

Madison Media rocks in the land of Ibiza

MUMBAI, April 29, 2009: The Festival of Media (FOM) has rapidly emerged as the focal point for the world of Media Agencies and Media Owners. At the Awards held at FOM, Valencia last week, that were judged by a global jury, in the most coveted category of **Best Communications Strategy**, the jury members unanimously chose one winner- none other than India's independent media agency, Madison Media for its BBC World Service Trust's Anti – Aids Campaign. The Agency used the insight that the major deterrent against the use of Condoms in India was the discomfort to mouth the word and the Campaign sought to de-taboo the word.

The FOM Awards are designed to celebrate the very best in Media work from around the world. 28 prominent Jury members from around the world - including Maarten Albarda, *Worldwide Director of Media & Communication Innovation*, The Coca Cola Company, Mainardo de Nardis, *CEO*, OMD Worldwide, Harvey Goldhersz, *Worldwide COO*, MediaCom, Charlie Hiscocks, *Group Brand Communications Director*, SAB Miller, Jack Klues, *Managing Partner*, VivaKi, Richard Prenderville, *Head of Global Brand Marketing*, Reebok International, amongst many others- judged 650 entries in 2 rounds – the first shortlist round was held over 2 days in London and the final round was held in Valencia. A total of 50 awards were given out amongst 26 categories excluding Media owners' awards and categories and Indian agencies all put together have won 3 awards.

Says **Punitha Arumugam**, Madison Media Group C.E.O, *"We are all delighted that our work done here in India has been recognized on a global platform."*

At the recent GOAFEST held in Goa in the first week of April, Madison Media also won 2 Gold and 2 Silver Awards.

Madison Media is a unit of Madison World, which has *20 Units across 10 Specialized functions* in Advertising, Media, Outdoor, PR, Rural, Retail, Entertainment, BTL, Mobile, Events and Sports; employing over 700 communication professionals across 9 cities in India, Sri Lanka and Thailand.