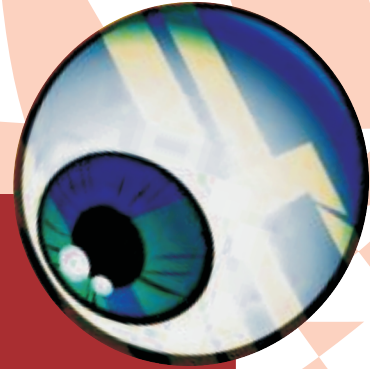


Judges Speak



The transparency and effectiveness maintained by the judging team makes the award very appealing. The EMVIE has two rounds of scrutiny thus, giving out foolproof and unbiased results. Besides, each round is subjected to two sets of judges which guarantees a detailed screening. Solus caught up with a few judges asking them to speak their minds on this year's entries.



Sanjay Shah, Chief Executive Officer (India), Navia Asia

Emvies have maintained the reputation of one of the most popular events. This has further been supported by the increasing number of entries received.

The judging process was also very fair. The quality of the entries have also been consistently exceeding expectations every year. I was impressed by the excellent work that has been happening in the OOH category. None of the entries I judged were below average or the halfway mark, and many of them were really innovative and some of them were par excellence. However in the Events category, I found the quality of the work done to be average. In my review and assessment of the entries in this category, a few of the entries were really good but quality bar needs to be raised much more. There needs to be a lot more innovative thinking.



Subramanian Swaminathan, GM, Mindshare

I was part of the judging panel for the best media innovations in the print medium. I felt that the entries were not as great as expected. I feel it is a

reflection of the difficulties faced in doing innovations in print media which needs to be taken cognisance of by the agencies and the industry. There were only a few that stood out which have been shortlisted but the overall quality of entries could be better. On the judging process, I found it to be very professional and given the quality of judges, I am sure that judging would be fair and equal. Also it was good to note that the judges were from other cities as well and not just Mumbai based. That gives a fair perspective as well. The arrangements were excellent and the entire judging process, in my opinion, would be a benchmark for other ad clubs to emulate.



**Arun Tyagi, Asst. Vice President
Media, Reliance Capital Limited**

Quality : The quality of entries in comparison to last year was just average. To my mind the entries could easily stand out with more precise and concise format. The presentation style should be unique and focused per entry/category. Judging Process : The process has remarkably improved with Judges from all walk of life. Personal Experience : Outstanding since one witnessed to all the quality work at one go.



**V. S. Mani, Sr. V.P & General
Manager, Lintas Media Group**

Out of the 50 odd entries that were submitted in the "Integrated" category few of them were good. Some were average and some that could do with lot of improvement. A lot of entries didn't have any binding thought which was translated across various mediums or strong reasons as to why it was necessary to use those mediums. They were simply campaigns that were executed across different mediums. Secondly, most of the entries didn't have strong results backing them. Overall it was a nice experience of judging. The whole process was managed beautifully. With no discussions and each giving ratings individually, the scope of bias was totally eliminated.



**Hema Malik, GM, Lodestar
Universal**

I personally felt the quality of innovations in Print have moved to the next level as some of the entries were true examples of brand integration and not mere format driven innovation. Strangely the choice of media vehicles for innovations were limiting to a few and that does impact the scale of innovation.



Ajit Varghese, MD, Maxus

Judging process is always a interesting and exciting time as one gets to see all the good work that has happened over the last one year and its kind of opening of minds feeling for your own self. On the work that i saw, i must say, we really need to challenge ourselves more in coming out with more change making work or stuff that provokes you to think "I wish i had done this". Except a few sparks of brilliance, i found the usual 360deg work presented and too mush focus of execution presented in good manner. Would have loved some of them to question the conventional wisdom, breaking some new paths, challenge assumptions, etc. Although, i must say, that my observations is limited to strategy entries.



**Venkatesh S, Sr. Vice President,
Lintas Media Group**

I was part of the group allocated for "Innovations on Print" and hence will restrict my comment only to this. Overall most of the entries had substance. Few of them had used the strength of the medium extremely well and were standing out. The ambience created for the judging process was of high quality and hassle free, all of jury members had enough time to go through the entries and give weights which each one deserved. Personally I felt good to be part of the jury and look for more such contribution to recognize all the break-through work this industry puts in.



Hans Mathews, GM, MindShare

It was great to be the judge of the Digital & Direct Innovation entries. Some of the entries were extremely insightful very well written. Its good to see some good work being showcased. While we had some good entries, it was a bit unfortunate that many entries didn't stick to the basic guidelines. This shows that we have a bit to go before we start impressing a panel of international juries.