

## Creative ABBY Awards - 2014

**RESULTS ARE EMBARGOED TILL END OF AWARD CEREMONY**

Category	Sub Category	Sub Category Description	Entry Number	Brand	Title/Caption	Agency	Metal
Integrated	7E	Telecom Products & Services	1	Airtel	One Rupee Videos	Taproot India	Silver
Integrated	10E	Media & Publications	2	The Times of India	I Lead India	Taproot India	Silver
Integrated	14E	Corporate	4	Portfolio Night	The Eye Opener	JWT India	Silver
Film	5B	Household & Business Appliances	1	Smoo Speak Video Door Phone	Sharib Hashmi	Scarecrow Communications Ltd.	Bronze
Film	5B	Household & Business Appliances	4	Godrej Security Solutions	Break-in	JWT India	Bronze
Film	5B	Household & Business Appliances	6	Godrej Security Solutions	Metal Band	JWT India	Bronze
Film	7B	Telecom Products & Services	1	Bigrock.com	Rachels Yoga	Ideas@work Advertising	Silver
Film	9B	Household Products & Maintenance	6	Dulux Weather Shield Max	Nani	Taproot India	Bronze
Film	10B	Media & Publications	8	Sony Max	Police	JWT India	Bronze
Film	12B	Retail Advertising	3,6,8	Flipkart.com	Fashion has a New Address-Carnatic End of Season Sale	Happy Creative Services India Pvt. Ltd.	Bronze
Film					Fashion has a New Address-Carnatic		
Film					Fashion has a New Address-Hospital		
Film	12B	Retail Advertising	4,5,7	Flipkart.com	India Wants To Know- Mr. Shah	Happy Creative Services India Pvt. Ltd.	Silver
Film					India Wants To Know- Mr.Subbu		
Film					India Wants To Know- Mr. Roy		
Film	12B	Retail Advertising	10	Flipkart.com	Women's Lifestyle - Closet Full of Nothing to Wear	Happy Creative Services India Pvt. Ltd.	Silver
Film	12B	Retail Advertising	11	Flipkart.com	India Wants To Know- Debate	Happy Creative Services India Pvt. Ltd.	Silver
Film	14B	Corporate	10	The Times of India	I Lead India	Taproot India	Bronze
Film Craft	23A	Direction	8	Cadbury Bournvita	Boxer	Good Morning Films	Silver
Film Craft	23A	Direction	9	Cadbury Bournvita	Race	Good Morning Films	Bronze
Film Craft	23A	Direction	16	Frooti	Magic of Frooti	Nirvana Films	Bronze
Film Craft	23A	Direction	29	Google	Google Reunion	Chrome Pictures Pvt.Ltd	Silver
Film Craft	23A	Direction	39	Lifebuoy	Lifebuoy Gondappa	Chrome Pictures Pvt.Ltd	Gold
Film Craft	23B	Original Music Score	7	Cadbury Bournvita	Boxer	Good Morning Films	Bronze
Film Craft	23B	Original Music Score	14	Madhya Pradesh Tourism	Colours	Nirvana Films	Bronze
Film Craft	23B	Original Music Score	20	Google	Google Reunion	Chrome Pictures Pvt.Ltd	Silver
Film Craft	23B	Original Music Score	24	Lifebuoy	Lifebuoy Gondappa	Chrome Pictures Pvt.Ltd	Gold
Film Craft	23C	Editing	2	Cadbury Bournvita	Boxer	Good Morning Films	Silver
Film Craft	23C	Editing	3	Cadbury Bournvita	Race	Good Morning Films	Bronze
Film Craft	23C	Editing	11	Lifebuoy	Lifebuoy Gondappa	Chrome Pictures Pvt.Ltd	Silver
Film Craft	23D	Cinematography	9	Cadbury Bournvita	Boxer	Good Morning Films	Silver
Film Craft	23D	Cinematography	10	Cadbury Bournvita	Race	Good Morning Films	Bronze
Film Craft	23D	Cinematography	18	Google	Google Reunion	Chrome Pictures Pvt.Ltd	Bronze
Film Craft	23D	Cinematography	24	Lifebuoy	Lifebuoy Gondappa	Chrome Pictures Pvt.Ltd	Silver
Film Craft	23E	Animation	1	WIPRO	We Live in a Blue Planet	Rawshark Films	Bronze
Film Craft	23F	Special Effects	2	Madhya Pradesh Tourism	Colours	Nirvana Films	Bronze
Film Craft	23G	Sound Design	2	Titan	The Joy of Gifting (Classroom)	Nirvana Films	Bronze
Film Craft	23G	Sound Design	4	Cadbury 5 Star	No Hard Fillings	Early Man Film Pvt.Ltd	Bronze
Film Craft	23H	Production Design	3	Titan Raga	Strangers on a Train	Good Morning Films	Bronze
Film Craft	23H	Production Design	8	IXIGO	IXIGO (Know & Go)	Studio Eeksaurus Productions Pvt.Ltd	Bronze

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Print	1A	Food	1, 2, 3	Taste For Life	Rakshasi	Curry Nation Brand Conversations Pvt Ltd.	Bronze
Print					Kathakali		
Print					Drishhti Bommai		
Print	1A	Food	4, 5, 6	Nestle Kitkat	Break Free - Tortoise	JWT India	Bronze
Print					Break Free - Snail		
Print					Break Free - Armadillo		
Print	1A	Food	7,8,9	Nutribic	Corporate War - Burberry vs Louis Vuitton	JWT India	Bronze
Print					Corporate War - Ferrari vs Lamborghini		
Print					Corporate War - Virgin vs British Airways		
Print	3A	Toiletries, Cosmetics & Healthcare	1, 5	Jackson Tissue	Elephant	Draft FCB Ulka Advertising Pvt. Ltd.	Bronze
Print					Cat		
Print	3A	Toiletries, Cosmetics & Healthcare	2,3,4	Bausch + Lomb	Magician	Draft FCB Ulka Advertising Pvt. Ltd.	Bronze
Print					Chef		
Print					Rock star		
Print	5A	Household & Business Appliances	5,6,7	Khaitan Fans	Bachelor Pad	JWT India	Bronze
Print					Library		
Print					Home		
Print	5A	Household & Business Appliances	12,13	Godrej & Boyce Mfg. Co. Ltd	Police Station	JWT India	Bronze
Print					Police Compound		
Print	5A	Household & Business Appliances	14	Godrej Security Solutions	Museum	JWT India	Bronze
Print	9A	Household Products & Maintenance	5,8	Nilkamal Mattress	Sleeping Wife	Makani Creatives Pvt. Ltd.	Bronze
Print					Sleeping Husband		
Print	9A	Household Products & Maintenance	17,18	Berger Paints	Bedroom	JWT India	Bronze
Print					Living Room		
Print	10A	Media & Publications	2	Zee 24 Taas	Riot	Draft FCB Ulka Advertising Pvt. Ltd.	Silver
Print	10A	Media & Publications	14,15,16	The Times Of India	Kala Ghoda - Fisherwoman	Taproot India	Bronze
Print					Kala Ghoda - Dabbawala		
Print					Kala Ghoda - Traffic Police		
Print	11A	Business & Home Services	5	Rustomjee Builders	Papeti Mubarak	<a href="mailto:Ideas@work Advertising">Ideas@work Advertising</a>	Silver
Print	11A	Business & Home Services	7	Rustomjee Builders	Grateful Parsi	<a href="mailto:Ideas@work Advertising">Ideas@work Advertising</a>	Silver
Print	11A	Business & Home Services	4,6,9	Rustomjee Builders	The Corner Office	<a href="mailto:Ideas@work Advertising">Ideas@work Advertising</a>	Bronze
Print					Life Lessons		
Print					SPKSH Pool		
Print	11A	Business & Home Services	10	Rustomjee Builders	10 Reasons	<a href="mailto:Ideas@work Advertising">Ideas@work Advertising</a>	Silver
Print	11A	Business & Home Services	13,14,15	Godrej Security	Antique Shop	JWT India	Gold
Print					House		
Print					Music Store		
Print	12A	Retail Advertising	5,6,7	Hyper CITY	Movies & Music-English Music	Madison World	Bronze
Print					Movies & Music-English Movies		
Print					Movies & Music-Hindi Music		
Print	12A	Retail Advertising	10,11	Audiobookindia.com	Hillary Clinton	Taproot India	Bronze
Print					Dalai Lama		
Print	13A	Travel, Entertainment & Leisure	2,3	Makemytrip.com	Sphinx	Draft FCB Ulka Advertising Pvt. Ltd.	Silver
Print					Christo Janerio		

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Print	14A	Corporate	9,10	Zee Café	Panda/ Seal	Draft FCB Ulka Advertising Pvt. Ltd.	Bronze
Print					Tiger/ Gorilla		
Print	14A	Corporate	12,13,17,18	Rustomjee Builders	Splash Pool	Ideas@work Advertising	Bronze
Print					Kids Grow Up		
Print					The Corner Office		
Print					Life Lessons		
Print	14A	Corporate	27,28,29,30	Mumbai Mirror	Mirror Comedy Nights-Backbenchers	Taproot India	Bronze
Print					Mirror Comedy Nights-Bollywood		
Print					Mirror Comedy Nights-Sexpert		
Print					Mirror Comedy Nights-Cutting Chai		
Print	14A	Corporate	11	Rustomjee Builders	Happy Dusshera	Ideas@work Advertising	Silver
Print	14A	Corporate	14,15,16	Rustomjee Builders	Grateful Parsi	Ideas@work Advertising	Silver
Print					Papeti Mubarak		
Print					10 Reasons		
Print	14A	Corporate	31,32,33	Times Of India	Farmer Suicides 1	Taproot India	Bronze
Print					Farmer Suicides 2		
Print					Farmer Suicides 3		
Print	15A	Public Service, Appeals & Charity	1,2	Friendioces SECA	Make New Friends	Dentsu India	Silver
Print					Make New Friends		
Print	15A	Public Service, Appeals & Charity	3,4,5	Masoom Night School NGO	Shivaji-Afzal	Curry Nation Brand Conversations Pvt Ltd.	Bronze
Print					Dandi March		
Print					Jillianwala Bagh Massacre		
Print	15A	Public Service, Appeals & Charity	14,15,16	MARD, Man Against Rape & Discrimination	Hate Abuse? Like Us. 1	JWT India	Bronze
Print					Hate Abuse? Like Us. 2		
Print					Hate Abuse? Like Us. 3		
Radio	4 C	Clothing, Innerwear, Footwear & Accessories	4	IVY League	Sunny Folder	JWT India	Bronze
Radio	5 C	Household & Business Appliances	2	Nirlep	Pitththali	Curry Nation Brand Conversations Pvt Ltd.	Bronze
Radio	5 C	Household & Business Appliances	11	Godrej Security Solutions	Pension	JWT India	Silver
Radio	5 C	Household & Business Appliances	12	Godrej Security Solutions	Will	JWT India	Silver
Radio	9C	Household Products & Maintenance	1	NITCO	Servant	Scarecrow Communications Ltd.	Silver
Radio	9C	Household Products & Maintenance	2	NITCO	Char Paise	Scarecrow Communications Ltd.	Bronze
Radio	9C	Household Products & Maintenance	3	NITCO	Pinkesh	Scarecrow Communications Ltd.	Gold
Radio	9C	Household Products & Maintenance	5	Murphy Highlighters	Papdi Chaat	JWT India	Silver
Radio	10C	Media & Publications	12,14,15	Radio Mirchi	Dishkyaaon	Thought Blurb	Silver
Radio					Dishum Dishum		
Radio					Tan Ta Dan		
Radio	11C	Business & Home Services	1	Freshersworld.com	Baby Sitting	Scarecrow Communications Ltd.	Bronze
Radio	14C	Corporate	12,15,16	Radio Mirchi	Tan Ta Dan	Thought Blurb	Silver
Radio					Dishum Dishum		
Radio					Dishkyaaon		
Radio	15C	Public Services, Appeals & Charity	4	Vishranthi	Bedsheet	Linen advertising-Lintas Group	Bronze
Radio	15C	Public Services, Appeals & Charity	6	Vishranthi	Hunger	Linen advertising-Lintas Group	Bronze
Radio	15C	Public Services, Appeals & Charity	7	Vishranthi	Glass	Linen advertising-Lintas Group	Silver
Radio	15C	Public Services, Appeals & Charity	9	Shakti (Women's Empowerment cell)	Rape Confession 1	Linen advertising-Lintas Group	Gold
Radio	15C	Public Services, Appeals & Charity	13,14	Mukti Foundation	Home	JWT India	Silver
Radio					Police Station		

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Category	Sub Category	Sub Category Description	Entry Number	Brand	Title/Caption	Agency	Metal
Digital	18A	Brand Corporate Website	6	Pastiwala	Recreate our world	Webmaffia	Silver
Digital	18A	Brand Corporate Website	21	BBC Media Action	Shaping demands & Pcties website	Digitas bi	Bronze
Digital	18B	Brand Campaign Website/Microsite	2	Lava Mobiles	Iris 504Q Motion Gesture Microsite	Karmatech Media works	Silver
Digital	18B	Brand Campaign Website/Microsite	4	Comedy Central	Comedy Central Presents the Destructomatic	Web chutney Studio Pvt.Ltd.	Silver
Digital	18B	Brand Campaign Website/Microsite	6	Wipro	Future Thought of Business(FTOB)	Web chutney Studio Pvt.Ltd.	Bronze
Digital	18B	Brand Campaign Website/Microsite	16	Micromax	Micromax Canvas 4	Interactive Avenues	Silver
Digital	18D	Web Banner Rich Media	7	Volkswagen Passenger Cars India	Polo GT TSI-Kicking up a Storm	Grey Digital	Bronze
Digital	18E	Creative Use of Search Engine Marketing	4	Book My Show	Houseful	Interactive Avenues	Bronze
Digital	18G	Creative Use of Social Media	27	Tata Capital Pvt. Ltd.	Half Stories-The Journey of Doing Right	Digital Law & Kenneth	Grand Prix
Digital	18G	Creative Use of Social Media	37	Old Spice	Building a Mantastic Brand Through Social Media in Less than 3 Months	IBS	Silver
Digital	18G	Creative Use of Social Media	73	Listerine	Listerine Vine Project	JWT India	Bronze
Digital	18G	Creative Use of Social Media	83	Femina	Made By You	DDB Mudra Group	Gold
Digital	18G	Creative Use of Social Media	88	Apollo Tyres	The Adopt Apothole Project'	Publicis India	Bronze
Digital	18H	Branded Content (Including Video) & Branded Game for Internet-Branded Application / Tool / Mash Up	1	Star Movies	Life of I â€™ Reliving Life of Pi	Grey Digital	Silver
Digital	18H	Branded Content (Including Video) & Branded Game for Internet-Branded Application / Tool / Mash Up	32	Be Beautiful	Vlog On	PHD India	Bronze
Digital	18H	Branded Content (Including Video) & Branded Game for Internet-Branded Application / Tool / Mash Up	33	Pepsodent	Music on Demand	PHD India	Bronze
Digital	18H	Branded Content (Including Video) & Branded Game for Internet-Branded Application / Tool / Mash Up	34	Cadbury Celebrations	Songs for Sisters	Madison World	Bronze
Digital	18H	Branded Content (Including Video) & Branded Game for Internet-Branded Application / Tool / Mash Up	46	McDowell's No1 Soda	Boss Patrol	DDB Mudra Group	Bronze
Digital	18I	Brand Film Created for Internet/Video/YouTube (Created Exclusively for Internet)	10	Wipro	We Live in a Blue Planet	Niche Minds	Silver
Digital	18I	Brand Film Created for Internet/Video/YouTube (Created Exclusively for Internet)	5	Tata Capital Pvt. Ltd.	Half Stories - The Journey of Doing Right	Digital Law & Kenneth	Bronze
Digital	18I	Brand Film Created for Internet/Video/YouTube (Created Exclusively for Internet)	15	PBMA's H.V. Desai Eye Hospital	5 Exotic Destinations to See Before You Die	Sead Advertising Pvt. Ltd	Bronze
Digital	18I	Brand Film Created for Internet/Video/YouTube (Created Exclusively for Internet)	18	Portfolio Night	Hair	JWT India	Bronze
Digital	18I	Brand Film Created for Internet/Video/YouTube (Created Exclusively for Internet)	23	Bharti AXA General Insurance	Working Patient 2- BVS Stop	Publicis Communications Pvt. Ltd.	Bronze
Digital	18J	Digital Innovation Use Of New Technology to create a New Brand Experience (Including Augmented Reality)	10	Only Much Louder	Wasted Bin	Web chutney Studio Pvt.Ltd.	Silver
Digital	18J	Digital Innovation Use Of New Technology to create a New Brand Experience (Including Augmented Reality)	36	McDowell's No1 Soda	Boss Patrol	DDB Mudra Group	Bronze

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Digital	18K	Online Integrated Campaign Using At Least Three of the Above Internet Media Eg. Banner, Email, Website.	1	Star Movies	Life of I â€œ Reliving Life of Pi	Grey Digital	Bronze
Digital	18K	Online Integrated Campaign Using At Least Three of the Above Internet Media Eg. Banner, Email, Website.	15	Tata Capital Pvt. Ltd.	Half Stories - The Journey of Doing Right	Digital Law & Kenneth	Gold
Digital	18K	Online Integrated Campaign Using At Least Three of the Above Internet Media Eg. Banner, Email, Website.	19	Old Spice	Building a Mantastic brand online in less than 3 months	IBS	Bronze
Digital	18K	Online Integrated Campaign Using At Least Three of the Above Internet Media Eg. Banner, Email, Website.	26	Cadbury Celebrations	Songs for Sisters	Madison World	Bronze
Digital	18N	Application for Mobile/Tool/Mash Up & Branded Games	25	HUL	Kaan Khajura Teshan	PHD India	Silver
Digital	18N	Application for Mobile/Tool/Mash Up & Branded Games	27	Mukti Foundation	Truth Calling	JWT India	Bronze
Digital	18P	Use of Design	2	Pastiwala	Re-create Our World	Webmaffia	Bronze
Digital	18P	Use of Design	8	Snapdeal.com	Gandhi	Draft FCB Ulka Advertising Pvt. Ltd.	Bronze
Digital	18P	Use of Design	9	Oreo	Dunkathon	Interface Communication	Silver
Digital	18Q	Use of Animation	2	Pastiwala	Re-create Our World	Webmaffia	Bronze
Digital	18Q	Use of Animation	3	MTV India	Count Your Drinks	MTV India	Bronze
Digital	18S	Use of Video	1	Star Movies	Life of I â€œ Reliving Life of Pi	Grey Digital	Silver
Digital	18S	Use of Video	3	Puma	Gear up Buddies	Brand movers India	Bronze