



SUCH A BANG! Arun, Same and Archana are all ears and smiles

# The ad buzz... PARTY ZONE !

THE creative family of Bangalore gathered to celebrate innovative thinking and imagination, and there was enough to pique the interest of everyone. Held at Sheesh Mahal in Palace Grounds, the Advertising Club of Bangalore's Big Bang Awards 2007 function had the aura of expectancy and smiles as people were suitably rewarded and the worthy went home with their coveted prizes.

From creative greats like Bunty Peerbhoy, S Ghosh, Saathci and Saatchi, BPL Sanyo marketing head Alok Arora, Harish Bijoor, Vinod Nair, president, India, South Asia Getty Images, Nischal Puri of Jockey, Gautham Machaiah of Zee and Meera Pillai, a film maker, there were many biggies amidst this bubbling cauldron of ideas. BIG FM RJs Ramya and Sridhar compered the evening as clips of a few ground breaking advertisements were shown to the crowd. "A crisp and classy event," was what one of the participants observed, while single malt and cigars did the rounds.

Sadly though, the fact that a few of the larger agencies had not been a part of the event was a bit of a downer. New categories, like the media innovation category, radio and website designs etc., were also introduced. The advertising club hopes to involve the whole advertising fraternity in the awards. "We hope all agencies will come forward to encourage healthy competition," said Mythili, treasurer, Advertising Club of Bangalore. Here's to that and some very fundu advertising too!



HERE'S TO THE BIRTH OF AN IDEA! Anand, Ravi, Rango and Anita chill out

PICS/OMPRAKASH



CONGRATS: Lifetime achievement award-winner R K Sheshadri



FILMI FUNDAS: Nirvana gets its prize



BRIGHT AND CHIRPY? The TBWA team

## AND THE AWARD GOES TO...

- THE AGENCY OF THE YEAR: Rediffusion DYP Bangalore
- THE CLIENT OF THE YEAR: Airtel
- THE LIFETIME ACHIEVEMENT AWARD: R K Sheshadri of Vishesh Advertising
- THE BEST MEDIA AGENCY OF THE YEAR: Mindshare
- THE FILM PRODUCTION HOUSE OF THE YEAR: Nirvana Films
- THE COPY WRITER AND MOST PROMISING NEWCOMER OF THE YEAR: Sandeep Kumar of Rediffusion DYP



COOL DUDE? Harish Bijoor



SOME MORE BOOTY? Rajesh Mishra, CEO UFO Moviez and Deepak