

WELCOME

2021!

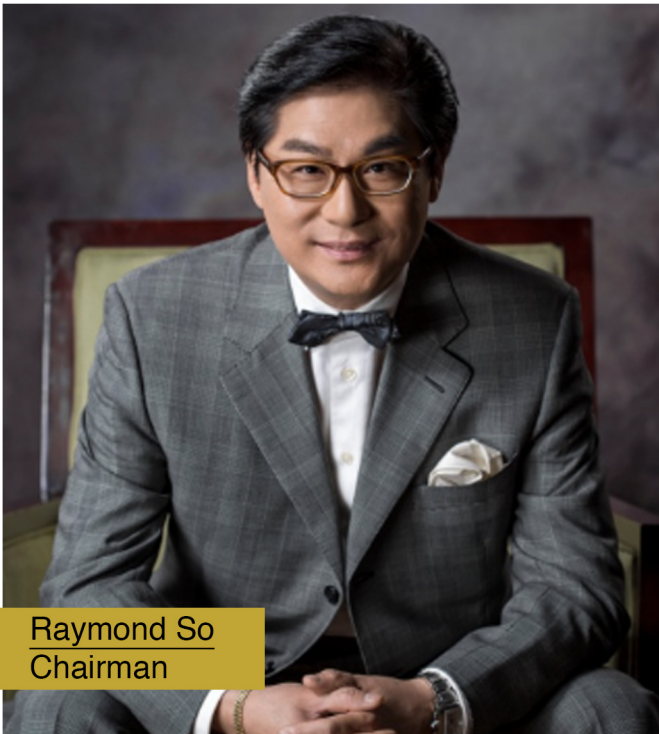
afaa

ASIAN FEDERATION OF
ADVERTISING ASSOCIATIONS

wishes you

HAPPY NEW YEAR

‘Under the ‘New Normal’



Raymond So
Chairman

2020 is an extraordinary year, the corona virus pandemic shut down the whole world. People have to stay home and social activities were banned. We could not travel overseas as many countries implemented strict quarantine policies. Many cities went through a long-locked down and everyone's life entered a new mode. The term "New Normal" became the most popular term and all organizations took drastic changes to adapt to this "New Normal". I would like to share with you AFAA's latest development under the New Normal.

The use of digital technology in our private and business life has taken the fast track during the pandemic. We took on new ways of digital communication and social interaction. On September 16, AFAA conducted our first General Body meeting online with enthusiastic support from all members. It was a pity we could meet each other in person but everyone participated via zoom and made valuable contributions to our future plans. We made the decision to implement a full and aggressive social media publicity program for AFAA. As a result, we have set up AFAA accounts on Twitter, Facebook, LinkedIn, and Instagram. AFAA activities will be promoted and shared through these platforms so more people can get informed and participate in AFAA activities.

We also decided to facilitate better learning by setting up a new AFAA Inspiration Talk series. The first speech took place on October 26 and we were so happy to have Gaur Gopal Das to address our members on the topic: "Life and Business in Successful Times". The speech was very well received and garnered 6000 impressions on line. We are going to continue the AFAA Inspiration Talk with speakers from around Asia and I hope you'll get inspired by our excellent speakers. All international congresses were cancelled in 2020 due to the pandemic.

We were faced with the same difficulties for DigiAsia which was scheduled in September in Taipei. Thanks to the persistence and hard work of our friends in Taipei, we put DigiAsia 2020 online. On Nov 3, we conducted DigiAsia as an event that combined DigiAsia (online) with AdTaiwan (offline). The theme was: "Transformation under the New Normal".

We had over 600 attendants in Taipei, 1,500 plus online participants, with over 4000 impressions. All the speech videos were uploaded on DigiAsia 2020 website and you can get access via the AFAA website.

The AFAA Newsletter which you are reading now is another key initiative. We want to increase awareness and visibilities of AFAA's mission and activities. In the past eight months, we have shared the 2020 CMO survey by Dentsu International, the "People in the Pandemic" consumer surveys from Taipei among our members. The AFAA newsletter aims at providing a platform for our members to understand other Asian markets better. All AFAA members are encouraged to share local observations and knowledge with the advertising world.

"Knowledge is power" and AFAA knowledge will be the driving force in the Asian Advertising market. The pandemic may have created many negative impacts on our life, but it has driven us to innovate and look for new opportunities. AFAA is taken positive actions and looks at the bright side of the "New Normal". I hope our new initiatives can foster stronger bonds and co-operations among AFAA members so we all come out of the pandemic stronger and better.

OUTREACH NEPAL WINS THE ECI AWARDS IN SHANGHAI, CHINA

Outreach Nepal wins the ECI Marketing Innovation Award for their “Basic Humanity” campaign, which was initiated at the beginning of March this year, amidst the global pandemic, when the entire world were locked inside houses with limited resources. The ECI festival was held in Shanghai from 16th to 18th December 2020.

ECI Awards was founded by IECIA (International Entrepreneurs, Creatives & Innovators Association).

ECI presents the global award in the arena of digital economy, which measures “Effectiveness of Innovation” as the evaluation criteria. It recognizes the most innovative achievements in the categories of business model, product, service, technology, marketing and management to encourage and inspire innovations applied in commercial, and creative industries around the world.

President of Advertising Association of Nepal, Rabindra Kumar Rijal congratulated the Outreach team and stated, ‘This is a great honor and a notable accomplishment for Nepalese advertising to be recognized in an international scene. It gives me immense pleasure and confidence that the future of our advertising industry is moving towards an optimistic track.

I congratulate the Team Outreach for incessantly bringing us such accolades and recognitions from the global platform and making both, our fraternity and our country proud.’

Raymond So, Chairman, Asian Federation of Advertising Associations (AFAA) receiving the award on behalf of Outreach Nepal at Shanghai praised the campaign and said, “I would like to congratulate Ujaya and his team for the inspiring campaign of Basic Humanity, which was adopted, replicated in multiple languages in several countries with a very positive note. The campaign was very relevant to current context. Basic Humanity campaign has brought forward the simple message of ‘Empathy’.

Another reassuring note was from Dr. Owen Jia, President, ECI Awards, he said, “Many Congratulations to the Outreach Nepal team for winning the ECI Marketing Innovation Award for the project “Basic Humanity”. This work focuses on the problems that is common to humans across culture and borders, it is emotional and very insightful.”

Ujaya Shakya, Founder Managing Director of the Outreach Nepal said, “As social beings, thanks to social media, that kept us sane amidst all the uncertainties and lockdown, we all were sharing our family-time, cooking, or social media challenges ranging from the book, one has read to the movies we watched. During the same time, we also noticed that there was a very popular trend of displaying food preparations on social media. Usually, they were nice lavish and appetizing cuisine from around the world. But in our mind, a question hovered, was this the right time to exhibit such luxuries! Let us be more empathetic, more human towards the less privileged. My team at Outreach took a small initiative using social media where we reminded people to stop displaying the lavish food images, just as a reminder of the “Basic Humanity” which is an integral part of all of us.”

For the first time most probably, the “Basic Humanity” campaign started in Nepal and was adapted by 6 countries and in 8 different languages, the campaign was noticed by major global advertising publications, they came forward and covered the campaign insights in their publications. Thanking ECI Awards for recognizing this very special work from Nepal.

Ujaya said, “Our small gesture was to bring forward the simple message of ‘Empathy’. If this effort can touch a single soul, we will be an effective humane creative agency and that’s the power we need in order to reinvent ourselves as the new age advertising professionals.”



In-Sup Shin awarded the Silver Tower Order of Industrial Merit



A Government award ceremony was held at the second floor of the Korea Advertising Culture Centre at 11:00 AM on 4th of December hosted by Korean Federation of Advertising Associations to award medals and commendations to 13 public advertisers who contributed to the development of the Korean advertising industry. This year, In-Sup Shin, a former visiting professor at Chung-Ang University's Graduate School of Journalism, won the Silver Tower Order of Industrial Merit.

Former Professor Shin entered the industry in 1965 and went through Honam Oil, Geumseongsa, and Heesung Industries, and he is considered one of the leading first-generation advertisers, including serving as a General Secretary of the Asia Advertising Conference, the first international advertising conference hosted by South Korea. After retiring from the field, he had taught students for more than 20 years and published a number of papers and books.

Meanwhile, the first Vice Minister of the Ministry of Culture, Sports and Tourism Young-Woo Oh attended the award ceremony and said in a congratulatory speech, "Advertising has become an influential industry that creates a new culture in a new era, delivers a story of hope and emotion." and he also said "The government will also work with all the advertising industry officials to overcome the crisis and support our society's voice."

2. Impact of Covid-19 in the Korean advertising industry. (Resource: Cheil Worldwide, 2020)



Covid-19 has changed the whole industry in South Korea. It rapidly accelerates the form of advertising from traditional media to digital due to the emphasis of Untact, and social distancing. In addition to this, new and cutting-edge technology has risen with the application of AI, VR, and AR to advertising. There is a sharp contraction in the advertising industry due to covid-19.

A large number of advertisers are reluctant to run an advertisement in the BTL and the promotion sections as well as a delay of run an advertisement in the same section.

Total ad spend for the first half of this year (2020) was \$46.7B which is decreased compare to the first half of last year (2019) of \$49.5B(-5.6%). It is clearly seen that the ad spend for the first half of the year (2020) is dramatically decreased in all area: Broadcast (TV, Radio etc.), Print (Newspaper and magazine) and OOH (Outdoor, Theatre etc.) compared to the first half of last year(2019). Especially, ad spend in the theatre sector recorded the largest decrease by 47.8% compared to the last year. The digital sector (Internet and Mobile), however, showed an increase in all sectors compared to the same period of the last year. Total ad spends of digital showed an increase from \$18.7B to \$20.5B compared to the same period of the previous year (+9.5%).



The Congress took place at the performance hall at Eslite Spectrum Songyan Store. Dozens of globally renowned experts were invited to share insights into global prospects and development, as well as the changes and solutions in international advertisement and marketing under five main themes. The themes are consumer transformation, marketer transformation, media transformation, agency transformation, and customer experience transformation.

DigiAsia is the most indicative digital event in Asia hosted by the Taipei Association of Advertising Agencies (TAAA) licensed by the Asian Federation of Advertising Associations (AFAA). Held once every two years in Taipei, Taiwan, it bridges Asia to global digital industries. At DigiAsia, professionals of various backgrounds and expertise engage in exchanges in the pursuit of potential collaborations.

DigiAsia 2020 is supported by the Department of Commerce, Bureau of Foreign Trade, Ministry of Economic Affairs, Department of Information and Tourism, Taipei City Government, Asian Federation of Advertising Associations (AFAA), Kaohsiung Association of Advertising Agencies (KAAA), International Advertising Association (IAA) Taipei Office, the Association of Accredited Advertising Agents of Taipei (4A), Taipei Media Agencies Association (MAA), the Digital Marketing Association (DMA), and Taiwan/Taipei International Public Relations Association (TIPRA). Your generous support is greatly appreciated. Though we couldn't meet in person at a difficult time like this, we saw strong enthusiasm among the support network. We hope that stability and normalcy can be restored soon, and we will see you at DigiAsia 2022 in Taipei!

AFAA website: www.afaaglobal.org

DigiAsia website: <http://digiasia.org.tw/2020>





DigiAsia 2020 held on November 3rd in Taipei was a big success.

DigiAsia 2020 “Transformation Under the New Normal” was held on November 3rd in Taipei which was a big success. 2020 has been a unique year for the world. The pandemic took a toll on both the economy and the lives of many. The only thing that remains unchanged is the constant change.

The Congress this year was initially put on hold due to the impacts of the pandemic, which include the uncertainty faced in the industry, market conservatism, increased difficulty in raising funds, safety concerns for international traveling, etc. At a time like this, it only feels right for DigiAsia to make use of its expertise in digital innovation. With the extensive support and assistance of many, the congress was held both physically and virtually, which echoes the theme, “Transformation Under the New Normal”. Through live streaming, participants who couldn’t make it in person could join the outstanding event online.

“This year, we are facing an unpredictable challenge of the COVID-19. It has brought many negative impacts all around the world, but it also creates a new opportunity to adopt digital technology. DigiAsia 2020 will focus on this transformation and hope that after the sharing from the experts of various insights everyone can find a new way to deal with”, were the welcoming words of Raymond So, Chairman of Asian Federation of Advertising Associations (AFAA) to all participants in the event. And the Chairman of Taipei Association of Advertising Agencies (TAAA) Evan Teng stated, “We are very pleased and grateful for all the participants offline and online at the DigiAsia 2020. To be able to gather with you here today is something we strived hard for. The pandemic has brought drastic changes to our lives. Nonetheless, so long as we unite with compassion and creativity, the situation will surely improve. We shall be able to meet and embrace one another in person again.”



We have for you some valuable snippets from the eminent speakers at DigiAsia 2020



Kentaro Kimura,
Chief Creative Officer,
Hakuhodo International, Founder
& ECD, Hakuhodo Kettle,
Hakuhodo & GROWWW

“We need to focus on what’s happening and forecast what will happen. Once a brand finds its North Star the product will have a bigger meaning. We must move from Product, Target, Message, and Advertising to Purpose, People, Plot, and Program respectively.”



Angela Chen,
Brand and Marketing
Dept. Vice President LINE
Taiwan Limited

“Through LINE we want to ‘Close the distance’. LINE has become indispensable to the social media platform. Some major observations in #covid19outbreak- How to ensure social participation ?; Stay Home and Live Streaming; Online shopping; handling misinformation and How to help small businesses.”



Neil Stewart,
Head of Agency – APAC,
Facebook

“Digital Transformation is real and shopping behavior has radically changed. The cost to reach the audience in a time of Covid has decreased. Digital Transformation offers a huge platform to tap in the power of optimization, creative power and shopping experience. Facebook offers a huge platform to give people their shopping experience.”



Kevin Lai,
Associate Director,
PwC Consulting Taiwan

“How do you serve the customers remotely? #ecommercestrategy - Online information | Remote guided selling through live walkaround and video calls | Remote customer service through home delivery | Customer insight to help tackle challenges.”



Marcy Kou,
CEO Asia,
Worldpanel Division Kantar

“Earlier people used to care and not take action. Now they Care and Take Action. How do we upsell products through experiences? Community overage and Digitalization has become the reinforce for purchases.”



Sean Wang,
General Manager,
Amnet

“Every industry is now an #ecommerce player. #Digitalmarketing can create a long-tail effect and more. And more conversations increase the share of digital apps. Data privacy is a challenge and hence the need to focus on building your own community.”



Sheldon D'souza,
Content Solutions
Director- GroupM

“INTELLIGENT INFLUENCE: Influencer marketing is on a rise. We must trade vanity social media metrics to focus on marketing goals. It's not about the amount of content but the effectiveness of it. How do we approach influence? We choose creators and observe outcome. Today creators are the media. INCA is the new word – Influencer Content Amplification.”



Roger Li,
Senior Director,
APAC Ad
Creative Technology,
Verizon Media

“5G will meet users where they are, in immersive ways. It helps in transforming creativity. The world is becoming immersively virtual.”



Justin Peyton
Chief Transformation &
Strategy Officer APAC,
Wunderman Thompson

“Focus needs to be on creating value and not extracting value. For Human-Centric Transformation - Be clear about your purpose | Build Coalitions | Prioritize motivation.”



Patrick Deloy,
MD Isobar Commerce; Chief
Growth Strategy Officer
Dentsu Commerce

“#Ecommerce has zoomed ahead and customers are all over the place. The path to purchase is not linear anymore. We create intent but if not capitalized immediately we lose the customer. #TotalCommerce is the new normal.”



Irene Chen,
VP,
Nielsen Media Research

“TV viewing around COVID time has increased across countries. Digital content, e-services, online shopping are in great demand.”



A panel discussion moderated by Eric Chang, CEO McCann Worldgroup Taiwan, with Michael Dee, CCO, United Communication Group, Kelly Huang, CEO, Omnicon Media Group, Paul Tsai, CEO at EOL Group, and Gary Chi, CEO, Isobar Taiwan was interesting and engaging.



afaa | ASIAN FEDERATION OF
ADVERTISING ASSOCIATIONS

announces

afaa inspiration

SPEAKER | Gaur Gopal Das
DATE | 26th October
TIME | 11 am IST

TOPIC - Life and Business in Stressful Times

The Asian Federation of Advertising Associations (AFAA) Chairman, Raymond So, warmly welcomed the members and proudly announced the first in the AFAA Inspiration Series on 26th October 2020. The first speaker of the AFAA Inspiration Series was none other than the most popular Sri Gaur Gopal Das, an International Life Coach, who has spoken before the leaders of a number of blue-chip companies with a huge fan following in social media.

Referring to him fondly as “the urbane online monk” Ramesh Narayan mentioned how Sri Gaur Gopal Das has the ability to distill timeless wisdom and convey to us in his wonderful humorous manner.

Drawing from mathematics, Sri Gaur Gopal Das said problems equal to constants plus variables.

Constants are constants that cannot be changed (some at least for the moment). Identify them and accept them. Variables are things you can change, things that can empower you. A simple humorous example he quoted was “Height is a constant but weight is a variable.

We must move from constant to variable, from hopelessness to being hopeful, from negativity to positivity, from can’t to can”.

Sharing some wonderful anecdotes he explained three important principles of life one must live by ***Be Hopeful. Be Grateful. Be Careful.***

To handle business in stressful times he mentioned one must know what to let go. Discard old ways of working, old patterns and be open to the new, and be “Future-ready”.

Quoting self as an example, he mentioned how he has worked at redefining himself, his principles are from the old but conveyed in a contemporary manner for the current generation to understand, digest and accept.

When questioned on :

■ how he is responding to the current pandemic.

Sri Gaur Gopal Das – “I use this time to rebuild relationships, read more and meditate more and online discourse”.

■ how do start a right day

A good day begins with a good night. It is advisable to keep the smartphones, laptops and televisions away an hour before you go to bed. Begin the day with gratitude.

Srinivasan Swamy, AFAA Vice-Chairman moderated the questions and proposed a vote of thanks.

AdAsia 2019: Asia's Biggest Advertising Industry Conference in Lahore, Pakistan



Sarmad Ali with Maya Watono

Passing the baton. From Bali to Lahore.

On December 2, 3, 4, and 5, 2019, Pakistan played host to AdAsia 2019 after a gap of 30 years. It is the largest and most prestigious advertising industry conference in Asia – organized bi-annually by the Asian Federation of Advertising Associations (AFAA). It drew attendees from all over the world to Lahore, Pakistan. This conference has taken place at a time when Pakistan's 88 billion rupee media industry is in the midst of a major shakeout after a long period of rapid double-digit growth since the turn of the century. The only advertising segment still hot and growing at double-digit rates is digital.

Sessions on digital advertising were packed at the conference. This segment of advertising is growing rapidly amidst declining total ad spend in Pakistan. Randi Zuckerberg, a former executive at Facebook and sister of Mark Zuckerberg, shared her experience of how digital media became a powerful force for marketers. Tom Goodwin, head of innovation at Zenith Media focused on how our lives have been transformed by the ongoing Digital Revolution. "Smartphones have become like fireplaces to people. People gather around their devices and their connection to the world becomes what gives them warmth," Goodwin said. Digital marketing expert Lars Anthonisen believes Pakistan is quickly becoming a "digital-first country". Anthonisen sees "new opportunities for brands to reach and engage with consumers who may have previously been overlooked".



Sarmad Ali received the Special AFAA Award



AFAA members with President of Pakistan He Dr. Arif Alvi

Other speakers included Sir Martin Sorrell, Founder, WPP; Philip Thomas, CEO, Cannes Lions; Randi Zuckerberg, CEO, Zuckerberg Media, and former Director Market Development, Facebook; Kaveri Khullar, Marketing Director, Mastercard Southeast Asia; Fernando Machado, Global CMO, Burger King; Asad J. Malik, an artist specializing in augmented reality; Piyush Pandey, CCO Worldwide and Executive Chairman India, Ogilvy; Marcus Peffers, Global CEO, M and C Saatchi World Services; Stefan Sagmeister, Co-Founder Sagmeister, and Walsh; Richard Quest of CNN Business; and Yasuharu Sasaki, ECD, the Dentsu Network.

Pakistan President Arif Alvi became the first registered delegate in August 2019 and delivered the closing keynote address.



Running a Marathon in life

“The Marathon Woman”

**Maya Watono Arandiga,
Execom Member, AFAA.**

My name is Maya Watono and I am a runner. I am many other things as well; a wife, a mother to 3 beautiful children and the CEO of Dentsu Indonesia, the largest advertising agency network in Indonesia. I like to joke sometimes that my main occupation is running with a side job as a CEO, but joking aside running has taught me many lessons about life. It has certainly kept me centered to deal with the stresses of work and the chaos of life.

Running the marathon is my ultimate goal and thus far I have completed 3 Marathons in Berlin, New York, and Jakarta. 42.2km is the goal distance one must reach; a unique distance that will test you every step of the way and exact its toll on your body. It normally takes me around 4 hours to complete the distance of a full marathon. During the course of this run, there have been many times when I have wanted to stop. My legs tire until sometimes they scream for me to stop. It is when my body feels like it wants to give up that I have to push beyond my limits. For most of the distance, your legs will carry you, but in the end it is your heart and mind that will get you across the finish line.

My dream is to one day be able to run all 6 of the world major marathons in Tokyo, Berlin, London, New York, Chicago, and Boston and become a six-star athlete, a title that only a handful of Indonesians have achieved. This is the dream that gives me focus, it is the goal that gets me up every morning before sunrise to go for a run. It is a goal that demands planning and from the plan arises consistent training. Consistency generates improvement, the weeks are more important than the days and the months are more important than the weeks. Over time when you can track and see all the incremental improvements is; when you can really grasp the scope of how far you have come and be proud of what you have achieved. This is the lesson of the marathon training, which I believe is applicable to other aspects of life including business.

2020 has been a year of unprecedented challenges – from a full-scale transition to working from home, managing the agency through a crisis, to balancing online schooling with my children. It has been quite a lot to adapt to this new way of life all the while trying my best to stay safe. Leadership during a crisis such as this has no template. In my role as CEO, navigating a course over uncharted terrain while remaining strong, focused, and determined has been no easy feat. It is here that the lessons of the marathon have taught me discipline, perseverance, and grit. These are the qualities that have gotten me through, and by these qualities, I prevail.

Running a marathon has taught me not to fear the discomfort and pain, instead, to use it as a tool to achieve success and overcome adversity. It makes me sharper at my work, better at my relationships with others, and has helped me strive to become the better version of myself. Life is full of great joys, but it comes with hard work. Only with consistency, dedication, and perseverance can we reap the delights, victories, and successes that life has to offer. In the marathon of life, when things get tough, aim to do the best you can. Just keep putting one foot in front of the other until you reach the finish line. As Eliud Kipchoge said when he broke the Marathon world record “No human is limited!”



Unlearn-Learn-Relearn My Fasttrack Life Lessons

Ketki Mehta,
Senior Manager - Concepts
Hansa Events (India)

Penning this more than 3 years later, I vividly remember each moment of the 3 days I spent at the Fasttrack Training. This training can be described in a lot of ways and how much ever one writes, the experience cannot be replicated, as it has so much to offer, but for me personally, it has been 'Life Changing'.

Sharing this experience with 30 other young professionals, and some of the most amazing facilitators, the program helped 'Fasttrack' my life.

The program was designed to work on every individuals' personality and personality traits, even when working in a group, that at the core helped make a difference in our lives. The program facilitated situations and the trainers guided us through the process. Everyone then trod their own path and gained as much as they can.

The program began with 'Unlearning', some of the most toxic traits each one of us would have picked up on our way, the ones that hamper our daily functioning and affect us. This phase also taught us the importance to let go, one of the most important learning that I still carry with me.

The 'Learning' phase taught us things about ourselves and the importance of the values of empathy, support, and mindfulness. To look out for ourselves and our immediate surroundings before anything and everything we do. While it now sounds like a divine awakening, it was a simple principle of doing what one feels like while being mindful.

The 'Relearning' I believe is a continuous process, that each Fasttracker carries within.

The program is designed to build future leaders that are born out of substance, that while making their path, leave a trail behind, and walk together with as many as they find on the way.

Professionally, it has made a great difference to everyday situations with colleagues, peers, clients, vendors, and dealing with pressure. Personally, the program has helped improve relations, give more time and effort to the things that matter and most importantly shown me a mirror to look within and work on things to become a better person.

This experience would not have been possible without the support and confidence instilled by Mr.Ramesh Narayan and the teams of ACI, AFAA, and 95%.



The Last Word

**Srinivasan K Swamy,
Vice Chairman
AFAA.**

As we complete one year since the coronavirus hit us first in Wuhan, it is broadly said that the world has changed and we should embrace the new normal or the next normal. The pandemic itself has been touted as a Black Swan event – which by definition meant that the event itself was unlikely, but if it does happen it will have severe consequences. We all have been at the receiving end of the “severe consequences”. Some sectors like travel, hospitality, tourism, and restaurant services have been the worst hit followed by sectors like traditional retail, media, and entertainment, sale of luxury goods and services, educational services, etc. Recovery to pre-covid levels for these sectors could take time – some could recover faster but many could take till 2022 for normalcy to return.

The Marcom industry had its own set of problems, caused by reduced consumer demand for a variety of products and services. Media spends were down, other than those of digital media. The new buzzwords in the industry are Digital Transformation and Direct to Consumer, with the former showing the way for the latter. But the core needs to connect/delight/engage with the consumer has not changed. Nor has the need diminished for brands to offer a higher order benefit to strongly relate to the consumer.

This pandemic has taught us that the values we humans live by haven’t changed one bit. We still care for the well-being of one another. We value truth over falsehood. We care for the environment with the same intensity as we did before the pandemic. We value and treasure the company of family and friends as we did in the past. We crave to freely move around and enjoy a good lifestyle as before. We wish to ensure the security and comfort of our loved ones as always.

Out of caution, however, we conducted ourselves in a particular fashion in the past months. As law-abiding citizens, we followed the instructions given by the Governments so that the pandemic spread could be kept in check. But, would we forego our freedom forever should the current situation become the new normal? I frankly doubt it as this goes counter to our natural instincts and desire. I am reminded of the old song by Bon Jovi, “the more things change, the more they stay the same”. Let’s say cheers to that!



WE LOCKDOWNS!

We really do.

It took a lockdown to show what truly our planet can become if we just do our part in helping it.

The increasingly unsustainable use of marine resources for economic activities has hurt the health of our oceans, seas and coasts. Governments and businesses have the opportunity to turn the tide and make blue economy sectors more 'green' in the wake of the coronavirus crisis.

If your advertising has worked towards making the world a better & eco-conscious place, then the IAA Olive Crown Awards are waiting for you.

11TH ANNUAL IAA OLIVE CROWN AWARDS

SEND IN YOUR ENTRIES BY 31ST JAN 2021

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FOR CREATIVE EXCELLENCE IN COMMUNICATING SUSTAINABILITY
India Chapter, International Advertising Association

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