

Dear Readers,

Welcome to the EMVIE Awards 2008!

EMVIE Awards over the past few years have amplified in grandeur, stature and credibility, as is evident from the bright lights of this beautiful venue, the record no. of entries and the tremendous response we have received from the fraternity during the initial rounds. Thank you all for your continued support and encouragement.

Innovation in media in the past few years has evolved with the advent of technology and newer media platform, which have transformed the delivery mechanism of advertiser communication. This has increased the challenge for a marketer to make his brand stand out in the plethora of communication messages and connect with their customers. The jury too had a difficult time choosing truly innovative media campaigns which are path breaking and future defining. Solus spoke to the astute jury members, who candidly assess the quality of entries and tell us that what in their view, is needed to raise the bar for innovation in Indian Media.

Along with the Jury Speak, this issue also makes up for some good reading with articles on media innovation and excellence from the Brand Equity. This issue also carries the results sheet and names of well deserving winners in all categories, giving reasons to cheer for many.

Congratulations to all the winners!

Happy Reading!



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