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SOLUTIONS | DIGITAS WINS TWO BRONZE AT MAA GLOBES

NEW DELHI - October 22, 2009 - Solutions | Digitas has won two bronze and a certificate of merit at MAA Globes Awards 2009. These awards honour the best in promotion marketing programmes across the world. Solutions | Digitas won a bronze for its 'Aviva Dollar Dreams campaign' for Best Activity in Generating Brand Loyalty. The same campaign also won a bronze in the Best Dealer or Sales Force Activity category. It also bagged an Order of Merit certificate in Best B2B campaign for 'Thomson Press Digital - Champi Wala'.

Kanika Mathur, President & Co-founder, Solutions | Digitas said that "The GLOBES is one of the oldest and the most prestigious Promotion Marketing Award Program and we are thrilled to have won again this year. I would like to thank my entire team who have worked tirelessly on these campaigns and delivered results for our clients and in this process brought laurels for the organisation."

This campaign 'Aviva Dollar Dreams' was developed on the insight that most middle-class Indians aspire for western living and dollar earnings. This led to the creation of a comprehensive long term rewards program called Dollar Dreams that allowed the insurance agents to earn 'dollars' and redeem them for exciting rewards ('dreams'). While the idea behind 'Thomson Press Digital - Champi Wala' campaign was that Champi wala or the local masseur is the traditional way to relieve one's stress. Drawing from this quintessential form of de-stressing Solutions | Digitas (digitas.in) created a campaign to highlight the easy solution to all print-related headaches with Thomson.

About Solutions | Digitas

Solutions | Digitas (formerly, Solutions Integrated Marketing Services) is India and South-East Asia's most-awarded 'marketing services' agency known for the power of its integrated ideas, and the business results it delivers.

Since 1995, Solutions | Digitas has helped Fortune 500 companies address diverse marketing challenges in India and South-East Asia through innovative marketing solutions. Part of the global Publicis Groupe (www.publicisgroupe.com) and its Digitas network, Solutions | Digitas (www.digitas.in) has four specialized practices: Digital Marketing; One-to-One Marketing; Experiential Marketing; Retail & Trade Marketing.

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