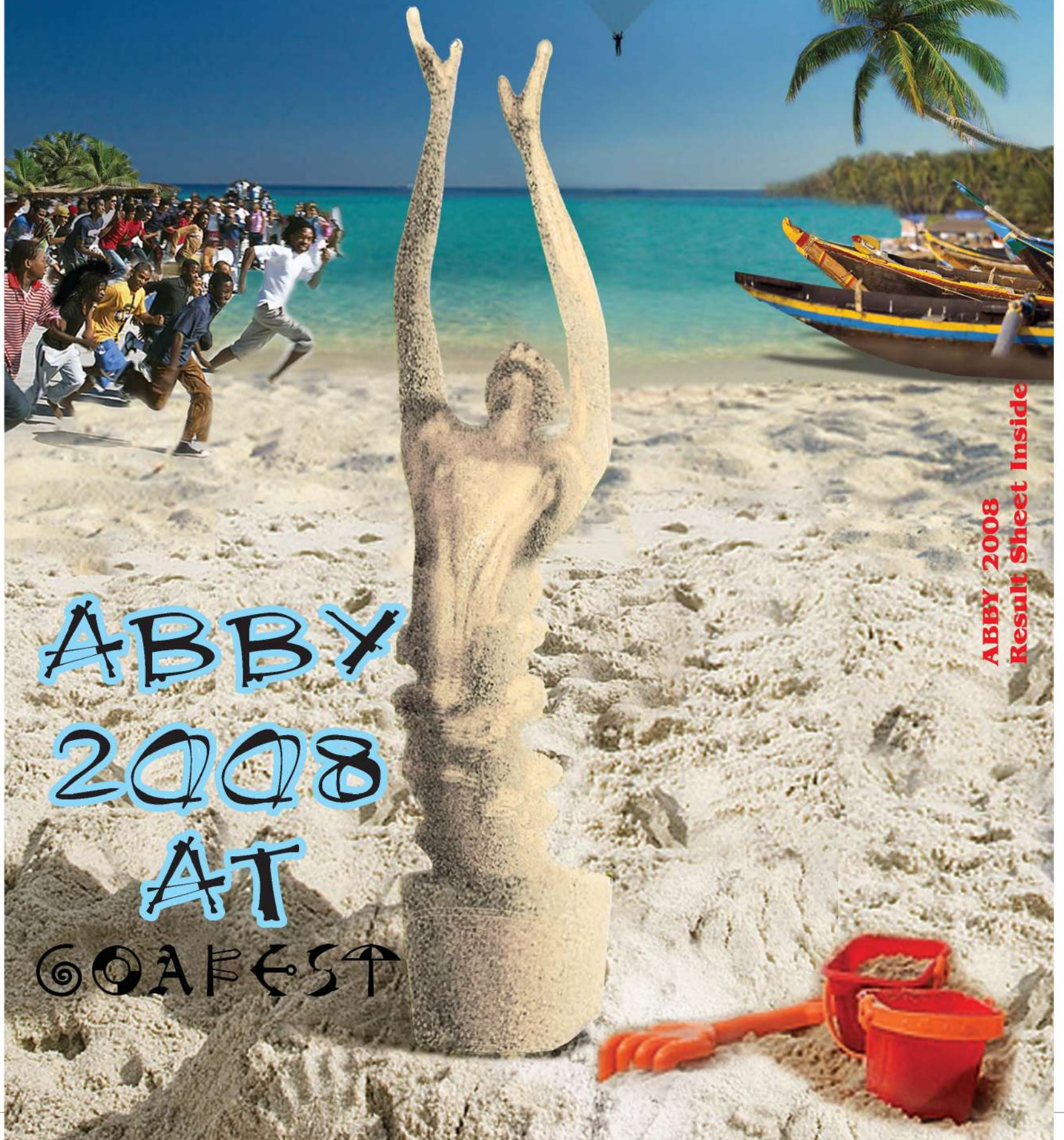




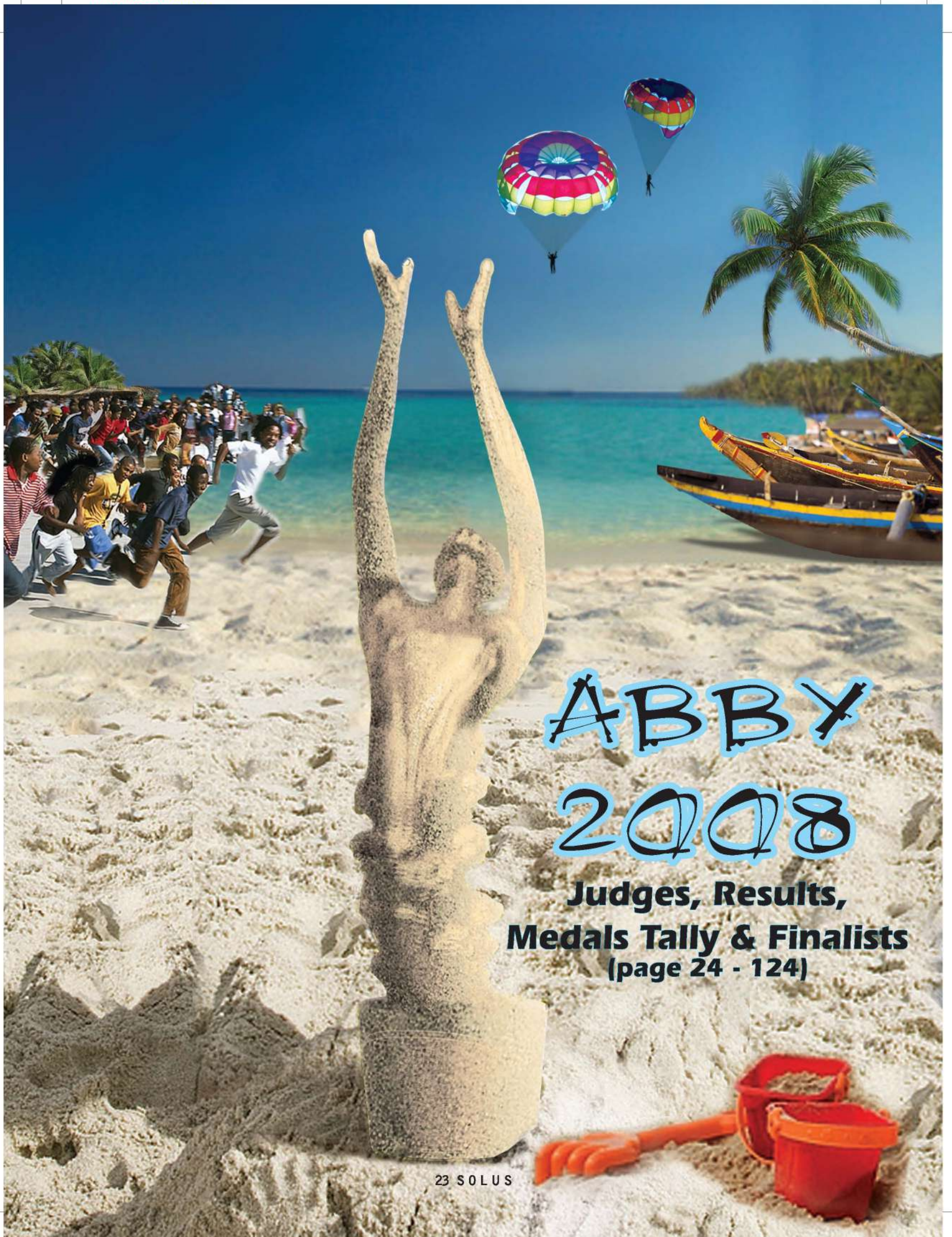
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March 2008



ABBY 2008 AT GOAFEST

**ABBY 2008
Result Sheet Inside**



ABBY 2008

**Judges, Results,
Medals Tally & Finalists**
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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!



Bhaskar Das

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CYBERSPACE FOR SALE

AS DIGITAL GAINS CURRENCY, ILL-EQUIPPED TRADITIONAL AGENCIES ARE SCRAMBLING TO PURCHASE SPECIALIST DIGITAL SHOPS. EXPECTEDLY, THERE'S A MISMATCH OF EXPECTATIONS

For a man who knows the pulse of the advertising world better than most, WPP chief Sir Martin Sorrell was probably painfully slow to hop on to the digital bandwagon. If international news reports are to be believed, Sir Martin didn't think too highly of Murdoch's display of greed for internet companies in 2005, including the buyout of MySpace. It's been a while since he's had a change of heart. And after scouting for agencies in markets like the US and the UK, Sir Martin's turned his attention to emerging ones like India.

WPP's head is not the only one shopping in India. Over the last year, Omnicom, WPP, Publicis and Interpublic Group have launched a bareknuckled war to gobble up digital independents. The last two months alone saw an assortment of no less than five agency CEOs and holding company heads visit India, and acquiring a digital agency was high on their agenda. There remain very few agencies being fought over. BC Web Wise, Indigo Consulting, Interactive Avenues, Mauj, Media2win, the digital arm of Contests2Win, Webchutney, among others. WPP, in fact, bought a 75% stake in Quasar last week; a firm that industry sources reveal was actively being courted by Carat as well.

It is not hard to see why. Even though internet penetration in India still lags behind most of its western counterparts, the Indian online population is estimated to touch 100 million by 2007-08, according to the Internet and Mobile Association of India (IAMAI). IMAI pegged the online ad market at Rs 218 crore for fiscal 2006-07, with financial services companies forming 24% of the spends. Industry sources reckon this to cross over Rs 400 crore by the end of this financial year. Cellular subscribers, on the other hand, have crossed the 250 million mark. "Computer and mobile are now the digital toys of those under 30," says Alok Kejriwal, chairman, Contests2Win Group. This has even persuaded the FMCG companies, which typically dealt with traditional agencies, to test the digital waters. Cases in point being the Sunsilk's Gangofgirls initiative on the net and Cadbury's 'Pappu Pass Ho Gaya' campaign which used both the internet and mobile. According to Vikas Tandon, managing director, Indigo Consulting, it is erroneous to confine digital to just the PC and mobile domains. "Consider the entry of IPTV,

digital LCD outdoor hoardings, epaper... everything in media is becoming digital," he says.

Given the growing clout, it's not surprising that clients are turning to specialised agencies for digital solutions rather than traditional ones which lack adequate expertise in the field. "The bulk of our revenue over 90% comes from direct clients," observes Ratish Nair, CEO, Interactive Avenues. Agencies themselves have probably seen the writing on the wall, since in many cases, they are called in only to help brief the digital shops. "The industry hasn't evolved as rapidly as it should have and is playing catch up now," says Mahesh Chauhan, president, Rediffusion DYP, pointing to the 35% to 40% rate of digital growth, much higher than the traditional rate of 10% to 12%. "Digital is a new language and I need to have expertise in this area to compete better," says Jagdip Bakshi, CEO of Contract. Chaya Carvalho, CEO & MD, BC Web Wise, reckons traditional agencies have been slow to play the digital game because they didn't see enough monetary gains in the short-term. "Even for the next two to three years, traditional advertising will remain a much more lucrative option," she opines.

For traditional agencies that have mastered the art of passive communication having grown up servicing passive media like TV, radio, print, interactive media is a whole new world. "Traditional





agencies are too offline for their own good," says Webchutney COO Rahul Nanda. "They don't understand the interactive nature of this medium and tend to get too 'print-ish' in their execution." For instance, they may be able to create a banner for website since the tools remain the same but may not understand the nuances of its interactivity; how the banner integrates with the overall digital strategy or how it helps the client or consumer. Carvalho believes the website is a full advertising and communication tool of its own which necessitates a different approach: "A TV or a print ad can be plugged into any other media. But web ads are a self-sustaining proposition." According to Vivek Bhargava, managing director, communicate2, in the traditional world, one ad may target a million people but in digital advertising, a single ad typically targets as few as 1,000 people. More ads need to be made at a fraction of traditional spends, he says. Traditional agencies are also hampered when it comes to the technological know-how required for handling mediums like the internet.

It is little wonder then that most agencies are scaling up capabilities in the digital space either by building skillsets ground up (like RK Swamy/BBDO which launched Digital Direction) or through buyouts. But the scales are clearly tilted in favour of the latter. "It's much easier to buy. There's no market time to develop a separate set up; clients want solutions right now," says Kejriwal, pointing to long gestation periods and the time spent understanding nuances of a new business. According to Ravi Kiran, CEO - south Asia, Starcom MediaVest, "Most acquisitions are the cost of not making decisions at the right time." Another alternative is that which Starcom IP claims to be pursuing attempting to build its own capabilities. According to Pushkar Sane, general manager Asia, Starcom IP, "Most of the industry is in the transactional space and not really creating digital solutions. We've decided to provide solutions. Today, we give away strategy for free but that's what we'd like to be paid for. The transaction part is increasingly getting commoditised." However, an industry observer remarks that buyouts are not merely a function of adding capabilities. With stocks being monitored by analysts, an acquisition in the digital space is seen as a step in the right direction, one that does wonders for quarterly valuations.

Typically, what the WPPs and the Omnicoms of the world offer is access to a larger client base, international practices and learnings as well as the power to take an idea and present it globally. "From a client point of view, they are seeking holistic solutions that help build a brand. We can help the digital guys climb the value chain,

making them a part of the larger brand play," says Chauhan. Still, most of the digital independents don't seem to be impressed. "We are not clear about the learnings and value they bring, especially since many of the digital agencies are in the learning mode at the moment," says Carvalho. As far as bringing in more businesses is concerned, this alone is not an attractive proposition. One of the independents who prefers to remain anonymous observes, "They offer exciting clients but given the ones we've got, it's not a one-way trade. It makes us equals."

Among the chief deterrents to selling out is disagreement over valuation. "Price discovery is a problem," admits Kejriwal. "Some of the acquirers don't appreciate the intrinsic value that resides in new media. Traditional agencies may get valued at 8-10 times but the price for new media is much higher." A young market that's growing at a rapid pace has prompted these independents to adopt the wait and watch approach. "It's too early to sell. If we'd been around for four to five years, it may have been a quicker decision. We'd like to build something valuable at this stage," says Nair. A dearth of talent and easy financing options through IPOs and venture capital investments have added to the bargaining power. In fact, Capital18, the venture capital and private equity arm of Network18, acquired a substantial stake in Webchutney just last week. "No one is going to sell cheap unless they are in a really bad shape," reiterates Carvalho. But many of the holding companies and ad agencies who've approached these shops so far imagine they are a 'budget buy'. Agencies are typically offered low threshold multiple levels of around six or 10 and an earnout model through the next six years. "Given their own salary packages and the way they function, agencies ought to be more aware. The 'sasta hai, khareed lo' attitude puts you off like nothing else. All of us are independent entrepreneurs. And we are all doing very well on our own, growing year on year. Why should we sell? This is something they really need to think about," says Carvalho. Agency groups are also not above arm twisting threats to hire all the talent present in an independent at a vastly inflated salary.

That's countered, in turn, by apprehensions about losing freedom and culture clashes that are typically a part of aligning with big agencies. Carvalho confesses to being the most excited when the agency received its first offer in 2005; something her team didn't share in at all. The need to have a certain comfort level is why most Indian digital firms claim they would much prefer to partner a pure play digital agency and use their best practices instead of teaming up with big networks. According to Nakul Chopra, CEO & MD, Publicis India, his agency is inured from this owing to its global tie-up with Digitas and the establishment of Publicis Modem. "The digital agency has to fit into the larger scheme of things of a network. One should understand the other. Else, the marriage won't fructify," says Chauhan.

The industry at present is rife with rumours of who's going to be on the block next of negotiations that broke down at the last minute and one of the big shops that just may tie the knot in December. With even agencies that many in the industry consider stragglers in the digital arena being wooed, the battle for those with pedigree and an impressive track record will be all the more bloody.

Ashley Coutinho & Ravi Balakrishnan, The Economic Times Brand Equity

Gender Blender

Not only are the gender lines and stereotypes blurring, they're also constantly shifting adding to the marketer's burden of figuring out the best way to manage the brand and cut the pie

CIRCA 2003, the team at Marico was huddled over the blueprint of the company's new service venture, Kaya Skin Clinic. One insight, in particular, caught their attention: although the urban Indian male was becoming more 'metrosexual' in his outlook, skincare was largely the domain of women, and was mostly restricted to feel-good meaning pampering, as opposed to do-good. If one could somehow offer do-good skincare with rational benefits in a feel-good environment, more men could be attracted to grooming, Marico gathered. That's how the medi-spa concept of Kaya took root, and succeeded in bridging the women's beauty parlour-men's hair dressing saloon gap that fundamental divide where the threshold of one serves as a lakshman rekha that members of the opposite sex dare not cross. Kaya, in a way, is a great example of the blurring of gender lines and a breaking of gender stereotypes in Indian society.

Kaya is also a classic example of how many brands in India are attempting to broaden their appeal by reaching out to the 'other sex'. Of course, others are playing the gender game differently. Emami, for instance, actually segmented a 'unisex' category like fairness creams (where men formed a large section of users) into 'his' and 'hers' by launching a men's fairness cream, Fair & Handsome. Hindustan Unilever's (HUL) Fair & Lovely, which was the market leader, was forced to respond with Fair & Lovely Menz Active, further cementing the segmentation. "Skin was largely either women-centric or general purpose, but that's changing as consumers seek differentiation," says Ashok Venkatramani, VP skincare, HUL, which has recently launched Vaseline for men, hitherto a unisex product. The company also launched a men's only shampoo, Clinic All Clear Men, another first for the Indian market.

Men aren't the only ones being wooed by marketers. Companies and brands that have traditionally targeted males are falling over one another to add women loyalists. This is best seen in categories like apparel, automotive and mobile phones. Till not very long ago, no brand offered western wear for Indian women; today, Allen Solly has an entire wardrobe comprising jackets and formal attire for women. Similarly, while jeans marketers have always had products for women, Levi's launched the Diva range exclusively for women, even getting Sushmita Sen to endorse the range. And if car advertising was once all about the Alpha male and his derring-do to win female hearts, today Chevrolet has a Rani Mukherjee driving an Aveo and beating Saif Ali Khan at his own game. And when Priyanka Chopra rides a Hero Honda Pleasure and wants to know why boys should have all the fun, it's obvious that marketers have figured out the benefit of genderbased segmentation. The reasons for the shifts in product- or categorybased gender stereotypes are many, but most have to do with the changing socio-economic and cultural milieu of the country. But one of the key factors is the financial independence that Indian women have begun enjoying today. In categories where

the target decision maker isn't of one sex alone or where there is a clear advantage in appealing to both sets of decision makers gender segmentation gains ground. "As this 'decision maker' gets more broadbased, the market allows for greater segmentation and cross-flow between categories," says Ashish Bhargava, head of marketing personal & nature care, Marico. Anand Halve of chlorophyll adds that women's emancipation has played a major role in men's desire to 'look good and feel great'. "It compelled the man to give up his caveman ways, and get spruced up! The launch of specialised men's variants in hitherto 'female categories' now allows them to act on this desire, without feeling that they are either effeminate or gay," he says. The financial independence that women enjoy a function of invading the last male bastion, the workplace has made the 'hunter-gatherer' and 'nurturer' roles that society was accustomed to rather hazy as well. As a result, women too are more comfortable seen using men's products and brands like an Allen Solly or a Jockey, says Halve, adding that another major driver is the woman demanding fulfillment of her individual desires and aspirations without guilt. "L'Oreal's 'Because you're worth it' echoes and supports this new woman's voice and creates opportunities for cars, pubs, wines etc focusing on women. And the final frontier of change among women is they do not feel they must accept the 'family choice' as their default option. So a woman today may well choose a variant of Horlicks specifically created for women, rather than accept the 'family mixture'," he argues. Santosh Desai, MD & CEO, Future Brands thinks segmentation is also being driven by the fundamental shift away from the collective ritual mindset to the concept of individuality. He points out that until maybe a decade ago, it was taken for granted that most Indian women wore saris, or if they were married, the saris would be draped in a manner true to the region they came from. This is no longer the case, he says.

Mixed Doubles

That said, like every other segmentation, economics dictates gender-based segmentation as well. For instance, when Titan launched Titan Raga, a sub-brand for women, the category was underpenetrated even today, in SEC A and B penetration is as low as 68% and the opportunity was huge. Interestingly enough, watches is a category where gender lines are deeply drawn. The reason, according to Suparna Mitra, head marketing, Titan, is that each gender connects with the category differently, so the fundamental divide has endured even internationally. "For men the watch is an expression of status, achievement and personality. Women can express themselves through jewellery, shoes, bags and cosmetics," she says. Not every gender-based segmentation has hit pay dirt. For instance, soap is one category where attempts to make a men's soap Aramusk from Shaw Wallace, and Park Avenue and Premium from JK Helene Curtis never clicked. And even Godrej's Cinthol (remember the ads

featuring macho males Imran Khan and Vinod Khanna during the eighties?) only tasted limited success. Venkatramani believes that male soaps have a limited appeal because of the Indian bathroom habits where the man uses whatever the family uses. Even in high-income households, there is one family soap. "The market has still not reached a stage where four people will use four different soaps," he says. Though, it must be noted that when Lux celebrated its 75th anniversary in India, it roped in Shahrukh Khan as an endorser another sub-conscious nod to the breaking of the gender stereotype.

Branded shoes and undergarments for women haven't been hugely successful in India either. Manoj Chandra, vice president marketing & customer service, Bata, says that 60% of the shoe market is still unorganised, and women who seek a lot of variety prefer buying off the street, unlike men who stick to conventional design. Similarly in women's innerwear, 80% of the market is dominated by local players or regional brands. The other problem, according to Nischal Puri, general manager marketing, Jockey India, is that while 80% of a lady's innerwear wardrobe comprises comfort wear and remaining 20% falls under the 'niche' space of lingerie, many national brands focus attention on the niche 20%. Also, of the Rs 3,800 crore women's innerwear market, just 10.5% is premium, compared to 25% for the Rs 2,400 crore men's innerwear segment. Puri points out that the women premium innerwear is growing at 34% compared with 20% for men, due to rise of the women's purchasing power.

Despite all the efforts to segment categories along gender lines, there is a sense that marketers perhaps are merely scratching at the surface and haven't understood gender-based insights at a deeper, more fundamental level. For instance, some believe that while one set of gender stereotypes may have broken, they have only been replaced by another set of stereotypes. "A computer that comes in pink colour or a credit card with a pearl necklace or polka dots on it are just cosmetic changes and a way of reinforcing stereotypes of women," insists Partha Sinha, chief strategy officer South & Southeast Asia, Publicis. "It would make more sense if computers had a different software that helped women users, a mobile phone that had a different set of games for women or a credit card helped women keep track of household purchases. I haven't seen any Indian brand that has changed the stereotype in a big way."

Future Brands' Desai adds that gender segmentation may be the most basic way to segment a market but unless the needs of a particular sex are real and catered to with a nuanced understanding it won't work. "What makes male products 'male' and a female one 'female'? What has changed in the environment to give the company the confidence to launch a gender-specific product?" He cites the

example of Emami, which did a good job of communicating Fair & Handsome by highlighting the latent male desire for fairness, while simultaneously forcing usage into the open. "It is this kind of fundamental nuances that can be crucial," he says. "Marketers have to go deeper than research."

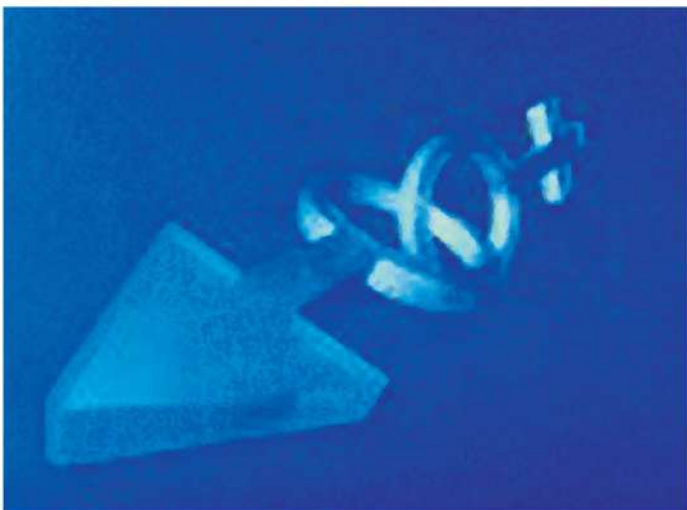
Marketers acknowledge that it is important incorporating both functional and emotional triggers when appealing to nontraditional audiences. TVS Motor's Scooty, launched in 1993, was targeted at women at a time when scooters were still a male preserve. The Scooty was made of light fibre material to make it less weighty, and TVS later introduced a variomatic gear to enable automatic changing of gears, then the easy centre stand which required as much as 40% less pressure when compared to a normal centre stand to enable easy parking. "Girls are not passionate bikers in the sense that they are not fully involved with the vehicle," says S Srinivas, general manager marketing, TVS Motor. "Hence it is important to do away with areas of rider intervention for women." To take care of the emotional aspect, TVS introduced Scooty Pink in 2006 which now contributes about 40% of Scooty sales and introduced a choice of 99 colours in 2007 at a premium of about Rs 2,000.

Ultimately, timing is critical as the consumer male or female has to be ready for a brand or product. HUL's Venkatramani says: "You need to have a critical mass to have a sustainable proposition and come up with a separate product." Desai believes that a male soap has a better chance of selling today with multiple soap usage gaining currency, especially among higher SECs. Adds N Venkat, CEO, Emami: "Fair & Handsome could have been launched five years ago, but the idea would have been unthinkable 10 years ago." When a brand that's focused on one sex opens doors to the other, there's also the attendant risk of alienating the current user base. "Risk is a function of the franchise and current perception," says Shyam Sukhrmani, marketing director, Levi Strauss India. For instance, it's unlikely that an Axe or a Royal Enfield for women will work, since both are strongly targeted at men. "In such cases, companies might choose to launch newer brands," says Sukhrmani.

While the splitting of categories into male and female is happening, in others like in the case of Kaya there is a merging along 'unisex' lines. But Jockey's Puri cautions that going unisex is a twin-edged sword. "Your communication can't be too radical. You have to adopt a middle path and balance the masculine and feminine image in the communication." It's something that Nivea seems to have mastered well 10% of its products are for men, 15% are unisex, while the remaining 75% are for women. And that's because the core of the brand is its 'Care' positioning. "Whenever we have launched a new product we have always asked the question: does it revolve around the caring aspect?" says Kai-Boris Bendix, MD, Nivea India. Similarly Bata's Comfit brand was initially launched as a ladies' brand but later extended to men as well. Chandra says the company could extend the brand because its selling proposition revolved around the 'Comfort' factor. "The challenge is to have a strong enough proposition that can be extended to both the genders," he says.

Interestingly, it's the youth who offer a great platform for unisex brands most youth-centric apparel brands, for instance, are unisex. "Youth is gender neutral and the gender demarcations are not well defined," says Publicis' Sinha. Puri agrees, adding that both sexes connect well with premium brands, and therefore brands like Tommy Hilfiger and Calvin Klein are acceptable to both genders. Interestingly, the youth has played a big part in India embracing white liquor gin and vodka which was once seen as fit only for women to drink.

Ashley Coutinho, The Economic Times Brand Equity



The Court Is In RECESSION

With The US On The Brink Of A Recession, Ad Agencies There Are Already Feeling The Heat. But Indian Ad Agencies Might Just Manage Keeping Their Heads Above Water This Time

EVEN the most pessimistic agencies and CEOs were left smiling at the end of 2007, a year in which the Indian ad industry is widely reckoned to have grown by at least 15% some go so far as to suggest 20%. Agency heads, of course, all claimed to have beaten the industry growth trends, notching up an additional 2% to 5% growth.

If all of this seems too good to last, it just might be. With a recession being declared in the United States, there are early signs that the good times may soon be little more than a memory. The new year was anything but happy for some of the staffers at BBDO Detroit and O&M New York who, between themselves, fired close to 140 people. At the time of going to print, the Sensex here was on a tailspin a wry agency CEO told us that given the crashing markets, he would have to continue working for 20 years more.

Yet, the Indian ad industry is in no hurry to bring out the sackcloth and ashes. While they don't deny that the recession in the US will have aftershocks, most are confident that at least in the near future, the Indian agency business has no cause for fear. Miles Young, chairman, O&M Asia Pacific, gives a panregional perspective: "We've seen the impact of a 'creeping' recession for a while now; and it has been evidenced in Asia Pacific in the rather conservative approaches of multinationals over the last two years. As long as the US economy does not fall off a cliff, I simply see this

continuing. Right now, Asia's fundamentals are very strong and so is domestic demand."

Indian agency folk are sure that only the more export-oriented businesses are likely to suffer in the short term firms that do not have much of a reliance on the marketing communication industry in any case. Colwyn Harris, CEO, JWT, opines that it's mainly firms in for an IPO, or financial services companies that will initiate a few cutbacks. But according to Arvind Sharma, chairman & CEO, Leo Burnett, "The Indian economy looks very strong. There will be some



impact, but not on big spenders." Adds Nakul Chopra, CEO & MD, Publicis India: "Asia Pacific is over. It's just India and China no other part is experiencing any exponential growth. A lot of large advertisers in India are multinationals. Any global development does tend to affect major markets, and India is one of these. On the flipside, India is among the biggest growth drivers. Given the balance of these two, the impact should be minimal." However, recessions and cutbacks have a wide range of impacts. As Praseon Joshi, regional creative director, South & South East Asia, Mc-Cann Erickson, observes, "What worries me is the psychological impact. If you are working in an MNC and the HQ goes through a bad time, your capacity to take risks goes down. You can no longer be totally gung-ho about hiring people, etc... It's more emotional pressure."

The Cutback Runs Deep

The financial pressures are set to mount too, as India and China markets that Sharma describes as "knights in shining armour" will have to do more than just pull their weight. It's something that the region has been doing for a while now according to Young: "We are certainly seen as a region fundamental to the global balance sheet, and not an accounting afterthought." Among the positive developments are hopes that some of the jobs from the beleaguered US could be off-shored and outsourced to India. Young says, "The main contribution we can make is to stick to our guns and grow where the growth is: China, India, Asean; and in the sectors which are most buoyant, such as activation and digital. Our contribution should be added-value; low cost production is just a very small part of the whole."

But more importantly, India and China, more than anyone else including Brazil and Russia, will have to both make up for the losses, as well as run a tighter ship. Chopra admits, "The responsibility to step up to the plate and start filling the gaps will increase." While layoffs are highly unlikely, Joshi does feel "We might defer hires or postpone them for a while, which is definitely an impact." The jury is out on how investments in the country and region will be affected. As Asia Pacific becomes a growth engine, Young says that the entrepreneurial spirit will only be encouraged. But he cautions, "A severe recession in the US would certainly separate the 'men from the boys'. The danger in these situations is that the latter will naturally look to milking the businesses here: in my view, 'that way madness lies'." According to Sharma, "Acquisitions in India still don't take huge sums of money. They will probably continue to invest in India and China and cut back markets that are less of a priority and certainly on the developed ones where investments take longer to pay off."

A category of agency that's most likely to be affected, according to Joshi, is the new MNC start-ups (like Wieden + Kennedy and BBH, if the latter chooses to enter the country as per schedule) in India. He says, "We (McCann) are not at a stage where salaries come from the headquarters. But I guess investment phase agencies will



definitely have to curtail expenses." Contrary to popular perception, Joshi says advertising is not as cash rich as other industries, and can ill-afford to put up surplus money to fund companies the way a Pepsi or Coke would; or get into a phase where there's no profit for five years running. The new MNC agencies will have to fight for a share of local business, a major source of the general optimism among more established agencies.

Both McCann and Burnett are confident of growing on the strength of assignments from Reliance the former has just completed the 'Power On' campaign. Leo Burnett expects to grow by 30% this year, and Sharma says, "Any agency that's not earning its share of local clients will have a limited future." One of the lessons from previous downturns that everybody reiterates is that spending through this period results in disproportionate gains once the floodwaters recede. Young says, "In a recession, fortune favours the brave. As the pool of ad expenditure contracts, there is an opportunity to buy share of voice cost-effectively. Companies that do this have grown differentially in previous recessions. This is a particular opportunity for local brands."

Ravi Balakrishnan, The Economic Times Brand Equity



Why Don't YOU GET A JOB?

Arguably the first selling job a creative has to do is the most difficult ever: making time-strapped and jaded senior creatives call him in for an interview. BE uncovers some unusual methods of getting a foot in the door



ANASPIRIN Gyoung creative once kicked a football into Josy Paul's cubicle at the David office and vanished. Paul couldn't catch him, and so he decided to take a closer look at the football. He discovered a note on one of the white

hexagons that said, "I hope you don't kick me around like this football" and on the other side, the candidate's resume. "We never got to meet for some reason or the other, but that was quite an idea," he says.

"People would walk into David, notice the agency's work culture and ambience, and would then feel embarrassed to leave a 'normal' resume. So everyday the agency would get something different," Paul reminisces. Another resume he recalls was a whole book with a cover that said 'Josy Paul on Advertising' comprising of an introduction on Paul and an end that said, 'The future of advertising is just being written. If you let me be a part of this, we can fill this in together.' He met the candidate who eventually joined Ogilvy One. Paul feels that it was a perfect fit as he had an obvious knack for direct marketing.

Such flattery is not uncommon but often doesn't really result in a job. When at Saatchi & Saatchi Delhi, Emmanuel Upputuru and partner Prasad Raghavan once received a book on the duo. "We didn't hire him, but when we got the book, we just had to meet him," says Upputuru, now creative director, Publicis India. Pushpinder Singh, founder, Saints & Warriors still has a resume he received a couple of years ago when he was with Ambience a hard bound book titled 'How to Succeed in Advertising' by Pushpinder Singh! The actual contents spoke of how there was no one way to succeed in advertising. The aspirant went on to say that even if he did not have any achievements to his credit, he was willing to take on the unexplored. Although Singh did recommend him to Ambience Delhi, he wasn't hired for a simple reason. "Well, his resume was the best part about him," Singh says.

While a creative resume works wonders up to the intern or trainee level, at a mid to senior level, it's your portfolio that does the talking. "A creative resume is an expression of passion mainly to get a foot in the door. The recruiter tends to give the person more priority, but later on, gimmicks won't matter when you're trying to achieve a certain value," says Paul.

Prasoon Joshi, national creative director, McCann Erickson believes, "Advertising is about breaking the clutter and that is the challenge even when you're approaching a creative director. Exaggeration is a part of our profession so I don't mind ornamentation. But when I look at CVs, I look for honesty and not artificial propaganda" Joshi talks about the numerous resumes he receives with 'pompous' self-descriptions like 'I have fire inside me' and 'I am a plane', and 'gimmicks' like the candidate's head in the form of a light bulb which lights up when you press a button. One candidate who really impressed him was Ketan Deshpande who was working with an auto magazine. Deshpande did not send his resume, but sent Joshi a script a day. After a few months they had piled up and Joshi decided to read them on a flight to Singapore. "Not only did I see potential, I was impressed with the honesty in his work, unobtrusiveness and persistence. He was willing to take the plunge and move out of his comfort zone. I offered him the job and he's doing fine here," says Joshi.

But an interesting prop with a pinch of luck might just help the person's case. Singh once hired a junior creative largely because of his CV which was written out on a bottle of whiskey, worded in the same manner. Upputuru hired a candidate who presented his portfolio in a power point format with witty comments preceding each piece. Recruiters tend to give priority to resumes that show that the candidate may be a little more excited about the business and the display of rigor for an interview.

Although a more businesslike CV is expected when applying for a senior position, it's not that these techniques never work, but just that they have to be a tad smarter. For instance take Upputuru's own example from when he was four years into the profession with Contract. A colleague of his showed Mohammed Khan of Enterprise Nexus an ad for Stanley Cutters that they had worked on together. Khan thought it was 'a million dollar idea' and hired the colleague immediately. Later on, Upputuru wanted to join Enterprise and sent Khan a picture of the Stanley Cutters ad and wrote, 'You said it is a million dollar idea. All I want is Rs 25,000 a month'. Khan called him over, talked about his work and eventually made him an offer.

Apart from resumes, a lot of people come up with 'innovative' techniques to approach busy creative heads. One such example is when Upputuru was with O&M and got a call from a guy who said he was calling from The Economic Times, (yes, you read that right) and wanted to interview him. Upputuru readily agreed and when the gentleman showed up, he was quick to explain that he wasn't from The Economic Times after all, but that he was from a smaller agency and just wanted some of his time. Upputuru didn't hire him because the man wanted his job. "I told him I'd have to sack myself first," Upputuru laughs.

Shuchi Vyas, The Economic Times Brand Equity

WILL REBUNDLING WORK?

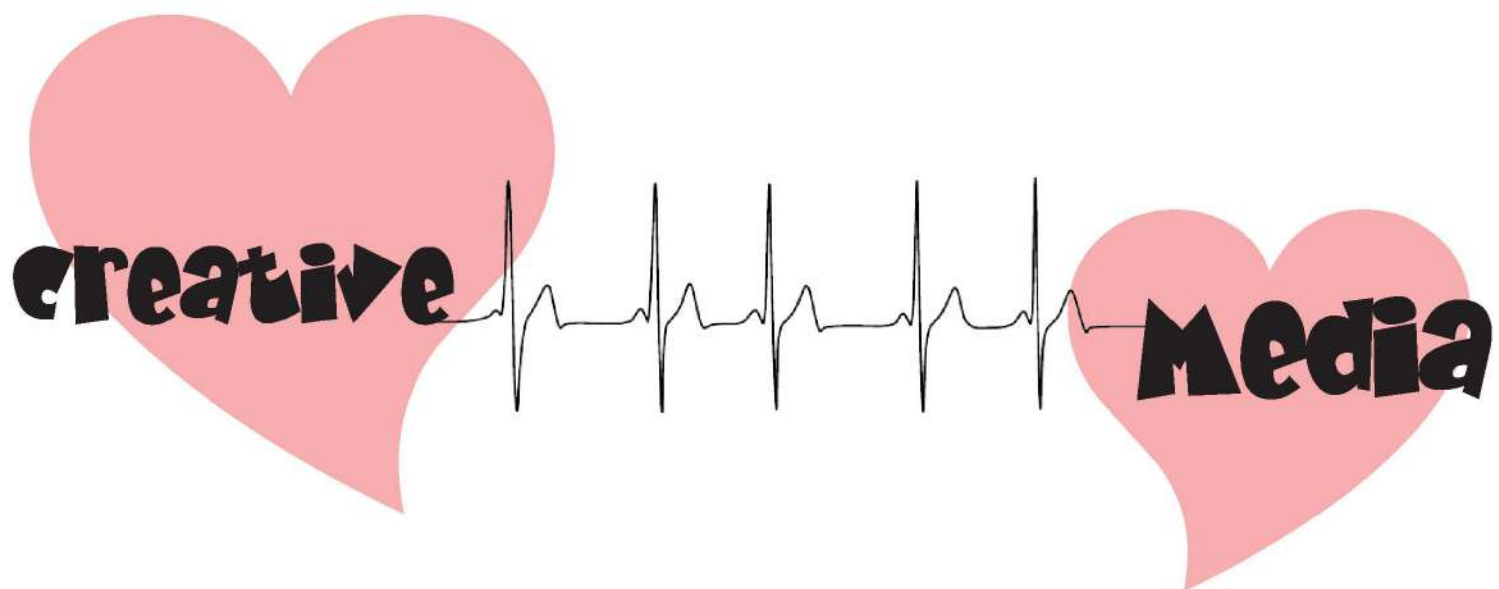
**All the king's horses and all the king's men
Couldn't put Humpty together again.**

RECENTLY, while speaking to an Indian media agency CEO, Brand Equity put forth a proposition: is it time to rebundle the media and creative functions? "Sure," the CEO shot back. "As long as the creative agency becomes a division of the media agency," he added with a hearty laugh. That the idea of rebundling was even entertained in jest and didn't have the media honcho turning apoplectic can be construed as a minor miracle. For the fault lines between media and creative agencies run very, very deep and are not always kept private. Even though it's been nearly a decade since media was first unbundled, time clearly hasn't healed the sense of hurt and injustice on either side.

Yet, the irony is that today, the need for media, creative (and interactive, direct and PR, for that matter) to work together has never been felt more. With media proliferating and fragmenting exponentially, brand communication is all about convergence at the delivery end — one brand idea/strategy that stretches seamlessly across consumer touchpoints and media platforms. However, at the supply end what you have is greater divergence with increasing specialisation. As Havas' CEO Fernando Rodés Vila says, the need to re-integrate is not a sepia-tinted nostalgia trip, but a function of the

times. He points out that 20 years ago, in a relatively fragmentation-free era, integration was less relevant as the message was all that mattered: "Today we don't have real targets. All we have are touchpoints."

It's in this context that rebundling — at least as a concept — needs to be considered. Seen from a client's perspective, the present 'unbundled' state is not necessarily optimal. Independent media consultant Giovanni Fabris, erstwhile VP & international media director at McDonald's, says the disadvantage for advertisers is keeping people who are "almost competitors" working together. "The smaller the advertiser, the more difficult the task. A mid-sized advertiser cannot have in-house strategic thinking and management capabilities to maintain a team where interests are diverse and conflicting," he says. Conflict is pretty natural considering each specialisation is an independent P&L with its own ambitions. In fact, Sir Martin Sorrell, CEO of WPP, sees this as a virtue. "We encourage our agencies to both kiss and punch and compete and co-operate, and successes such as HSBC, Vodafone and Dell are good examples," he says. But there's a flip side. "What if an idea doesn't demand any traditional media? I am happy with it as I am on a fee, but what's in it for a



media agency that can earn a 4% commission? There's scope for a pull in different directions. Also, everybody is fighting for their own case studies, while unfortunately there is only one brand," says Aniruddha Banerjee, president & COO, Publicis Ambience. One media CEO is candid that for a particular client, he pursued a strategy independent of the one agreed on by client and agency. "Ultimately it worked well as my strategy augmented the creative agency's strategy," he says "but it shows we tend to look for brownie points, and this can cause dissonance." Ravi Kiran, CEO, Starcom South Asia, agrees that P&Ls make everyone a bit hardnosed, "but it also makes the function more financially viable." Adds Anupriya Acharya, head of TME: "Because the specialist units are competing in the open market, they are constantly under pressure to improvise on their offering, be it making it better, more efficient or faster."

One problem that a lot of advertisers privately confess facing is the absence of a single brand custodian or steward to manage and dovetail multiple specialisations into a cohesive strategy a role that the client service director fulfilled, for better or for worse, in the days of the full-service agency. So willy-nilly, marketers are left with the job of managing brand communications, often at the cost of the other critical elements of the marketing mix. "Marketers are being forced to create consumer competencies within their own team," observes K Subramanian, communications planning director for regional business APAC, Carat Media. "However, this is a compromised solution since these consumer 'experts' in the client team see people only through the narrow lens of their own category. They lack the natural advantage of crosscategory consumer understanding." Adds Adam Ferrier, managing partner, Naked Communications: "Clients are at risk of being sucked into a hands-on project management integration role. This is not ideal as it is both a time consuming and specialised role, and at times requires complete objectivity." JWT India's head Colwyn Harris thinks while clients are playing the larger role of integration, "they don't have the bandwidth to manage so many 'vendors'. In many cases, clients have told us to play centrefield and manage the process."

Even networks acknowledge the need for greater integration. Sir Martin agrees clients are demanding it, "but to succeed, both clients and agencies have to be integrated, that is, there has to be one person both at the client and agency to integrate the process," he says. Jack Klues, chairman, Publicis Groupe Media, admits the industry "has been struggling to get the right integration solution scoped and delivered".

SPLIT PERSONALITIES

Klues believes, "During the early years of unbundling, much focus was given, perhaps justifiably, to establishing independence, fortifying P&Ls and fully developing unique value propositions. This created some disruption, particularly because it all happened during a time of profound change in the consumer landscape." Klues, however, thinks that agency networks have realised their primary focus is the client, and the first priority has to be helping them connect. "It's forced us to set aside any obstacles that prohibit integrated thinking and to get creative about new collaborative models that put client and consumer at the centre," he says.

What's absolutely clear is that the physical integration of media into creative is out of the question. "While I think there has to be one captain who decides whether to bat or bowl and when to declare, I think we're too far gone down the road to reintegrate. There are too many power centres including mine that have been created," says Lodestar Universal's CEO Shashi Sinha. JWT's Harris agrees with a note of resignation: "We are independent and media agencies are independent and if we meet, it's wonderful." Ravi Kiran is all for greater collaboration and joint ownership, but refuses to consider structural rebundling.

Different integration mechanisms are being experimented with. At one level is WPP's bespoke model most recently, following the \$4.5-billion Dell account win, WPP and Dell have created a new global integrated marketing and communications agency, termed Project Da Vinci. The purpose of the new agency, among other things, is to help Dell deal with one firm instead of 800 different agencies worldwide. Most importantly, Da Vinci will have one global P&L. On the other hand, Publicis Groupe Media recently created the Insight Factory a common resource for Leo Burnett, Starcom MediaVest, Arc and Digitas. "It is a multi-faceted model that removes all possible barriers to delivering ideal solutions to clients, while also creating new, aggregated resources for mining consumer insights, activating digital ideas, and providing unprecedented levels of measurement and analytics," says Klues. And in Spain, Havas Media and Euro RSCG have built a new agency, Wonderland, staffing media planners, buyers and creatives.

Other collaborative models could evolve. Julian Boulding, president of thenetworkone, an affiliation of independent agencies, cites WPP's idea of a central 'Team Leader' for major global clients like HSBC, Samsung and for categories within Unilever, saying, "Agency networks need to develop a similar 'solar system' model where the sun maintains a gravitational relationship with the planets and the planets have a corresponding relationship with the moons." Carat's Subramanian moots the idea of 'uber planners' cross functional specialists who purely focus on consumer and brand planning for demand creation. "Their primary responsibility would be deciphering and interpreting the brand ethos to all specialisations working on the brand. They would need to have primary competence in consumer understanding as well, with no vested affiliations. And because they address a real client need, clients will be willing to separately compensate for the service," he says.

All this calls for a big shift in attitudes. Bates India's CEO Subhash Kamath warns it won't be easy, saying, "The only way specialist functions can work with the main advertising teams is by operating in a true matrix of both vertical and horizontal accountability. That's a tough thing as people generally prefer to work on a direct reporting basis." Not all of it can be process-driven either. Sinha points out that if Lodestar and McCann collaborate, it is hard saying how much is because of process, and how much because he and McCann's Sanjay Nayak get along. Adds Banerjee, "Ambience and Publicis Dialog have devised a system to eliminate vested interests. But it's all about individual dealings it all depends on how well individual teams bond together." Fabris sums up the predicament when he says, "I would like some kind of a mission statement from a communication group that acknowledges advantages and shortcomings of bundling and unbundling and tries to combine the positives of each. I know that 'specialisation' is needed but on the other side there is only person the consumer. And the voice he hears should be one instead of separate voices and this has structural implications."

N Shatrughan & Ravi Balakrishnan, The Economic Times Brand Equity



IS THE CONSUMER BECOMING A CREATOR?

Mass advertising, as we know it, could well be dying. Increasingly,

it's the consumers who are taking charge of your brands. Since the Internet began, the power in the brand game has shifted. In the old days, marketers were in full control of the brand. Now the majority of brand impressions are initiated and promulgated by consumers. Consumers are slowly becoming brand masters, leaving marketers to merely fuel the game, rather than play it.

In fact, many companies are working closely with the consumer to co-create products, services and new brand experiences!

Procter & Gamble, for instance, launched its CONNECT + DEVELOP program about five years ago, with the goal of having at least 50% of its new products derived from ideas generated by non-employee experts. Smart thinking. Apart from its R&D base, the company now has access to millions of potential innovators. The results? Swiffer Wet Jet, Olay Daily Facials, Crest Whitestrips and Lipfinity were all suggested by consumers.

Forbid the thought but consumers could well be slowly taking over the traditional function of ad agencies. The Converse gallery has dozens of 24-second films, made by Converse fans, expressing what the shoe means to them. These are then broadcast on Converse's website, with the possibility of being aired on MTV and other cable networks as well.

But the most daring example of co-creating with consumers comes from Scandinavia! Vores Ol ('Our Beer') claims to be the world's first open-source beer. The recipe and the entire design manual is actually available on the net! Once virtually anyone can sign the agreement and can use Vores Ol's recipe to brew the beer, create a derivative and make money!

Consumers are loving it because they can get what they want and need at their own terms, show off their creative skills, become famous and even make money from their contributions and involvement.

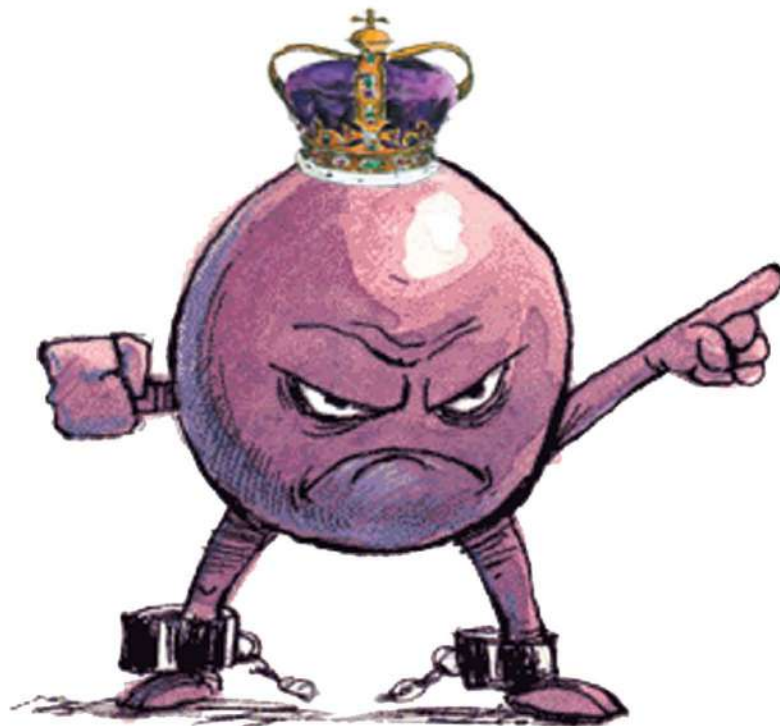
Consumers are demanding more participation in the creation of the brands they consume. And are no longer content with the traditional forms of marketing that forced them to passively ingest

the traditional harvest of an advertising agency- commercials, ads, banners, fancy wordings and imagery.

Consumers are challenging the traditional stereotypical prisms through which brands are viewed. Most brand managers like to think of their brands as saintly, untarnished entities that need to be protected against desecration and sacrilege.

They see themselves as keepers of the flame, as Knights Templars who must maintain a 24 hour vigil to safeguard the sanctity of the Holy Grail (the brand). But the consumers don't think of brands as the Holy Grail. Consumers just want to closely interact with brand, talk to it like buddies and have fun with it.

It's imperative that brand managers stop seeing themselves as brand custodians. Because fact of the matter is, you can't keep a brand in custody. A brand lives and thrives in the minds, lives, experiences and conversations of consumers who can be monitored and observed but never controlled.





invited Japanese women to deliver their used bras to their local Triumph stores to receive a free new bra. The invitation led to a ritual: close to a million bras were gathered and destroyed at a shrine in the center of Tokyo, an event that made headlines around the world. On another occasion, Triumph released a bra that could be converted into an environmentally friendly shopping bag.

These approaches took Japan by storm. Triumph became one of two market leaders in Japan. And amazingly, the company as a policy, deliberately, restricts its marketing budget so that creativity becomes a way of life!

To gain an extra edge in, brands have also started

aligning themselves with social causes. This makes business sense as other things being equal, many consumers would rather do business with a company that stands for something beyond profits. Besides, more and more consumers are now evaluating now just products and services but also the companies behind them.

However, for cause-related marketing to work well, companies should differentiate themselves from others by 'owning' distinct areas. Brands should adopt causes they are passionate about. And not because Richard Gere is endorsing it. A brand should never choose a cause just because it's on 'breaking news.'

It also helps to have a 'brand fit'. It also helps to stick to a cause for a fair length of time. The Seagram's Drink and Drive Campaign works brilliantly just because they have had the wisdom to let it mature for 30 years! Now, as world class liquor manufacturers, they would know all about that, isn't it? Giving it time!

To connect better with consumers, tomorrow's brands must have opinions, or they'll be perceived as bland. Brands must be real and not necessarily squeaky clean and uncontroversial. Brands must take a stand on issues, express their values and opinions, and demonstrate responsibility.

Brands without well-defined opinions will find it increasingly difficult to gain traction in the marketplace. The challenge is to ensure opinions are in tune with the brand's core values. That they're authentic, not deceptive and not an opportunistic, superficial play for attention.

For example, some months ago, Ben & Jerry's released an antinuclear ice cream. It's fun novelty for some, a responsible and serious message for others. The ice cream sold out in days.

Richard Branson painted "No Way BA" on his entire fleet of aircraft when he characteristically displayed animosity toward his formidable adversary, British Airways. It positioned Branson as a courageous David fighting the Goliath of British Airways. The public loved it.

The timelines for building a brand are also collapsing. Things no longer happen according to a 24-month deadline. You might be lucky and have a deadline stretch to 24 hours. Brands must prepare themselves to be able to react within days to trends. Consumers love quick response times.

And yes, consumers love creativity. The more daring and chutzpah a brand displays, the more quickly consumers fall in love with it. Triumph, a German lingerie maker was trying to get a foothold in Tokyo, one of the world's most competitive markets. One year, the company

ABBY 2008 AT GOAFEST CRAFT AWARDS - FINALISTS

FILM CRAFT

PRODUCTION HOUSE

BRAND

CAPTION

DIRECTION

Corcoise Films Pvt. Ltd.

Videocon A/c's

Clinic

Footcandles Film Pvt. Ltd.

Vodafone

Elevator

Dungarpur Films

Greenply Plywood

Courtroom

EDITING

Nirvana Films

Neo Sports

Presence

CINEMATOGRAPHY

Keroscene Films Pvt. Ltd.

Tata Indigo XL

ANIMATION

Morse Code Films

CPAA

Striptease

SOUND DESIGN

Nirvana Films

Neo Sports

Presence

RADIO CRAFT

AGENCY

BRAND

CAPTION

PRODUCTION

Publicis Ambience Advertising
Pvt. Ltd.

Hit Insecticide Aerosol

Chinese Song

PRINT CRAFT

AGENCY

BRAND

CAPTION

ART DIRECTION

Rediffusion DYP	Club Zeros	Men's Rights
Ogilvy & Mather Pvt. Ltd.	Vodafone Ranga Shankara Theatre Festival 07	Roots
Ogilvy & Mather Pvt. Ltd.	Vodafone Ranga Shankara Theatre Festival 07	Breathe
JWT	Sanctuary Asia	Buddha

ILLUSTRATION

ideas@work	Bigadda.com	Bheja Fry
Saatchi & Saatchi	Cox & Kings	Goa - Hurry Up
Ogilvy & Mather, Mumbai	Danai Bookstore	Erotica

PHOTOGRAPHY

ideas@work	Stephens Brothers	Accessories
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TYPOGRAPHY

ideas@work	Bigadda.com	Rotating Trophy
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COPYWRITING

Rediffusion DYP	Club Zeros	Men's Rights
ideas@work	Bigadda.com	Rotating Trophy
Percept H	Crystal Restaurant	Music
Grey Worldwide India Pvt. Ltd.	TCI	Bottle
Ogilvy & Mather Pvt. Ltd.	Bladecenter Servers	Words - Hype

ABBY 2008 AT GOAFEST CREATIVE AWARDS - FINALISTS

OUT OF HOME

AGENCY

BRAND

CAPTION

FOOD & BEVERAGES

Bates David Enterprise	Frazer	Keep City Clean-Babu
Bates David Enterprise	Frazer	Keep City Clean-Musician
Leo Burnett India	Creamfills Xtra Candy	Elephant
Leo Burnett India	Creamfills Xtra Candy	Car
Leo Burnett India	Heinz Tomato Ketchup	Railway Station
Leo Burnett India	Heinz Tomato Ketchup	Bar
Leo Burnett India	Heinz Tomato Ketchup	Picnic Girl
Leo Burnett India	Heinz Tomato Ketchup	School Boy
Leo Burnett India	Complan	Tattoo
Leo Burnett India	Complan	Counter
Leo Burnett India	Complan	Paint
Leo Burnett India	Glucon D	Waterpark
Percept H	Weikfield Mexican Mushrooms	Mexican Hat
JWT India	Diet Pepsi	Esprit
JWT India	Diet Pepsi	Diesel
Ogilvy & Mather, Mumbai	Taj Mahal Tea	Genesis
Ogilvy & Mather, Mumbai	Taj Mahal Tea	Divinity
Ogilvy & Mather, Mumbai	Marbels	Bus
Ogilvy & Mather, Mumbai	Marbels	Train
Ogilvy & Mather, Pvt. Ltd.	Bingo Chips	Cart-Truck

TOILETRIES, COSMETICS AND HEALTHCARE

Mudra Communications Pvt. Ltd.	Itch Guard	Zip
Euro RSCG India	AutoPen	Almost Painless3
Euro RSCG India	AutoPen	Almost Painless1
Euro RSCG Mumbai	Veet Hair Remover	Moustache
Grey Worldwide India Pvt. Ltd.	Anne French Hair Remover	Crossdress 1

AGENCY	BRAND	CAPTION
Leo Burnett India	Tiger Balm	Backache
Leo Burnett India	Tiger Balm	Kneeache
Leo Burnett India	Tiger Balm	Headache
Leo Burnett India	Scar Removal Cream	Eagle
Leo Burnett India	Tiger Balm	Knee head
Leo Burnett India	Tiger Balm	Whipping
Leo Burnett India	Tiger Balm	Headaches in cricket
Leo Burnett India	Tiger Balm	Headaches in Politics
Ogilvy & Mather, Mumbai	Pond's Age Miracle	'29'
Ogilvy & Mather, Mumbai	Pond's Age Miracle	'38'
Euro RSCG Advertising Pvt. Ltd.	Disprin	Hate
Contract Advertising	Kara Skincare Wipes	Date
Publicis Ambience Advertising Pvt. Ltd.	Himani Nirog Toothpaste	Swing
Publicis Ambience Advertising Pvt. Ltd.	Nirog Toothpaste Lal	Strong teeth opener
Saatchi & Saatchi	Calcium Sandoz Woman	Staircase

CLOTHING, INNERWEAR, FOOTWEAR AND ACCESSORIES

ideas@work	Stephens Brothers	Accessories
Leo Burnett India	Gnomon Binoculars	Lion
Leo Burnett India	Gnomon Binoculars	Eagle
Rediffusion DY&R	Kimaya	Even Woman
Rediffusion DY&R	Kimaya	Odd or Even
Orchard Advertising Pvt. Ltd.	Essilor - Crizal	Legendary Eye Wear from Essilor-NH
Orchard Advertising Pvt. Ltd.	Essilor - Crizal	Legendary Eye Wear from Essilor- Lenn

HOUSEHOLD AND BUSINESS APPLIANCES

Rediffusion DYR	Apple Iphone	Skateboard
Rediffusion DYR	Apple Iphone	Cycle
Rediffusion DYR	Xerox	Mahatma
Ogilvy & Mather, Mumbai	Videocon Washing Machines	Dumper
Ogilvy & Mather, Mumbai	Videocon Washing Machines	Chimney
Contract Advertising	Morphy Richards Blender	Dogrid

AGENCY	BRAND	CAPTION
Contract Advertising	Morphy Richards Blender	Parrog
Contract Advertising	Morphy Richards Iron	Flat Box
Contract Advertising	Morphy Richards Iron	Rockies
Contract Advertising	Morphy Richards Blender	Apple

AUTOMOTIVE VEHICLES AND ACCESSORIES

Wieden + Kennedy	Bullet	VP Singh
Wieden + Kennedy	Bullet	Bruno
Leo Burnett India	Bajaj Bulbs	Kids Studying
JWT India	MRF Tubless Tyres	Braille Poster
Contract Advertising	Pajero	Lion

TELECOM PRODUCTS AND SERVICES

Cheil Worldwide	Samsung Mobile	Mumbai
Cheil Worldwide	Samsung Mobile	Chennai
Cheil Worldwide	Samsung Mobile	Delhi
Cheil Worldwide	Samsung Mobile	Bangalore
Leo Burnett India	Reliance Mobile	Spy
Leo Burnett India	Reliance Mobiles	Ganguly and Greg
Leo Burnett India	Reliance Mobiles	Bin & Bush
Ogilvy & Mather, Mumbai	Vodafone	Picture SMS 'Black Sheep'
Ogilvy & Mather, Mumbai	Vodafone	Picture SMS 'Early Bird'
Ogilvy & Mather, Mumbai	Vodafone	Picture SMS 'Cats & Dogs'
Ogilvy & Mather, Mumbai	Vodafone	Vodafone Store 'Shutter

FINANCIAL SERVICES

Bates David Enterprise	Tata AIG Life Insurance	Mirror Image
Meridian Communication Pvt. Ltd.	Principal Global Opportunities Fund	Russia

HOUSEHOLD PRODUCTS AND MAINTENANCE

Mudra Communications Pvt. Ltd.	Cycle Pure Agarbathies	Goddess Laxmi
Mudra Communications Pvt. Ltd.	Cycle Pure Agarbathies	Lord Hanuman
Mudra Communications Pvt. Ltd.	Cycle Pure Agarbathies	Lord Shiva
Mudra Communication Pvt. Ltd.	Godrej Ezee	Tag 2
Saatchi & Saatchi Adv. Pvt. Ltd.	Ariel	Sock

AGENCY	BRAND	CAPTION
Saatchi & Saatchi Adv. Pvt. Ltd.	Ariel	Underwear
Saatchi & Saatchi Adv. Pvt. Ltd.	Ariel	Thong
Publicis Ambience Advertising Pvt. Ltd.	Hit Insecticide	Faces-Hitler
Publicis Ambience Advertising Pvt. Ltd.	Hit Insecticide	Faces - Osama
Publicis Ambience Advertising Pvt. Ltd.	Hit Seek 'N' Kill	Clock
Publicis Ambience Advertising Pvt. Ltd.	Hit Seek 'N' Kill	Tape Recorder
Leo Burnett India	Tide Detergent	Oil
Leo Burnett India	Luxor Highlighters	Hitler
Leo Burnett India	Luxor Highlighters	Charlie
Leo Burnett India	Tide Detergent	Ice Cream
Leo Burnett India	Tide Detergent	Lipstick
JWT	Reynolds	Reynolds (Yes)
Ogilvy & Mather, Mumbai	Fevikwik	I can
Ogilvy & Mather, Mumbai	Fevikwik	Easier Done Than Said
JWT	Reynolds Gel Racer II Waterproof Pens	Submarine
JWT	Reynolds Gel Racer II Waterproof Pens	Anchor
JWT	Reynolds Gel Racer II Waterproof Pens	Diver

MEDIA AND PUBLICATIONS

JWT India	The Times of India	Muhmein Panni 2
JWT India	The Times of India	Muhmein Panni 1
Contract Advertising	DNA	Monk
Contract Advertising	DNA	Sauna
Contract Advertising	DNA Newspapers	DNA TYPO 3
Contract Advertising	DNA Newspapers	DNA TYPO 1
Contract Advertising	DNA Newspapers	Cup
I-Contract	Internet & Mobile Association of India	Gossip Tree

AGENCY

BRAND

CAPTION

BUSINESS AND HOME SERVICES

ideas@work	Bigadda.com	Bheja Fry
ideas@work	Bigadda.com	ABC
Ogilvy & Mather Pvt.Ltd	Rohan Mihira	Lights - Lamp Post

RETAIL ADVERTISING

Joshbro Communications	Lawrence & Mayo	Gambler
Mudra Communications Pvt. Ltd.	Big Bazaar	Bike
Mudra Communications Pvt. Ltd.	Big Bazaar	Cart
Leo Burnett India	McDonald's Mumbai	Zebra
Leo Burnett India	McDonald's Mumbai	Escape
Ogilvy & Mather, Mumbai	Danai Bookstore	Sci fi
Ogilvy & Mather, Mumbai	The Reader's Shop	Kid
Ogilvy & Mather, Mumbai	The Reader's Shop	Teenager
Ogilvy & Mather, Mumbai	The Reader's Shop	Old Man
Ogilvy & Mather, Mumbai	Danai Bookstore	Erotica
JWT	Soam Vegetarian Restaurant	Fish
Contract Advertising	Oxford Bookstore	Dictionary
Contract Advertising	Oxford Bookstore	Day

TRAVEL, ENTERTAINMENT AND LEISURE

Mudra Communications	Maharastra Tourism	Animal - Monkey
Mudra Communications	Maharastra Tourism	Animal - Squirrel
Grey Worldwide India Pvt. Ltd.	TCI	Can
Grey Worldwide India Pvt. Ltd.	TCI	Bottle
Grey Worldwide India Pvt. Ltd.	TCI	Paper - Cup

AGENCY	BRAND	CAPTION
Saatchi & Saatchi	Cox & Kings	Paris
Saatchi & Saatchi	Cox & Kings	Goa - Rooster
Leo Burnett India	Maneland Jungle Lodge	Horny Doe
JWT India	International Yoga Festival	Stretch Festival Outdoor & Street Theatre
Ogilvy & Mather Pvt. Ltd.	Vodafone Ranga Shankara Theatre Festival 07	Brains
Ogilvy & Mather Pvt. Ltd.	Vodafone Ranga Shankara Theatre Festival 07	Breathe
Ogilvy & Mather Pvt. Ltd.	Vodafone Ranga Shankara Theatre Festival 07	Roots
Ogilvy & Mather Pvt. Ltd.	Vodafone Ranga Shankara Theatre Festival 07	Monster
Ogilvy & Mather Pvt. Ltd.	Vodafone Ranga Shankara Theatre Festival 07	Elephant

AGENCY

BRAND

CAPTION

CORPORATE

Contract Advertising	JobsBandhu.com	Father
Euro RSCG Advertising Pvt. Ltd.	Roots Revival Society	Divya
Euro RSCG Advertising Pvt. Ltd.	Roots Revival Society	Anand
Ogilvy & Mather Pvt. Ltd.	Personal Computers & Laptops	Save Trees
Contract Advertising	Shoppers Stop	Crime
Contract Advertising	Shoppers Stop	War

PUBLIC SERVICE, APPEALS AND CHARITY

Contract Advertising (India) Pvt. Ltd.	Society for Better Environment	City within Limits 2
Euro RSCG	Children of the World (India) Trust	Shadow
Grey Worldwide India Pvt. Ltd.	PETA	Penguin
Ogilvy & Mather, Mumbai	WWF	Plant More Lives 'Bird'
Ogilvy & Mather, Mumbai	WWF	Plant More Lives 'Fish'
Ogilvy & Mather, Mumbai	The Indian Assn. for Promotion Of Adoption & Child Welfare	Two Mothers 01
Contract Advertising	Dignity Homes	Airhostess
Ogilvy & Mather Pvt. Ltd.	Apollo Hospital	Questions 'Reincarnation'
Ogilvy & Mather Pvt. Ltd.	Apollo Hospital	Questions 'Afterlife'
Ogilvy & Mather Pvt. Ltd.	Apollo Hospital	Questions 'Spirits'
Ogilvy & Mather Pvt. Ltd.	WWF	Optical Illusion Rhino
Ogilvy & Mather Pvt. Ltd.	WWF	Optical Illusion Tiger
Ogilvy & Mather Pvt. Ltd.	Sanctuary	Binocular
Ogilvy & Mather Pvt. Ltd.	Sanctuary	Hiking Pole
Ogilvy & Mather Pvt. Ltd.	WWF	Hard to Find

DIRECT

AGENCY

BRAND

CAPTION

FLAT MAIL

Joshbro Communications

Lawrence & Mayo

Visiting Card

Bates David Enterprise

Barbeque Nation

Tariff Card

DIMENSIONAL MAIL

Publicis Ambience Advertising
Pvt. Ltd.

Fizzique Fitness Centre

Slim Calendar

DIRECT RESPONSE (THROUGH PRINT,TV,RADIO OR ONLINE MEDIA)

Publicis Ambience
Advertising Pvt. Ltd.

Sanctuary Asia Magazine

Obituary

PRINT SINGLE

FOOD & BEVERAGES

Leo Burnett India

Complan

Tattoo

TOILETRIES, COSMETICS & HEALTH CARE

Euro RSCG Mumbai

Just Handwash

Worm

Leo Burnett India

Tiger Balm

Knee Head

CLOTHING, INNERWEAR, FOOTWEAR AND ACCESSORIES

Makani Creatives Pvt. Ltd.

ID Shoes

ID Biker

Makani Creatives Pvt. Ltd.

ID Shoes

ID Tattoo Artist

Makani Creatives Pvt. Ltd.

ID Shoes

ID Traveller

AGENCY

BRAND

CAPTION

Makani Creatives Pvt. Ltd.

ID Shoes

ID Music DJ

Bates David Enterprise

Killer Jeans

Crash Test Human

Bates David Enterprise

Killer Jeans

Landmine Detonator

Leo Burnett India

Gnomon Binoculars

Snake

Contract Advertising

Trend air cushioned shoes

Dog Tail

HOUSEHOLD AND BUSINESS APPLIANCES

Ogilvy & Mather, Mumbai

Videocon Washing Machines Chimney

Ogilvy & Mather, Mumbai

Videocon Washing Machines Drain

Ogilvy & Mather, Mumbai

Videocon Washing Machines Dumper

AUTOMOTIVE VEHICLES AND ACCESSORIES

Contract Advertising

Pajero

Swan

TELECOM PRODUCTS AND SERVICES

Leo Burnett India

Reliance Mobiles

Spy

HOUSEHOLD PRODUCTS AND MAINTENANCE

Ogilvy & Mather, Mumbai

Fevikwik

Easier Done Than Said

MEDIA AND PUBLICATIONS

Rediffusion DYR

Times of India

Ludhiana Launch-Inderjit Bedi

Rediffusion DYR

Times of India

Ludhiana Launch-Rohit Bawa

Rediffusion DYR

Times of India

Ludhiana Launch-Daljit Singh

Contract Advertising

DNA Newspapers

DNA TYPO 4

BUSINESS AND HOME SERVICES

Ogilvy & Mather, Mumbai

Photolibrary.com

Taj

Ogilvy & Mather, Mumbai

Photolibrary.com

Bride

AGENCY

BRAND

CAPTION

RETAIL ADVERTISING

Cheil Worldwide	The SM Store	Doggy Style
TBWA / India	Evok	Curtain
Leo Burnett India	McDonald's Mumbai	Zebra
Contract Advertising	Shoppers' Stop	CEO
Contract Advertising	Shoppers' Stop	Car
Contract Advertising	Shoppers' Stop	Couple

TRAVEL, ENTERTAINMENT AND LEISURE

Euro RSCG Mumbai	Grand Hyatt Mumbai	Winter Menu
Grey Worldwide India Pvt. Ltd.	TCI	Can
Grey Worldwide India Pvt. Ltd.	TCI	Bottle
Ogilvy & Mather Pvt. Ltd.	Vodafone Ranga Shankara Theatre Festival 07	Roots

CORPORATE

Umbrella	The Times of India	Ganesha Everywhere
Umbrella	The Times of India	Ganesha Everywhere
Umbrella	The Times of India	Ganesha Everywhere
Umbrella	The Times of India	Ganesha Everywhere

PUBLIC SERVICE, APPEALS AND CHARITY

Grey Worldwide India Pvt. Ltd.	Megacabs	Whisky
Grey Worldwide India Pvt. Ltd.	Megacabs	Shots
JWT India	WWF India	Dominoes

INTEGRATED ADVERTISING

AGENCY

BRAND

CAPTION

FOOD & BEVERAGES

Ogilvy & Mather, Mumbai

5 star

beach,shopkeeper,cop,football

FINANCIAL SERVICES

Ogilvy & Mather, Mumbai

Axis Bank

Twins

RETAIL ADVERTISING

Leo Burnett India

McDonald's Mumbai

Baap ke zamaane ke dhaam

TRAVEL, ENTERTAINMENT AND LEISURE

Ogilvy & Mather, Mumbai

Indian Cricket League -
Chennai Superstars

Anything Is Possible

CORPORATE

Ogilvy & Mather, Mumbai

Vodafone

Make the most of now

INTERACTIVE DIGITAL ADVERTISING

AGENCY

BRAND

WEBSITE

OgilvyOne Worldwide

Bingo! Chips - Bingo on Bingo!

Hungama [Virtual Marketing (India) Pvt. Ltd.]

AXE VICE - Turns Nice Girls Naughty

WEB BANNERS

OgilvyOne - Mumbai

Vodafone - Bolo kya bajayein

VIRAL AND E-MAIL MARKETING

Saints And Warriors Communications Pvt. Ltd.

G2 - Pedro

JWT Group - RMG Connect

Unilever(Ponds) - Besame Mucho

Morish Interactive Pvt. Ltd.

DHFL - Do Drugs

Leo Burnett ARC Worldwide India

Getty Images - Visual World

RADIO SINGLE

AGENCY

BRAND

CAPTION

FOOD & BEVERAGES

Leo Burnett India

Heinz Chutney Sauce

Chinese

TOILETRIES, COSMETICS AND HEALTHCARE

Leo Burnett India

Tiger Balm

Daddy

Leo Burnett India

Tiger Balm

Pakao Shayar

Contract Advertising

Tejras Memory Capsules

Bathroom Singer (Eng.)

Ogilvy & Mather Pvt. Ltd.

Sanifresh

Hug

HOUSEHOLD AND BUSINESS APPLIANCES

Ogilvy & Mather, Mumbai

Videocon Integra
Widescreen LCD TV

Soap Opera

TELECOM PRODUCTS AND SERVICES

Ogilvy & Mather, Mumbai

Hutch

Hutch SML 'Prayer'

Ogilvy & Mather, Mumbai

Hutch

Hutch SML 'Leave'

FINANCIAL SERVICES

Leo Burnett India

HDFC Pension Plans

Pata Nahin Chala

AGENCY

BRAND

CAPTION

HOUSEHOLD PRODUCTS AND MAINTENANCE

Ogilvy & Mather, Mumbai

Apex Ultima

Dust Free (U.P.)

Euro RSCG Advertising Pvt. Ltd.

Lizol

Sthapna Diwas

MEDIA AND PUBLICATIONS

TBWA India

The History Channel

Bhajan

BUSINESS AND HOME SERVICES

Contract Advertising (I) Pvt. Ltd.

NIIT IFBI

Reporter

RETAIL ADVERTISING

Bates David Enterprise

Barbeque Nation

Darbaar

PUBLIC SERVICE, APPEALS AND CHARITY

JWT

Prerana

Uncle

FILM SINGLE

AGENCY

BRAND

CAPTION

FOOD & BEVERAGES

Ogilvy & Mather Pvt. Ltd.

Bingo Chips

Crunchy

Ogilvy & Mather Pvt. Ltd.

Bingo Chips

Flamingo

TOILETRIES, COSMETICS AND HEALTHCARE

Network Advertising Pvt. Ltd.

I-Pill

Bride

HOUSEHOLD AND BUSINESS APPLIANCES

Ogilvy & Mather, Mumbai

Videocon Air Conditioners

Affair

AUTOMOTIVE VEHICLES AND ACCESSORIES

Ogilvy & Mather, Mumbai

Bajaj DTS-Si

Invisible

TELECOM PRODUCTS AND SERVICES

Ogilvy & Mather, Mumbai

Vodafone

Alerts 'Couple'

Ogilvy & Mather, Mumbai

Vodafone

Alerts 'Onions'

Ogilvy & Mather

MotoRokr

Abhishek Head Bob

HOUSEHOLD PRODUCTS AND MAINTENANCE

Ogilvy & Mather, Mumbai

Fevicol

Joint Family

MEDIA AND PUBLICATIONS

Ogilvy & Mather, Mumbai

Neo Sports

Rusty Nail

PUBLIC SERVICE, APPEALS AND CHARITY

Ogilvy & Mather Pvt. Ltd.

Break Through

Is this justice ? Brother

AMBIENT MEDIA

AGENCY	BRAND	CAPTION
Ogilvy & Mather, Mumbai	Helpage India	Donation Box
Leo Burnett India	McDonald's Mumbai	Neck Deep in Sand
Leo Burnett India	Diet Coke	Live it light
Ogilvy & Mather, Kolkata	Blondes Salon	Fresh Hairstyles
Ogilvy & Mather, Kolkata	The Calcutta School of Music	Music Classes Bach: Gavotte
Leo Burnett India	McDonald's Mumbai	Fillet-o-Fish
Rediffusion DY&R	Apple ipod	Door
Meridian Communication Pvt. Ltd.	Trees for Free.Org	Money Collection Tree
Meridian Communication Pvt. Ltd.	Trees for Free.Org	Free Bird song
Meridian Communication Pvt. Ltd.	Trees for Free.Org	Free Flowers
Meridian Communication Pvt. Ltd.	Trees for Free.Org	Free Fruits
Meridian Communication Pvt. Ltd.	Trees for Free.Org	Free Rain
Meridian Communication Pvt. Ltd.	Trees for Free.Org	Free Oxygen
Meridian Communication Pvt. Ltd.	Trees for Free.Org	Free Air Conditioning
Meridian Communication Pvt. Ltd.	Trees for Free.Org	Free Birdsong
Meridian Communication Pvt. Ltd.	Trees for Free.Org	Free Rain - Water Bottles
Meridian Communication Pvt. Ltd.	Trees for Free.Org	A Convenient Truth
Meridian Communication Pvt. Ltd.	Trees for Free.Org	Free Fruits
Leo Burnett India	Tide Detergent	Longest Clothes Line

THE FORCE BEHIND THE SPECTACLE

To say that the Ad Club Secretariat is a living personification of diligence and dedication; could not be an overstatement. The dynamics of the Abby awards has been on a continuous shift since its very inception, where the scale and the magnitude of the show has only grown from strength to strength. Throughout this progress graph, the only constant has been this group of 7 force drivers that are driven by the ultimate goal of perfection and to deliver a flawless show. Here's taking a bow for these behind-the-stage rock stars...



BIPIN R. PANDIT



ARATI SHIRODKAR



KETAN TRIVEDI



SMITA KHOT



NARAYAN



SURESH



GOPAL

ABBY 2008 AT GOAFEST

GOAFEST COMMITTEE



Bhaskar Das



Madhukar Kamath



Ajay Chandwani



Jagdeep Bakshi



Saugata Gupta



Subash Kamath

CHAIRMEN OF JURY



Abhinay Deo
Film Craft



Agnello Dias
Integrated



Bobby Pawar
Interactive



Josy Paul
Radio



K.V. Sridhar
Ambient & Out-of-home



Piyush Pandey
Films



Ravi Deshpande
Print



Ramesh Iyengar
Direct

JUDGES



Abhijit Avasthi



Adrian Mendonza



Amit Sharma



Anil Kakar



Anil Verma



Anup Chitnis



Anurag Hira



Ashish Khazanchi



Ashok Parab



Ashutosh Kharkhanis



B. Ramnathkar



Brijesh Jacob



Carlton D'silva



Chaya Brian Carvalho



Emmanuel Upputuru



Farida Sabnavis



Gajraj Rao



Haresh Moorjani



Jaikrit Rawat



Juju Basu



Juno Simon



K. B. Vinod



K. S. Chakravarthy



Leena Basrur



Mahendra Bhagat

ABBY 2008 AT GOAFEST



Mahesh Mathai



Mahesh Murthy



Manav Menon



Manish Ajaonkar



Manish Bhatt



Sagar Mahabaleshwarkar



Sajan Raj Kurup



Salil Sojwal



Sanjay Khare



Sanjay Sippy



Meera Sharath Chandra



Nitesh Tiwari



P. Maheshwari



Pankaj Miridul



Prashant Gadbole



Santosh Padhi



Satbir Singh



Sean Colaco



Senthil Kumar



Sharmishtha



Prashant Kanyalkar



Prasoon Pandey



Preeti Desai



Priti Nair



Pushendra Misra



Shoojit Sircar



Siddhartha Bindra



Sumantra Sengupta



Sunil Mahadik



Thomas Xavier



Raghu Bhat



Raj Nair



Rajiv Raja



Rajiv Rao



Rakshin Patel



Vibash Mehta



Vikram Gaikwad



Zarwan Patel



Ramanuj Shastry



Ravi Madkaikar



Rekha Nigam



Ritesh Nair



Ryan Menezes

ABBY 2008

CRAFT AWARDS

FILM CRAFT - Direction

Bronze
PRODUCTION HOUSE
Corcoise Films Pvt. Ltd.
BRAND
MotoRokr
CAPTION
Filmi Style



Bronze
PRODUCTION HOUSE
Corcoise Films Pvt. Ltd.
BRAND
Fevicol
CAPTION
Joint Family



Silver
PRODUCTION HOUSE
Corcoise Films Pvt. Ltd.
BRAND
Centerfruit
CAPTION
ATM



Silver
PRODUCTION HOUSE
Nirvana Films
BRAND
Neo Sports
CAPTION
Rusty Nail



Bronze
PRODUCTION HOUSE
Corcoise Films Pvt. Ltd.
BRAND
Hathi Cement
CAPTION
Ghost



Bronze
PRODUCTION HOUSE
Nirvana Films
BRAND
Airtel Mobile Services
CAPTION
No Man's Land



Silver
PRODUCTION HOUSE
Chrome Pictures Ltd.
BRAND
Idea Cellular
CAPTION
Caste War



Silver
AGENCY
JWT India
BRAND
International Yoga Festival
CAPTION
Stretch Festival



ABBY 2008

FILM CRAFT - Original Music Score

Gold
PRODUCTION HOUSE
Nirvana Films
BRAND
Neo Sports
CAPTION
Gas



Bronze
PRODUCTION HOUSE
Footcandles Film Pvt. Ltd
BRAND
Vodafone (Hutch)
CAPTION
Pink Ticker



Silver
PRODUCTION HOUSE
Nirvana Films
BRAND
Lee Jeans
CAPTION
Lee Skinny



Silver
AGENCY
Ogilvy & Mather, Mumbai
BRAND
Corporate
CAPTION
Heart Of India



Gold
PRODUCTION HOUSE
Ramesh Deo Production Pvt. Ltd.
BRAND
Nike
CAPTION
Traffic Jam



Bronze
PRODUCTION HOUSE
Footcandles Film Pvt. Ltd
BRAND
Vodafone
CAPTION
Art of Living



Silver
PRODUCTION HOUSE
Footcandles Films Pvt. Ltd.
BRAND
Reliance
CAPTION
Net Connect



Gold
PRODUCTION HOUSE
Ramesh Deo Production Pvt. Ltd.
BRAND
Hutch
CAPTION
Eskimo



ABBY 2008

FILM CRAFT - Sound Design

Silver
PRODUCTION HOUSE
Ramesh Deo Production Pvt. Ltd.
BRAND
Tata Safari Dicor
CAPTION
Lines



Bronze
PRODUCTION HOUSE
ideas@work
BRAND
Bigadda.com
CAPTION
Scribbles



Bronze
PRODUCTION HOUSE
Ramesh Deo Production Pvt. Ltd.
BRAND
NIKE
CAPTION
Traffic Jam



Gold
PRODUCTION HOUSE
Nirvana Films
BRAND
Neo Sports
CAPTION
Gas



FILM CRAFT - Animation

Bronze
PRODUCTION HOUSE
Keroscene Films Pvt. Ltd.
BRAND
Ultratech Cement
CAPTION
Maine Kal Ko Dekha Hai



Gold
PRODUCTION HOUSE
Nirvana Films
BRAND
Bajaj Motorcycles
CAPTION
Appearances



Silver
PRODUCTION HOUSE
Nirvana Films
BRAND
Neo Sports
CAPTION
Rusty Nail



RADIO CRAFT - Writing

Silver

Bronze
AGENCY
Happy
BRAND
Radio One Bangalore
CAPTION
Chamrajpet Charles - Down Under



ABBY 2008

Bronze
AGENCY
Leo Burnett India
BRAND
Reliance Mobile
CAPTION
Highway



Silver
AGENCY
Leo Burnett India
BRAND
Reliance Mobile
CAPTION
Railway Station



RADIO CRAFT - Voice Performance

Silver
AGENCY
Lingo India Pvt. Ltd.
BRAND
Reliance Mobile
CAPTION
Superior Voice Clarity - Railway



RADIO CRAFT - Production

Bronze
AGENCY
Lingo India Pvt. Ltd.
BRAND
Reliance Mobile
CAPTION
Superior Voice Clarity - Highway



Silver
AGENCY
Leo Burnett India
BRAND
HDFC Pension Plans
CAPTION
Pata nahin chala



Gold
AGENCY
Mudra Communications Pvt. Ltd.
BRAND
Cycle Pure Agarbathies
CAPTION
Jai Jagdish Hare
Jai Dev... Jai Dev



Silver
AGENCY
Happy
BRAND
Radio One Bangalore
CAPTION
Chamrajpet Charles - Down Under



Silver
AGENCY
Lingo India Pvt. Ltd.
BRAND
Reliance Mobile
CAPTION
Superior Voice Clarity - Railway



ABBY 2008

Gold
AGENCY
Lingo India Pvt. Ltd.
BRAND
Cycle Agarbatti
CAPTION
Bagwaan



PRINT CRAFT
Bronze
AGENCY
Leo Burnett India
BRAND
Getty Images
CAPTION
Hanging



PRINT CRAFT
Bronze
AGENCY
Percept H
BRAND
Crystal Restaurant
CAPTION
Music



PRINT CRAFT
Bronze
AGENCY
Ogilvy & Mather, Mumbai
BRAND
Taj Mahal Tea
CAPTION
Monk



PRINT CRAFT & OUT-OF-HOME CRAFT - Art Direction

PRINT CRAFT
Bronze
AGENCY
Saatchi & Saatchi
BRAND
Cox & Kings
CAPTION
Goa - Religion



PRINT CRAFT
Bronze
AGENCY
Publicis Ambience Advertising Pvt. Ltd.
BRAND
Ashish Khazanchi
CAPTION
Bang Bang



PRINT CRAFT
Bronze
AGENCY
JWT India
BRAND
Lux
CAPTION
Flower 1



PRINT CRAFT
Bronze
AGENCY
Euro RSCG Advertising Pvt. Ltd.
BRAND
Disprin
CAPTION
Hate



ABBY 2008

PRINT CRAFT

Bronze
AGENCY
Ogilvy & Mather, Mumbai
BRAND
WWF
CAPTION
Plant More Lives "Fish"



PRINT CRAFT

Silver
AGENCY
Mudra Communications Pvt. Ltd.
BRAND
Cycle Pure Agarbathies
CAPTION
Goddess Laxmi



PRINT & OUT-OF-HOME CRAFT

Gold
AGENCY
Leo Burnett India
BRAND
Luxor Highlighters
CAPTION
Charlie
Hitler
Che



PRINT CRAFT

Bronze
AGENCY
Ogilvy & Mather, Mumbai
BRAND
Danai Bookstore
CAPTION
Murder Mystery



PRINT CRAFT & OUT-OF-HOME CRAFT - Illustration

PRINT & OUT-OF-HOME CRAFT

Silver
AGENCY
Saatchi & Saatchi
BRAND
Cox & Kings
CAPTION
America
London Bridge
Statue of Liberty
Eiffel Tower



PRINT CRAFT

Silver
AGENCY
ideas@work
BRAND
Bigadda.com
CAPTION
Rotating Trophy



PRINT CRAFT

Bronze
AGENCY
Leo Burnett India
BRAND
Tiger Balm
CAPTION
Headache



PRINT CRAFT

Bronze
AGENCY
Ogilvy & Mather, Mumbai
BRAND
WWF
CAPTION
Plant More Lives "Bird"



ABBY 2008

PRINT & OUT-OF-HOME CRAFT
Bronze
AGENCY
ideas@work
BRAND
Bigadda.com
CAPTION
Rotating Trophy



OUT-OF-HOME CRAFT
Silver
AGENCY
Leo Burnett India
BRAND
Tiger Balm
CAPTION
Backache



PRINT CRAFT & OUT-OF-HOME CRAFT - Photography

Silver
AGENCY
ideas@work
BRAND
Stephens Brothers
CAPTION
Bond Street



Gold
AGENCY
ideas@work
BRAND
Stephens Brothers
CAPTION
Estd. 1919



PRINT CRAFT
Silver
AGENCY
Cheil Worldwide
BRAND
Samsung Mobile
CAPTION
Bangalore



OUT-OF-HOME CRAFT
Silver
AGENCY
Leo Burnett India
BRAND
Reliance Mobiles
CAPTION
Bin & Bush



Silver
AGENCY
ideas@work
BRAND
Stephens Brothers
CAPTION
Suffragettes



PRINT CRAFT & OUT-OF-HOME CRAFT - Typography

PRINT CRAFT
Bronze
AGENCY
Euro RSCG Advertising Pvt. Ltd.
BRAND
Disprin
CAPTION
Hate



ABBY 2008

PRINT & OUT-OF-HOME CRAFT

Bronze
AGENCY
Leo Burnett India
BRAND
Getty Images
CAPTION
Hanging
Shoot Out
Wrist Cut



PRINT CRAFT

Bronze
AGENCY
Ogilvy & Mather Pvt. Ltd.
BRAND
Bladecentre Servers
CAPTION
Words - Sniglets



PRINT & OUT-OF-HOME CRAFT

Gold
AGENCY
Leo Burnett India
BRAND
Luxor Highlighters
CAPTION
Che



PRINT CRAFT & OUT-OF-HOME CRAFT - Copywriting

PRINT CRAFT

Bronze
AGENCY
Ogilvy & Mather Pvt. Ltd.
BRAND
Bladecenter Servers
CAPTION
Words - Redundant



OUT-OF-HOME CRAFT

Silver
AGENCY
Contract Advertising
BRAND
Dignity Homes
CAPTION
Cocaine



CREATIVE AWARDS

OUT-OF-HOME : Food & Beverages

Bronze
AGENCY
Bates David Enterprise
BRAND
Frazer
CAPTION
Keep City Clean - Madam



ABBY 2008

Bronze
AGENCY
Leo Burnett India
BRAND
Glucon D
CAPTION
Beach



Silver
AGENCY
JWT India
BRAND
Diet Pepsi
CAPTION
Levi's



Gold
AGENCY
Ogilvy & Mather, Mumbai
BRAND
Marbels
CAPTION
Ship



Bronze
AGENCY
Euro RSCG Mumbai
BRAND
Veet Hair Remover
CAPTION
Goatee



OUT-OF-HOME: Toiletries, Cosmetics & Healthcare

Silver
AGENCY
Leo Burnett India
BRAND
Creamfills Xtra Candy
CAPTION
Garden



Silver
AGENCY
Ogilvy & Mather, Mumbai
BRAND
Taj Mahal Tea
CAPTION
Metamorphosis



Bronze
AGENCY
Euro RSCG India
BRAND
AutoPen
CAPTION
Almost Painless 2



Bronze
AGENCY
Ogilvy & Mather Pvt. Ltd.
BRAND
ENO
CAPTION
Gas Bags - Beauty Queen



ABBY 2008

OUT-OF-HOME: Clothing, Innerwear, Footwear & Accessories

Silver
AGENCY
Leo Burnett India
BRAND
Tiger Balm
CAPTION
Headaches In Bollywood



Bronze
AGENCY
ideas@work
BRAND
Stephens Bothers
CAPTION
Bond Street



Bronze
AGENCY
Contract Advertising
BRAND
VIP
CAPTION
Stretch



Bronze
AGENCY
Orchard Advertising
BRAND
Essilor - Crizal
CAPTION
Legendary Eyewear from Essilor - Dyallen



Silver
AGENCY
Contract Advertising
BRAND
Kara Skincare Wipes
CAPTION
Cafe



Bronze
AGENCY
JWT
BRAND
Levi's Sykes Detachables
CAPTION
DOG



Bronze
AGENCY
Contract Advertising
BRAND
Trend Air Cushioned Shoes
CAPTION
Dog Tail



Silver
AGENCY
ideas@work
BRAND
Stephens Brothers
CAPTION
Estd. 1919



ABBY 2008

OUT-OF-HOME: Household & Business Appliances

Silver
AGENCY
ideas@work
BRAND
Stephens Brothers
CAPTION
Suffragettes



Bronze
AGENCY
Rediffusion DYP
BRAND
Apple iPhone
CAPTION
Class Room



Bronze
AGENCY
Contract Advertising
BRAND
Morphy Richards Blender
CAPTION
Orange



Silver
AGENCY
Ogilvy & Mather, Mumbai
BRAND
Videocon Washing Machines
CAPTION
Drain



Silver
AGENCY
Leo Burnett India
BRAND
Gnomon Binoculars
CAPTION
Snake



Bronze
AGENCY
Contract Advertising
BRAND
Morphy Richards Blender
CAPTION
Pengolf



Bronze
AGENCY
Contract Advertising
BRAND
Morphy Richards Iron
CAPTION
Everest



Silver
AGENCY
Contract Advertising
BRAND
Morphy Richards Mixer - Grinder
CAPTION
Turmeric



ABBY 2008

FII

Silver
AGENCY
Contract Advertising
BRAND
Morphy Richards Blender
CAPTION
Watermelon



Bronze
AGENCY
Wieden + Kennedy
BRAND
Bullet
CAPTION
Andre



Silver
AGENCY
Contract Advertising
BRAND
Pajero
CAPTION
Swan



Bronze
AGENCY
Ogilvy & Mather, Mumbai
BRAND
Hutch
CAPTION
Hutch "Pigeon"



OUT-OF-HOME: Automotive Vehicles & Accessories

Bronze
AGENCY
Wieden + Kennedy
BRAND
Bullet
CAPTION
Paul



Bronze
AGENCY
Contract Advertising
BRAND
Pajero
CAPTION
Alligator



OUT-OF-HOME: Telecom Products & Services

Bronze
AGENCY
Leo Burnett India
BRAND
Reliance Mobile
CAPTION
Passenger



Bronze
AGENCY
Ogilvy & Mather, Mumbai
BRAND
Vodafone
CAPTION
Debate 2



ABBY 2008

OUT-OF-HOME: Financial Services

Silver
AGENCY
Cheil Worldwide
BRAND
Samsung Mobile
CAPTION
Calcutta



Silver
AGENCY
Ogilvy & Mather, Mumbai
BRAND
Vodafone
CAPTION
Debate 1



NIL

Bronze
AGENCY
Publicis Ambience Advertising Pvt. Ltd.
BRAND
Hit Insecticide
CAPTION
Faces - Saddam



OUT-OF-HOME: Household Products & Maintenance

Silver
AGENCY
Leo Burnett India
BRAND
Reliance Mobiles
CAPTION
Doctor



Gold
AGENCY
Ogilvy & Mather
BRAND
MotoRokr
CAPTION
Music Revolution



Bronze
AGENCY
Mudra Communications Pvt. Ltd.
BRAND
Godrej Ezee
CAPTION
Tag 3



Bronze
AGENCY
Leo Burnett India
BRAND
Tide Detergents
CAPTION
INK



ABBY 2008

Bronze
AGENCY
Leo Burnett India
BRAND
Tide Detergents
CAPTION
Ketchup



Silver
AGENCY
Publicis Ambience Advertising Pvt. Ltd.
BRAND
Hit Seek 'N' Kill
CAPTION
Toaster



Gold
AGENCY
JWT
BRAND
Reynolds Permanent Marker
CAPTION
Twins



Bronze
AGENCY
Contract Advertising
BRAND
DNA Money Financial Supplement
CAPTION
Louis Vuitton Bag



OUT-OF-HOME: Media & Publications

OUT-OF-HOME: Business & Home Services

Silver
AGENCY
Publicis Ambience Advertising Pvt. Ltd.
BRAND
Hit
CAPTION
Seek 'N' Kill



Gold
AGENCY
Leo Burnett India
BRAND
Luxor Highlighters
CAPTION
CHE



Bronze
AGENCY
Contract Advertising
BRAND
DNA
CAPTION
Mother - Daughter



Bronze
AGENCY
Ideas@Work
BRAND
Bigadda.com
CAPTION
Rotating Trophy



ABBY 2008

Bronze
AGENCY
Ogilvy & Mather Pvt. Ltd.
BRAND
Rohan Mihira
CAPTION
Lights - Side Lamp



Silver
AGENCY
Leo Burnett India
BRAND
Getty Images
CAPTION
Hanging



Gold
AGENCY
Leo Burnett India
BRAND
Getty Images
CAPTION
Shoot Out



Bronze
AGENCY
Ogilvy & Mather, Mumbai
BRAND
Dana! Bookstore
CAPTION
Murder Mystery



OUT-OF-HOME: Retail Advertising

Bronze
AGENCY
Ogilvy & Mather Pvt. Ltd.
BRAND
Rohan Mihira
CAPTION
Lights - Lamp Shade



Silver
AGENCY
Leo Burnett India
BRAND
Getty Images
CAPTION
Wrist Cut



Bronze
AGENCY
Mudra Communications Pvt. Ltd.
BRAND
Big Bazaar
CAPTION
Barber



Bronze
AGENCY
JWT
BRAND
Soam Vegetarian Restaurant
CAPTION
Chicken



ABBY 2008

Bronze
AGENCY
Contract Advertising
BRAND
Crossword
CAPTION
Salman Rushdie



Gold
AGENCY
Contract Advertising
BRAND
Crossword
CAPTION
Jane Austen



Bronze
AGENCY
Saatchi & Saatchi
BRAND
Cox & Kings
CAPTION
America



Bronze
AGENCY
Ogilvy & Mather, Mumbai
BRAND
Hot Wheels Cars
CAPTION
Bed



OUT-OF-HOME: Travel, Entertainment & Leisure

Silver
AGENCY
Contract Advertising
BRAND
Crossword
CAPTION
Agatha Christie



Bronze
AGENCY
Saatchi & Saatchi
BRAND
Cox & Kings
CAPTION
Dodo



Bronze
AGENCY
Leo Burnett India
BRAND
Maneland Jungle Lodge
CAPTION
Gay



Silver
AGENCY
Saatchi & Saatchi
BRAND
Cox & Kings
CAPTION
Eiffel Tower



ABBY 2008

OUT-OF-HOME: Corporate

Silver
AGENCY
Saatchi & Saatchi
BRAND
Cox & Kings
CAPTION
London Bridge



Bronze
AGENCY
Contract Advertising
BRAND
Code Red Films
CAPTION
Matrix



Silver
AGENCY
TBWA India
BRAND
Adidas
CAPTION
Impossible Calendar



Silver
AGENCY
Contract Advertising
BRAND
Code Red Films
CAPTION
Gladiator



Gold
AGENCY
Saatchi & Saatchi
BRAND
Cox & Kings
CAPTION
Statue of Liberty



Bronze
AGENCY
Contract Advertising
BRAND
Shoppers Stop
CAPTION
Tree



Silver
AGENCY
Contract Advertising
BRAND
Code Red Films
CAPTION
Titanic



Silver
AGENCY
Contract Advertising
BRAND
Shoppers Stop
CAPTION
Kid



ABBY 2008

OUT-OF-HOME: Public Service, Appeals & Charity

Bronze
AGENCY
Ogilvy & Mather, Mumbai
BRAND
WWF
CAPTION
Plant More Lives "Elephant"



Bronze
AGENCY
Contract Advertising
BRAND
Aadhar
CAPTION
Family Name



Silver
AGENCY
Contract Advertising (India) Pvt. Ltd.
BRAND
Society For Better Environment
CAPTION
City within Limits 1



Silver
AGENCY
Contract Advertising
BRAND
Dignity Homes
CAPTION
Beatles



Bronze
AGENCY
Contract Advertising
BRAND
Dignity Homes
CAPTION
Cocaine



Bronze
AGENCY
Ogilvy & Mather Pvt. Ltd.
BRAND
WWF
CAPTION
Optical Illusion Turtle



Silver
AGENCY
JWT India
BRAND
WWF India
CAPTION
Dominoes



Bronze
AGENCY
Grey Worldwide India Pvt. Ltd.
BRAND
Samvadana
CAPTION
Wedding Card



DIRECT CATEGORY: Flat Mail

ABBY 2008

PRINT SINGLE: Food & Beverages

Bronze
AGENCY
Ogilvy & Mather Pvt. Ltd.
BRAND
Bingo Chips
CAPTION
Aerosmith



Bronze
AGENCY
Leo Burnett India
BRAND
Heinz Tomato Ketchup
CAPTION
Railway Station



Bronze
AGENCY
JWT
BRAND
KitKat
CAPTION
Pen



Bronze
AGENCY
Ogilvy & Mather, Mumbai
BRAND
Cadbury Bournvita
CAPTION
Mom Three
Mom Two
Mom One



Bronze
AGENCY
Ogilvy & Mather Pvt. Ltd.
BRAND
Vodafone Ranga Shankara
Theatre Festival 07



Bronze
AGENCY
JWT
BRAND
Diet Pepsi
CAPTION
Splash



Bronze
AGENCY
Ogilvy & Mather, Mumbai
BRAND
Marbels
CAPTION
Ship
Bus
Train



Bronze
AGENCY
Ogilvy & Mather Pvt. Ltd.
BRAND
Bingo Chips
CAPTION
Cart - Truck



ABBY 2008

Bronze
AGENCY
Leo Burnett India
BRAND
Complan
CAPTION
Colour



Bronze
AGENCY
Leo Burnett India
BRAND
Creamfills Xtra Candy
CAPTION
Garden



Bronze
AGENCY
Euro RSCG Mumbai
BRAND
Just Handwash
CAPTION
Maggot



Bronze
AGENCY
Leo Burnett India
BRAND
Tiger Balm
CAPTION
Headache
Kneeache
Backache



PRINT SINGLE: Toiletries, Cosmetics & Healthcare

Bronze
AGENCY
Leo Burnett India
BRAND
Heinz Tomato Ketchup
CAPTION
Bar



Bronze
AGENCY
Mudra Communications Pvt. Ltd.
BRAND
Itch Guard
CAPTION
Zip



Bronze
AGENCY
Grey Worldwide India Pvt. Ltd.
BRAND
Anne French Hair Remover
CAPTION
Crossdress 1
Crossdress 2
Crossdress 3



Bronze
AGENCY
Ogilvy & Mather, Mumbai
BRAND
KamaSutra Condoms
CAPTION
Astronaut
Sailor
Soldier



ABBY 2008

PRINT SINGLE: Clothing, Innerwear, Footwear & Accessories

Silver
AGENCY
JWT India
BRAND
Lux
CAPTION
Flower 3
Flower 2
Flower 1



Bronze
AGENCY
JWT
BRAND
Levi's Sykes Detachables
CAPTION
Dog



Silver
AGENCY
ideas@work
BRAND
Stephens Brothers
CAPTION
Estd. 1919
Bond Street
Accessories
Suffragettes



PRINT SINGLE: Automotive Vehicles and Accessories

Bronze
AGENCY
Wieden + Kennedy
BRAND
Bullet
CAPTION
Inder
Bruno
Paul
Meghna



PRINT SINGLE: Household & Business Appliances

Silver
AGENCY
Ogilvy & Mather, Mumbai
BRAND
Pond's Age Miracle
CAPTION
48
38
29



Bronze
AGENCY
Contract Advertising
BRAND
Trend Air Cushioned Shoes
CAPTION
Mines



Silver
AGENCY
Fortune Communications Ltd.
BRAND
Godrej Air Conditioner
CAPTION
Refrigerator 1



PRINT SINGLE: Telecom Products & Services

Bronze
AGENCY
Leo Burnett India
BRAND
Reliance Mobiles
CAPTION
Doctor



ABBY 2008

PRINT SINGLE: Financial Services

Bronze
AGENCY
Ogilvy & Mather, Mumbai
BRAND
Vodafone
CAPTION
Picture SMS "Castles in the air"
Picture SMS "Cats & Dogs"
Picture SMS "Black Sheep"



Silver
AGENCY
Cheil Worldwide
BRAND
Samsung Mobile
CAPTION
Delhi
Calcutta
Bangalore
Mumbai
Chennai



Bronze
AGENCY
Alok Nanda & Company
Communications Pvt. Ltd.
BRAND
Marico Limited
CAPTION
Our Chief Financial Officer



Bronze
AGENCY
Leo Burnett India
BRAND
Centurion Bank of Punjab
CAPTION
Home Loans



PRINT SINGLE: Household Products & Maintenance

Silver
AGENCY
Ogilvy & Mather, Mumbai
BRAND
Vodafone
CAPTION
Debate 2



Gold
AGENCY
Ogilvy & Mather, Mumbai
BRAND
Vodafone
CAPTION
Debate 1



Bronze
AGENCY
Meridian Communications Pvt. Ltd.
BRAND
Principal Global Opportunities Fund
CAPTION
Russia



Bronze
AGENCY
Saatchi & Saatchi Adv. Pvt. Ltd.
BRAND
Ariel
CAPTION
Sock
Thong
Underwear



ABBY 2008

Bronze
AGENCY
Leo Burnett India
BRAND
Tide Detergent
CAPTION
Ink
Oil
Sauce



Bronze
AGENCY
Ogilvy & Mather, Mumbai
BRAND
Fevikwik
CAPTION
I Can



Silver
AGENCY
Mudra Communications Pvt. Ltd.
BRAND
Cycle Pure Agarbathies
CAPTION
Lord Hanuman
Lord Shiva
Goddess Laxmi



Gold
AGENCY
JWT
BRAND
Reynold Permanent Marker
CAPTION
Twins



PRINT SINGLE: Media & Publications

Bronze
AGENCY
Publicis Ambience Advertising Pvt. Ltd.
BRAND
Hit Seek 'N' Kill
CAPTION
Deep Reach



Bronze
AGENCY
Euro RSCG Advertising Pvt. Ltd.
BRAND
Harpic Drain Opener
CAPTION
Light 1
Light 2
Light 3



Gold
AGENCY
Leo Burnett India
BRAND
Luxor Highlighters
CAPTION
Che
Charlie
Hitler



Bronze
AGENCY
Bates David Enterprise
BRAND
Pioneer
CAPTION
Since 1864 - Clinton
Since 1864 - Vietnam



ABBY 2008

Bronze
AGENCY
JWT
BRAND
Star Movies
CAPTION
Stuart Little II



Silver
AGENCY
Bates David Enterprise
BRAND
Indiatimes.com
CAPTION
Judge
Old Lady
Nerd



Bronze
AGENCY
Mudra Communications Pvt. Ltd.
BRAND
Big Bazaar
CAPTION
Cart
Bike
Barber



Bronze
AGENCY
TBWA/India
BRAND
Evok
CAPTION
Shoe Rack



PRINT SINGLE: Business & Home Services

Bronze
AGENCY
Leo Burnett India
BRAND
Getty Images
CAPTION
Shoot Out
Hanging
Wrist Cut



PRINT SINGLE: Retail Advertising

Bronze
AGENCY
Cheil Worldwide
BRAND
The SM Store
CAPTION
Pee



Bronze
AGENCY
TBWA/India
BRAND
Evok
CAPTION
Lamp



Bronze
AGENCY
Percept H
BRAND
Crystal Restaurant
CAPTION
Music
Sink
Fan



ABBY 2008

PRINT SINGLE: Travel, Entertainment & Leisure

PRINT SINGLE: Corporate

Bronze
AGENCY
Rediffusion DYR
BRAND
Club Zeros
CAPTION
Men's Rights



Bronze
AGENCY
Saatchi & Saatchi
BRAND
Cox & Kings
CAPTION
Goa - Rooster



Silver
AGENCY
Ogilvy & Mather, Mumbai
BRAND
HotWheels Cars
CAPTION
Chair
Table
Bed



Bronze
AGENCY
Leo Burnett India
BRAND
Creamfills Xtra Candy
CAPTION
Football
Cough
Ring



Bronze
AGENCY
Ogilvy & Mather, Mumbai
BRAND
The Reader's Shop
CAPTION
Teenager
Old Man



Bronze
AGENCY
Saatchi & Saatchi
BRAND
Cox & Kings
CAPTION
Goa Religion



Bronze
AGENCY
Euro RSCG Advertising Pvt. Ltd.
BRAND
Golden Academy
CAPTION
Speech Blurb - Green



Bronze
AGENCY
JWT
BRAND
Lead India
CAPTION
Do
Undo Or Die
If I Ran



ABBY 2008

Gold
AGENCY
Saatchi & Saatchi
BRAND
Cox & Kings
CAPTION
Statue of Liberty
London Bridge
Effiel Tower



Bronze
AGENCY
Ogilvy & Mather, Mumbai
BRAND
The Indian Association For Promotion
Of Adoption & Child Welfare
CAPTION
Two Mothers 03
Two Mothers 02
Two Mothers 01



Bronze
AGENCY
Ogilvy & Mather Pvt. Ltd.
BRAND
Apollo Hospital
CAPTION
Questions - Reincarnation
Questions - After Life
Questions - Spirits



**INTEGRATED ADVERTISING: Toiletries,
Cosmetics & Healthcare**

Silver
AGENCY
Leo Burnett India
BRAND
Tide Detergent
CAPTION
Send Stains Back To Where They Are



PRINT SINGLE: Public Service, Appeals & Charity

Bronze
AGENCY
JWT
BRAND
Sanctuary Asia
CAPTION
Buddha



Bronze
AGENCY
Contract Advertising
BRAND
Aadhar
CAPTION
Family Name



INTEGRATED ADVERTISING: Food & Beverages

Silver
AGENCY
Ogilvy & Mather Pvt. Ltd.
BRAND
Bingo Chips



**INTEGRATED ADVERTISING: Clothing, Innerwear,
Footwear & Accessories**

Silver
AGENCY
JWT
BRAND
Nike
CAPTION
Gutsy Cricket



ABBY 2008

INTEGRATED ADVERTISING: Household & Business Appliances

NO FINALIST

INTEGRATED ADVERTISING: Telecom Products & Services



Bronze
AGENCY
Redifussion DYR
BRAND
Airtel
CAPTION
Barriers Break

Bronze
AGENCY
Leo Burnett India
BRAND
Reliance Mobile
CAPTION
Bol India Bol



INTEGRATED ADVERTISING: Household Products & Maintenance



Bronze
AGENCY
Ogilvy & Mather, Mumbai
BRAND
Fevicol

INTEGRATED ADVERTISING: Automotive Vehicles & Accessories

NO FINALIST



Bronze
AGENCY
Ogilvy & Mather, Mumbai
BRAND
Hutch
CAPTION
Hutch SML Campaign

INTEGRATED ADVERTISING: Financial Services

NIL



Bronze
AGENCY
Leo Burnett India
BRAND
Luxor Highlighters
CAPTION
Highlight Whats Important

ABBY 2008

INTEGRATED ADVERTISING: Business & Home Services

Bronze
AGENCY
JWT
BRAND
Rin
CAPTION
Saboot



Bronze
AGENCY
ideas@work
BRAND
Bigadda.com
CAPTION
Let's Catch Up



INTEGRATED ADVERTISING: Retail Advertising

NIL

INTEGRATED ADVERTISING: Corporate

Bronze
AGENCY
Leo Burnett India
BRAND
Getty Images
CAPTION
Visual Communication



INTEGRATED ADVERTISING: Media & Publications

NO FINALIST



Silver
AGENCY
JWT India
BRAND
Sulekha.com
CAPTION
R.I.P Yellow Pages: YELLOWRIPPERS

INTEGRATED ADVERTISING: Travel, Entertainment & Leisure

Bronze
AGENCY
Ogilvy & Mather Pvt. Ltd.
BRAND
Vodafone Ranga Shankara
Theatre Festival 07



Gold
AGENCY
JWT India
BRAND
The Times of India
CAPTION
Lead India Poised



ABBY 2008

INTEGRATED ADVERTISING : Public Service, Appeals & Charity

Silver
AGENCY
Phoenix O&M Pvt. Ltd.
BRAND
Sri Lanka Federation Of The
Visually Handicapped
CAPTION
Seeing things Differently



Gold
AGENCY
Tribal DDB India
BRAND
MTV Roadies 5.0



Silver
AGENCY
Tribal DDB India
BRAND
MTV - Aila Tendulkar



INTERACTIVE DIGITAL ADVERTISING: Viral and E-mail Marketing

Bronze
AGENCY
Saints and Warriors
Communications Pvt. Ltd.
BRAND
G2 - Rasikbhai



INTERACTIVE DIGITAL ADVERTISING: Website

Bronze
AGENCY
Tribal DDB India
BRAND
MTV Roadies 5.0 Destruction



INTERACTIVE DIGITAL ADVERTISING: Web Banners

Bronze
AGENCY
Grey Worldwide India Pvt. Ltd.
BRAND
Ambuja Cement - Yeh Deewar
Nahin Tootegi!



Silver
AGENCY
Interface Communications Pvt. Ltd.
BRAND
Nanhi Kali - Child Abuse



Bronze
AGENCY
Morish Interactive Pvt. Ltd.
BRAND
DHFL - Donate Blood



ABBY 2008

INTERACTIVE DIGITAL ADVERTISING: Integrated Campaign

Bronze
AGENCY
Leo Burnett India
BRAND
Reliance Mobile - Bol India Bol



Bronze
AGENCY
Tribal DDB India
BRAND
MTV - Aila Tendulkar



Bronze
AGENCY
Ogilvy & Mather, Mumbai
BRAND
Centerfresh
CAPTION
NonStop



Bronze
AGENCY
Ogilvy & Mather, Mumbai
BRAND
Protex Happydent
CAPTION
Dabba



INTERACTIVE DIGITAL ADVERTISING: Mobile Innovation

NO FINALIST

RADIO SINGLE: Food & Beverages

Bronze
AGENCY
Ogilvy & Mather, Mumbai
BRAND
Dairy Milk
CAPTION
Arz Kiya Hai



RADIO SINGLE: Toiletries, Cosmetics & Healthcare

Bronze
AGENCY
JWT India
BRAND
Safi Blood Purifier
CAPTION
Beemaar



Bronze
AGENCY
Contract Advertising
BRAND
Tejras Memory Capsules
CAPTION
Bathroom Singer (Hindi)



ABBY 2008

RADIO SINGLE: Clothing, Innerwear, Footwear & Accessories

NO FINALIST

RADIO SINGLE: Household & Business Appliances

NIL

RADIO SINGLE: Automotive Vehicles & Accessories

NO FINALIST

RADIO SINGLE: Telecom Products & Services



Silver
AGENCY
Leo Burnett India
BRAND
Reliance Mobile
CAPTION
Railway Station

RADIO SINGLE: Financial Services

NIL

RADIO SINGLE: Household Products & Maintenance

Gold
AGENCY
Mudra Communications Pvt. Ltd.
BRAND
Cycle Pure Agarbathies
CAPTION
Jai Dev... Jai Dev



RADIO SINGLE: Household Products & Maintenance

Gold
AGENCY
Mudra Communications Pvt. Ltd.
BRAND
Cycle Pure Agarbathies
CAPTION
Jai Jagdish Hare



RADIO SINGLE: Media & Publications

NIL

RADIO SINGLE: Business & Home Services



Bronze
AGENCY
Ogilvy & Mather, Mumbai
BRAND
Just Dial
CAPTION
Mosquito



Bronze
AGENCY
Ogilvy & Mather, Mumbai
BRAND
Just Dial
CAPTION
Car Rental



Bronze
AGENCY
Ogilvy & Mather, Mumbai
BRAND
Just Dial
CAPTION
Placement

ABBY 2008

Bronze
AGENCY
Ogilvy & Mather, Mumbai
BRAND
Centerfruit
CAPTION
ATM



Bronze
AGENCY
Leo Burnett India
BRAND
Creamfills Xtra Candy
CAPTION
Garden



Silver
AGENCY
Ogilvy & Mather Pvt. Ltd.
BRAND
Bingo Chips
CAPTION
Fire Engine



FILM SINGLE: Toiletries, Cosmetics & Healthcare

NIL

FILM SINGLE: Clothing, Innerwear, Footwear & Accessories

FILM SINGLE: Household & Business Appliances

Silver
AGENCY
Ogilvy & Mather, Mumbai
BRAND
Videocon Air Conditioners
CAPTION
Clinic



FILM SINGLE: Automotive Vehicles & Accessories

Bronze
AGENCY
JWT
BRAND
Diet Pepsi
CAPTION
Phenomenon



Silver
AGENCY
Ogilvy & Mather Pvt. Ltd.
BRAND
Bingo Chips
CAPTION
Glad Bangles



Gold
AGENCY
JWT India
BRAND
Nike Cricket
CAPTION
Traffic



Silver
AGENCY
Ogilvy & Mather, Mumbai
BRAND
Tata Safari
CAPTION
Tata Safari "Lines"



ABBY 2008

FILM SINGLE: Telecom Products & Services

Bronze
AGENCY
Ogilvy & Mather, Mumbai
BRAND
Hutch
CAPTION
Hutch SML "Pet"



Silver
AGENCY
Rediffusion DYP
BRAND
Airtel
CAPTION
Barriers Break



FILM SINGLE: Financial Services

Bronze
AGENCY
Meridian Communication Pvt. Ltd.
BRAND
Axis Bank
CAPTION
Wedding Night



FILM SINGLE: Household Products & Maintenance

Bronze
AGENCY
JWT India
BRAND
Reynolds Permanent Marker
CAPTION
Mole Family



Bronze
AGENCY
Ogilvy & Mather, Mumbai
BRAND
Vodafone
CAPTION
Alerts "Elevator"



Silver
AGENCY
Ogilvy & Mather, Mumbai
BRAND
Hutch
CAPTION
MSN Live Search - Eskimo



Bronze
AGENCY
Rediffusion DY&R
BRAND
Reliance General Insurance
CAPTION
Water



Silver
AGENCY
Publicis Ambience Advertising Pvt. Ltd.
BRAND
Hit Insecticide Aerosol
CAPTION
Chinese News Broadcast



ABBY 2008

FILM SINGLE: Business & Home Services

FILM SINGLE: Travel, Entertainment & Leisure

Silver
AGENCY
Ogilvy & Mather, Mumbai
BRAND
Hathi Cement
CAPTION
Run



Bronze
AGENCY
ideas@work
BRAND
Bigadda.com
CAPTION
Friends Stay



Bronze
AGENCY
Ogilvy & Mather, Mumbai
BRAND
Indian Cricket League -
Chennai Superstars
CAPTION
Jujubi



Bronze
AGENCY
JWT India
BRAND
India Poised
CAPTION
Lead India - Tree



FILM SINGLE: Media & Publications

FILM SINGLE: Retail Advertising

FILM SINGLE: Corporate

FILM SINGLE: Public Service, Appeals & Charity

Gold
AGENCY
Ogilvy & Mather, Mumbai
BRAND
Neo Sports
CAPTION
Gas



NO FINALIST

Bronze
AGENCY
Leo Burnett India
BRAND
Reliance Mobile
CAPTION
Apun Ka Sapna



Bronze
AGENCY
JWT
BRAND
Domestic Violence
CAPTION
Domestic Violence



ABBY 2008

Bronze
AGENCY
Ogilvy & Mather Pvt. Ltd.
BRAND
Break Through
CAPTION
Is This Justice? Auto Driver



Bronze
AGENCY
Ogilvy & Mather, Mumbai
BRAND
HSBC
CAPTION
Swimming Pool



Silver
AGENCY
Leo Burnett India
BRAND
Karuna
CAPTION
Happy Kite Flying



Silver
AGENCY
Rediffusion DY&R
BRAND
Juice Salon
CAPTION
Hairstyles



AMBIENT MEDIA

Bronze
AGENCY
Fortune Communications Ltd.
BRAND
Karmayog
CAPTION
Adopt A Child



Bronze
AGENCY
Rediffusion DYT
BRAND
Sugar Free
CAPTION
Sugar Free Ants Muffin



Silver
AGENCY
JWT India
BRAND
International Yoga Festival
CAPTION
Stretch Festival: Street Theatre



Gold
AGENCY
JWT
BRAND
Care Foundation
CAPTION
Burden



ABBY 2008

GRAND PRIX

OUT-OF-HOME: Household Products & Maintenance

OUT-OF-HOME: Household Products & Maintenance

Grand Prix
AGENCY
Leo Burnett India
BRAND
Luxor Highlighters
CAPTION
Che

PRINT SINGLE: Household Products & Maintenance

Grand Prix
AGENCY
Leo Burnett India
BRAND
Luxor Highlighters
CAPTION
Che
Charlie
Hitler

RADIO: Household Products & Maintenance

Grand Prix
AGENCY
Mudra Communications Pvt. Ltd.
BRAND
Cycle Pure Agarbathies
CAPTION
Jai Dev... Jai Dev

INTEGRATED ADVERTISING: Corporate

Grand Prix
AGENCY
JWT India
BRAND
The Times of India
CAPTION
Lead India Poised

FILM SINGLE: Clothing, Innerwear, Footwear & Accessories

Grand Prix
AGENCY
JWT India
BRAND
Nike Cricket
CAPTION
Traffic

FILM CRAFT: Direction

Grand Prix
AGENCY
Nirvana Films
BRAND
Neo Sports
CAPTION
Gas

ABBY 2008 AT GOAFEST

AGENCYWISE METALS TALLY

(IN ALPHABETIC ORDER)

SR.NO.	AGENCY NAME	GRAND PRIX	GOLD	SILVER	BRONZE	FINALIST
1	Alok Nanda & Company Communications Pvt. Ltd.	0	0	0	1	0
2	Bates David Enterprise	0	0	2	2	7
3	Cheil Worldwide	0	0	2	1	5
4	Contract Advertising	0	1	10	18	28
5	Euro RSCG Advertising Pvt. Ltd.	0	0	0	5	10
6	Fortune Communications Ltd.	0	0	1	1	0
7	Grey Worldwide India Pvt. Ltd.	0	0	0	3	8
8	ideas@work	0	0	3	4	3
9	Interface Communications Pvt. Ltd.	0	0	1	0	0
10	JWT India	2	5	6	17	15
11	Leo Burnett India	2	3	10	22	46
12	Meridian Communication Pvt. Ltd.	0	0	0	2	12
13	Morish Interactive P. Ltd.	0	0	0	1	1
14	Mudra Communications Pvt. Ltd.	1	2	1	4	9
15	Ogilvy & Mather	0	5	14	39	66
16	Orchard Advertising Pvt. Ltd.	0	0	0	1	2
17	Percept H	0	0	0	1	1
18	Phoenix O&M Pvt. Limited	0	0	1	0	0
19	Publicis Ambience Advertising Pvt. Ltd.	0	0	3	2	8
20	Rediffusion DYR	0	1	2	5	7
21	Saatchi & Saatchi	0	2	2	5	6
22	Saints And Warriors Communications Pvt. Ltd.	0	0	0	1	1
23	TBWA / India	0	0	1	2	2
24	Tribal DDB India	0	1	1	2	0
25	Wieden + Kennedy	0	0	0	3	2
		5	20	60	142	239

PS All Grand Prix winners have been shown as having won a gold as well

Welcome Aboard !

LIFE / ANNUAL MEMBERSHIP :

- Mr. Prashant Nihalani
Asst. Manager
Allied Dumecq Spirits & Wine
- Ms. Anne Pinto-Rodrigues (Life Membership)
Mkt. Analyst
DP World Pvt. Ltd.
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Dainik Bhaskar
- Mr. Deepak Kumar
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Dainik Bhaskar
- Ms. Payal Shah Karwa
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- Ms. Selinda Kaler
Head of Sales (West)
Out of Home Media India Pvt. Ltd.
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- Mr. Ashok Bhagat
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- Mr. Nilesh Halde
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- Mr. Ishu Bhalla
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- Mr. Vikrant Shah
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Bennett, Coleman & Co. Ltd.
- Ms. Geeta Bhansali
Sr. Client Supervisor
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- Mr. Bhaskar Gupta
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Mr. Anil K. Aggarwal
(Life Membership)
General Manager

Pioneer Publicity Corp. Pvt. Ltd.

Mr. Gaurav Vasudeva (Life Membership)
Director
Pioneer Publicity Corp. Pvt. Ltd.

Mr. Sunil Vasudeva (Life Membership)
Director
Pioneer Publicity Corp. Pvt. Ltd.

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Mr. Naresh Mordani
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Exec. Director & CEO - GENX
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Mr. Sanjay Bhasin (Nominee)
VP Ad Sales
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Ms. Sita Lakshmi Narayan Swamy (Nominee)
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Mr. Subhash Rao (Life Membership)
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Mr. Vishal Desai
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