



## **BIG FM WINS EIGHT METALS AT THE EXCELLENCE IN RADIO AWARDS AT IRF 2018**

**OR**

## **BIG FM SHINES AT THE PRESTIGIOUS IRF 2018 WITH EIGHT METALS**

***The radio network also bagged six runner-up titles at the coveted award platform***

***It tallies to a total of 13 metals for the year so far with its recent win at the prestigious IAA Olive Crown Awards, Abbys & Golden Mikes 2018***

**National, 21<sup>st</sup> May, 2018: BIG FM, one of India's largest radio networks, won eight awards** at the recently held **India Radio Forum 2018**. It also secured six runner-up titles at the prestigious award platform that acknowledges and celebrates outstanding content and creativity in the radio industry. One of the most awarded and leading radio networks, BIG FM since its inception has won awards for its various national and city specific shows based on original content integrated with captivating music. The essence of the shows has been further enhanced by talented and popular RJs who form a strong connect with the listeners across markets. Since the onset of the award season this year, the network has bagged a total of 13 metals including five winning titles at **Golden Mikes, IAA Olive Crown, ABBYs and IRF 2018** combined. The radio network has been recognised for its localised content based shows, talented BIG MJs and its astute delivery of branded content and effective usage of the platform for on-air promotions.

Speaking about its winning properties, a **BIG FM Spokesperson** said, *"The categories at IRF set a clear distinction of the great work being showcased by radio players and in turn provide a deeper understanding of their effective delivery. The winning titles at India Radio Forum for categories across programming, RJs and on-air promotions reinforce BIG FM's ability of a deeper understanding of audiences and an acute focus on innovation and creativity. We look forward to achieving more such laurels and move from strength to strength as we continue to enhance the listening experience for the audience and stakeholders alike."*

Sharing his experience of winning the award, BIG MJ Annu Kapoor said, *"It is an utmost honour to be recognized for your work year on year at a platform like India Radio Forum that acknowledges creativity and great content. 'Suhaana Safar with Annu Kapoor' on BIG FM is one of the longest running shows and the various awards felicitated to the show strengthens our belief of having made a mark in the minds of listeners with a storytelling format based on original content. It is through this show that I get an opportunity to bring forth unheard stories of Bollywood personalities coupled with great music. It fills me with immense gratitude to witness such love and support being showered upon by fans, listeners and the fraternity. I look forward to engaging them with more such enriching stories and provide them with a true Suhaana Safar on air."*

**Annu Kapoor, Balaji & Sangram** have taken forward the winning legacy of the network by being acknowledged as 'RJ of the Year' in the Hindi (and Hindi - Non Metro), Tamil and Marathi categories respectively.

The recently launched content incubator Thwink BIG conceptualised the idea of integrating Saregama's Yoodle Films' **Kucch Bheega Alfaaz** as a show on BIG FM during the Valentine's Week



along with the launch of an original song and short film / music video (won at the Abbys). The Thwink team also completely transformed **Benadryl BIG Golden Voice Season 5** from an on-air concept to a on-air & digital led activity (won at Golden Mikes) **BIG Green Ganesha** continues to remain one of the most awarded marquee properties and its success speaks volume of the network staying true to its ethos of providing a 'Suno Sunao Life Banao' experience (won at IAA Olive Crown and Golden Mikes)

The network's award winning streak is a result of its 'Shared Purpose' philosophy, deep consumer insight led programming, implementation of various strategies focused towards being future ready and delivering effective integrated campaigns provider a greater ROI.

### Titles won

#### **INDIA RADIO FORUM**

##### **WINNING TROPHIES**

- RJ of the Year (Hindi) - Annu Kapoor
- RJ of the Year (Hindi – Non-Metro Station) - RJ Annu Kapoor
- RJ of the Year (Tamil) - RJ Balaji
- RJ of the Year (Marathi) – RJ Sangram Khopade
- Best Radio Programme (Marathi) - Breakfast Show With BIG MJ Sangram
- Best Radio Programme (Kannada) - BIG Coffee
- Best Radio Promo - In-House (Tamil) - World Toilet Day
- Best Radio Promo - In-House (Marathi) - Breakfast Show - BIG MJ Sangram

##### **RUNNER-UP**

- Best Radio Programme (Non-Breakfast - Tamil) - Night Show
- Best Radio Programme (Non-Breakfast - Telugu) - Retro Talkies
- Best Radio Programme (Kannada) - Retro Savari - RJ Rapid Rashmi
- Best Radio Promo - In-House (Telugu) - BIG Junior Rockstars
- Best Radio Promo - In-House (Malayalam) - Pragasham Nation Pride
- RJ of the Year (Kannada) - RJ Shruti

#### **IAA Olive Crown Awards 2018 for BIG Green Ganesha**

- A Silver under the radio category

#### **Golden Mikes 2018 for BIG Green Ganesha under the category**

- Best Sponsored On Air Promotion by a Single Radio Station for Self
- AND
- Best Sponsored On Air Promotion by a Network of Radio Stations for Self'

#### **Golden Mikes 2018 for Benadryl BIG Golden Voice Season 5 under the category**

- Best Use of Radio for Long term Effectiveness



**ABBY Awards 2018 for Kucch Bheege Alfaaz**

- A silver metal for Branded content and entertainment

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