

Madison IES celebrates its 4th birthday by spreading smiles.

Madison IES (Madison Integrated Experiential Solutions), the award winning experiential marketing unit of Madison World entered its fifth year on the 10 February 2014. Since the past four years, Madison IES has been instrumental in creating buzz and excitement for brands by engineering experiences for consumers through integrated marketing & media campaigns, events, exhibitions, mall activations, school and college activation programmes and many more. All through these years, having stood for insightful ideas, Madison IES decided to commemorate its 4 year journey with a change-initiative called "Ideas4Good".

The intent of Ideas4Good is to bring in smiles and joy to the faces of children in need of help. For the same, the team has collaborated with NGOs in Bengaluru, Delhi and Mumbai. Amalgamating the intent with the 4th anniversary celebrations, the team at Madison IES identified 4 kinds of gift contributions of non-monetary nature for these children and broadly defined materials that could be gifted by streamlining it into these 4 categories.

KNOWLEDGE – Employees were invited to donate books, magazines, storybooks, comics or any other thing that constitutes sharing knowledge

TIME – Through this contribution, employees could pledge time to volunteer with the associated NGOs.

CARE – Madisonites were requested to donate clothes, old and new.

LOVE – Gifts in the form of chocolates and toys were invited.

Speaking about this initiative Saumen Roy, General Manager, Madison Integrated Experiential Solutions, said "We wanted to celebrate our successful journey in a way that gave back much more than an experience. What better way than bringing smiles to faces of children on Valentine's Day!". He gleefully added "We put up a gift-box at the entrance of all Madison offices across the country and the response has been overwhelming. We are in the business of creating unique experiences, and with this I feel we've been able to do something that each of us feels truly proud of... beyond case studies, beyond winning awards."

Sam Balsara, Chairman and Managing Director of Madison World, was elated at this initiative taken by the fledgling Madison unit. He personally requested every Madisonite to contribute generously. Says Balsara, "Initiatives like these show that advertising people have a kinder heart than most and can intelligently add purpose to creativity to help in alleviating the pain of less fortunate."