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NEWS

Four Indian agencies score at the MAA Worldwide Globe Awards

Dharm Patel

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The 27th MAA Worldwide Globe Awards was held on Oct. 15 at the Park Hyatt in Chicago, Illinois. The awards recognizes the very best of the best in marketing campaigns executed globally with its association partners - CAMPRO from Argentina, the APMA Stars from Australia & New Zealand, AMPRO from Brazil, CAPMA PROMO Awards from Canada, the JPM Awards from Japan, the PMAA Dragons of Asia, the Silver Mercury's from Russia and Ukraine, the IPM Awards from the UK and the PMA REGGIE Awards from the USA.

Entries were also received from Israel, South Africa and Ireland. Over 130 judges from 15 countries, representing agencies, clients, academia, media and industry associations reviewed over 300 campaigns from 25 countries in July and August this year. The Indian agencies that won at the MAA Globe Awards this year were Pulp Strategy, Bates Sercon, JWT Mumbai and DDB Mudramax.

Pulp Strategy won a bronze award in the category of Best Telecom, Utilities and Technology for its campaign, Learn with Yahoo - New to Net campaign. Bates Sercon won the silver award in the category of Best Consumer Durables - Auto, Appliances, Home Electronics for its campaign, Castrol PowerPlay. JWT Mumbai won the silver award in the category of Best Financial and Professional Services for its Coffin campaign for Birla Sun Life Insurance. DDB Mudramax won the bronze award in the category of Best Not for Profit, Charities, Public Sector for its Rush of Blood campaign for Uninor.

Elaborating on their winning campaign, Ambika Sharma, MD and CEO, Pulp Strategy Communications, said: "The Learn with Yahoo - New to Net Campaign was focused on enabling a change in consumer relationship from that of a known stranger to my close companion and my gateway to the Internet world. Yahoo is an enabler which eases the challenge for the new to net user being on the Internet for the first time by teaching, guiding and providing value to the consumer. The campaign strategy was to focus on the new to net consumers with an insight into their behaviour patterns. The campaign was an e-learning program which was assisted by local influencers and Internet café managers. The premise of the campaign was to create real value for the consumer."

Sharma further added: "With leading brands in the country focused steadily on innovation and the value for both the consumer and the brand which a structured brand experiential campaign powered by technology can create, campaigns which combine scale, creativity and effective outreach will continue to gain precedence. This win not only speaks of our work which has shone with 17 awards this year but also sets the pace for us to do better with each campaign in the future. Behind this win silently glows our constant endeavour to deliver innovation and results."



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- Manager Operations
- AV Staging & Rental Warehouse Manager
- Conference Producer - Industry Researcher (Project Manager)
- Social Media Marketing Manager

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