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# 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. 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

innovative ideas and is ready to go! This issue of solus carries an article 'Rewarding Youth' by Sunil Lulla Chairperson of the 'Young Achiever 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.



**Prasoon 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



## SHORT LISTED ENTRIES

### CREATIVE AWARDS - ART DIRECTOR

No	Entrant	Agency	Brand / Caption
1	Sushant S. Joshi	Ogilvy & Mather	Vodafone - Roamers Direct Mail
2	Ravi Shanker	Ogilvy & Mather	Marbels - Ship
3	Ravi Shanker	Ogilvy & Mather	Marbels - Bus
4	Ravi Shanker	Ogilvy & Mather	Marbels - Train
5	Hetal Ajmera	JWT India	SNC Jewels - Diamond Robberies Planner
6	Eshani Kumbhani	JWT India	WWF India - Dominoes
7	Malini Chandrasekar	JWT India	Sanctuary Asia - Newton
8	Malini Chandrasekar	JWT India	Sanctuary Asia - Buddha
9	Shruti Gopalkrishnan	Publicis Ambience Advertising Pvt. Ltd.	Sanctuary Asia Magazine - Obituary
10	Kudrat Pardiwala	Publicis Ambience Advertising Pvt. Ltd.	Hit Insecticide- Hit Faces- Saddam

### CREATIVE AWARDS - COPY WRITER

No	Entrant	Agency	Brand / Caption
1	Gururaj Rao	Ogilvy & Mather	Vodafone Debate - 1
2	Gururaj Rao	Ogilvy & Mather	Vodafone Debate - 2
3	Gururaj Rao	Ogilvy & Mather	Vodafone Debate - 3
4	Karn Singh	Ogilvy & Mather Advertising Pvt. Ltd.	Videocon Integra Widescreen Television - Table Tennis
5	Karn Singh	Ogilvy & Mather Advertising Pvt. Ltd	Sri Lanka Federation of the Visually Handicapped - Guessing Game
6	Karn Singh	Ogilvy & Mather Advertising Pvt. Ltd.	Sri Lanka Federation of the Visually Handicapped - Smells
7	Avinash Baliga	Ogilvy & Mather	Marbels - Bus
8	Avinash Baliga	Ogilvy & Mather	Marbels - Ship
9	Avinash Baliga	Ogilvy & Mather	Marbels - Train
10	Rajshekar Patil	Grey	Bindass- Ready Reckoner
11	Simone Patrick	JWT India	DTC - Lead India Poised
12	Simone Patrick	JWT India	SNC Jewels - Diamond Robberies Planner
13	Cyrus Daruwala	Publicis Ambience Advertising Pvt. Ltd.	Sanctuary Asia Magazine - Obituary

### CREATIVE AWARDS - MOVIE MAKER

No	Entrant	Production House	Brand / Caption
1	Amit Sharma	Chrome Pictures Limited	8 PM
2	Amit Sharma	Chrome Pictures Limited	Tata Tea - Jaago Re
3	Amit Sharma	Chrome Pictures Limited	N.A.B. - Mad Man
4	Amit Sharma	Chrome Pictures Limited	Idea - Caste War

### CREATIVE AWARDS - CREATIVE PERSON

No	Entrant	Agency	Brand / Caption
1	Shirin Johari	Ogilvy & Mather	HSBC - Swimming Pool
2	Santosh C. Sonawane	Ogilvy & Mather	Vodafone - Debate 2
3	Santosh C. Sonawane	Ogilvy & Mather	Vodafone - Debate 1
4	Santosh C. Sonawane	Ogilvy & Mather	Hutchison Essar - Hutch 'Pigeon '
5	Aarati Kakkad	Ogilvy & Mather Pvt. Ltd.	Vodafone Essar - Alerts 'Couple'
6	Aarati Kakkad	Ogilvy & Mather Pvt. Ltd.	Hutchison Essar - SML 'Directions'
7	Aarati Kakkad	Ogilvy & Mather Pvt. Ltd.	Vodafone Essar - Alerts 'Goat'
8	Aarati Kakkad	Ogilvy & Mather Pvt. Ltd.	Vodafone Essar - Alerts 'Elevator'
9	Hetal Ajmera & Simone Patrick	JWT India	SNC Jewels - Diamond Robberies Planner
10	Siddhesh Khataavkar & Mayuresh Wagle	Rediffusion DYR	Juice Salon - Hairstyles

**BUSINESS AWARDS - BUSINESS LEADER**

No	Entrant	Organization	Brand / Caption
1	Rohit Pathak	Hindustan Unilever Limited	Vim - The Journey over the last 2 years
2	Anuj Singh	Digital Radio (Mumbai) Broadcasting Ltd.	Red FM
3	Harman Dhillon	Hindustan Unilever Limited	Dove Hair - A 'Beautiful' Story : Building 100 Cr. Brand in 1 Year

**BUSINESS AWARDS - BRAND MARKETER**

No	Entrant	Organization	Brand / Caption
1	Shivani Suri Dhanda	Reliance Communications Ltd.	Reliance Mobile - From 'Power' brand to 'Iconic' Brand
2	Saugato Bhowmik	Hindustan Unilever Limited	Wheel - Smart Shrimati
3	Mathanki Kodavasal	McCann Erickson	MSN CoolHotmail.com - Same Pinch
4	Harman Dhillon	Hindustan Unilever Limited	Dove Hair - A 'Beautiful' Story : Building 100 Cr. Brand in 1 year
5	Santosh Kutty	Ogilvy & Mather Pvt. Ltd.	Cadbury 5 Star - Jo Khaaye, Kho Jaaye

**BUSINESS AWARDS - MEDIA PERSON**

No	Entrant	Agency	Brand / Caption
1	Maneesha Khanna	Lodestar Universal	Mahindra Renault Logan - Building a Superstar
2	Ritu Trivedi	Lodestar Universal	Amul - To think the unthinkable : The Amul Way
3	Paridhi Surana	Lodestar Universal	Microsoft Office 2007 - New day New Office
4	Paridhi Surana	Lodestar Universal	Microsoft Windows Vista - Windows "Wow"- The breakthrough VISTA Launch
5	Monaz K. Todywalla	Madison Media	Cadbury Dairy Milk - A Twist in the Tale
6	Shekhar Banerjee	Madison Communications Pvt. Ltd.	Saffola (World Heart Day) - Radio Mumbai - Bringing Mumbai Together
7	Vinay Punjabi	P9 Integrated (A division of Percept Limited)	Salaam - e - Ishq

**BUSINESS AWARDS - DIGITAL PERSON**

No	Entrant	Organization	Brand / Caption
1	Sushant Mishra	Tribal DDB India (A Div of Mudra Online Technologies)	SimplyMarry.com
2	Sheetal Seth	Big 92.7 FM	Big 92.7 FM
3	Monaz K. Todywalla	Madison Media	Cadbury Dairy Milk - A Twist in the Tale
4	Shekhar Banerjee	Madison Communications Pvt. Ltd.	Parachute Advanced - Gorgeous Girl Movement

**BIG FM RADIO AWARD**

No	Entrant	Agency	Brand / Caption
1	Shekhar Banerjee	Madison Communications Pvt. Ltd.	Saffola (World Heart Day) - Radio Mumbai - Bringing Mumbai Together
2	Ritu Trivedi	Lodestar Universal	Amul Milk - Milky wave - Healthy Way in everyway
3	Naresh Batra	Lodestar Universal	Indica V2 Xeta Peppy RJ Test Drives



# YOUNG ACHIEVERS' AWARDS 2008 - RESULTS

## CREATIVE AWARDS - ART DIRECTOR

No	Entrant	Agency	Brand / Caption
1	Hetal Ajmera	JWT India	SNC Jewels - Diamond Robberies Planner

## CREATIVE AWARDS - COPY WRITER

No	Entrant	Agency	Brand / Caption
1	Simone Patrick	JWT India	DTC - Lead India Poised

## CREATIVE AWARDS - MOVIE MAKER

No	Entrant	Production House	Brand / Caption
1	Amit Sharma	Chrome Pictures Limited	Idea - Caste War

## CREATIVE AWARDS - CREATIVE PERSON

No	Entrant	Agency	Brand / Caption
1	Shirin Johari	Ogilvy & Mather	HSBC - Swimming Pool

## BUSINESS AWARDS - BUSINESS LEADER

No	Entrant	Organization	Brand / Caption
1	Anuj Singh	Digital Radio (Mumbai) Broadcasting Ltd.	Red FM

## BUSINESS AWARDS - BRAND MARKETER

No	Entrant	Organization	Brand / Caption
1	Shivani Suri Dhanda	Reliance Communications Ltd.	Reliance Mobile - From 'Power' brand to 'Iconic' brand
2	Harman Dhillon	Hindustan Unilever Limited	Dove Hair - A 'Beautiful' Story : Building 100 Cr. Brand in 1 year

## BUSINESS AWARDS - MEDIA PERSON

No	Entrant	Agency	Brand / Caption
1	Ritu Trivedi	Lodestar Universal	Amul - To think the unthinkable : The Amul Way

## BUSINESS AWARDS - DIGITAL PERSON

No	Entrant	Organization	Brand / Caption
1	Monaz K. Todywalla	Madison Media	Cadbury Dairy Milk - A Twist in the Tale

## BIG FM RADIO AWARD

No	Entrant	Agency	Brand / Caption
1	Shekhar Banerjee	Madison Communications Pvt. Ltd.	Saffola (World Heart Day) - Radio Mumbai - Bringing Mumbai Together

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