



## MEDIA ABBY AWARDS – 2010

### Best Use of Television

Company Name/Agency Name	Caption	Brand Name	Award
Mudra Max	The film god speaks on India's biggest religion	Big pictures-PAA movie	<b>GOLD</b>
Maxus	Zoo Zoo Marathon -World's First Advertisement	Vodafone	<b>SILVER</b>
Mediacom	Gillette Mach 3 Shave India Movement	Gillette Mach 3	<b>BRONZE</b>

### Best Use of Cinema

Company Name/Agency Name	Caption	Brand Name	Award
Maxus	India's first Lyricode	Tata Sumo Victa	<b>SILVER</b>
Maxus	Live Cinema template of advertising-N97 Cinema Widget	Nokia N97	<b>BRONZE</b>

### Best Use of Newspaper & Magazines

Company Name/Agency Name	Caption	Brand Name	Award
Lodestar Universal	How we said it uncommonly	Tata Nano	<b>GOLD</b>
Mindshare	Surf Excel - Nanhe Patraakaar	Surf Excel	<b>SILVER</b>
Mediacom	The day Volkswagen took India by Storm	Volkswagen	<b>BRONZE</b>

### Best Use of Outdoor & Ambient Media

Company Name/Agency Name	Caption	Brand Name	Award
Mudra Max	Aircel -History in the making	Aircel	<b>GOLD</b>
Lodestar Universal	The power of Nano innovation	Tata Nano	<b>SILVER</b>
Mindshare	To do or not to do is the question	Domex	<b>BRONZE</b>

### Best Use of Special Events & Stunts/Live Advertising

Company Name/Agency Name	Caption	Brand Name	Award
Mudra Max	Aircel- History in the making	Aircel	<b>GOLD</b>
Lintas Media Group	'Baap of Biking"	Bajaj Pulsar	<b>SILVER</b>
Mudra Max	The Lemon Pattalam (Army)	7 UP	<b>SILVER</b>
Maxus	Empty Tin-cans make 10,000 heads turn	Red Bull	<b>BRONZE</b>

**Best Use of Radio**

Company Name/Agency Name	Caption	Brand Name	Award
Maxus	From Awareness to conversions in 30 sec !	Vodafone	<b>GOLD</b>
Lodestar Universal	Creating a Nano Parlance	Tata Nano	<b>GOLD</b>
Maxus	Nokia 5800-Midas touch	Nokia 5800 Xpress Music	<b>SILVER</b>
Maxus	Nokia Music Xpress	Nokia 5800 Xpress Music	<b>BRONZE</b>

**Best Use of Internet & Digital Media**

Company Name/Agency Name	Caption	Brand Name	Award
Mindshare	Coming to life with a code	Nike	<b>GOLD</b>
Maxus	Shock 'em but pleasantly at their moment of truth	Nokia Music store	<b>SILVER</b>
Mediacom	Gillette Mach 3 Shave India Movement	Gillette Mach 3	<b>BRONZE</b>
Mindshare	Television's moment of truth on social media	Star Plus	<b>BRONZE</b>

**Best Use of Sponsorship**

Company Name/Agency Name	Caption	Brand Name	Award
Maxus	No TVC Approach	Nokia Xpress Music 5130	<b>SILVER</b>
Mindshare	Sunsilk-Blue Carpet	Sunsilk	<b>BRONZE</b>
Media Edge : CIA	Wild Card Princesses	Nivea Visage	<b>BRONZE</b>

**Best Use of Branded Content**

Company Name/Agency Name	Caption	Brand Name	Award
Mudra Max	The film god speaks on India's Biggest Religion	Big Pictures-PAA Movie	<b>BRONZE</b>
Lodestar Universal	Station Docomo	Tata Docomo	<b>BRONZE</b>
Maxus	Nokia meets Kaminey	Nokia 6700 Classic	<b>BRONZE</b>

**Best Use of Mix Media**

Company Name/Agency Name	Caption	Brand Name	Award
Lodestar Universal	The power of Nano innovations	Tata Nano	<b>GOLD</b>
Lodestar Universal	Do the New	Tata Docomo	<b>SILVER</b>
Madison Media Infinity	Pehli Tareekh - A Must on the First	Cadbury Dairy Milk	<b>BRONZE</b>

**Best Use of Never Before Media**

<b>Company Name/Agency Name</b>	<b>Caption</b>	<b>Brand Name</b>	<b>Award</b>
Mindshare	Coming to life with a code	Nike	<b>GOLD</b>
Lodestar Universal	Nanovations	Tata Nano	<b>SILVER</b>
Lodestar Universal	Don't throw away your used cinema ticket, its valuable	Van Heusen	<b>BRONZE</b>

**Best Use of Youth Marketing**

<b>Company Name/Agency Name</b>	<b>Caption</b>	<b>Brand Name</b>	<b>Award</b>
Mindshare	Axe- "Call me"	AXE	<b>SILVER</b>
Maxus	Is your media worth a conversation?	Red Bull	<b>BRONZE</b>

**Best Use of Pro Bono Marketing**

<b>Company Name/Agency Name</b>	<b>Caption</b>	<b>Brand Name</b>	<b>Award</b>
Lodestar Universal	Sache Ko Chune, Ache ko Chune	National Election Watch & Association for Democratic Reforms LS2009	<b>SILVER</b>
Mudra Max	May I help you	National Association for Blind	<b>SILVER</b>

**Best Use of Vertical Marketing**

<b>Company Name/Agency Name</b>	<b>Caption</b>	<b>Brand Name</b>	<b>Award</b>
<b>NO AWARD</b>			