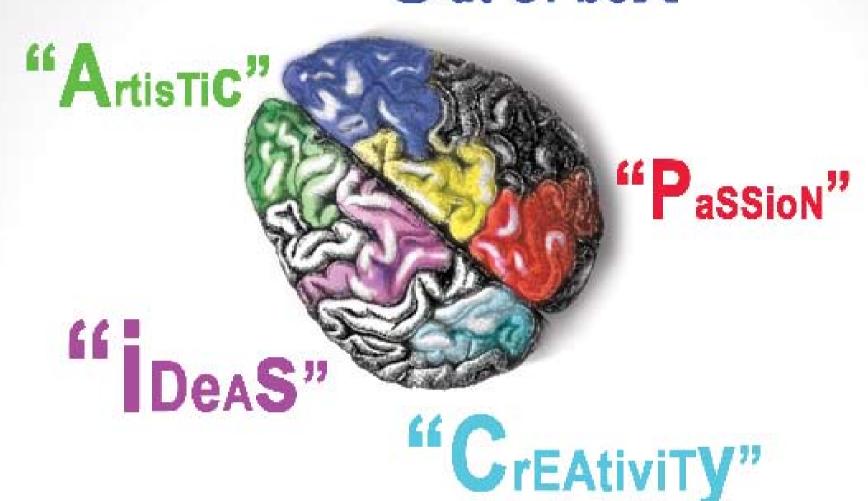




Out Of boX"



... "nothing of ME is original...
...I am the combined effort of everybody"...

Date: Wednesday, December 14, 2011. Venue: Royal Western India Turf Club,

Enclosure II, Race Course,

Mahalakshmi, Mumbai 6.30 p.m. onwards

For Tickets: +91-22-2381 0213 / 2389 4091

Website: www.adclubbombay.com

Time:



EFFIE 2011 PREVIEW

"Youth Speak"

Sameer Bhave, Visualiser, Leo Burnett, Mumbai.



Effie Awards: since its inception in 1987 it has maintained itself as a bench mark for effective communication. From the agency point of view it is the conversion of creativity into sales and also accolades. From a client's point of view

it is the real value for money it has spent. It is a race between ideas and sales where both need to win in chorus.

Arvind Jayaraj, Account Director, **ZOE** Advertising Pvt. Ltd., Chennai.



The consistently excellent quality of entries to awards nowadays might seem to make the business of awarding talent quite difficult in Advertising. But at the Effie's, genius is exhibited in separating great advertising from the rest while

rewarding them with the recognition they truly deserve. As one of India's top advertising and marketing awards, the Effie's are most definitely the awards that everyone in the industry looks forward

Suraaj Ajithakumar, Brand Associate, R K Swamy BBDO, Delhi.



vs Goliath" award this year!

As a premier platform for the recognition of pathbreaking work in the marketing communications sphere, the Effies serve as fuel and inspiration for innovative ideas. I personally am looking forward to seeing who wins the "David

Krunal Parkar, Copywriter, Palasa Creative Place, Mumbai.



The world is changing and so is advertising. There was a time when the brief played the most important role. But with increase in competition and new players in the market, most of the communication today is focused on reaching mass audience with much im-

portance given to creativity then the actual brief. I believe there is a thin line that separates creativity and the brief. And today most of the advertising awards encourage creativity rather than the outcome. But thanks to Effie Awards, it traces back to the traditional route of real Advertising. By giving much importance to the brief and making sure the goals are met while keeping the creative roots grounded. Effie Awards is surely promoting healthy advertising while diffusing the thin line that separates' creativity and the brief.

Chirag Bhasin, Creative Director, JWT, Delhi.



For me the difference between the Effie's and the other advertising award shows is the same as the difference between 'Festival de Cannes' and the 'Oscars'. While Cannes doesn't care much while awarding its Golden Palms whether the film was a box office hit or not the Oscar for the

best picture is always bagged by the film that is a fine balance between creativity and commercial success. To me Effie's is like the Oscars, more often than not the golden Effie goes to the shining piece of work that really has worked in the market.

Siddharth Kothari, Account Manager, Saatchi & Saatchi, Mumbai



The Effie's reward not only creative work but also create a stir in the market. They have not only impacted our way of thinking but sales figures as well.

Amit Malik, Art Director, Beehive Communications, Mumbai.



With clients today constantly asking for more bangs for their buck, the advertising industry has the responsibility now, more than ever, to deliver result-oriented communication that generates substantial ROI for the brand. The EFFIE Awards have a

significant place in the Indian Advertising industry, as it showcases and honours the best examples of communication that does the above, and increases brand salience and sales. These Awards are unique among all others, as they motivate agencies to push the envelope, to marry creativity and effectiveness in order to design communication solutions that are true winners for brands.

Ammar Millwala, Manager - Buying, Allied Media Network Pvt. Ltd., Mumbai



One of the most prestigious awards with effective parameters which help the advertiser and agency to renew their benchmarks time and again after taking in to consideration the masterpiece being selected as the winning entries by the most experienced

judges.

Sagar Palekar, Director, Zeist Marketing Solutions, Mumbai.



Honoring the best in advertising since its launch in India more than a decade ago, Effie awards is where the greatest in the industry are recognised for their commendable and impactful contribution to the advertising world. The past decade has been

action packed for advertising in India, and the Effie jury has been doing a laudable identifying the path breakers every year.

Mayur Kaku, Supervisor - Strategic Planning, Draftfcb Ulka Advertising Pvt Ltd., Mumbai.

Effie awards are eagerly awaited at our agency every year. Effie manages to cut through the clutter of advertising awards due to its very nature and format. There is a lot of buzz (read hard work) before we submit entries for the competition. Effie is also unique as it recognizes the strategic intent coupled with the creative execution behind a piece of communication. And all this only if it actually worked for the brand and achieved the set targets. We are constantly con-



scious throughout the year and look forward to Effie awards.

Sohil Wadhwania, Creative Group Head, Euro RSCG, Mumbai.



My sweet tooth makes me see marketing like a complex honeycomb. The marketers and advertisers work hand in hand to create, protect and breed their ideas to make their brands sweeter for consumers. I believe that the Effie's, like a true connois-

seur; understand the perfect mix of creativity, strategy and the hard work we put in to create perfect brand effectiveness. This is what makes the Effie's stand out compared to other advertising awards. Cheers.

Dipesh Dadhich, Account Controller, Madison Media Infinity



Looking back on some of the defining moments in your career, the recognition and awards that you win are the high points that you fondly remember. Knowing that your peers have recognized your work as an industry benchmark is the real prize.

The Effie awards are one such prize that we all strive for.

Nitesh Sah, Creative Head, Rediffusion - Y&R, Gurgoan.



The Effie Award is an Award that stands out from the rest. Unlike other Awards that judge entries on basis of creativity, craft or media innovation; The Effie's look at the bigger picture advertising effectiveness. To win an Effie, all things must be in

place. From the right strategy, to the right brief, to the right creative and the right media planning... it takes everything into account. Above all, it measures advertising communication with the only coin of the trade that really means anything at all, that of an advertising campaign picking and utilizing the pulse of the people.















































































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