

## Advertising Club Madras Tamizh Awards on Oct 1

**Our Bureau**

*Chennai, Sept. 8*

The flagship event of the Advertising Club Madras will be held at the Sri MV Subba Rao Concert Hall on October 1.

Re-christened Advertising Club Madras Tamizh Awards 2008, the initiative seeks to celebrate communication that displays a unique understanding of the Tamizh consumer.

According to an official statement, the objective is to honour work that celebrates the language, culture, pop culture, cinema, music and the 'Way of Life' that is unique to Tamizh, Tamilians and the places that they live in.

Speaking on the new format of the awards which is a marked departure from the past, Mr R. Seshadri, Presi-

dent of the Advertising Club Madras, said: "We wanted to create an awards initiative that is unique to our place and reflects the vast majority of work produced out of this market. While the format seeks to encourage the work done by small and medium communication specialists based in Tamil Nadu, it also ensures participation from the larger agencies since they can enter work that has been produced uniquely for this market; communication that specifically addresses the Tamizh consumer. We also believe that this format ensures differentiation in the awards space and is more inclusive by being relevant to the market and finally is a scalable idea; since we also plan to award in-

ternational work targeted at the global Tamizh consumer."

The Advertising Club Madras seeks entries across 26 categories for work released between January 1, 2007 and July 31, 2008. The work would be judged by a jury comprising Mr Thomas Xavier, Chairman and NCD, Orchard Advertising; Mr Ramanujam Sridhar, CEO, BrandComm; Mr Vishnu Vardhan, Film Director; Mr Pradeep Milroy Peter, Head of Programming, Star Vijay; and Mr Remy, Executive V-P and Head of Content, Hello FM.

Entry forms can be downloaded on [www.tamizhwards.com](http://www.tamizhwards.com). The last date for submitting entries is September 13. The winning entries would be awarded at

the awards ceremony which is being planned in true Kollywood style.

The awards mnemonic is the Tamizh alphabet "zha" - an alphabet unique to Tamizh to represent an awards initiative that is unique to the Advertising Club Madras.

The Advertising Club Madras Tamizh Awards 2008 is presented by *Daily Thanthi* in association with Star Vijay and Ananda Vikatan, and is supported by a plethora of brands including RmKV, Univercell, Prince Jewellery, Eyetex, Sify, MegaMart, Fortune Oil, Amara Raja Batteries, Buzzar.tv, OOH, afaqs.com, The Brand Reporter, Fresh and Honest Coffee, Unique Graphic Printers and Show Space, the statement said.