

Bajaj Electricals
Advertising & Brand Awards
2009

Awards at Cannes Lions 2009

Bajaj Electricals has won for the following at Cannes –

3 Bronze

Bronze award for Bajaj Exhaust Fans Campaign – Print

- Bajaj Exhaust Fans/Kitchen - Bronze
- Bajaj Exhaust Fans Baby room - Bronze
- Bajaj Exhaust Fans/Loo - Bronze

Awards won at AdFest, 2009 (Pattaya)

8 awards – 6 silver and 2 bronze

CATEGORY: **PRESS**: BEST OF HOME APPLIANCES & FURNISHINGS

Single for Best of Home appliances & furnishings

Bajaj Exhaust Fans/Kitchen **SILVER**

Bajaj Exhaust Fans Babyroom **BRONZE**

Bajaj Exhaust Fans/Loo **SILVER**

Campaign for Best of Home appliances & furnishings

Bajaj Exhaust Fans **SILVER**

CATEGORY: **POSTER**: BEST OF HOME APPLIANCES & FURNISHINGS

Single for Best of Home appliances & furnishings

Bajaj Exhaust Fans/Kitchen **SILVER**

Bajaj Exhaust Fans Babyroom **BRONZE**

Bajaj Exhaust Fans/Loo **SILVER**

Campaign for Best of Home appliances & furnishings

Bajaj Exhaust Fans **SILVER**

CATEGORY: **CRAFT**: BEST USE OF PHOTOGRAPHY

Single for Best use of photography

Bajaj Fans/Polka dots **FINALIST**

Awards at Goa Fest 2009

4 awards – 1 gold, 1 silver and 2 bronze

GOLD

1. Bajaj Exhaust fans campaign – Print

SILVER

2. Bajaj Industrial fans campaign – Outdoor

BRONZE

3. Bajaj Industrial fans Airplane – Print

4. Bajaj Exhaust fans campaign – Art Direction

Logic for Bajaj Exhaust fans creative

- The thought is that the places in home which are supposed to be stinking are odourless because of Bajaj Exhaust Fans.
- It is shown in different parts of home where all the messy things are odourless as if they are packed in a zip lock bag.
- The campaign seeks to dramatise this in a visually interesting manner. Hence emphasizes the efficiency of Bajaj Exhaust Fans.



Bajaj Exhaust Fans/Kitchen



Bajaj Exhaust Fans/ Loo



Bajaj Exhaust Fans/ Baby room

Logic for Bajaj ceiling fans creative – Polka Dots

- A very simple idea of Bajaj fans cooling so well, its almost as if you weren't wearing anything... executed with a very arresting visual.



Single – Craft (Photography) – Finalist in Ad fest Pattaya

Logic for Bajaj industrial fans creative

- The spaces in industrial setups are large and the need is for powerful fans/air-circulators/exhausts
- Bajaj Industrial Range of Fans and Exhausts are “VERY VERY” powerful
- The campaign seeks to dramatise this “VERY POWERFUL” in a visually interesting manner



DEWYNTERS

23
PARKWAY STREET

BAJAJ
INDUSTRIAL
FANS AND EXHAUST



BAJAJ
INDUSTRIAL
FANS AND EXHAUST

Readers Digest Trusted Brand 2009 – Gold Award to Bajaj Appliances



Thank you