



RoopakSaluja on the jury of Cristal Festival 2015

~The 120 Media Collective Founder and CEO to represent India on the prestigious panel~

Mumbai, Wednesday, 4 November, 2015: The prestigious **Cristal Festival** has invited **RoopakSaluja, Founder & CEO, The 120 Media Collective**, to be a member of jury for Brand Entertainment & Content and Sports Marketing this year. He will also be speaking at the programme on the subject of Online Video in the Brand Content space.

Aglobal summit for Media & Communications, held every year in Courchevel (French Alps), the 15th edition will be held from 9 to 13 December, 2015 with a special focus on Content Creation in the digital era and Content Distribution as a result of data & technological innovations.

At a time when content creation and distribution is growing rapidly in the digital world, Roopak's appointment as a frontrunner in the area is particularly significant. Commenting on the development, **Roopak said**, "*Cristal is a unique event that seamlessly straddles the cutting edge of content and communications spaces. It's where the future lies and I'm greatly honoured to be on their jury as well to be speaking at this year's edition.*"

Listed among the 2014 Campaign Asia-Pacific '40 Under 40', RoopakSaluja drives The 120 Media Collective as Founder & CEO. Through its subsidiaries – Jack in the Box Worldwide, Bang Bang Films, Sniper and Sooperfly, the business creates, produces, distributes, monetizes, and engages audiences around, and promotes multi-platform content for, brands globally. The company 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.

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 company 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 and **Sooperfly**, which empowers Asia's digital video ecosystem by building content brands direct-to-audiences. 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

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