



ADVERTISING
AGENCIES
ASSOCIATION OF
INDIA



ABBY 2014



GOA FEST

MEDIA ABBY

Result Sheet Inside



MEDIA ABBY AWARDS 2014 AT GOAFEST

Result

COMPANY NAME / AGENCY BRAND NAME CAPTION AWARD

Best Use of TV

Lodestar UM	Tata Safari Storme	Safari Storme 24 - The Real Action Hero	SILVER
Lodestar UM	Brahmi	A Recap To Remember	BRONZE

Best Use of Cinema

Maxus	Nokia Lumia 720	The Great Escape	SILVER
Lodestar UM	Amul Milk	Piyo Doodh - Bhaag Milkha Bhaag	SILVER

Best Use of Newspapers & Magazines

Lodestar UM	Tata Safari Storme	Tata Safari - Wheel of Adventure	BRONZE
Lodestar UM	Kansai Nerolac	Nerolac Color Palette	BRONZE

Best Use of Outdoor

Milestone Brandcom	McDonalds (Hardcastle Restaurants Pvt. Ltd.)	Double Burger	GOLD
MOMS Outdoor Media Solutions Pvt. Ltd.	Keo Karpin	"Bad Hair"	SILVER
DDB Mudra Max	Country Inn And Suits (Gurgaon NH8)	Earth Hour - Happy Hour	BRONZE

Best Use of Ambient Media

Milestone Brandcom	McDonalds (Hardcastle Restaurants Pvt. Ltd.)	Double Burger	GOLD
Madison Media Pinnacle	Cadbury Dairy Milk	The Sweet Mishti Love Story	GOLD
Mindshare	Kellogg's	Kellogg's Breakfast Cabs	SILVER
Milestone Brandcom	ABP News	Aap Ko Rakhe Aage	BRONZE

Best Use of Special Events & Stunts/Live Advertising

Milestone Brandcom	MC Donalds (Hard Castle Restaurants Pvt Ltd)	Double Burger	SILVER
Milestone Brandcom	ABP News	Aap Ko Rakhe Aage	SILVER
Lodestar UM	Amul	How Amul Made 1Lac People Consume 50 Litres Of Ice Cream In A Single Day!	BRONZE

Best Use of Radio

Mindshare	Idea Cellular	Idea 121- The IVRS radio station	SILVER
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Best use of Sponsorship

Lodestar UM	Tata Safari	Safari Storme 24 - Redefining The Rules Of Sponsorship	GOLD
DDB Mudra Max	Prestige	Urban Cook	SILVER

Best Use of Branded Content

PHD India	BeBeautiful	Vlog-On!	GOLD
Madison Media Infinity	Asian Paints	Har Ghar Kuch Kheta Hain	SILVER
Maxus	Tata Tea Gold	Power Of 49 - How A Cause Became The Central Theme At IIFA	SILVER
Lodestar UM	Amul	Amul's Utterly Impactful Journey	BRONZE

Best Use of Digital Search

No Awards

COMPANY NAME / AGENCY	BRAND NAME	CAPTION	AWARD
Best Use of Social Media			
PHD India	BeBeautiful	Vlog-On!	GOLD
Hungama Digital Media Entertainment Pvt. Ltd	Krrish 3	Krrish 3	GOLD
Mindshare	Van Heusen	Most Fashionable Professional	BRONZE

Best Use of Digital Display Advertising			
SMG Covonix	Samsung India Electronics	No Touch Banner	GOLD
Maxus	Tata Sky+ HD	Making Complex Simple And Simple Magical	SILVER
Maxus	Tata Sumo Gold	India's First Simulated Test Drive In A Banner!	BRONZE

Best Digital Content Creation Strategy			
PHD India	BeBeautiful	BeBeautiful	GRAND PRIX
Mindshare	Horlicks	12,922 Days Of Tutoring In Just 42 Days	SILVER
Madison Media Pinnacle	Cadbury Celebrations	Song for Sisters	BRONZE

Best Use of Digital as a Medium			
Mindshare	Horlicks	12922 days of free tutoring in just 42 days	GOLD
Maxus	Center Fresh	Center Fresh Gum Charades - Zubaan Pe Lagaam	SILVER

Best Use of Mobile Media			
PHD India	Hindustan Unilever	Kan Khajura Tesan	GOLD
Maxus	Nokia Lumia 720	The Great Escape	SILVER
TELiBrahma tech. Pvt Ltd	Coca - Cola	Happy Hours- Redefined	BRONZE

Specialist Categories - Youth Marketing			
Mediacom Commu. Pvt. Ltd.	Gillette	Shave Or Crave	GOLD
Isobar India	Philips	Philips MTV MPowerPack Challenge	SILVER
Maxus	Vodafone India	Selfie 2.0- World's Biggest Selfie Photograph	SILVER
Madison Media	Ceat 2 Wheeler Tyres	Ceat MTV chase the Monsoon	BRONZE

Specialist Categories - Pro Bono Marketing			
Lodestar UM	Coca Cola	Support My School	GOLD
Lodestar UM	Coca Cola	Spreading Ummeedo Wali Dhoop	BRONZE

South Asia Category - Special Award - Best Use Of Integrated Campaign			
Mindshare-Pakistan	Dalda Cooking Oil	Mothers win the Elections!	GOLD
Mindshare Srilanka	Sunlight Detergent Powder	It's Raining Roses	SILVER

Best Use Of - Integrated Campaign			
Madison Media Pinnacle	Cadbury Dairy Milk	The Grand Mishti Wedding	SILVER
PHD India	Hindustan Unilever	Kan Khajura Tesan	SILVER
Mindshare	ABP News	Dekhte Hain Kaun Nahin Sunega	BRONZE

Best Use Of - Experiential Including Large Events			
Mindshare	Closeup Gel Toothpaste	Closeup Reuniting One Tag At A Time!	GOLD
Lodestar UM	Amul	How Amul Made 1Lac People Cosume 50 Litre Of Ice-cream In A Single Day!	SILVER

GOAFEST MEDIA ABBY AWARDS 2014

SUMMARY OF METALS TALLY

SR NO	NAME OF THE AGENCY	GRAND PRIX	GOLD	SILVER	BRONZE	TOTAL
1	DDB Mudra Max	0	0	1	1	2
2	Hungama Digital Media Ent. Pvt. Ltd	0	1	0	0	1
3	Isobar India	0	0	1	0	1
4	Lodestar UM	0	2	3	6	11
5	Madison Media	0	0	0	1	1
6	Madison Media Infinity	0	0	1	0	1
7	Madison Media - Pinnacle	0	1	1	1	3
8	Maxus	0	0	6	1	7
9	Mediacom Communications Pvt. Ltd.	0	1	0	0	1
10	Milestone Brandcom	0	2	2	1	5
11	Mindshare	0	2	3	2	7
12	Mindshare Pakistan	0	1	0	0	1
13	Mindshare Srilanka	0	0	1	0	1
14	MOMS Outdoor Media Solutions Pvt. Ltd.	0	0	1	0	1
15	PHD India	1	3	1	0	5
16	SMG Covonix	0	1	0	0	1
17	TELiBrahma Technologies Pvt Ltd	0	0	0	1	1
	GRAND TOTAL	1	14	21	14	50