



## 'Goafest 2010: Survival of the Freshest'

The picturesque Utorda Beach will be the backdrop for the fest between April 8-10

**Mumbai, February 19, 2010:** The Advertising Agencies Association of India (AAAI) and The Advertising Club Bombay (ACB) have announced Goafest 2010. Goafest, now in its fifth year, is India's most prestigious advertising and communications festival. This year, the event is aptly themed 'Survival of the Freshest'. The extravaganza will be held at Utorda Beach, South Goa over three eventful days (April 8 -10).

Last year, the festival was a roaring success, even in the wake of the worst global economic crisis in recent times. Attended by over 3000 delegates, Goafest'09 featured eminent speakers such as Sir John Hegarty of Bartle Bogle Hegarty (BBH); Dan Weiden of Wieden+Kennedy and Jean Marie Dru of TBWA among other dignitaries from across the world. Goafest'09 enabled industry captains and opinion leaders to deliberate over brand and business strategies.

"Survival of the Freshest" recognises and applauds those who dared to be different in the challenging year that has gone by. The theme represents the current sentiment of audiences and advertisers who are actively looking for ideas that rise above the ordinary, and enables brands to be innovative and exciting.

Speaking at the press conference, **Colvyn Harris, Chairman, Goafest 2010 & CEO, JWT** said, "Goafest has grown into a multifaceted convention for the Indian advertising industry. This year's theme is set in the context of fast-evolving technological trends, where advertisers are being challenged to use clutter-breaking ideas and media. The eminent panel of judges will reward those who have risen successfully to the challenge and worked towards greater brand-building in the country."

Goafest'10 will commence with the Industry Leadership Conclave, a by-invitation-only event. This year's session is on '2010: Time to Grow' and will see industry opinion leaders discuss strategies on the development of brands. Sam Balsara, the Chairman of the Industry Leadership Conclave, spoke about the theme this year, "After growing at nearly 20% year on year for 5 years, the advertising market dipped in 2009 by as much as 10%. It's TIME TO GROW now and make up for lost time with sharp strategies and plans to develop BRANDS, MARKETS, CREATIVITY, MEDIA MARKETS and RESEARCH. A Business Conclave will precede GOAFEST on 8th April at 3pm and will be attended by select invited CEOs of Advertiser, Media and Agency organizations, who will introspect, debate, define and arrive at plans to achieve scorching growth rates. A must-attend event for CEOs with growth and profit responsibility".

The next two days will focus on the Knowledge and Learning Seminars, the Media Abby Awards (April 9) and the Creative Abby Awards (April 10).



Goafest'10 aims to provide opportunities for young talent in the industry to learn and exchange ideas. In keeping with its reputation of bringing together the best minds in the business in an ambience of fun and celebration, the event is set to take on issues and challenges facing the marketing and communications industry. As always, there will also be a generous dose of entertainment like beach sports, parasailing, rain dances and unlimited food and frolic.

#### **About Goafest 2010:**

Currently in its fifth year, Goafest is India's most prestigious national advertising awards festival, organised by The Advertising Agencies Association of India (AAAI) in association with The Advertising Club Bombay (ACB). More than 3000 delegates from the advertising and allied industries attend the event to witness the high-profile seminars, workshops and listen to keynote speakers from across the globe. Over 4500 ads from all over the country are showcased and judged at the festival. Goafest is India's largest intellectual exchange in the world of advertising and media, and provides an opportunity for professionals in the industry to meet and recognize creative talent.

#### **The Creative Abby Awards 2010: Fresh Highlights:**

The Creative Abby Awards, this year, promises to be the biggest advertising and media event of 2010.

In order to fine-tune our judging process, we met agency creative honchos, along with last year's jury chairpersons to get appropriate feedback for the new developments this year.

These include:

1. Expansion of the Digital categories to mirror the rapid advancements in this field. New sub-categories like Branded Content, Online Video, Rich Media, Websites by type-of-product, Use of Social Media, WAP sites, Applications for Mobile, Games, and Integrated Experience of New Media have been added.
2. Extension of In-direct Marketing and Direct Response categories to Print, TV, and Radio.
3. Expansion of Design categories to include Retail Design and Use of Typography.
4. Expansion of the Print Craft category to include Copywriting and Art Direction sub-categories.
5. The Film Craft category now includes Production Design.

The endeavour has been to follow the latest trends in international festivals like Cannes, One Show, Spykes, etc.

The Creative Abby Awards go beyond honouring only the Creative Directors of advertising agencies. By widening its scope to include Direct and CRM Companies, Interactive and Digital Companies, Design Houses, Film Producers and Directors, Commercial Photographers, Radio Production Houses, Illustrators, Animators and Flash Studio Artists; the ceremony is a true celebration of creative excellence.



#### **About Advertising Agencies Association of India (AAAI):**

The Advertising Agencies Association of India (AAAI) is the official national organisation of advertising agencies, formed in 1945, to promote their interests. It promotes professionalism through its founding principles, which uphold sound business practices between advertisers and advertising agencies and each of the various media. The AAAI today is truly representative, with a huge number of small, medium and large-sized agencies as its members, who together account for almost 80% of the advertising business placed in the country. It is thus recognised as the apex body of the advertising industry at all forums. Only such agencies that are independent, unbiased, objective, committed to advertising, ethically operated, financially sound and who offer professionalism and expertise in order to fulfill their obligations to consumers, advertisers and media are accepted as members of AAAI.

#### **About The Advertising Club Bombay:**

The Advertising Club Bombay, which was incorporated in the year 1954, is arguably the biggest advertising club of its kind in the world. It has over 1600 members from the advertising, marketing, public relations, media and research fraternities.

The Ad Club's endeavour is to "help raise the professional standards of the Indian advertising industry," and the Club attempts to do this through awards, seminars, meetings and more.

Besides the ABBYs, EFFIEs, EMVIEs, Ad Review, Media Review, M.Ad Quiz and Young Achievers' Awards, the Ad Club is also involved in a number of other activities. Over the years, Ad Club has been a catalyst in developing the industry. It routinely organises CEP Workshops and events for industry professionals and students. It has become a dynamic platform for professionals from different fields to interact and gain from each other's expertise. This Club maintains a high level of activity and, unlike other clubs, has no bars!

#### **For further information, please contact:**

##### **Media Contacts:**

Rashmi Sharma/ Deepa Jayaraman/ Sabina Lama

Mobile: 9867395475/ 9819808681/ 9819592389

Email: rsharma@ipanhillandknowlton.com/djayaraman@ipanhillandknowlton.com/ slama@ipanhillandknowlton.com