



Roopak Saluja on Global Effies 2016 jury

Mumbai, 29 February, 2016: The Global Effie Awards **has invited Roopak Saluja, Founder & Chief Executive Officer, The 120 Media Collective & Sooperfly**, to be part of the jury this year. The prestigious awards honor multinational marketing communication efforts that have proven their effectiveness in four or more countries on at least two continents.

Top global marketers will judge the Global Effie competition this year in Singapore, São Paulo, New York and London. Roopak is slated to attend Round 1 of the jury meet in Singapore on March 23.

Listed among the 2014 Campaign Asia-Pacific '40 Under 40', Roopak drives The 120 Media Collective through its subsidiaries Jack in the Box Worldwide, Bang Bang Films, and Sniper. His new media company, Sooperfly, founded in 2015, most recently **entered a joint venture with Vivek Law** for personal finance in the online content space.

The media entrepreneur will also present a session titled "Content is King, Distribution is God!" at ADFEST 2016 in Pattaya, Thailand on March 17, 2016.

Declared as the Content Marketing Agency of the Year at Content Marketing Summit Asia 2015, The 120 Media Collective comprises subsidiary brands, ***Jack in the Box Worldwide***, one of South Asia's leading agency brands in the digital space; ***Bang Bang Films- India's International Production Company***; ***Sniper***, which redefines commercials and content production for the digital age. The diversified content and communications group boasts of award winning work in branded content including Unilever's BeBEAUTIFUL.in, Louis Philippe's TheLabel.in, FabAlley's #Unfollow campaign, The Tara Sharma Show, Puma Pimp Your Soul, and more.

Sooperfly was founded in 2015 to empower Asia's digital video ecosystem by building content brands direct-to-audiences. Its repertoire includes music, comedy, beauty, fashion, sports, education, technology, the performing arts and more.



About The 120 Media Collective

'The 120 Media Collective' is one of India's most impactful digitally oriented companies, helping brands connect with their audiences through compelling content, customised distribution and incisive amplification. The company creates, produces, distributes, monetizes, creates engagement 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 diversified content and communications group comprises subsidiary brands, **Jack in the Box Worldwide**, one of South Asia's leading agency brands in the digital space; **Bang Bang Films**- India's International Production Company; **Sniper**, which redefines commercials and content production for the digital age. With a high level of credibility and quality relationships with brands, The 120 Media Collective is pushing the boundaries and blurring the lines between communications, entertainment and technology.

More at www.the120mediacollective.com
Twitter @The120MC | Facebook [/The120MediaCollective](https://www.facebook.com/The120MediaCollective)

About Sooperfly

Sooperfly was founded in 2015 by media entrepreneur Roopak Saluja, also Founder & Chief Executive Officer of The 120 Media Collective. Sooperfly empowers Asia's digital video ecosystem by building content brands direct-to-audiences. Its repertoire includes music, comedy, beauty, fashion, sports, education, technology, the performing arts and more.

More at www.sooperfly.com
Twitter [@sooperfly_on](https://twitter.com/sooperfly_on) | Facebook [/SooperflyTurnOn](https://www.facebook.com/SooperflyTurnOn)

About Effie Worldwide

Effie Worldwide is a 501 (c)(3) nonprofit organization that stands for effectiveness in marketing communications, spotlighting marketing ideas that work and encouraging thoughtful dialogue about the drivers of marketing effectiveness. The Effie network works with some of the top research and media organizations worldwide to bring its audience relevant and first-class insights into effective marketing strategy. The Effie Awards are known by advertisers and agencies globally as the pre-eminent award in the industry, and recognize any and all forms of marketing communication that contribute to a brand's success. Since 1968, winning an Effie has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with the Global Effie, the North America Effie, the Euro Effie, the Middle East / North Africa Effie, the Asia Pacific Effie and more than 40 national Effie programs.

For more details, visit www.effie.org. Follow us on [Twitter](https://twitter.com/effie) and [Facebook](https://www.facebook.com/effie) for updates on Effie information, programs and news.
