



Neo Cricket goes on an award-winning spree

~ Steals the show at the recent Promax|BDA India 2008 awards ceremony
winning the maximum 11 metals ~

Mumbai May 30, 2008: Neo Cricket has proved its mettle once again. Close on the heels of the recently won Grand Prix at the Goafest Abys 2008, Neo stole the show ceremony at the recently held Promax|BDA India 2008 awards by walking away with 11 metals - four Gold and seven Silvers, this was the maximum number of awards that any broadcaster won at the ceremony!

The 'Gas' promo series won the Gold for the best sports promo; sound design; script; while 'Ooga booga (dinosaur) won for best animation. The silvers that Neo bagged were for the best out-of-house station image promo (Power Play), best promotional campaign (tension), best sports promo (Rusty Nail), best launch campaign (Tension), best sound design (Rusty Nail), best editing in a promo (Gas) and best animation (Ooga booga-Stumps).

Speaking on this occasion, **Mautik Tolia, Executive Vice President, Neo Cricket**, 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. Our animated Ooga Booga series has also managed to break through the clutter giving a new fresh fun take on the game of cricket."

Said **S Ramamurthy, Associate Creative Director, O&M**, "Neo 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... well, right! I guess, it can only get better from here."

The channel also recently created ripples by bagging the Grand Prix along with a few a few Gold and Silver - for the Best Advertising Campaign at the **Goafest ABBY 2008**.

About Goafest Abby 2008

Neo Sports Broadcasting Pvt. Ltd., won the Grand Prix for the best advertising campaign; it also won Gold for the 'Gas' ad and Silver for 'Rusty Nail' commercial in the Direction, Sound Design and Editing category. The Grand Prix is awarded for the best work in each vertical. The Goafest Abby 2008 had 6 Grand Prix Awards, including two under the films category. O&M won the Gold in media and publications category for the Gas commercial.



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.

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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