

### ***Voltas bags Gold at EFFIE Awards 2012***

The Voltas 'All-Weather AC' campaign won a coveted Gold EFFIE Award for 2012, in the 'Consumer Durables' category.

The victory was well deserved by Voltas' marketing team, who worked with the creative minds at Meridian Communications (now Soho Square) to develop the campaign in print, TV and other media. The 'All-Weather' concept played a key role in raising the Voltas AC's market share to the No. 1 position India-wide, and keeping it there.

Hosted by the Advertising Club of India, the national EFFIE awards are under the aegis of the Asia Pacific sector of EFFIE Worldwide, an international body whose mission is 'to inspire and celebrate effective marketing and marketers globally.' As such, the awards are the gold standard in measuring the effectiveness of corporate India's marketing and communication strategies.

For the 2012 EFFIEs, a record number of 357 entries was received from 50 participating companies by the EFFIE committee, for campaigns that ran in India between July 1, 2011 and June 30, 2012. There was a grueling five-round judging process, undertaken by a jury of 124 luminaries from creative and marketing industries.

More than anything else, the award reflects the interest, enjoyment and consumer confidence that the campaign aroused – and which helped drive up the sales figures.

