

For Immediate Release

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N&D Communications Bags Award at Tamizh Awards 2010

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Every year the Ad Club Madras gives away awards to the best creative work in Tamilnadu. This year the event was held on April 30th at The Hilton, Chennai and the who's who of the ad world formed the audience. It was a proud moment when N&D Communications bagged an award under the Public Service category which received 33 entries and had 7 nominations.

The Dhillu Dura campaign aimed at encouraging people to clear their misconceptions about AIDS and receive counselling at the Nambikkai Maiyyam (Integrated Counselling & Testing Centre). A character called Dhillu Dura was created to resemble a mass hero styled with bright flashy clothes, flamboyant hairstyle and swagger reflecting a devil-may-care attitude. The daredevil suddenly became dull as he has doubts about his HIV status and then regains his lost confidence only when he visited Nambikkai Maiyyam

N&D Communications has always been strong in developing TG centric campaigns that are highly engaging and have a large reach. This award is a recognition of this valuable quality as reflected in the creative.

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