



Industry Updates

C Com Digital bags media mandate of Blue Cross Laboratories for the second time

Social Santosa
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C Com Digital has won the media mandate from Blue Cross Laboratories Pvt. Ltd again for the second phase of the awareness drive on Dysmenorrhea.

This comes after the execution of the first phase last year, which generated a reach of \$14.8M across various social media platforms. The campaign with the hashtag #IveGotMyPeriod

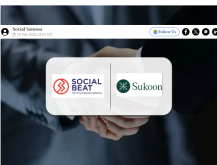
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Industry Updates

Social Beat bags digital mandate for Sukoon

As part of this mandate, Social Beat will manage Sukoon's digital marketing initiatives, focusing on lead generation and hospital admissions. They will rework the brand's digital presence and strive to meet performance targets across diverse platforms.



Digital marketing agency Social Beat has won the digital mandate for Sukoon, India's mental health hospital chain, after a multi-agency pitch. Won after a multi-agency pitch, the mandate will consist of overall planning, strategizing, and managing the brand's digital campaigns.

The agency will be responsible for all digital marketing initiatives with a focus on quality lead generation and admission to Sukoon's hospitals. The agency will rework the brand's digital journey and work towards digital performance targets using various digital platforms.

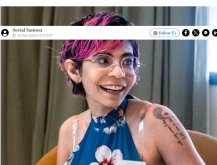
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Dentsu Webchutney's Farishte Irani named Next Creative Leaders winner

Irani is among the 14 young creatives from 16 countries named as the latest winners in the global Next Creative Leaders competition which recognizes women, trans, and non-binary creatives on the rise.



Farishte Irani, group head - copy at Dentsu Webchutney in Mumbai, is among the 14 young creatives from 16 countries named as the latest winners in the global Next Creative Leaders competition, produced by The One Club for Creativity and The B5 Movement to recognize women, trans, and non-binary creatives on the rise.

Now in its ninth year, Next Creative Leaders is a free portfolio competition that identifies, celebrates, and gives a global platform to qualified creatives across all regions who are making

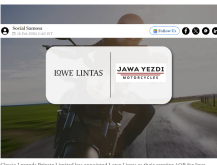
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Low Lintas bags the creative mandate for Jawa Motorcycles

Classic Legends Private Limited has appointed Low Lintas as their creative AOR for Jawa Motorcycles. The Mumbai office of Low Lintas will handle the mandate for Jawa Motorcycles.



Classic Legends Private Limited has appointed Low Lintas as their creative AOR for Jawa Motorcycles. The agency said in a press statement that the win is more special for the agency, as the team had also been the ones to relaunch the historic Yezdi for modern bikers two years ago.

The first campaign since the association began has already been released, with the words of the pitch having concluded, and it intends to represent the quietly confident DNA of the brand, by inviting riders of all kinds, to come experience the Jawa Way, in their own inimitable ways.

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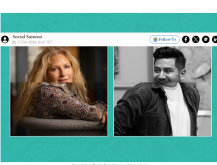
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The ABBY One Show Awards announces its chairpersons for the 2024 jury

Jon Austin, Co-founder of Supersavvy, Australia, & Kate Stammers, Chairwoman and Global COO at Saatchi & Saatchi, will serve as Jury Chair for Branded Content & Entertainment and Film Cinema Digital OTT categories at The ABBY One Show Awards 2024.



From Left to Right: Kate Stammers & Jon Austin

Jon Austin, Co-founder of Supersavvy, Sydney Australia, and **Kate Stammers**, Chairwoman and Global Chief Creative Officer, Saatchi & Saatchi have been appointed as Jury Chair of Branded Content and Entertainment category and Jury Chair of Film Cinema Digital OTT (above one minute duration) category respectively, at The ABBY One Show Awards 2024.

Jon Austin, Co-founder of Supersavvy has been appointed to the Jury of ABBY One Show Awards 2024 to chair the Branded Content & Entertainment category.

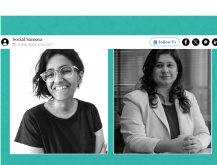
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Curativity expands its leadership team with the appointments of Aarti Srinivasan and Neha Dhanani

Curativity announces the appointments of Aarti Srinivasan as Head of Creative and Neha M Dhanani as Head of Business, expanding its leadership team and adding their expertise to drive integrated brand solutions.



The new-age marketing services agency, Curativity Brand Partners announces the strategic appointments of Aarti Srinivasan as Head of Creative and Neha M Dhanani as Head of Business. The duo will be driving integrated brand solutions for brands.

Aarti Srinivasan is an awarded creative leader with a career spanning 17 years at BBH, Lowe Lintas, Ogilvy, and BBDO, where she has worked on campaigns for brands such as Surf Excel, Cadbury Dairy Milk, Ariel, Upson, Mahindra Racing, Garuda, Uter to name a few.

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