

DDB Mudra Group at No.2 at Effie India 2020

“Emotional advantage” thinking reaps rewards for the Group & brands

Mumbai, January 13, 2020: At Effie India 2020, DDB Mudra Group bagged the second spot with 6 silvers, 5 bronzes and 19 finalists. The Group moved up from the third position in 2019 to the second position this year. These wins highlight the Group’s focus on using emotional advantage thinking to create unreasonable business growth for their brands.

Emotional advantage’s core belief is that humans are illogical. Human beings choose to believe that they make logical choices, but are in fact driven by emotions. This comes from a deep understanding of social and cultural contexts which moves people at scale. The Group’s proprietary signbanking and earshot tools help with breakthrough consumer thinking that’s elevated by powerful creative product.

This is evident from Hotstar’s (Star India) win as the Effie Client of the Year in a category that has historically been dominated by FMCG and telecom giants. This win comes on the back of work like *Weaponising spoilers* and *Koi yaar nahi far* which focus on the human emotions of humour and camaraderie. Other brands that won big are Spotify, Stayfree and Johnson’s Baby.