



ADVERTISING
AGENCIES
ASSOCIATION OF
INDIA



GOA FEST

2015

MEDIA ABBY

Result Sheet Inside



COMPANY NAME / AGENCY	BRAND NAME	CAPTION	AWARD
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Pro Bono Marketing

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

Best use of Integrated Campaign (South Asia)

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

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
	TOTAL METALS	12	23	39	74