



BIG FM's RELAUNCH CAMPAIGN "DHUN BADAL KE TOH DEKHO" GAINS RECOGNITION AT THE PRESTIGIOUS GOLDEN MIKES 2019

THE RADIO NETWORK HAS WON A TOTAL OF 10 METALS AT THE ASIAN CUSTOMER ENGAGEMENT AWARDS AND GOLDEN MIKES 2019

- *BIG FM has bagged 2 silver, 1 Bronze at ACEF and 1 Gold, 5 Silver and 1 Bronze metal at Golden Mikes*
- *RJ Sangram from Pune and RJ Balaji from Chennai announced 'RJ of the Year' at ACEF and Golden Mikes respectively*

National, 30 April 2019: BIG FM, one of India's largest radio networks, has once again cemented its position as the market leader in the radio industry by winning seven metals at the celebrated **Golden Mikes 2019** and three awards at the **Asian Customer Engagement Forum**. The radio network recently relaunched with a new brand positioning '*Dhun Badal ke Toh Dekho*' across its stations; a major brand revamp since its launch in 2006. The highly-appreciated campaign, that has been gaining momentum through various programming, marketing and, digital initiatives, has bolstered its standing in the industry by being rewarded at the Golden Mikes 2019. Adding to its winning streak, the network has also gained recognition at the prestigious **ABBY's 2019** for the campaigns conceptualised by Thwink BIG for Mindshare and Lodestar.

Speaking about the winning titles **BIG FM spokesperson** said, "*It fills everyone at BIG FM with immense pride to witness the brand's new positioning campaign win such prestigious accolades at the Golden Mikes 2019. We conceptualized 'Dhun Badal Ke Toh Dekho' with the sole intention to provide a greater purpose than merely providing entertainment. Such recognition further adds credibility to BIG FM's efforts in conceptualizing path-breaking and innovative concepts that result in a high recall value and invariably providing effective visibility to the stakeholders. These winning titles for our brand-led campaigns, BIG FM spikes and, RJs, at the Asian Customer Engagement Forum, Golden Mikes and ABBYs, have bolstered the Brand's positioning in creating original content led offerings. As the most trusted radio player, we continue to deliver meaningful concepts that enable a deeper audience to connect. We look forward to continue showcasing such astute delivery in the work we do and replicate this success in the times ahead.*"

BIG FM's relaunch campaign '**Dhun Badal Ke Toh Dekho**' has bagged Silver for both '**Best launch/Re-launch of a radio channel**' and '**Best Radio Jingle**' under the broadcast category. The winning of these prestigious accolades has led to the network having further strengthened its credibility in terms of positioning and being a radio player, with effective reach and visibility. The relaunch campaign lasted over a month and included a jingle launch sang by renowned singer Sonu Nigam, in addition to a whole new celebrity show based on the new positioning '*Dhun Badal Ke Toh Dekho with VidyaBalan*'. The well-conceptualized campaign has certainly created a benchmark in terms of innovation and, effective use-of-radio for audience-connect.

The radio network has also won 3 Silver metals for its brand-led campaigns for Stayfree, Aditya Birla and Niine Sanitary Napkins and a **Bronze** for its campaign **Bhukyamantri RJ Nitin at Golden Mikes**. It also bagged two **Silver** for its initiatives '**No Khaali Pet**' and '**Angan ki Angitheer**' for **Vaseline at ACEF**. **Pune's RJ Sangram** won a bronze and **Chennai's RJ Balaji** won a Gold metal for '**RJ of the Year**' title at ACEF and Golden Mikes respectively.



The **ABBY's Goafest 2019** also rewarded the media agencies Mindshare and Lodestar for campaigns conceptualised by **Thwink BIG** - BIG FM's short-form video and audio talent incubator and marquee content studio reputed for creating original content. Mindshare and Lodestar both won Gold for '**Basant Loves Nidhi**' campaign for **Close Up** and an initiative around menstrual hygiene awareness through conversations between a mother and her daughter for **Stayfree Secure** respectively.

Winning titles

Asian Customer Engagement Forum 2019

- Radio For Customer Engagement - No Khaali Pet under the sub-category Successful Use of Technology - **Silver**
- Data Driven Marketing - Vaseline's Angan ki Angithee under the sub-category Effective use of Market Research - **Silver**
- Individual Award - RJ Sangram under the sub-category 'RJ of the Year' - **Bronze**

Golden Mikes 2019

- RJ OF THE YEAR - RJ Balaji - **Gold**
- Best Campaign for Stayfree's Maa Beti ki Kahaniya - **Silver**
- Best Use of Radio in an Integrated Media Plan for Aditya Birla's Jump For Health - **Silver**
- Best Launch/Re-Launch of a Radio Channel for BIG FM Relaunch - DhunBadalKeTohDekho - **Silver**
- Best Radio Jingle for DhunBadalKeTohDekho Jingle - **Silver**
- Best Ad/Campaign on Radio in the North Region (client/self) for Niine Sanitary Napkins - **Silver**
- Best On Ground Promotion by a Single Radio Station for Self- not sponsored Bhukyamantri Khurafati Nitin campaign - **Bronze**

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