



Bates and JWT hold the baton for India at the MAA Globe awards

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JWT and Bates Sercon have won silver metals for their work on Birla Sunlife Insurance and BP, Singapore, respectively. DDB Mudra Max and Pulp Strategy have won bronze metals for their work on Uninor and Yahoo! India.

The 27th MAA (Marketing Agencies Association) Worldwide Globe awards held at The Park Hyatt, Chicago Illinois, USA saw agencies from six continents battling it out for coveted metals. Interestingly, while USA walked away with most of the awards, most of the innovative ideas came from countries such as Brazil, Russia, China, Ukraine and India.

Garo Keresteci, vice-president, MAA Worldwide and Globe Awards chair, says, "[Over the past year, we have invested in a more robust award management system, and made the overall process simpler for entrants and judges. Also we have updated and expanded the categories - and it really paid off.](#)"

Digitas and CP+B USA's campaign 'Small Business Saturday' for American Express was named the big winner as it won a Globe under several categories, including Best of the Best, Best Social Marketing, Best Advertising/Media, Best Experiential Marketing and Best B2B - Sales Incentive, Recognition and Customer Service, apart from various other categories.

For India, it was JWT and Bates Sercon which held the forte at MAA by winning a silver metal each. While JWT's campaign 'Coffin' for Birla Sunlife Insurance won a silver metal in the Best Financial and Professional Services category; Bates Sercon's campaign for Caterpillar called 'Trackpal league' grabbed a silver metal in the Best Consumer Durables - Auto, Appliances, Home Electronics category.

Next, DDB MudraMax's campaign 'Rush of blood' for Uninor earned a bronze metal for the agency in the Best Not for Profit, Charities, Public Sector category. Lastly, Pulp Strategy's campaign 'Learn with Yahoo - New to net' created for Yahoo! won a bronze metal in the Best Telecom, Utilities and Technology category.

For the record, established in 1985, MAA Globe Awards is one of the leading international recognition programmes for the world's most outstanding marketing campaigns.

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