

PRESS RELEASE*For immediate release***Madison Media brings home India's only GOLD from
Festival of Media, Asia-Pacific Award for Saffolalife World Heart Day**

Mumbai, March 30, 2015:Madison Media has just announced that it has won a GOLD at the Festival of Media Asia-Pacific Awards held in Singapore last week. The agency won a GOLD for its innovation for Saffolalife World Heart Day under the category Public Service Award. The agency also won a bronze for the same campaign under the category of Best Launch Campaign. **Madison Media is the only agency from India to win a Gold at the award show held in Singapore.**

World Heart Day (WHD) which falls on September 29 every year is a time when Saffolalife makes Indians wake up and take note of their heart health using disruptive media campaigns. In 2014, the plan was to get women to take care of their heart because 3 out of every 5 women in India over the age of 35 develop a cholesterol disorder which goes undetected and Heart disease is the No. 1 Killer amongst Women. With WHD falling on a weekday, the strategy was to influence the decision-makers of the organizations, to influence the decision-makers of the households into action and to get men to take a break from their busy life for their wives and take them for a free cholesterol test. More details on the campaign are available on https://youtu.be/kuRZIl_dG-U

Madison Media Group is a part of Madison World which also has specialist units in Advertising, Business Analytics, Out-of-Home, PR, Mobile, Retail, Sports and Entertainment; employing over 1000 communication professionals across India, Sri Lanka and Thailand. Visit us at www.madisonindia.com

Commenting on this award, **Mr. Shekhar Banerjee, Sr. Vice President, Madison Media** said, “The media strategy not only delivered strong uplift in mind measures but we are proud to say that we saved lives. Over 24 corporate houses encouraged their employees to go for the test and over 1.35 lac individuals finally took cholesterol test.”

Madison Media Group is the country’s foremost Media agency and has been on an account winning spree, having won a host of new businesses including Amul Hosiery, Viber, Lenskart, Metro Cash and Carry, DHFL and a host of other businesses. The agency was also in the news recently for handling the media mandate for BJP for the national elections and for Maharashtra, Haryana, Jammu & Kashmir and Delhi election.

Madison Media Group is India’s foremost media agency handling media planning and buying for blue chip clients including Godrej, Mondelez (formerly Cadbury), ITC, Marico, McDonald’s, TVS, Raymond, Piramal Healthcare, Levis, SpiceJet, Domino’s, Bharti AXA, Max Life Insurance, Asian Paints, Pidilite, Tata Salt, Acer, Crompton Greaves, Times Television Network, Indian Oil, Enamor Lingerie, Gowardhan Dairy, HomeShop 18, Café Coffee Day and many others. The gross billing of Madison Media Group is about Rs. 3000 crores.

For more information, please contact Mr. Shekhar Banerjee – 09820560844.