

BIG FM BAGS 4 AWARDS AT THE RECENTLY HOSTED RADIO CONNEX

The radio network won 3 Silver metals including 2 for its integrated spikes and 1 for an interstitial

Popular radio presenter BIG MJ Balaji was announced as 'Best RJ' – South Zone

National, XX Oct 2018: BIG FM, one of India's largest radio networks has bagged 4 awards at Radio Connex, a one-of-a-kind platform that celebrates the work on radio and its excellence on a wider scale. The network, renowned for creating original content-led campaigns, bagged a silver metal each for two of its brand integrated activities. It also won a silver for 'Actor Calling Actor', a unique daily sparkler that ticks the funny bones of the listeners concluding with one of the most recalled mimicry based liner - "Beta tumhari naraazgi laazmi hai, par phone jaldi se rakho call waiting mein Azmi hai..." In addition to that, one of the most popular radio jockey on the network in the south region, BIG MJ Balaji was felicitated with the title of 'Best RJ' – South Zone.

The Silver award category wins include:

- Best 360-degree Client Solution - Basant Loves Nidhi – Close up
- Best in-house Ad for a client - Bhakra Nangal Dam
- Best Interstitial - Actor Calling Actor

Commenting on the winning titles, spokesperson from **BIG FM** said, "BIG FM strives to deliver a lasting impact with campaigns based on content that resonates with the masses. The fact that our Bhakra Nangal campaign received 70% of the total ad spends [in its region](#), adds credibility to the impact generated and the effective reach provided by our network. These wins are a testament to our distinctive ideas which are inclusive of consumer insights and seamlessly integrate a brand's message. It is also a proud moment to have one of our most talented MJs – Balaji to have won the title of 'Best RJ' [in the south zone](#). We look forward to a more promising year ahead as we continue to grow with our objective of providing entertainment with a cause."

BIG FM created a high-decibel 'Bhakra Nangal Dam' campaign on the lines of "Bandh nahin ye bandhan hai" which translated to 'It's just not a mere dam, it's a bondage'. It was then linked to various bonds shared by humans thereby building nostalgia and striking an emotional chord with the listeners. The highly-creative campaign effectively highlighted the importance of the dam and aimed to do-away with any negative notions attached with it.

In line with brand Close-up's idea of breaking barriers, BIG FM conceptualized a campaign with fictional characters, Basant and Nidhi, in tier 2 cities in the North. This was followed by communicating the message through hoardings that 'Basant Loves Nidhi,' which caught the attention of the on-lookers. On-air promotions were further bolstered with the introduction of popular actor Ravi Kishan, who shared innumerable stories around breaking barriers and making the first move and encourage Basant to express his love to Nidhi. The activity garnered an unprecedented response across generations evident from its reach of 5 million on-air.

With this, BIG FM added to its winning streak and closed yet another successful year with 4 big wins. The network will continue to reach out to the audience with its clutter-breaking and riveting campaigns that cut through demographics and sustain its leadership positioning