ADVERTISING AGENCIES ASSOCIATION OF INDIA

**MEDIA RELEASE**
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# AAAI establishes first ever Creative Council with Josy Paul as Head

The Advertising Agencies Association of India (AAAI) has established its first-ever Creative Council as part of its newly structured 2026–27 agenda, reinforcing its commitment to advancing creative excellence and strengthening India's advertising ecosystem.

The Council will be led by Josy Paul, Chairman and Group Chief Creative Officer of BBDO Group India, one of India's leading creative voices, known for championing the power of ideas to influence culture and inspire change.

The initiative aims to elevate the standard of Indian advertising by bringing together diverse creative voices, independent agencies, regional talent and emerging practitioners. The Council will create opportunities for collaboration, experimentation, mentorship and the exchange of ideas across disciplines and generations.

Commenting on the initiative, Josy Paul said:

"The Creative Council is an opportunity to nurture talent, celebrate diversity and create an environment where new ideas can flourish. The plan is to facilitate intergenerational conversations, experiments, debates, demonstrations, readings and film screenings. It will also invite people from outside advertising - including artists, scientists, filmmakers, designers, entrepreneurs and thinkers - to bring fresh perspectives into the creative community. I hope we can spark a renaissance of human possibility, with creativity as the force that brings us together and moves our industry forward."

Josy's work has won over 25 Cannes Lions including the Grand Prix and multiple Golds. Ariel ' Share The Load' was ranked world's most effective campaign by WARC twice in a row and remains a benchmark for long term brand building and effectiveness.

Commenting on the launch, newly elected AAAI President Dr. Sandeep Goyal stated:

"For the first time in our history, we are bringing creativity to the absolute forefront of our institutional framework. Under the exceptional leadership of Josy Paul, the Creative Council will serve as a powerful catalyst to mentor next-generation talent and champion the unparalleled diversity of India's independent and regional agencies. We are entering a new era where strategic innovation meets pure creative excellence."

The Creative Council forms a key part of the AAAI's freshly structured 2026–27 board, reflecting the Association's commitment to fostering a more collaborative, inclusive and creatively ambitious advertising industry.

## About AAAI

The Advertising Agencies Association of India (AAAI) is the national association representing advertising agencies in India. It works to advance the interests of its members, promote professional standards and support the development of the advertising industry.

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