



Jack in the Box Worldwide is Socialathon 2015 Independent Agency of the Year

~The agency won a total of seven awards~

Mumbai, Monday, 10 August 2015: Jack in the Box Worldwide continued its winning streak with big wins at Digital Market Asia’s Socialathon Awards 2015 held on Friday, 8th August in New Delhi. The 120 Media Collective’s digital vertical bagged **Independent Agency of the Year** as well as **three Golds, two Silvers and a Bronze**. The media-agnostic integrated communications company pervaded the noise levels at the ceremony with shortlists in 12 categories.

DMA’s Socialathon Awards recognise work that not only taps the potential of digital platforms for marketing, but also produces a body of work that raises benchmarks and future trends for social media marketing.

	Entry	Category
1	-	Agency of the Year - Independent
2	BeBEAUTIFUL	Silver, Creating and Managing Social Communities
3	BeBEAUTIFUL	Gold, Creation of Engagement Platforms
4	BeBEAUTIFUL	Silver, Engaging the Brand Advocates
5	FabAlley #unfollow	Bronze, Best Use of Social Media in a Larger Campaign
6	FabAlley #unfollow	Gold, Best Use of Social Nomenclature
7	FabAlley #unfollow	Gold, Engaging the Brand Advocates

“Jack in the Box Worldwide has always been a pioneer in leading brands to create impactful campaigns. We’re overjoyed to have this fact recognized formally at Socialathon”, rejoiced **Abhishek Razdan, Executive Vice President & National Business Head, Jack in the Box Worldwide** (a part of The 120 Media Collective).

The awards were preceded by a series of panel discussions. Shantanu Sahajpal, Business Head, Jack in the Box Worldwide Delhi, voiced his opinion as part of the Social Parliament panel.

About Jack in the Box Worldwide

Founded in 2009, Jack in the Box Worldwide is a media-agnostic integrated communications company with digital at its core. With offices in Mumbai and Delhi, the client roster includes Unilever’s BeBEAUTIFUL, Pond’s Men and Vaseline; Aditya Birla Group’s Louis Philippe and TheLabel.in and Allen Solly; Reckitt Benckiser’s Airwick, The

Gateway - Hotels & Resorts among others and Britannia's projects for Good Day, Pure Magic and IPL. A pioneer in Content Marketing and Branded Content, Jack in the Box is one of South Asia's most heavily awarded digital communications entities.

For more information,

Visit www.jackintheboxww.com

Follow on Twitter @JackintheBoxWW and on Facebook.com/JackintheBoxWW

About The 120 Media Collective

The 120 Media Collective is a digitally-inclined company that creates produces, distributes, monetizes, creates engagement around and promotes multi-platform content for audiences and brands globally. Declared as the Content Marketing Agency of the Year at Content Marketing Summit Asia 2015, the company comprises subsidiary brands, **Jack in the Box Worldwide**, one of South Asia's leading agency brands in the digital space; **Bang Bang Films**, South Asia's largest commercials production company; **Sniper** that aims to redefine commercials and content production in the digital age and **Sooperfly**, a digital video network that will arm the group with the ability to build content brands direct-to-audiences. With the highest level of credibility and relationships with brands and superlative multi-platform content creation capabilities, The 120 Media Collective is pushing the boundaries and blurring the lines between communications, entertainment and technology.

More at www.the120mediacollective.com

Follow on Twitter @The120MC and on [Facebook.com/The120MediaCollective](https://www.facebook.com/The120MediaCollective)
