

MADISON/ MATES Sweep Branded Entertainment Awards – Win 4 out of 7 Golds

Mumbai, September 19, 2006: Madison's Branded Entertainment unit MATES won 3 Golds at the recent Branded Entertainment Summit 2006 organized by Media e2e.

MATES won 3 Gold awards for-

- Best Sponsorship for a Feature Film for **Tanishq** with **Paheli**
- Best Product Placement in an Indian Language Feature Film for **Tanishq** in **Paheli**
- Best Product Placement in an Indian Language Feature Film for **Domino's** in **Phir Hera Pheri**

MADISON MEDIA also won 1 Gold award for –

- Best Product Placement in a TV Programme for **Kaya Skin Clinic** in **Jassi Jaisi Koi Nahi**

A new range of Tanishq Jewellery was launched, inspired by jewellery used in the film and launched at the same time as the film. There was an intricate, involved and integrated association of Tanishq jewellery within the film from the first to the last frame and a co-branded TVC.

Domino's on the other hand was an excellent example of Content and Advertising message not only put across interestingly but also entertainingly.

Kaya Skin Clinic's appropriate integration in Jassi Jaisi Koi Nahi won the coveted Gold for Best Product Placement. This was the first time that Kaya used Television. On the back of the success of this TV exposure, Kaya now uses TV in addition to Press in their Media Plan.

A total of 7 Golds were announced, of which 4 were won by Madison/ MATES.

MATES is a part of Madison World which also has specialist units in Creative, Media, Outdoor, PR, Rural, Retail and Entertainment, employing over 400 communication professionals across 7 cities in India.

MATES

Says Darshana Bhalla, CEO, MATES, ‘‘*We are delighted with these wins. Our focus at MATES has always been to deliver highly integrated and seamless Brand Building Solutions to our clients and we are happy that our efforts have been recognised.*’’

MATES has been in the business for over a year and has already assisted some of the largest advertisers and big production houses of the country. Watch out for associations in upcoming blockbusters like Don, Janeman, Baabul and Salaam – e – Ishq.

For more information, contact: *Rupali Raj - Senior Executive - Mates*

Email: contact@matesindia.com, Mobile: +91 9819422560

MATES is a part of Madison World which also has specialist units in Creative, Media, Outdoor, PR, Rural, Retail and Entertainment, employing over 400 communication professionals across 7 cities in India.