

Dear Readers,

Hearty Congratulations to all the winners of the 41st Abby Awards. The Abby Awards, which recognizes excellence in creativity, have grown in stature and grandeur this year. A' la Cannes Lions, a week long festival held along the French Riviera, The Abby Awards hosted at the 3 day Goafest creates the ambience for an unforgettable beach bonanza to celebrate Indian Advertising. The coveted Abby trophy is presented to applaud the efforts of those achievers who have dared to think out-of-the-box, inspiring the entire fraternity to do future defining work.

This special issue of Solus is dedicated to the Abby Awards and since Abby is all about felicitating creativity in advertising, we have accumulated interesting articles on contemporary advertising strategies to leverage in the new media scenario.

I'm sure the jubilations have already begun and champagnes have started to pop. Once again, congratulations to all the winners and wishing all our readers another year full of innovations and path-breaking advertisements!

Happy Reading!



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