

## Creative ABBY Awards - 2014

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

List of metal winners - Publisher category

Category	Category	Entry #	Brand	Caption	Publisher Name	Metal
B1	Best Marketing of a Printed Newspaper / Edition	1	Mint	Leaves campaign	Hindustan Media Ventures Ltd	Bronze
		3	Hindustan Times	Let's Make News Better	Hindustan Media Ventures Ltd	Bronze
		8	D.B. Corp. Ltd (Dainik Bhaskar Group)	Junior Editor - II	D.B. Corp. Ltd	Silver
		11	Dainik Bhaskar	Unmetro Your Mind - Marketing The Newspaper By Marketing The Markets	D.B. Corp. Ltd	Gold
		14	Amar Ujala	Amar Ujala - Beti Hi Bachayegi	Amar Ujala Publications Ltd.	Silver
B3	CSR / Cause Related Marketing Initiative In Traditional or on Line Space	2	Hindustan Times	You Read, They Learn	Hindustan Media Ventures Ltd	Bronze
		7	Maharashtra Times	MT Helpline	Bennett Coleman & Co Ltd.	Gold
		8	The Times Of India	I Lead India - Organ Donation Day	Bennett Coleman & Co Ltd.	Gold
		9	The Times Of India	I Lead India - Compassion Day	Bennett Coleman & Co Ltd.	Silver
B6	Best Brand Innovation in Newspapers Printed or Online	2	Vaseline Healthy White	Perforated French Window	Bennett Coleman & Co Ltd.	Bronze
		5	The Time Of India	A Live	Bennett Coleman & Co Ltd.	Gold
		7	Hindustan	Colours + Celebs + Cellphone= Craziness	Hindustan Media Ventures Ltd	Silver
B7	Best Brand Innovation in Magazines Printed or Online	1	Forbes India	Volvo Cars Video In Print	Forbes India	Gold
		4	Everest Masala	Everest Presents Colors Celebrity's Favorite Recipe	Chitralkha	Silver
B8	Best Launch of a Regional Newspaper / Magazine	4	The Hindu Tamil	The world comes alive in tamil	Kasturi & Sons Limited	Gold
		5	Dainik Bhaskar	Bihar Launch	D.B. Corp. Ltd	Bronze
B9	The Most Creative Front Page in a Printed Newspaper	5	Hindustan Times	Hindustan times no TV day2013French window jacket with HT Active (AR) Mobile Application	Hindustan Media Ventures Ltd	Silver
		9	Hindustan	Colours + Celebs + Cellphone= Craziness	Hindustan Media Ventures Ltd	Bronze
B10	The Most Creative Cover Design for a Printed Magazine	8	Chitralkha	Modi - Advanis complex relationship	Chitralkha	Silver
		10	Chitralkha	FRUITS OF INDEPENDENT HASN'T REACHED ALL	Chitralkha	Gold