

DDB Mudra Group Dominates Kyoorius Creative Awards 2019

Their work gets 50 in-book winners

National | May 2019: DDB Mudra Group, one of India's largest marketing communications and services network has been awarded with 50 in-book winners- the highest tally of shortlists at the coveted 2019 Kyoorius Creative Awards.

The in-book winners are spread across categories and media. From the traditional film & print to digital creativity to new media to technology driven solutions. It reflects the transformation that the Group has been undergoing over the last couple of years.

With 19 baby elephants to its kitty, the Group's front-runner at Kyoorius this year is 'Hashtags don't heal'; a three-part print-poster campaign conceptualized and executed for Khalsa Aid Foundation.

The Group has been awarded with nine in-book wins across advertising, digital and media categories for its integrated campaign- #ProjectFreePeriod. This is one of the most celebrated social pieces by any brand in this country. An initiative by Stayfree India, it has already been awarded at prestigious forums like Cannes Lions, Spikes Asia, D&AD Impact to name a few. It is also the first initiative in the world, to win a D&AD Impact Awards Prize fund of USD 20,000.

Another 9 baby elephants have been herded by the Hotstar work for IPL – Superheroes. It has been recognized both for the strength of its idea and the craft of it. Incidentally, Hotstar set the world record for live OTT viewership, this IPL.

Spotify India, which is a recent win for the DDB Mudra Group, has gathered 6 in-book winners for campaigns #PacketMeinPlaylist & Meme-vertising. While the other baby elephants are for campaigns conceptualized and executed for Volkswagen India, The Shoe Factory & Jain Farm Fresh.

Commenting on the in-book wins, **Rahul Mathew, National Creative Director, DDB Mudra Group** said, "While the number of in-book winners itself is quite staggering; I feel what we're really proud of, is the spread of it. This shows our strength as a Group; our ability to create big ideas and provide solutions across media, without losing the love for storytelling or craft."

About Kyoorius

Since 2006, Kyoorius has upheld the creative community in India through a range of programs that inform, inspire and stimulate. An initiative of Transasia Fine Papers, Kyoorius is a not-for-profit organization that celebrates all aspects of creative communication, design and marketing. It seeks to provide a platform to empower and sustain the creative industry in India and secure its rightful place in shaping the growth of the country.

About the DDB Mudra Group

The DDB Mudra Group is one of India's largest marketing communications and services network. We partner over 200 clients with our suite of offerings including brand consultancy, advertising, digital marketing, brand activation, media planning and buying, and shopper marketing through our agencies – Interbrand, DDB Mudra, 22Feet Tribal Worldwide, OMD Mudramax, Track DDB and TracyLocke. Our approach combines a deep understanding of people, culture and businesses with persuasive storytelling, creativity and technology.

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