



ADVERTISING  
AGENCIES  
ASSOCIATION OF  
INDIA



GOA FEST

2015

**MEDIA ABBY**

**Result Sheet Inside**



# MEDIA ABBY AWARDS 2015 AT GOAFEST

Result

**COMPANY NAME / AGENCY    BRAND NAME                                  CAPTION    AWARD**

### Best Use of TV

Lodestar UM	Zest From Tata Motors	The Best Of TV Become The Zest Of TV	<b>GOLD</b>
Mindshare	Kellogg's Chocos	Changing the Canvas - from a 30 sec to 68640 secs	<b>SILVER</b>
Mindshare	Crocin	How Did Crocin Become A Celebrity	<b>BRONZE</b>
Initiative	Amazon.in	Banayiye Shopping Easy Aur Convenient	<b>BRONZE</b>

### Best Use of Cinema

Lodestar UM	Tata Motors - Safari Storme	The Real SUV becomes a Reel Hero!	<b>GOLD</b>
Mediacom Communications Pvt. Ltd.	Volkswagen Polo	Shaadi ke Side Effects - Marriages Are Made In Heaven. Saved In Polo	<b>SILVER</b>
Motivator	Hike Messenger	Power of 100 MB	<b>BRONZE</b>
Lodestar UM	Coca-Cola	Coca-Cola Happiness Talkies	<b>BRONZE</b>

### Best use of Newspapers and Magazines

TBWA /Sri Lanka	Ceylon Today & Mawbima National Newspapers	Big On Respect	<b>GOLD</b>
Lodestar UM	Zest From Tata Motors	The Key to Experience	<b>SILVER</b>
Madison Media	Hit	Google Search On Print	<b>BRONZE</b>
Mindshare	Kissan	How A Newspaper Became A Tomato Plant	<b>BRONZE</b>

### Best use of Outdoor

Cheil India	Halonix	Halonix Safer City Project	<b>GOLD</b>
Posterscope India	Mother Dairy Milk	Doodh Morning = Good Morning	<b>BRONZE</b>

### Best use of Ambient Media

Lodestar UM	Nerolac	U Can	<b>GOLD</b>
Madison Media	Saffola Life	This World Heart Day, Take The First Step Towards Her Heart Health	<b>SILVER</b>
Madison Media	Cadbury Bournville	Give In To The Dark	<b>SILVER</b>
Madison Media	Hit	India's First Branded Sand Art	<b>SILVER</b>
Kinetic India (A WPP Company)	Vodafone India Limited	Vodafone Cookies	<b>BRONZE</b>

### Best use of Experiential including large events

Vizeum India Pvt.Ltd.	MTV Campus Diaries	India's Largest And Coolest College Connect Platform	<b>GOLD</b>
Mindshare	Kellogg's	Breakfast Champs Scp	<b>SILVER</b>
Mindshare	Kissan	Theatres Become Farmland	<b>BRONZE</b>
Vizeum India Pvt.Ltd.	MTV	MTV Sent The Youth In India To Polling Booths	<b>BRONZE</b>

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**Best use of Special Events & Stunts/Live Advertising**

Zenith Optimedia	OLX.in	The Great India Collectors' Ride	<b>GOLD</b>
Lodestar UM	Microsoft	Empowering A Billion	<b>SILVER</b>
Madison Media	Cadbury Bournville	Give In To The Dark	<b>BRONZE</b>
Lodestar UM	Mahindra Maxximo Mini Van (MMV)	Maxximo Minivan - A Guardian To our Children	<b>BRONZE</b>

Result

**Best use of Radio**

Madison Media	Cadbury Celebrations	Le Chalو Khushiyan To Indian Army	<b>BRONZE</b>
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**Best use of Sponsorship**

OMD India	Snapdeal	Snapdeal amongst Bigg Boss	<b>SILVER</b>
Lodestar UM	Microsoft	Empowering A Billion	<b>SILVER</b>
Mindshare	Idea	Making Bollywood's biggest Celebrities our de-facto endorsers	<b>BRONZE</b>
Zenith Optimedia	OLX.in	Look Who's Talking	<b>BRONZE</b>

**Best use of Branded Content**

Mindshare	Kellogg's Chocos	Changing the Canvas - From a 30 Sec to 68640 secs	<b>SILVER</b>
Maxus	Tata Tea Gold	PO49:The media movement that changed the role of women in Indian elections	<b>SILVER</b>
Mindshare	Clinic Plus	Radio Ki Pheli Picture	<b>BRONZE</b>

**Best use of Digital Search**

Mediacom Communications Pvt. Ltd.	Snickers	Snickers - Misspell Search Campaign	<b>GOLD</b>
Interactive Avenues	Ebay.in	There's always a first time with eBay!	<b>BRONZE</b>
Maxus	Tata Sky Mobile : Everywhere TV	The Power of Real Time Marketing	<b>BRONZE</b>
Interactive Avenues	Carz On Rent	EasyCabs Weather API	<b>BRONZE</b>
iProspectCommunicate2	Koovs	iLive Inventory Checker	<b>BRONZE</b>
Maxus	Tata Sky VOD	Game of Torrents	<b>BRONZE</b>

**Best use of Social Media**

Madison Media	Asian Paints - Royale Aspira	Cherished Memories # Speechless	<b>SILVER</b>
PHD India	Vim	Vim Snapdeal #epicmoment	<b>SILVER</b>
Vizeum India Pvt.Ltd.	MTV Rock the vote	MTV sent the youth in India to polling booths	<b>BRONZE</b>
Madison Media	Ceat 2 wheeler tyres	CEAT MTV Chase The Monsoon 2	<b>BRONZE</b>
Isobar India	Philips India	Bladey Confessions	<b>BRONZE</b>

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### Best use of Digital Display Advertising

Mindshare	Nike	Make Every Yard Count	<b>GOLD</b>
Maxus	Vodafone India	Vodafone Amplify, India's first Social TV	<b>BRONZE</b>
Performics-TLG India Pvt Ltd	Mavshack	Mavshack's Online Premier & Gurudwara Targeting (Geofencing)	<b>BRONZE</b>

### Best use of Digital Content Creation Strategy

Initiative	Durex	Durex MTV RexTalk	<b>GOLD</b>
Mediacom Communications Pvt. Ltd.	Volkswagen	Shaadi Ke Side Effects - Marriages Are Made In Heaven. Saved In Polo	<b>SILVER</b>
Mediacom Communications Pvt. Ltd.	Duracell	10X Power in Your Hand	<b>BRONZE</b>
WATConsult	Nikon	Nikon Cheatsheet	<b>BRONZE</b>
Maxus	Kotak Mahindra Bank-Kotak Junior Account	How We Created 4000+ Social Celebrities !	<b>BRONZE</b>

### Best use of Digital as a medium

Mindshare	Chocolate Horlicks	Nutrition and Fun - All In One	<b>SILVER</b>
Zenith Optimedia	Nestle Start Healthy Stay Healthy	Superbabies Onboard	<b>SILVER</b>
Isobar India	Philips India	Bladey Confessions	<b>BRONZE</b>

### Best use of Mobile Media

MEC	Ceat Tyres	# Drive Safe Dad	<b>GOLD</b>
Maxus	Google India Pvt. Ltd.	Hangout with Internet	<b>SILVER</b>
PHD India	Hindustan Unilever	Consumer 360	<b>BRONZE</b>
Mediacom Communications Pvt. Ltd.	Snickers	Snickers - Misspell Mobile Campaign	<b>BRONZE</b>

### Best use of Integrated Campaign

Lodestar UM	Zest from Tata Motors	Zestigated	<b>SILVER</b>
Initiative	Durex	Durex - Do The Rex	<b>SILVER</b>
Maxus	Tata Tea Gold	PO49: The media movement that changed the role of women in Indian Elections	<b>SILVER</b>
Madison Media	Saffola Life	This World Heart Day, mark your attendance where it matters the most	<b>BRONZE</b>

### Youth Marketing

GroupM - Dialogue Factory	IAA - International Advertising Association	Ungli Uthao	<b>BRONZE</b>
Maxus	Askme.com	Askme Anything	<b>BRONZE</b>
Maxus	Tata Sky VOD	Game Of Torrents	<b>BRONZE</b>

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### Pro Bono Marketing

Madison Media	Fevikwik	Share a broken toy, Share A Smile	<b>SILVER</b>
Mindshare	Horlicks	Mission For Nutrition	<b>BRONZE</b>

### Best use of Integrated Campaign (South Asia)

Mindshare Srilanka	Lifebuoy	Lifebuoy rallies Srilankan Mothers to a Guinness world record	<b>GOLD</b>
Mindshare Bangladesh	Closeup	Closeup - Stories of getting closer	<b>SILVER</b>
Asiatic Mindshare Ltd.	Airtel	Airtel Alpona event " Ankbo Amra, Dekhbe Bishwa"	<b>BRONZE</b>
Mindshare Srilanka	Sunlight	Lighting up My Nation	<b>BRONZE</b>

# GOAFEST MEDIA ABBY AWARDS 2015

## SUMMARY OF METALS TALLY

SR NO	NAME OF THE AGENCY	GOLD	SILVER	BRONZE	TOTAL
1	Asiatic Mindshare Limited	0	0	1	1
2	Cheil India	1	0	0	1
3	GroupM - Dialogue Factory	0	0	1	1
4	Initiative	1	1	1	3
5	Interactive Avenues	0	0	2	2
6	iProspectCommunicate2	0	0	1	1
7	Isobar India	0	0	2	2
8	Kinetic India (A WPP Company)	0	0	1	1
9	Lodestar UM	3	4	2	9
10	Madison Media	0	5	5	10
11	Maxus	0	3	6	9
12	MEC	1	0	0	1
13	Mediacom Communications Pvt. Ltd.	1	2	2	5
14	Mindshare	1	4	6	11
15	Mindshare Bangladesh	0	1	0	1
16	Mindshare Srilanka	1	0	1	2
17	Motivator	0	0	1	1
18	OMD India	0	1	0	1
19	Performics - TLG India Pvt Ltd	0	0	1	1
20	PHD India	0	1	1	2
21	Posterscope India	0	0	1	1
22	TBWA/Sri Lanka	1	0	0	1
23	Vizeum India Pvt. Ltd.	1	0	2	3
24	WATConsult	0	0	1	1
25	Zenith Optimedia	1	1	1	3
	<b>TOTAL METALS</b>	<b>12</b>	<b>23</b>	<b>39</b>	<b>74</b>