



Solutions | Digitas Won Gold Dragons for India at PMAA 2009

(Newswire Today) — New Delhi, Delhi, India, 2009-08-10 - Solutions | Digitas has won maximum Gold Dragons for India at PMAA 2009. The company has won two Gold Dragons and two Bronze Dragons.

In the recently concluded PMAA Awards 2009, Solutions | Digitas won the Gold Dragon for Thomson Press Digital "Champi Wala" and another Gold Dragon for Aviva Life Insurance's Aviva Dollar Dreams. In addition, the company has won two Bronze Dragons as well. This is the fourth consecutive year that Solutions | Digitas has won awards at PMAA in different categories.

Kanika Mathur, President & Co-founder, Solutions | Digitas said that "Our company philosophy has been that great ideas will guarantee real results for our clients and this in turn will get us maximum awards. Our commitment to this philosophy is now bearing results. I am elated over these wins and I hope that our winning spree continues like this."

Added Partho Sinha, Executive VP- Creative, Solutions | Digitas, "Practically, we won these awards the moment the idea brought in business for our clients. This is just an official recognition of a brilliant idea that worked well. "

In the Best Use of Direct Marketing in a promotion category, Solutions Digitas has won a Gold Dragon for Thomson Press' Digital 'Champi wala' campaign. The company also won a Bronze Dragon in the business to business category, for the same 'Champi wala' campaign. The concept behind this 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 created a campaign to highlight the easy solution to all print-related headaches with Thomson.

In the Best Dealer/Sales Force Activity category, Solutions | Digitas has won a Gold Dragon for Aviva Life Insurance's Aviva Dollar Dreams. Once again for Aviva Dollar Dreams, Solutions | Digitas won a Bronze Dragon in the Best activity Generating Brand Loyalty category. This campaign 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).

Solutions | Digitas (digitas.com) has won six Gold Dragons, three Silver Dragons, four Bronze Dragons and six Certificates of Merit at PMAA since the year 2006. It has also won the MAA Globes Awards for the last two consecutive years.

About Digitas

Digitas is a leading digital marketing agency, helping the world's biggest brands develop, engage and profit from building profitable relationships with their customers. The Agency pairs media, marketing, technology, creativity, imagination and analytics to ignite emotional bonds between people and brands. Digitas also operates the brand content platform, The Third Act:, the independent healthcare marketing brand, Digitas Health, as well as Prodigious Worldwide, the world's only standalone, global digital productions company. With sister agencies Starcom MediaVest, ZenithOptimedia and Denuo, Digitas is a member of Publicis Groupe's VivaKi—a global digital knowledge and resource center that

leverages the combine scale of the autonomous operations of its members to develop new services, new tools, and new partnerships.

Paris-based Publicis Groupe S.A. is the world's fourth largest communications group, the world's second largest media counsel and buying group, and a global leader in digital and healthcare communications. With around the world activities spanning more than 104 countries on five continents, the Groupe employs as many as 44,000 professionals.

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