



# YOUNG ACHIEVERS' AWARDS 2008

## REWARDING YOUTH



I am communicating with you as a fellow member of the stimulating world of brands.

We often speak of Talent, the crunch, lack of

experience, the exuberance of youth, the future and the power of tomorrow. But do you or your business recognize the achievements of the young? Do we show case the outstanding work and the extra ordinary contributions done by them?

The Advertising Club Bombay has created a platform to recognize young talent with The Young Achievers Awards. Designed for the young, by the young volunteers of the Ad Fraternity. Awards for individuals below 30 years of Age, in the business of brands via advertising, media, related services and business performance. Awards for work done by an individual / team (below 30 years of Age) for your company / business. These awards recognize excellence in the world of

brands. For young people, it is not just recognition for their work, but an indication of their hot talent! Awards are in the category of Business, Media, Creativity, Digital and Film Craft.

Does your company have these young achievers? Will you nominate them? If not, then don't we lose our right to shape the future of the world of brands?

Show your "Dum"! Spread the word ... find a Young Achiever.

Sunil Lulla  
Chairperson, Young Turks Committee



Welcome to the very 1<sup>st</sup> ever 'Young Achiever Awards', a night to celebrate the young talent in our Industry. innovative ideas and is ready to go! The Ad Club thus realised the need to felicitate their contribution to the Industry. The 'Young Achiever Awards' are for the young and by the young (below 30 years of age), where not just the organizing committee - Young Turks - but even the judges are professionals who are achievers in their respective fields at an early age.

Today's youth is full of verve and

This issue of solus carries an article 'Rewarding Youth' by Sunil Lulla Chairperson of the 'Young Achievers Awards' - which further elaborates on the thought behind instituting these Awards. Also present are glimpses of the judging day.

With the results issue already handy, we are sure the champagne's are

already flowing. Congratulations to all the winners as well as the participants.

Happy Reading!

**BHASKAR DAS**  
Editor  
([Bhaskar.das@timesgroup.com](mailto:Bhaskar.das@timesgroup.com))

# ANNOTATIONS...

young achievers in the industry that stand out from the rest. The Young Achievers' Awards recognizes this talent and is a launch pad for most young advertising personnel to make it to the big league.



**Sajjan Raj Kurup,**  
**CreativeLandAsia**

Youth must be celebrated. Timely recognition doesn't just shape an individual's future. It decides

the course of the future our industry would take. I have and always will stand for young talent. And I applaud Ad Club for taking this initiative



**Ramesh Iyengar,**  
**Select Direct Group**

In an industry that is driven by fresh and innovative ideas, young achievers are key contributors. It is

indeed a good idea to recognise them. I hope the awards focus on consistency and not just a flash in the pan.



**Sanjeev Kotnala,**  
**DB Corp**

The intent and the prospect of any industry is really pegged at the quality and intent of the

young blood operating within it. This initiative of identifying and encouraging the young professional is a step in right direction- may be we all are late in accepting and initiating this- but never mind- at least we are doing so. It keeps alive the healthy competitiveness and timely recognition of talent. This is one of the biggest booster for any person.



**Praseon Pandey,**  
**Corcoise Films**

The idea to have Young Achievers' Awards is not just brilliant, it is an extremely important one if

the Indian advertising has to fine tune it's voice. Young talent desperately needs to be encouraged to help us continuously break conditioning, and redefine boundaries. And the best way to encourage someone is to acknowledge their contribution. Go for it !!!



**K. V. Sridhar,**  
**Leo Burnett**

It's a great idea to recognise the young talent and I truly believe this generation is far more talented and

ambitious than ours, and I also think the pessimistic 40 something are the worst enemies of progress and creativity.



**Raghu Bhat,**  
**Contract Advertising**

An initiative that was long overdue! The best time to instill an intolerance for

mediocrity is when someone is young. The best time to work on clay is when it's wet. These awards will stroke the fire of excellence in young minds. I like the fact that there are separate awards for movie makers and budding artists as well. This will help ad agencies spot new talent in illustration and ad film direction, two areas where we could definitely do with new blood.



**Carlton D'Silva,**  
**Hungama**

In a market that is so driven by youth, it is not surprising to see youth leading the way with

regards to creative thinking too. There are quite a few truly talented



**Adrian Mendonza,**  
**Dentsu**

Anything that encourages and supports youth is a celebration of life itself. The

awards for young achievers will give the youth of our fraternity exciting recognition and will spur them on to much greater efforts in the future.

And if it can get the youth excited, we can be sure that the future of advertsing and marketing will be vibrant and exuberant. I believe the Ad Club has shown a lot of foresight with this endeavour.



**Deepanshu Sharma,**  
**AMD India**

New talent is the cornerstone of the creative domain, and this is a step in the right direction

to enthuse and encourage fresh thinking.

## **CREATIVE AWARDS JURY**



Anil  
Kakar



Brijesh  
Jacob



Emmanuel  
Upputuru



Juju  
Basu



Mahendra  
Bhagat



Mangesh  
Rane



Prashant  
Kanyalkar



Ravi  
Jadhav



Santosh  
Padhi



Vikram  
Gaikwad



Zarvan  
Patel

### **CHAIRMAN OF JURY**



Abhijit Avasthi

## **BUSINESS AWARDS JURY**



Ashish  
Bhargava



Dipali  
Goenka



Divya  
Radhakrishnan



Gowthaman  
Ragothaman



Maitri  
Kumar



Nandini  
Dias



Punitha  
Arumugam



Ramesh  
Bhaskar



Sameer  
Satpathy

### **CHAIRMAN OF JURY**



Sanjay Behl



Bhaskar Das  
President



Sunil Lulla  
Chairperson, Young Turks Committee

## ***Ad Club Secretariat***



Bipin R Pandit



Arati Shirodkar



Ketan Trivedi



Smita Khot

## ***Young Turks Committee***



Ali Hatim



Manish Ajgaonkar



Neha Shah



Ritu Sidana



Vikrant Shah



Subhash Rao



Sunil Arora



Sharad Chaturvedi