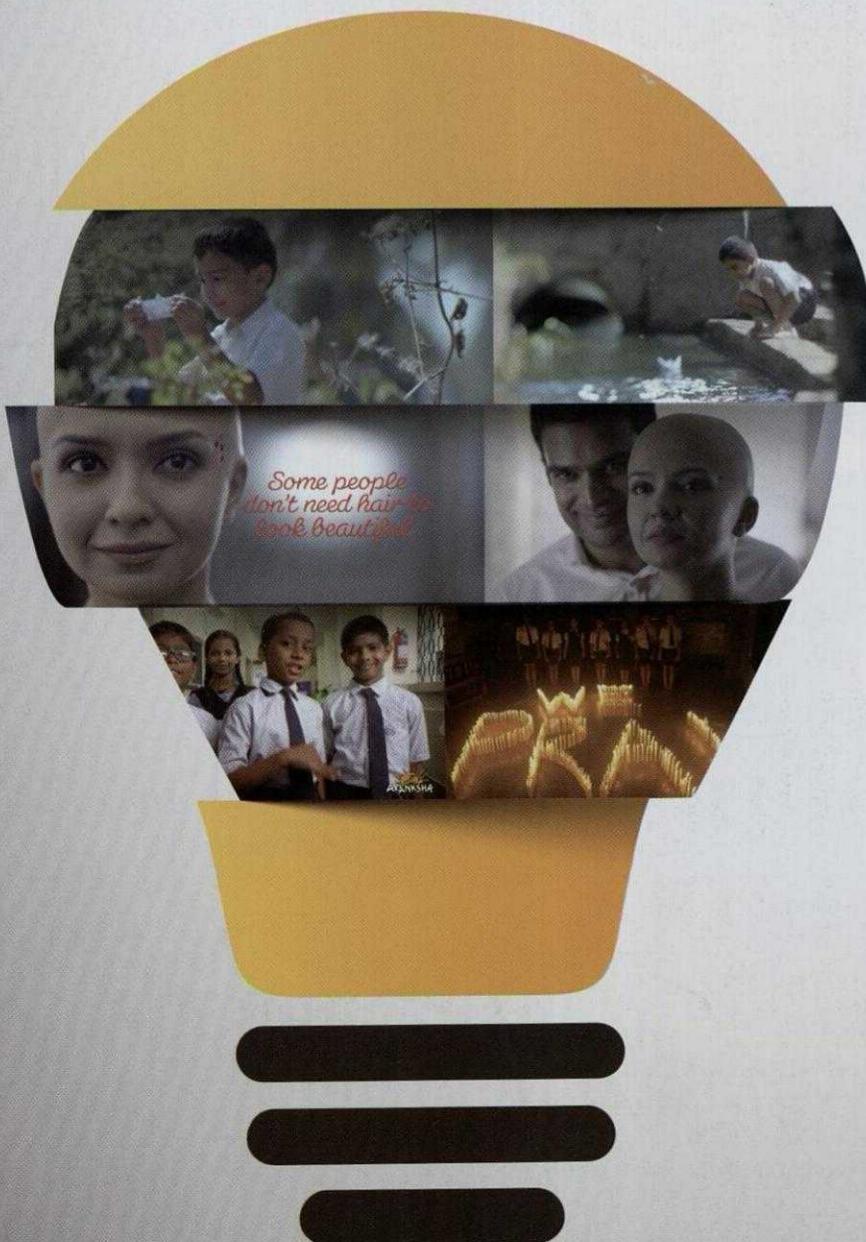


# IMPACT

WEEKLY ADVERTISING, MEDIA & MARKETING NEWS - VOLUME 12, ISSUE 35 - 14 FEBRUARY 2016 ₹ 100

## AD(DING) VALUE TO BRANDS

HOW EXACTLY IS AN  
AD JUDGED FOR ITS  
EFFECTIVENESS? READ WHAT  
LEADING MARKETERS  
HAVE TO SAY



## WE NEED A COUPLE OF ACQUISITIONS: ROHIT OHRI

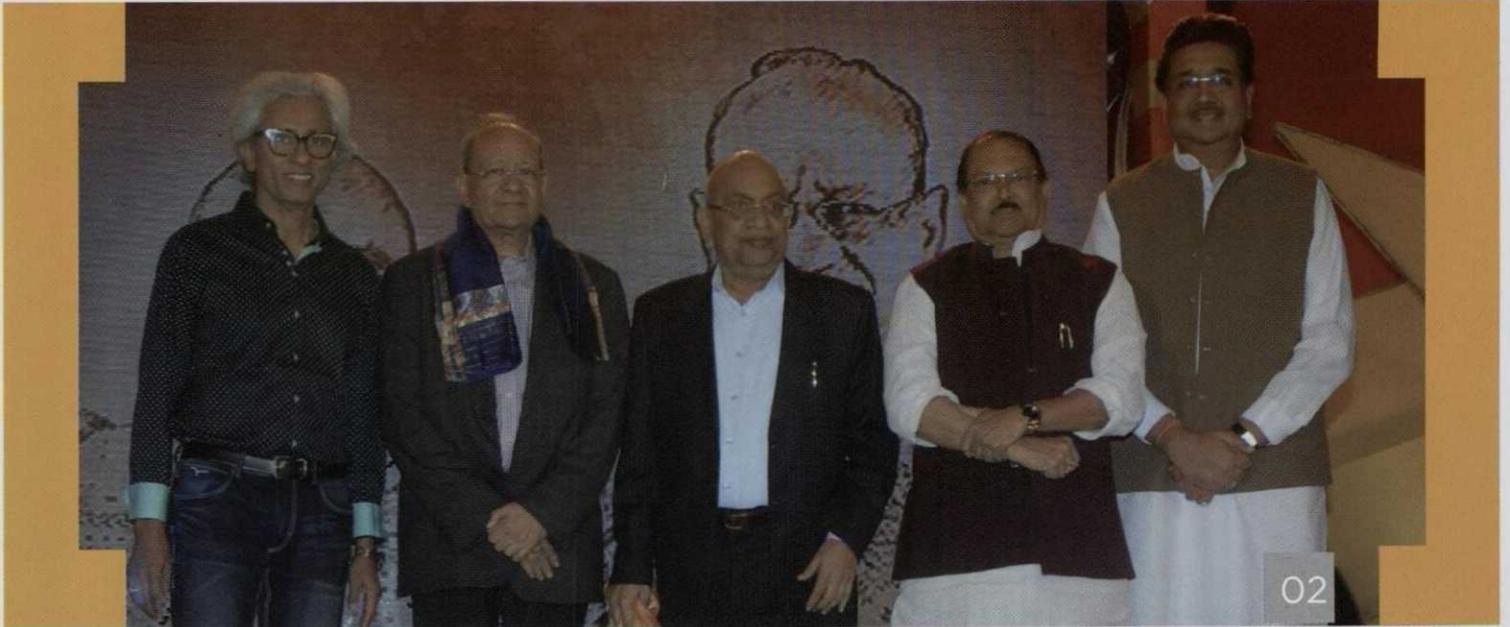
New Group Chairman and CEO of FCB Ulka plans to debunk 'old school' myth around the agency; accelerate pace of change by adding digital assets

# HARD WORK, ACHIEVEMENTS HONOURED AT 24 GHANTA ANANYA SAMMAN AWARDS

Ministers, bureaucrats and celebrities came together to celebrate the 24 Ghanta Ananya Samman. The Ananya Sadharan awards celebrated the achievements and hard work of heroes from rural areas of West Bengal in their respective fields. The evening also honoured well known personalities with the Ananya Samman award, including a Lifetime Achievement Award to actress Madhobi Mukherjee.



01



02



03



04



05



06

- 01** Anirban Chowdhury of 24 Ghanta
- 02** Bhaskar Das of Zee Media Group with R.S. Goenka and R.S Agarwal of Emami, Minister for Public Health Engineering of West Bengal, Subrata Mukherjee and Harshavardhan Neotia of Ambuja Neotia Group
- 03** Minister of Urban Development and Municipality affairs of West Bengal, Firhad Hakim
- 04** Bhaskar Das with actress Koyel Mallick
- 05** Directors Nandita Roy and Shiboprosad Mukherjee
- 06** Minister of Public Health Engineering of West Bengal Subrata Mukherjee with Mayor of City of Kolkata Sovan Chatterjee