

Vencie Festival of Media recognizes Madison Media's work for Cadbury on mobile as One of the Five most outstanding pieces

Mumbai, April 30, 2007: The recently concluded Venice Festival of Media which was organized by Publishers of Media & Marketing, Europe and Cream Magazine, chose to round off what promised to be the globe's most important event in the Media discipline of Communications by honouring 5 outstanding pieces of work from around the world. The Five pieces of work were:

- 1 **Dashboard for AXE, CANADA:** Axe was brought to life on the computer desktops of young men. By creating MINDI, a video avatar who can interact with computer users, the company developed an innovative touchpoint that has long-term potential as a content conduit.
- 2 **Madison Media for CADBURY, INDIA:** Cadbury used the mobile phone to help aspiring Indian youth by bringing their vital exam results direct to their mobile phones. Cadbury took its message of celebration into that most tense of moments, the moment when students discover how well they did in their exams and gave the chocolate prompt at a time when Indian Mithai would come to their mind.

- 3 **MPG for CEPITA, ARGENTINA:** To launch its first 100% pure juice product, Cepita turned Buenos Aires into an orange grove complete with sampling.
- 4 **Agencia Click for FIAT, BRAZIL:** The campaign allowed cinema-goers to create their own version of the Fiat advert by voting using their mobile phones. The cumulative votes from the audience at each screening determined what happened to the star of the ad.
- 5 **Clemenger BBDO for LAND TRANSPORT NEW ZEALAND:** New Zealand's anti-drink-drive campaign bought naming rights to a horse to stop race fans who watch coverage in pubs driving home. Everytime it raced, the name checked in papers, on-screen and by commentators.

The basis for selection and entry into the shortlist was all entries that had featured in the last 4 issues of the Cream, a quarterly magazine devoted exclusively to Innovation and Creativity in Media. From about 145 entries, a shortlist of 34 was arrived at by an eminent jury. This shortlist was presented at the gala dinner and from the shortlist of 34, 5 were chosen to be awarded.

Says **Mr. Sam Balsara, Chairman & Managing Director, Madison World**, *“Whilst I knew that the Cadbury work had been shortlist and ranked amongst 34 reported for innovation and creativity from around the world, I could not believe my ears when I heard that we had made it to the last 5 and had won the award which appropriately was a piece of well-crafted Murano*

glass. I am grateful to Reliance Telecom for providing us their unique platform and to our client Cadbury for pushing us to higher the bar for Innovation and Creativity in Media. With 165 million mobile users expected to go upto 500 million by 2010, mobile is going to play a very important role in a media person's life ”

Last year Madison Media became the first Media Agency from India to win not one but two awards at Cannes. One of the entries was Cadbury entry which was awarded at the Venice Award. At GoaFest Madison Media won 3 awards.

Madison Media handles a select number of large and prestigious clients including P&G, Gillette, Coca-Cola, Godrej Consumer Products, Godrej Sara Lee, Airtel, General Motors, Kinetic, Playwin, TVS, Acer, Asian Paints, Marico, Tata Tea, Tata AIG, AIG, Radio Mirchi, Kotak and Cadbury. The Rs. 1,300-crore Madison Media is a part of Madison World, which also has specialist units in Creative, Outdoor, PR, Rural, Retail and Entertainment.