FMCG (Personal Care)	Clinic Plus
14	Retail	Amazon

The MARQUEES have been instituted to celebrate great work done by brands and inspire the young marketing minds to push the envelope, experiment and deliver on ideas that can emerge as category game changers. It has already established its eminence in a very short span of time.

The awards are a recognition of great efforts and contribution to the world of marketing. I hope these awards are a steppingstone for creating transparent and credible marketing initiatives that will reinforce the brand values of your company and connect deeper with your stakeholders.

The winners of the 7 special categories were:

Sr. No.	Sector Category	Winners
SPECIAL CATEGORY		
1	Reimagining for the Better	Bata
2	Carving out a niche	ByJu's
3	Breathing new life into a Category	Asian Paints
4	Conquering an Impregnable fortress	Zerodha
5	Creating a Global Impact	Oyo Rooms
6	Media Properties	TikTok
7	Traversing Uncharted Waters	FabIndia

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My sincere appreciation for the efforts put in by the Chairperson, Dr. Bhaskar Das and Mitrajit Bhattacharya for helping out. They made a conscious effort to take the event to greater height by scaling it up in every possible way. He was ably supported by the Adclub Secretariat team lead by Bipin R Pandit. I would also like to place on record my sincere thanks to Manashi Kumar, Nitika Mansukhani, Pekham Basu and Vishal Desai.

ABBY AWARDS 2020



Let me at the outset thank all the entrants at the Abby Awards Competition for your unstinted support to the most reputed and oldest creative awards of the country "The Abbys". We certainly value and hugely appreciate it at our end.

The Advertising Club, incorporated in the year 1954, is now a 66-year-old Association. As you may already know, we have been Organizing major industry awards such as MARQUEES, EMVIE & EFFIE awards (for 20 years) and the ABBY Awards for the past 50 plus years. We have since the past 12 years organized the Abby awards at Goa in collaboration with AAAI. We take a lot of pride in the continuity with which we have put these major shows together. It took a Pandemic to break our continuous run of more than 50 years of running the Abby awards show.

This year however an unprecedented happening in the form of COVID-19 threw a huge challenge and

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disrupted the schedules of most Organizers of such events globally. It brought about changes which were hitherto unheard of. In spite of these conditions, the spirit of Abbys was high and we were pleasantly surprised to see more than 2500 entries, which was extremely encouraging.

The Organising Committee of Abby Awards discussed the probability of holding or not holding the awards at length on multiple occasions. The Advertising Club and AAAI who have always stood by the community unanimously decided that the money towards the submission of the entries received be refunded and the awards be paused. We decided to stand by the community at this hour, when the whole industry is faced with business uncertainty and negative outlook.

The refund of entry money received was most certainly a big project and I must say that Bipin R. Pandit and his entire team members Mathew, Smita, Gopal, Neehar, Suresh and Amol have done a fantastic job in accomplishing this project. The way in which they designed the whole process and went about the job is praiseworthy.

We are very optimistic that things will come back to normalcy and we will take a fresh stock of the situation just before the commencement of the festive season.

We would like to thank you again for your participation and would request you for continued support in future as well.

I have to thank the Chairperson of AGC, Shashi Sinha for the enormous efforts he has put in and the time he has devoted for the project. I also take this opportunity to thank Ajay Chandwani the Abby veteran for his contribution. Truly difficult times well handled.



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EFFIE AWARDS 2020 JUDGING :

The Advertising Club, is the first Asian partner chosen by Effies New York way back in 2001 to run the awards in this part of the world. It has been 19 years that The Advertising Club has been running the Effies show with consistency and considerable amount of success.

The EFFIE judging process is accorded the Gold standard by the industry and every year it keeps on evolving with inputs taken on board from the Industry at the Town Hall Meeting not to forget the involvement of Effies New York at every stage.

This year The Advertising Club received a record number of 862 entries. It is extremely gratifying to mention that we keep on beating our own records when it comes to the number of entries received every year. It is even more gratifying that we have a gathering of the finest known talent from different disciplines. The record-breaking entries that we receive year after year bears testimony to the fact that Effies has firmly stamped itself as the Premier Advertising and Marketing award of the country.

The judging process has participation of top-notch Account Planners, Marketing Professionals, Media Specialist, Digital Experts and Direct Marketing Gurus. This year we had a very high-profile jury for judging the Grand Effie award exclusively a first introduced by Effies New York.

We also had to extend the jury sessions from Seven to Ten this year.

The quality of Jury and the extent of participation is something we are extremely delighted about.

EFFIE 2020 :: JUDGES

	CLIENT	AGENCY	MEDIA AGENCY	TOTAL	NO. OF GROUPS
Round I (DELHI)	25	23	6	54	8
Round I(BANGALORE)	18	10	3	31	5
Round I (MUMBAI)	45	35	2	82	14
INTERACTIVE	5	5	0	10	1
HEALTHCARE	4	5	0	9	1
DIRECT MARKETING	5	1	0	6	1
TOTAL (A)	102	79	11	192	30
Final Round (DELHI)	19	17	2	38	4
Final Round (MUMBAI)	50	34	4	88	10
GRAND EFFIE (MUMBAI)	6	0	0	6	1
TOTAL (B)	75	51	6	132	15
GRAND TOTAL	177	130	17	324	45

We are happy that starting this year we collaborated closely with Effies New York on deciding the short list and the Metals as well. We had as many as 12 meetings over the Zoom call and it was a truly enriching experience.

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A big thanks is due to all the sponsors and entrants to the competition.

Kudos to Chairperson, Mitrajit Bhattacharya, Co-chairperson, Pradeep Dwivedi and the Adclub Secretariat team lead by Bipin R. Pandit for handling this colossal project with perfection and elan.

EFFIE 2020 AWARDS CEREMONY :

The Effie awards have undoubtedly come to be recognized as the Oscars of the Advertising and Marketing world. The most coveted award it is equally valued by the Advertising and Marketing fraternity.

A gathering of 1200 die hard professionals at the Seaside Lawns of Taj Lands End Hotel make it truly an Industry nite out.

This year as many as 12 Gold, 45 Silver, 56 Bronze trophies were awarded to various deserving agencies.

Eighty Two Point Five communications Pvt. Ltd. bagged the Coveted Grand Effie for the brand Bisleri Packaged Drinking Water.

The most unique feature of the event was Hindustan Unilever Limited & Star India Pvt. Ltd. jointly bagged the Client of the year and McCann Worldgroup India & Ogilvy Group jointly bagged the Agency of the year. This was a first time happening in the history of Effie Awards.

The Effie awards ceremony has presence of the best-known Marketing Professionals in excess of 100 not to forget the big names from the world of Advertising, Media, Digital and Direct Marketing.

We are extremely happy that our sincere efforts of 20 years have borne fruits and made Effie an event of huge magnitude and scale.

A sincere thanks to Chairperson, Mitrajit Bhattacharya, Co-chairperson, Pradeep Dwivedi and the Adclub Secretariat Team. All their combined efforts have taken Effie awards to a new height all together.

TREASURY



The Advertising Club has registered an impressive surplus of Rs.67.01 Lakhs for the year ended 31st March, 2020 as compared to Rs.30.43 Lakhs last year precisely Rs.36.58 Lakhs more.

As the income and expenditure account clearly reflects that EFFIE and EMVIE awards have been the most outstanding contributors to the bottom line. It will be our endeavour to ensure that all our events follow suit.

We have also exercised good control over the years on the expenses. Thus The Advertising Club, had an employee strength of seven when it used to

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conduct ABBYs, Ad Review and M.Ad Quiz and we have maintained the same employee strength when we are doing major Industry shows like Creative and Media ABBYs at Goafest, EFFIEs, EMVIEs, MARQUEES, Media Review, Young Achievers' Awards, D-CODE, Ad Review etc.

The Advertising Club today is on a very strong financial wicket with reserves of Rs.5,00,00,000/- (Rupees Five Crores Only) which is achieved through meticulous financial planning. Am sure of coping up with the bad times that COVID 19 has brought in.

My sincere thanks to the hugely experienced Mr. Shashi Sinha the Treasurer and an Industry Stalwart, Bipin R. Pandit and his team at the Adclub Secretariat for ensuring that our Reserves keep on building up year after year.

A special thanks is due to R. Devarajan & Co., CA, our auditors for his timely and impeccable advise from time to time.

THE ADVERTISING CLUB & MICA



THE ADVERTISING CLUB & MICA – School of Ideas Announces Leadership Development Programme - "Data Science in Strategic Marketing & Management" :

One of my major goals when I took over the reins of The Advertising Club as the President was to make a noteworthy contribution in the area of Education. It surely was not easy given the challenging times and turbulence caused due to the Pandemic COVID 2019.

However we were relentless in our pursuit to make a difference as a result of which I am extremely happy

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that The Advertising Club has recently got into a landmark partnership with the esteemed educational institution MICA – School of Ideas that drives excellence in Management, Strategic Marketing, Creativity & Communication and Digital learning. The partnership is a step towards helping young minds in the industry up skill and stay ahead of the curve on global best practices and trends. The initiative stands true to the Ad Club's agenda of driving growth of the Indian Advertising & Media industry, facilitating knowledge sharing and establishing global competitiveness. Initiatives by the Advertising Club like D-Code, Digital Review and Digital Debate Series amongst others are all aimed at enhancing the learning curve of the category. The exclusively designed Leadership Development Programme on "Data Science in Strategic Marketing & Management" is aimed at driving learning and effectiveness in the category. Supporting the communication efforts of this initiative is Dentsu Webchutney who have come on board as Creative Partner.

This online management development programme has two parts – a main and an advanced module. The overall objective is to empower its participants with knowledge required to understand the role of data science in delivering high impact marketing solutions while also building execution capabilities. This objective will be achieved through an intensive and inclusive programme aimed at inculcating a critical understanding of data sciences, machine learning, storytelling through data, and applications in strategic marketing. Hands on approach will be developed through a capstone project, actual programming on tools and data platforms.

The current global landscape has been challenging and every business strategy had to be adapted to the new digital order. In such a scenario it is critical that the young minds in the category up skill and are aligned to meet the changing demands of the advertising and marketing landscape – Data Analytics being one such important and defining marketing metric. The program curated in association by MICA and delivered by category thought leaders will play a key role in allowing young minds from the industry to develop an appreciation of the applications of big data analytics in Marketing. It will aid in learning tools required to solve marketing problems through Data Science.

Speaking about the learning initiative Dr. Preeti Shroff, Dean MICA said "The program curated together with The Advertising Club is critical in elevating knowledge level and expanding learning experiences of our young and creative advertisers and marketers. The course will induct these young minds into the world of data mining analytics - now imperative to understand consumer trends, track impact and showcase effectiveness of every marketing effort. Data is the most important global currency at a time when ROI is being constantly measured in a rapidly changing world. This program will empower young professionals with knowledge required to ensure effectiveness for their campaign and deliver return on every rupee and all other resources invested in marketing".

The Advertising Club continues to play a transformational and catalytic role in developing industry practices and facilitating category growth by providing stirring knowledge and ideas exchange platforms as well as learning initiatives like Marquees, Goafest, Effies, Envies, the digital debate series VICE & VERSA and now the upcoming Learning & Development programs.

The Microsite having all the relevant details can be invoked at www.theadvertisingclub.net The course is scheduled to start end September this year.

This initiative would not have been possible without the help of Dr. Bhaskar Das. A big thanks is due to him.

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Kudos to the Chairperson, Vikas Khandchandani who has been working tirelessly on the project. I have also to thank Partha Sinha, Aditya Swamy, Sidharth Rao and his colleague Prashant Gopalakrishnan, Sonia Huria, Sapangeet Rajwant and Bipin R. Pandit and his team at the Adclub Secretariat for putting their best foot forward.

THE INTERACTIVE DIGITAL DEBATE SERIES "VICE & VERSA":



SPECIAL THANKS



The Advertising Club over the years has been driving the Advertising and Media industry's growth agenda through various initiatives that celebrate the success stories, facilitate ideas exchange and inspire innovation in the category. The club has been instrumental in giving some of the most pre-eminent experiences to the Industry like ABBYs at Goafest, EFFIEs, EMVIEs, MARQUEES, D-Code: Digital Review amongst others.

COVID 19 entered India big time in March 2020 and got with it unprecedented challenging circumstances. The Advertising Club is known to rise to the occasion and come out with something unique and exceptional. Thus we decided to develop an exciting and clutter bursting engagement platform for all in the Industry at large with an immersive and engaging digital debate series VICE & VERSA - A novel series of exciting Debates on subjects where the jury is still divided on the answer.

The Managing Committee felt that during these unprecedented times Organizations should reinvent their Brand and Media Strategies. Thus the Digital Debate series was curated to provide insights and guidance on how to empower brands to thrive in new normal.

Thus the first session was Moderated by industry thought leader than Agnello Dias, Creative Chairman

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- Dentsu Aegis Network & Founder, Taproot Dentsu, and had the presence of media industry veterans Santosh Desai, CEO, Future Brands and Josy Paul, Chairman and Chief Creative Officer, BBDO India. The Subject chosen for the first debate was "BRAND PURPOSE – RESPONSIBLE OR OPPORTUNISTIC".

Heart strings or purse strings? Conscience pricking or sales tracking? Affinity or behaviour? Are you for or against? Audience have a choice: stand for something enduring or sit on the fence. Indifference would not be an option. At the end of it - there are no winners or Losers - Only Gainers!

The Subject chosen for the second debate was THE EPITAPH OF CLASSICAL ADVERTISING IS ALREADY WRITTEN. The session was moderated by Sonali Krishna and Swapan Sheth and Roshan Abbas were the panelists.

The two extremely well received online sessions were hosted on Zoom platform and live streamed on Facebook and Youtube.

D-CODE : THE DIGITAL REVIEW



The D-CODE event is a property of which we all are proud of Punitha Arumugam & Aditya Swamy are working very closely on the next edition of this popular event.

SPONSORSHIP



Kudos to the Committee for all the great work done in this difficult area.

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WEBSITE OF THE ADVERTISING CLUB

www.theadvertisingclub.net

The Advertising Club website was revamped last year.

It bears a new look and stays updated with all the latest information about the activities of The Advertising Club.

Pictures of our event and Judges on the Jury panel besides shortlist and results are provided promptly by the Secretariat to Mr. Sravalroy and his team of WAF Digital who executes the job efficiently. We have also created a microsite with his help for our Leadership Development program that will happen in Collaboration with MICA.

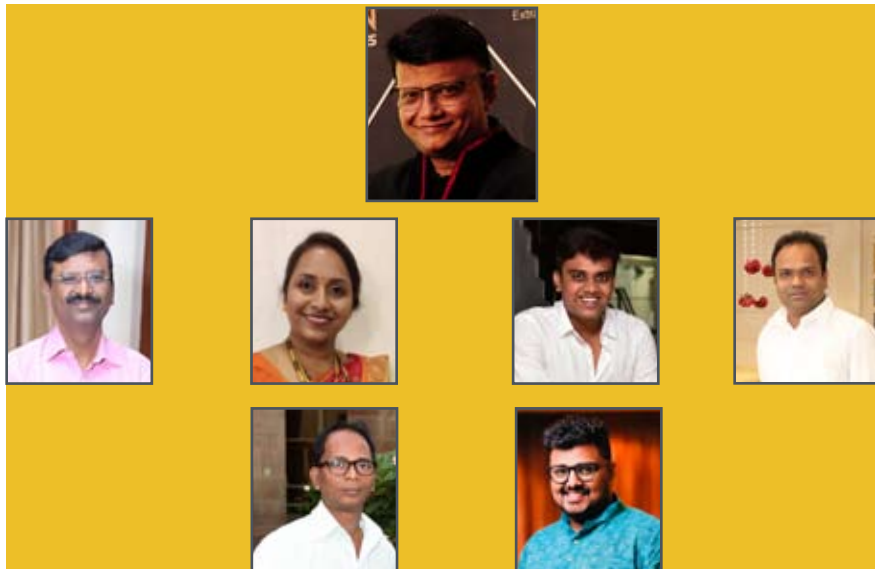
SOLUS

The Solus issued after the conclusion of every awards ceremony has registered very well with the Audience.

It has been more than a decade we have continued with this practice.

Medmark run by Sudhir and Shubha Chandran have been consistently doing a good job on this front.

THE ADCLUB SECRETARIAT



An Association scales new heights when the Managing Committee and the Secretariat works together on its stated goals.

The Secretariat of The Advertising Club has been led by Bipin R Pandit for the past 22 years. This and a team of dedicated staff members has given stability and consistency to the working of The Advertising Club over the years

The Adclub in early days was known for ABBY awards , Ad Review and evening meetings and today we have

Goafest (Creative and Media ABBY) , Envies, Effies, MARQUEES, Young Achievers' Awards, Ad Review, Media Review and many other initiatives. These are pre-eminent events of the Industry. The staff strength in earlier days was Six and even today it is at the same number barring the presence of a temporary staffer.

It speaks volumes about the ability of the team to handle bigger events with elan and ease. The clock work

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precision makes the difficult accomplishment look very simple. The secretariat has shown its willingness to accept new challenges and adapt to newer demands from time to time.

The team had done a commendable job in Automation of Judging of ABBYs, Envies, Effies and taking the process at a Regional Level. They have Handled the online VICE & VERSA series pretty well as also the colossal task of repayment of ABBY entry fees. The effort now is to make the Leadership Development program with MICA a huge success.

It is always a pleasure to have a team that is committed and passionate. My best wishes to Bipin R Pandit, Mathew Samuel, Smita Khot, Neehar Chury, Suresh Shirke, Gopal Singh and Amol Patil.

MEMBERSHIP



Membership Details	2020
CORPORATE MEMBERS	419
LIFE MEMBERS	1169
ANNUAL MEMBERS	53
HONORARY MEMBERS	3
TOTAL MEMBERS	1644

LENDING SUPPORT TO VERY GOOD INDUSTRY INITIATIVES



CREATIVE COLLECTIVE OF INDIA :

The Indian creative community is rising to the challenge of the global pandemic, pooling creative and

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knowledge resources as Creative Collective of India (CCI) to address behavioural change and create accountability across India. At this critical juncture, THE CCI reached out to us to contribute our creative might towards the FIGHT COVID 19 challenge, set up by the CCI.

Who is involved?

CCI is a national collective effort by a set of concerned individuals, many recognized agencies, well-known professionals and creatives and organizations that have come together. Some of these include:

- The Advertising Club, Bombay
- EEMA – Events & Entertainment Marketing Association of India
- RMAI – Rural Marketing Association of India
- IOAA - Indian Outdoor Advertising Association of India
- ADI - Association of Designers of India

What does CCI hope to do?

Recognizing the fact that we will be 'living with the virus' for some time to come, there's an urgent need to drive behavioural change and make every Indian accountable. Our country's diversity requires that we create communication that is region, culture and language-specific and strays clear of ideological, political and religious sensitivities.

What does CCI want?

The core of this strategy relies on getting people's participation from every walk of life. We want authentic, creative and empathetic messages that can drive change.

How does it work?

- Creative people submit their proposal in accordance with our established guidelines, focused at five major communication objectives: 1) Wash Hands, 2) Wear Face Mask, 3) Maintain Social Distance, 4) Be Kind and Empathetic to Everyone and 5) Stop Misinformation.
- The submissions are taken through a systematic review and judged for merit via an unbiased process. All certified works will automatically get published on the CCI portal and be eligible for awards.
- The link <https://creativecollectiveofindia.org/> has the tool kit which will help the community to start working on creatives. The technology platform should be ready soon. The intimation will reach everyone when it gets live.

The Advertising Club is helping the CCI to get more submission and support to promote the CCI challenge and encourage creative participation. As a first step in this direction The Advertising Club Organized a town hall meeting of creative stalwarts on Zoom which was extremely well attended. Several important inputs were given by the stalwarts and great ideas were exchanged.

45TH IAA WORLD CONGRESS AT SAINT PETERSBURG - MAY 27TH - 29TH :

It was a matter of Great Pride to be chosen to perform the role of a Nodal body for such a prestigious event that was to be held in May 2020 at Saint Petersburg. The Advertising Club had collaborated with a travel agency and put up a package also in place to ensure that a big delegation is mobilized to the congress.

However COVID 19 lead to postponement of the Congress to 2021.

The Advertising Club will always lend a supporting hand as and when it happens.

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THE CONTENT HUB 2020 WITH INDIAN TELEVISION :

The Advertising Club decided to join hands as a Community Partner with The India Television at their premier show The Content Hub 2020.

The leading content creators met and discussed the opportunities, trends and challenges in the burgeoning entertainment industry at the fourth edition of The Content Hub 2020. The two day event organised by Indiantelevision.com, was held at Sahara Star Mumbai on 4-5 March, 2020.

The first day of the event saw the gathering of thought leaders involved in the creation and production of films, TV shows, OTT digital series, short-form digital videos, and podcasts. It was a coming together of leaders from both the business and creative spaces of film, TV and OTT. There were informative panel discussions, fireside chats, presentations, master classes and workshops.

The second day of The Content Hub 2020 saw a series of sessions and insightful master classes by eminent thought leaders and creative heads such as script writers and directors from the Indian entertainment industry. The Day-2 had two separate halls jam-packed with avid listeners who, among others, included screen-writers. The eminent speakers elucidated on the creation and production of films, TV shows, OTT digital series, short-form digital videos, etc.

The Advertising Club is happy that overall, the two-day event provided a much-needed platform for the industry stakeholders to come together and have some invigorating discussions on the present and future of the Indian entertainment industry.

The figures also vindicate our decision Delegates: 900+ Speakers: 110+ Partners: 19, Sessions: 35+

COLLABORATION WITH WIZCRAFT - ALL ABOUT MUSIC 2020 :

The Advertising Club joined hands with Wizcraft as Industry Partners at the 4th Edition of one of their most successful venture All About Music 2020 that was held from 18th to 20th August, 2020.

The endeavour was bringing “brands” working in the music space on to the platform to participate in relevant panels and discussions. Additionally, also to partner on the “Pitch Your Ideas 2020” session. Besides being on board as Industry Partner what was fascinating was an opportunity to get least one panel focused on Brands & Music to be jointly curated by AAM and TAC. Thus the Advertising Club curated a session and had Partha Sinha as the moderator and Rajeev Raja, Agnello Dias, Debabrata Mukherjee and Shantanu Moitra as Panelists.

Presence on the Jury for the “Pitch Your Ideas 2020” session was another major plus.

Since 2017, the 2-day all-inclusive music conference curated by experts from the music industry has been fortunate to have 3 sold-out editions, having catered to over 4000 stakeholders ranging from content creators, industry experts, influencers, national & global stakeholders, thereby positioning itself as the Global Gateway to the Indian Music Market.

The Advertising Club has always been very keen to spread the net across disciplines and surely it is also aware of the many problems faced by different stakeholders of the Music Industry. It realizes that

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Discussing "Solutions & Possibilities" with the experts is the need of the hour. In this virtual edition, the focus was on getting solutions and discuss possibilities through panels, workshops, keynotes, master classes, and conversations.

Among other key initiatives, what the Advertising Club truly appreciates is there is an exciting opportunity, "Pitch your songs" for film and non-film music, showcasing unique innovations, giving a platform to new artistes/bands to showcase their talent, the Connect Corner and other networking opportunities.

CANNES LIVE - A JOINT INITIATIVE OF THE TIMES OF INDIA AND THE ADVERTISING CLUB :

The Times Group and The Advertising Club provided a unique opportunity to all the interested folks to register for Lions Live. The objective was to provide the fraternity at large to gain a wealth of insights, witness fantastic creativity and get the Cannes Lions experience from your living room for FREE.

LIONS Live is a digital experience for creative and marketing folks across the globe, curated specifically to address the future of creativity.

For the first time ever, LIONS Live was broadcasted from a studio in London. It was hosted by the renowned BBC journalist and presenter, Tina Daheley. The event featured a wide range of experts from across fields and companies from around the world, contributing outstanding content and experiences in digital formats.

It was hosted from 22nd June to 26th June 2020 and was made available to all for free viewing.

A big thanks to Partha Sinha our Vice President.

SPECIAL THANKS FOR HELP EXTENDED ON SOCIAL MEDIA PLATFORM PROMOTION



SPECIAL THANKS FOR HELP EXTENDED ON MARQUEES



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ATTENDANCE OF MANAGING COMMITTEE MEETINGS

Given below is the attendance record of each member:

NAME	ATTENDANCE
Partho Dasgupta	4
Partha Sinha	4
Dr. Bhaskar Das	4
Aditya Swamy	3
Shashi Sinha	2
Virat Tandon	3
Debabrata Mukherjee	1
Sonia Huria	2
Laxmiraj Seetharam Nayak (Raj Nayak)	1
Siddharth Banerjee	2
Mitrajit Bhattacharya	4
Sidharth Rao	3
Nandan Srinath	2
Punitha Arumugam	2
Ajay Chandwani	4
Kartik Sharma	0
Sapangeet Rajwant	3
Ajay Kakar	2
Pradeep Dwivedi	2
Ahteram Uddin	0
Ashit Kukian	2
Vikas Khanchandani	3
Vikram Sakhuja	3

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DETAILS OF OTHER MEETINGS HELD IN THE YEAR 2019 - 2020

NOS.	DATE	PARTICULARS
Mancom Meetings : 4		
1	16/10/2019	1st Mancom Meeting – BARC Office
2	27/01/2020	2nd Mancom Meeting – Republic Office
3	05/05/2020	3rd Mancom Meeting – Google Hangout
4	05/08/2020	4th Mancom Meeting – Zoom Call
Other Meetings : 19		
1	20/01/2020	Meeting regards Digital Agency Credentials Presentation
2	17/02/2020	Meeting with IWMBuzz
3	26/02/2020	Meeting regards Marquees
4	04/03/2020	Meeting regards Adclub Premises
5	30/04/2020	Creative Collective of India - CCI
6	12/05/2020	Meeting regards Abby Awards
7	13/05/2020	Meeting with Effies New York
8	20/05/2020	Meeting to discuss Vice and Versa
9	12/06/2020	Meeting to discuss MICA Adclub collaboration
10	14/06/2020	Adclub & MICA M.O.U discussion
11	15/06/2020	Meeting of Office Bearers and Past Presidents
12	08/07/2020	Adclub & MICA Collaboration
13	14/07/2020	Meeting with Effies New York
14	20/07/2020	Creative Collective of India
15	28/07/2020	Adclub & MICA Collaboration
16	17/08/2020	Adclub Premises related
17	19/08/2020	Adclub Premises related
18	20/08/2020	Creative Collective of India Town Hall Meeting
19	28/08/2020	Meeting with WARC's Managing Director
Town Hall Meetings : 4		
1	13/06/2019	AAAI Office - EMVIEs 2019
2	05/07/2019	AAAI Office - EFFIEs 2020
3	08/01/2020	AAAI Office - Goafest Media Abby 2020 Town Hall at 2 pm
4	08/01/2020	AAAI Office - Goafest 2020 Creative Leaders Meet at 3.30 pm

CALENDAR OF EVENTS 2019 - 2020

NOS.	DATE	PROGRAMME	SPONSORS	SPEAKERS	VENUE	ATTENDANCE
1	19.09.2019	MARQUEES 2019 Round 1 Judging	BARC Office, Mumbai	10 Judges & IMRB
2	23-27.09.2019	EMVIE 2019 Case Study Presentations	We School, Matunga, Mumbai	61 Judges
3	04.10.2019	EMVIE 2019 Awards Ceremony	Colors, Viacom 18 Media Pvt. Ltd., Tik Tok Ads, Republic TV	...	Ball Room, The St. Regis, Mumbai	1000+
4	30.10.2019	MARQUEES 2019 Final Round Judging	Alhambra, St. Regis, Mumbai	5 Judges & IMRB
5	19, 20 & 22.11.2019	EFFIE 2020 Judging Delhi {Round 1 & Final Round}	DLF The City Club Gurgaon	92 Judges
6	25.11.2019	EFFIE 2020 Judging Bangalore {Round 1}	Royal Orchid Central, Bangalore	31 Judges
7	02-04 & 17-18 & 20.12.2019	EFFIE 2020 Judging Mumbai {Round 1, Final Round & Grand Effie Judging}	Karma & Google Office, Mumbai	201 Judges
8	12.12.2019	MARQUEES 2019	ZEE Colors, Viacom 18 Media Pvt. Ltd. UFO Moviez India Limited	...	The Lawns, Chhatrapati Shivaji Maharaj Vastu Sanghralaya (Prince of Wales Museum), Mumbai.	350+
9	10.01.2020	EFFIE 2020 Awards Ceremony	Colors, Viacom 18 Media Pvt. Ltd. Aditya Birla Capital Limited UFO Moviez India Limited	...	SeaSide Lawns, Hotel Taj Lands End, Mumbai	1000+
10	20.06.2020	Webinar - Vice & Versa : The Power Of Open Debate : Brand Purpose - Responsible Or Opportunistic	...	Santosh Desai, CEO, Future Brands Josy Paul, Chairman and Chief Creative Officer, BBDO India Moderator, Agnello Dias, Creative Chairman - Dentsu Aegis Network
11	04.07.2020	Webinar - Vice & Versa : The Power Of Open Debate : The Epitaph of classical advertising is already written	...	Roshan Atbas, Managing Director, Encompass and Co-founder Kommune Swapan Sethi Founder, This Content Moderator, Sonali Krishna, Renowned Journalist

EVENTS SUPPORTED BY THE ADVERTISING CLUB FOR THE YEAR 2019 - 2020

12	19.12.2019	Mitigate Violence Against Women	IAA
13	04-05.03.2020	The Content Hub 2020	Indiantelevision.com
14	22-26.06.2020	The Advertising Club & The Times Group invite you to Lions Live	The Times Group
15	18-20.08.2020	All About Music 2020	Wizcraft World
16	...	Creative Collective of India : A crowd sourced platform for creative messaging on the Covid Pandemic	CCI

INDUSTRY EVENT THAT GOT POSTPONED

17	27-29.05.2020	45th IAA World Congress: St Petersburg, RUSSIA	IAA
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EMVIE 2019 CASE STUDY PRESENTATIONS



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EMVIE 2019 CASE STUDY PRESENTATIONS



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EMVIE 2019



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EMVIE 2019



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EFFIE 2020



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EFFIE 2020



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THE INTERACTIVE DIGITAL DEBATE SERIES “VICE & VERSA”

BRAND PURPOSE – RESPONSIBLE OR OPPORTUNISTIC

20th June, Saturday | 6:15 PM

BRAND PURPOSE
Responsible or Opportunistic

A sharp, insightful on-point debate between two intelligent minds and well-founded opinions, for or against an issue that affects all our professional lives. We start on a hot creative topic with Sanjiv Desai, CEO - Future Brands vs. Joy Paul, Chairman and COO - BBDO India. Moderated by Agnello Dias, Creative Chairman - Denton Aegis Network.

VICE & VERSA
THE POWER OF OPEN DEBATE

THE EPITAPH OF CLASSICAL ADVERTISING IS ALREADY WRITTEN

Soon on **ET NOW**

THE EPITAPH OF CLASSICAL ADVERTISING IS ALREADY WRITTEN

Is it the writing on the wall for classical advertising? Or is new media, much ado about nothing? Has the epitaph of classical advertising already been written? Find out as Roshan Abbas and Swapan Seth speak for and against on Vice & Versa, moderated by Sonali Krishna.

Saturday, 4th July | 6:15 PM sharp

VICE & VERSA
THE POWER OF OPEN DEBATE

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MARQUEES 2019



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MARQUEES 2019



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504, Radhe Vallabh Society, French Bridge Corner,
Opera House, Mumbai 400 004.
Tel: +91-22-2389 4091 / 2381 0213 / 2381 3034 Fax: 2389 2067
E-mail: adclub@theadclub.in
www.theadvertisingclub.net



@TheAdClub_India



/TheAdvertisingClub