



Media Release

Goafest 2015 promises to be richer & spectacular in its 10th year!

Mumbai, March 03, 2015: It's that time of the year again for all the advertising, media and marketing professionals to head towards India's premier advertising festival- Goafest. The Organizing Committee of Goafest 2015 today shared the roadmap for the event to be held from April 9 – 11 at The Grand Hyatt, Bambolim. The Committee also announced key initiatives and released the first list of speakers at the event.

In its 10th year, efforts are being made to make the event distinctive and grand. Mr. Nakul Chopra- Chairman of Goafest 2015 & Vice President of Advertising Agencies Association of India (AAAI) said, "It is our endeavour to make Goafest 2015 better and superior. While the Advertising Conclave will be held on Day 1; the Knowledge Seminars will be held on Day 2 & 3. There will be a Leadership Summit on 11th April, which will bring together best minds in the field of advertising, communications, marketing industry to discuss, debate, interact, offer thoughts & experiences, share ideas and questions on our industry. These programmes are augmented with a series of presentations from leaders in their respective fields and panel debates."

Mr. Chopra further added, "We are also introducing for the first time Youth Labs for young delegates. These Youth Labs will have a separate Creative Lab and Media Lab. The aim of these Youth Labs will be to provide a platform for youngsters to interact with stalwarts in the industry and get them to sharpen and hone their skills."

The Organizing Committee also released the first list of speakers for the Knowledge Seminars: **Ted Lim**- Chief Creative Officer, Dentsu Aegis Network Asia-Pacific, **Alan Moseley**- President and Creative Officer, 180 Amsterdam, **Neil Stewart**- Head of Agency, APAC Region, Facebook, **Guy Abrahams**- Worldwide Strategic Marketing Officer, ZenithOptimedia and **Devdutt Pattanik**- Author & Mythologist.

Dr. M.G. Parameswaran-President of AAAI, said, "Goafest 2015 will have a great mix of speakers this year. Our effort is get the 2500+ participants to listen to and interact with the best, the world has to offer. As in the previous years, we will have stimulating Q&A sessions moderated by senior marketing professionals."

For the 8th year that AAAI and The Advertising Club will come together to deliver Abbys, India's definitive awards that celebrate creativity. Pratap Bose- President of The Advertising Club & Chairman of The Awards Governing Council (AGC), said, "The initiatives introduced last year were widely appreciated by all the stakeholders. We will continue to follow the stringent and now well accepted norms for Abbys. An exciting feature that we introduced this year is that the Campaigns that have been released till February 15, 2015, are now allowed to submit their entries at this year's Abbys."

Continuing with the changes that were inducted in 2012 – there will be a Grand Prix for Film, Print, Radio, Outdoor, Design, Interactive Digital, Direct, Media and Integrated. This year too there will be a window of ten days before the final judging round. During this window, shortlisted entries will be available for the entire industry to review. However, Abbys once awarded will stay awarded.

The Award shows for various verticals will be held on the following evenings:

9th April, 2015- Media & Publisher Abby Awards

10th April, 2015- Design, Direct, Brand Activation & Promotion, Public Relations, Out of Home & Ambient Media, Print Craft, Branded Content & Entertainment & Broadcaster Abby Awards

11th April, 2015- Digital & Mobile, Radio, Radio Craft, Print, Film, Film Craft & Integrated Advertising Abby Awards

Goafest has been witnessing growing participation from clients with over 50 client organizations represented at Goafest last year. Marketing Wizards, an initiative under which young clients (members of Indian Society of Advertisers) delegates can avail of the special under 30 delegate fees as well free accommodation will continue this year. So will the special 'Rest of South Asia' awards.

In total, Goafest 2014 recorded 1705 delegates from 245 different organizations.

Goafest 2015 will aim to widen the vision of marketers by giving them an opportunity to:

- See all the work for the year entered at Goafest. This covers TV, Print, Outdoor and Ambient, Radio, Design, Direct, Digital & mobile, Integrated, Media
- Listen to a dozen of the best global speakers on a variety of advertising subjects
- Rub shoulders and exchange views with industry stalwarts

About The Advertising Agencies Association of India (AAAI)

The Advertising Agencies Association of India (AAAI) is the official, national organization of advertising agencies, formed in 1945, to promote their interests. The Association promotes professionalism, through its founding principles, which uphold sound business practices between advertisers and advertising agencies and the various media. The AAAI today is truly representative, with a very large 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 recognized as the apex body of and the spokesperson for the advertising industry at all forums – advertisers and media owners and their associations and Government.

About The Advertising Club

The Advertising Club, incorporated in the year 1954, is arguably the biggest Advertising Club of its kind in the world. And according to many also the busiest. It has over 1400 members drawn from media organizations, marketing companies, advertising agencies and allied professional bodies.

The Advertising Club's charter is to help raise the professional standards of the Indian Advertising Industry. The Club attempts to do this through awards, seminars, training workshops and meetings. It publishes a Club magazine SOLUS and hosts a comprehensive website. Some of the major awards of Advertising Club include: ABBYs, EMVIEs, EFFIEs and Young Achievers

Awards besides having other popular programmes such as Adreview, MediaReview, M.Ad.Quiz on its annual roller coaster. It also helps IAS, Singapore in getting them maximum number of entries for their APPIE awards since its inception 5 years ago.

The Advertising Club also sends a deserving advertising student up to the age of 23 every year to attend the Cannes festival over and above this it also sends two young marketers below the age of 30 to Cannes every year.

For more details, please contact:

Shawn Xavier, MSLGROUP

M: +91 956 143 2081