



## **NEO Sports hits a Hatrick**

### **Bags the *ABBYs*, *PROMAX* and *CANNES***

**Mumbai, 23<sup>rd</sup> June 2008:** NEO Sports Broadcast has recently hit a **hatrick** with their latest win at the Cannes. **NEO Sports gas commercial** has bagged a silver lion in the film category. O&M and NEO Sports, both are on a roll after pocketing three awards back to back for the same campaign. This particular commercial has won the **ABBY's**, **PROMAX** and now the **CANNES!!**

The jury believed that the film was a fresh way of portraying the element of tension. The NEO Sports Gas films were aimed at creating tension for the then upcoming India-Pakistan series to be aired on the channel during the live series. Gas tells the story of a busy household where the servant has left the gas on by mistake and gone away. The whole story has members of the household doing things that could lead to starting a fire: A man plays with his lighter, children prepare to light firecrackers nearby. The tension is at a crescendo, when the super appears: 'Get used to tension.' The commercials aimed to replicate the same feeling that every fan goes through when India and Pakistan play against each other.

Commenting on this occasion, **Mautik Tolia, EVP, Programming** said, "Neo has always been successful in presenting cricket in new, innovative and path breaking ways and these awards are a testimony to that. For our Ind-Pak series, we wanted a campaign that encapsulates the tension one feels during an Ind-Pak series. The 'Get used to the tension' campaign delivered just that and in a completely out of the box manner. We are extremely proud to have created a strong presence at all the three awards-Cannes, PROMAX and ABBYs."

Said **S Ramamurthy, Associate Creative Director, O&M**, "NEO Sports is probably one the savviest clients in the country. Instead of taking the road usually taken, they approached every promo as an opportunity to entertain the consumer and not just educate about a show or the channel itself or the event. Which made the brand the best fun I have had in my career so far. The 'tension' campaign was an example of everything going fantastically right. The idea and the script came out right. The films turned out right in terms of execution. The audience response was right and now the awards seem good."

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**More about NEO Cricket**

NEO Cricket has the exclusive broadcast rights for all international and domestic cricket played in India. It also has exclusive broadcast rights for international cricket played in Bangladesh and Kenya as well as BCCI's offshore cricket series. In 2008 NEO Cricket will broadcast a minimum of 6 International cricket series including 4 featuring India, adding up to nearly 200 days of live cricket.

In addition NEO Cricket will air as many as 10 Cricketainment shows, 4 of which are daily shows such as Dial C for Cricket, Sportszone, Encounter, etc.

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**More about NEO Sports**

NEO Sports holds the exclusive rights to top drawer football (Italian Serie A and Bundesliga), Tennis (WTA Tour & select ATP tournaments), Golf (US PGA Tour), Badminton (IBF Thomas & Uber Cup, BWF Super Series), Beach volleyball (AVP World Series).

Additionally NEO Sports will air a host of leading sports magazine shows.

NEO Sports will also carry live coverage of cricket in Hindi and other regional languages.

**For further information, please contact**

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