

JWT Mumbai's "Diamond Bride" Named Grand Prix Winner in 2008 AAAA Jay Chiat Planning Awards

JWT Mumbai's "Diamond Bride," on behalf of De Beers, was named the Grand Prix winner of the 2008 AAAA Jay Chiat Planning Awards. The announcement was made during the final day of the AAAA 2008 Account Planning Conference at the Loews Miami Beach, Florida, USA. Jay Chiat Planning Awards co-chairs William Charnock, planning director, JWT, and Murray Hardie, evp, chief planning officer, Energy BBDO, presented the Grand Prix to **Shaziya Khan**, vp, strategic planning director, JWT Mumbai.

"It takes a very brave planner to decide to challenge a cultural ideal, in this case the cultural ideal of a dutiful and self-sacrificing Indian bride," said Charnock. "It's hard to think of any cases in the advertising world that demonstrate this degree of marketing courage."

Added Hardie, "This is a wonderful example of how brilliant strategic thinking can leverage seismic cultural shifts to create a new reality that deliver astonishing business success. It's exactly the kind of thinking that should inspire us all."

A panel of judges convened on Sunday, July 23, when three Gold winners presented their cases. The two other Gold winners were BETC Euro RSCG Paris for eBay France, and Goodby, Silverstein & Partners, for Anheuser-Busch (Rolling Rock).

This marks the second year that the Jay Chiat Planning Awards Grand Prix was awarded to an International entry. Last year's Grand Prix was awarded to BBH London for Unilever's AXE/Lynx fragrance launch, an entry in the newly established International category. The first time a Grand Prix was awarded was in 2003, when Crispin Porter + Bogusky was honored for its work on Molson; in 2006, BBH New York won the Grand Prix for its work for AXE

About the Jay Chiat Planning Awards The Grand Prix, Gold, Silver and Bronze winners receive an award in the shape of a building block, symbolizing the discipline of planning as it relates to the advertising process. Gold, Silver and Bronze winners each receive a wood statuette; the Grand Prix award is created in stone.

Jay Chiat are the top honour in strategic planning globally. They are designed to be unique. Many other shows reward effectiveness. Many other shows reward creativity. None award excellence in creative thinking. None award reshaping how we see the world. The role of the awards is to celebrate brilliant strategic thinking that clearly led to powerful creative expression. Since the entries tend to be very strong – good examples of solid strategic thinking, the judges look for those that go beyond that. Ultimately they are looking for papers

- That fill you with envy.
- These papers should both humiliate and inspire.
- They should be a showcase for what is possible in planning.

About the Diamond Bride campaign

The objective of the campaign was to create a preference for diamond jewelry over gold jewelry at weddings. The winning entry outlined the strategy to create a contemporary cultural paradigm for brides. The campaign embraced multiple connection points to over turn centuries of tradition ie. a bride

adorned in gold. Going beyond paid for television advertising to include innovative channels of expression such as advertorials, infomercials, direct marketing and public relations. Resulting in significant positive shifts in attitude as well as behaviour.