

MARKETING

www.businessline.in/marketing

5

O&M emerges winner at Tamizh Ad Awards

'Advertising Club may go international next year'

Our Bureau

Chennai, Oct. 2

At the first ever Tamizh Ad Awards event held here on Wednesday, O&M bagged the largest number of awards, 10 in all, including two golds and five silvers. This achievement also gave it the 'Sakalalakalavan' trophy for winning the maximum number of awards. JWT, with three golds and four bronzes, came next.

Speaking at the awards function organised by the Advertising Club Madras, Mr R. Seshadri, its President, said there had been 29 annual ad awards events but none focusing on work done in the regional language. "This

► *The brands that won their respective agencies most prizes across a number of categories included Hello FM, TVS Star City, Chinni's (CavinKare) and Vodafone.*

awards initiative is unique to our place and reflects the vast majority of the work done for the region," he added.

Saying that 366 entries were received from 46 entrants in 26 categories, Mr Seshadri said the Advertising Club was encouraged to go international next year, taking into consideration work done in countries such as Singapore and Malaysia which are home

to many Tamil-speaking people.

Awards were given away for the best ads in several categories of print, film, radio and poster, as well as direct mail, event, celebrity use, Internet, jingle, feature film promotion, punchline and rural advertising. O&M won the golds for its work on Vodafone's Cash and Carryover campaign in the Best Celebri-

ty Use category and Chinni's MMKR campaign in the Radio - Product category.

JWT won golds for its work on *The Times of India* campaigns in Film - Media, Jingle and Poster/Outdoor/Ambient Media categories. McCann Erickson won two golds for its TVS Starcity's Ambush campaign in the Film - Product and Punchline categories.

The brands that won their respective agencies most prizes across a number of categories included Hello FM, TVS Star City, Chinni's (CavinKare) and Vodafone.

The jury members were Mr Ramanujam Sridhar, CEO of the Bangalore-based brand-

comm; film director Mr Vishnu Vardhan; Mr S.K. Ramesh, Executive Vice-President & Head (Content), Hello FM; Mr Pradeep Milroy Peter, Programming Head, Star Vijay, and Mr Thomas Xavier, Chairman and National Creative Director, Orchard Advertising.

Daily Thanthi was the main sponsor of the awards function and the associate sponsors included the Ananda Vikatan group and Star Vijay.

Mr N. Murali, Managing Director of The Hindu group, launched the Web site of the Advertising Club Madras on the occasion.