

Creative ABBY Awards - 2015

RESULTS ARE EMBARGOED TILL END OF AWARD CEREMONY

Category Name	Sub Category #	Sub Category Name	Entry Number	Brand	Title / Caption	Organization	Metal
Brand Activation & Promtion	21B	Beverages	1	Pepsi	The Uncrushable Can	JWT India	Silver
Brand Activation & Promtion	21C	Toiletries,Cosmetics	6	Benadryl	Benadryl - Shamitabh	MATES - Madison Teamworks fp & e PVT.LTD.	Bronze
Brand Activation & Promtion	21D	Clothing, Footwear...	1	Adidas Stan Smith	Negative Space.Positive Impact.	Wunderman International, New Delhi	Bronze
Brand Activation & Promtion			3	Nike Cricket	Make Every Yard Count	JWT India	Gold
Brand Activation & Promtion	21G	Telecom products & Service	5	Vodafone India Limited	Vodafone Cookies	Kinetic India (A WPP Company)	Bronze
Brand Activation & Promtion	21H	Financial services	1	Oxigen Wallet	Stroke of Midnight Campaign	ITSA Oxigen	Bronze
Brand Activation & Promtion	21J	Media & Publications	2	Disney Channel	Disney Channel Jet Set Go 3 Contest	UTV Entertainment Television Ltd.	Bronze
Brand Activation & Promtion			8	North East Today	Eyeamindian	JWT India	Gold
Brand Activation & Promtion	21K	Business & home sercices	2	HCL Technologies	Coolest Interview Ever	ITSA - HCL Technologies	Gold
Brand Activation & Promtion	21N	Corporate	4	Tata Tea Gold	A Media Movement that Unleashed the Power of 49	MAXUS	Silver
Brand Activation & Promtion			6	Dettol	Give Life A Hand	Cheil India	Bronze
Brand Activation & Promtion			8	Dabur Vatika Premium Naturals Shampoo	Brave & Neautiful	Linen Lintas	Gold
Brand Activation & Promtion	21O	Public service,Appeal & Ch	4	Salaam Baalak Trust	The Light Bag	Cheil India	Silver
Brand Activation & Promtion			1	CHILD SURVIVAL INDIA	NO CHILD BRIDES	HAVAS WORLDWIDE INDIA PVT. LTD.	Bronze
Brand Activation & Promtion			7	MOHAN FOUNDATION	CHAIN OF ORGANS	JWT India	Bronze
Brand Activation & Promtion	21Q	Use of promotional stunts	3	Sony Entertainment Television	Yudh First Look Poster Press Launch	Candid Marketing Private Limited	Bronze
Brand Activation & Promtion			9	Nike Cricket	Make Every Yard Count	JWT India	Silver
Brand Activation & Promtion			11	PARAS MILK	EXTENDABLE BASKETBALL COURT	REDIFFUSION -Y&R PVT LTD	Silver
Brand Activation & Promtion			14	Indus health plus	Healthy Frisking	JWT India	Bronze
Brand Activation & Promtion			2	CHILD SURVIVAL INDIA	NO CHILD BRIDES	HAVAS WORLDWIDE INDIA PVT. LTD.	Bronze
Brand Activation & Promtion			6	Oxigen Wallet	Stroke of Midnight Campaign	ITSA Oxigen	Bronze
Brand Activation & Promtion	21R	use of live shows,concerts	9	North East Today	Eyeamindian	JWT India	Gold
Brand Activation & Promtion			10	Nutralite	Health Cha Shree Ganesh	DDB Mudra Group	Gold
Brand Activation & Promtion			7	BUENO KITCHEN	Foodicons	JWT India	Bronze
Brand Activation & Promtion	21S	Use of Guerrilla marketing	7	BUENO KITCHEN	Foodicons	JWT India	Bronze
Brand Activation & Promtion	21U	Use of Customer In-Store Experience	1	Turquoise Cottage	Happy Hours Rewind	Dentsu Webchutney	Silver
Brand Activation & Promtion	21W	Integrated Campaign	2	Disney Channel	Disney Channel Jet Set Go 3 Contest	UTV Entertainment Television Ltd.	Bronze
Brand Activation & Promtion			9	ICICI BANK	THE MAGIC PENCIL PROJECT	FANATICS & VISCOMM	Bronze

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Broadcaster Abby	A1	Statement of Best launch of A TV Channel	2	BINDASS PLAY	BINDASS PLAY	UTV Entertainment Television Ltd.	Gold
Broadcaster Abby	A2	Statement of Best Launch Of a TV Program Using Multi-Media	3	STAR INDIA PVT LTD	SATYAMEV JAYATE SEASON 3-LAUNCH CAMPAIGN	STAR INDIA PVT LTD	Gold
Broadcaster Abby			10	BIG BOSS 8	BIG BOSS 8-YEH SAFAR HOGA MAST KYUNKI TWIST HONGE ZABARDAST	Colors, VIACOM18 MEDIA PVT LTD	Gold
Broadcaster Abby			12	COLORS	UDANN LAUNCH CAMPAIGN	COLORS Marketing	Gold
Broadcaster Abby			5	DISNEY CHANNEL	LAUNCH OF BRAND NEW SHOW "Kabhi aise geet gaya karo" on DISNEY CHANNEL	UTV Entertainment Television Ltd.	Silver
Broadcaster Abby			A3	Statement of Best TV Reality Show Promo	2	KAUN BANEGA CROREPATI	OLD MAN
Broadcaster Abby	A4	Statement of Best TV Fiction Promo	1	DISNEY CHANNEL	LAUNCH OF KABHI AISE GEET GAYA KARO	UTV Entertainment Television Ltd.	Bronze
Broadcaster Abby			6	HUM HAI NA	MOTHER	MULTISCREEN MEDIA PVT LTD	Silver
Broadcaster Abby			14	UDAAN	UDAAN HAVELI 35 SEC	Colors, VIACOM18 MEDIA PVT LTD	Gold
Broadcaster Abby			16	UDAAN	UDAAN _VARAN MALA 30 SEC	Colors, VIACOM18 MEDIA PVT LTD	Bronze
Broadcaster Abby	A5	Statement of Best TV Comedy Show Promo	1	SAB TV-TARAK MEHTA KA OOLTA CHASHMA	DIGITAL DIVIDES SAB UNITES	SAB TV (MSM NETWORK)	Gold
Broadcaster Abby	A6	Statement of Best TV Kids Program Promo	4	NICKELODEON	BE THE BOSS	VIACOM18 MEDIA PVT LTD	Silver
Broadcaster Abby	A7	Statement of Best TV News Channel Promo	1	AAJTAK	SACH ON KARO	TV TODAY NETWORK	Gold
Broadcaster Abby			7	IBN7	BRAND RE-LAUNCH-HAUSLA HAI	TV18 BROADCAST LTD	Bronze
Broadcaster Abby			8	NDTV	SAVE OUR TIGER CAMPAIGN	NDTV	Silver
Broadcaster Abby			10	NDTV	NDTV TRUST	NDTV	Silver
Broadcaster Abby	A8	Statement of Best TV Sports Channel Program Promo	2	SONY SIX	CTL-2014	MULTISCREEN MEDIA PVT LTD	Gold
Broadcaster Abby	A9	Statement of Best Movie Promo By A TV Channel	1	UTV ACTION	STAR WARS GENERIC PROMO	GENX ENTERTAINMENT LIMITED (GENX)	Gold
Broadcaster Abby			5	SONY PIX	PIX SCHOOL OF BONDING	MULTISCREEN MEDIA PVT LTD	Gold

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Broadcaster Abby	A10	Statement of Best TV Program For Cause Related Marketing	1	BINDASS	B FOR CHANGE	GENX ENTERTAINMENT LIMITED (GENX)	Gold		
Broadcaster Abby			2	CNN-IBN & IBN7	POWER OF 49	TV18 BROADCAST LTD	Silver		
Broadcaster Abby			5	COLORS	CODE RED LAUNCH CAMPAIGN	COLORS MARKETING	Gold		
Broadcaster Abby			6	NEW DELHI TELEVISION (NDTV)	NDTV DETTOL BANEGA SWACHH INDIA	NDTV	Bronze		
Broadcaster Abby	A13	Statement of Best Original Music Score For A TV Program	1	CHUTTI TV SUNTV NETWORK LTD	KIDS CHANNEL PROMOS	CHUTTI TV SUNTV NETWORK LTD	Bronze		
Broadcaster Abby			2	SABTV-TARAK MEHTA KA OOLTA CHASHMA	YEH HUMME KYA HOGAAYA ?	SAB TV (MSM NETWORK)	Silver		
Broadcaster Abby			4	Bindass Play	Bindass Play (Brand Film Music Video)	UTV Entertainment Television Ltd.	Gold		
Print Craft	24A	Art Direction for Print Advertising	18	All That's Good	Bandito	ideas@work	Bronze		
Print Craft			19		Juan				
Print Craft	24B	Art Direction For Below-the-line work	5	HCL Technologies	Coffee Table Book-Relationship Beyond the Contract	ITSA - HCL Technologies	Bronze		
Print Craft			7	LAWMAN PG3(catlog)	Wear Your Aura	AutumnWinter Communications & Design	Silver		
Print Craft			9	ICARE EYE HOSPITAL	AN EYE FOR AN EYE (CAMPAIGN)	AN EYE FOR AN EYE (CAMPAIGN)	JWT India	Bronze	
Print Craft			10						
Print Craft			11						
Print Craft			12	All That's Good	Classic Salted	Pussies	ideas@work	Bronze	
Print Craft			13						
Print Craft			14						
Print Craft			15						
Print Craft			28	Volkswagen	Bi-xenon Headlamps	Automatic Distance Control	DDB Mudra Group	Silver	
Print Craft			26						
Print Craft			27		Hill Hold Function				
Print Craft			24C	Copywriting (Below 100 words)	10	All That's Good	Sweet Jalapeno	ideas@work	Silver
Print Craft					11		Pussies		
Print Craft	12	Classic Salted							
Print Craft	13	Response							
Print Craft	14	Acacia Tree							
Print Craft	24D	Copywriting (Above 100 words)	7	Crossword	A Short Story	Alok Nanda and Company (Communications) Pvt.Ltd	Silver		
Print Craft			21	The Times of India	God-like	TAPROOT DENTSU	Bronze		
Print Craft			22		Anti-religious				

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Print Craft	24E	Best Use of Illustration	21	The Times of India	Bandra Fest Kids	TAPROOT DENTSU	Bronze
Print Craft			22		Bandra Fest Music		
Print Craft			23		Bandra Fest Thematic		
Print Craft	24F	Best Use Of Typography	4	LAWMAN PG3(catlog)	Wear Your Aura	AutumnWinter Communications & Design	Silver
Print Craft	24G	Best Use of Photography	8	MUMBAI MIRROR	MADAM	TAPROOT DENTSU	Silver
Print Craft			9		CONTRACTOR		
Print Craft			10		PERVERT		
Radio	1C	Food	9	Mast Kalandar	Mast Kalandar Chai Shai@4 - Bihari	Sunny Side Up Advertising India Private Limited	Bronze
Radio			11	Sugar Free	Gowardhan	Contract India	Silver
Radio			10	Sugar Free	Raman	Contract India	Silver
Radio	2C	Beverages	2	Wagh Bakri	Garmahat	Scarecrow Communications Ltd.	Bronze
Radio	3C	Toiletries, Cosmetics & Healthcare	3	Cupid Condoms	Pete	Publicis Communications Pvt. Ltd.	Bronze
Radio			10	Royals Fresh	Tota	Publicis Communications Pvt. Ltd.	Bronze
Radio	5C	Household and Business Appliances	3	Kenstar	Spot 1	Contract India	Gold
Radio			4	Kenstar	Spot 2	Contract India	Silver
Radio			8	Godrej U-Sonic Washing Machine	OPERATION	JWT India	Bronze
Radio	6C	Automotive Vehicles & Accessories	1	Tyreonwheels.com	Barsaat	Contract India	Bronze
Radio			13	SPARK ELECTRIC CARS	FUTURE STRANGE-COLOUR TV	TBWA\Sri Lanka	Bronze
Radio	9C	Household Products and Maintenance	8	Aapkapainter.com	Deewar - 3	Contract India	Silver
Radio			9	Knifeindia.com	Tailor	Contract India	Bronze
Radio			10	Aapkapainter.com	Deewar - 2	Contract India	Silver
Radio			19	Nerolac	Red	Publicis Communications Pvt. Ltd.	Bronze
Radio	10C	Media and Publications	11	Radio City	Lucknow	Scarecrow Communications Ltd.	Silver
Radio			13	Radio City	Delhi	Scarecrow Communications Ltd.	Bronze
Radio	11C	Business and Home Services	1	Aapkapainter.com	Deewar - 2	Contract India	Silver
Radio			2		Deewar - 1		
Radio			3		Deewar - 3		
Radio			4	Tyreonwheels.com	Barsaat	Contract India	Bronze
Radio			9	OMKAR ALTA MONTE	EK RASOI	LAW & KENNETH SAATCHI & SAATCHI	Bronze
Radio			10	OMKAR ALTA MONTE	DO CHAVANNIYA	LAW & KENNETH SAATCHI & SAATCHI	Silver

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Radio	15C	Public Service, Appeals and Charity	8	Save The Children India	Science Lesson	JWT India	Silver
Radio			9		Hindi Lesson		
Radio			10		Balbharti Lesson		
Radio Craft	25A	ORIGINAL MUSIC SCORE	4	Wagh Bakri	Theatrical	Scarecrow Communications Ltd.	Bronze
Radio Craft	25B	VOICE PERFORMANCE	10	Wagh Bakri	Garmahat	Scarecrow Communications Ltd.	Gold
Radio Craft			7	Bedbathmore.com	Mard	Scarecrow Communications Ltd.	Bronze
Radio Craft			11	Radio City	Azaadi	Scarecrow Communications Ltd.	Bronze
Radio Craft	25C	PRODUCTION	4	Wagh Bakri	Theatrical	Scarecrow Communications Ltd.	Silver
Radio Craft			5	Radio City	Lucknow	Scarecrow Communications Ltd.	Bronze
Radio Craft	25D	WRITING	5	Knifeindia.com	Tailor	Contract India	Bronze
Radio Craft			24	Wagh Bakri	Garmahat	Scarecrow Communications Ltd.	Silver
Radio Craft			27	Radio City	Lucknow	Scarecrow Communications Ltd.	Silver
Radio Craft			30	Kenstar	Spot 1	Contract India	Gold
Radio Craft			40	Save The Children India	Science Lesson	JWT India	Bronze
Radio Craft	25E	SOUND DESIGN	7	Radio City	Lucknow	Scarecrow Communications Ltd.	Bronze
Radio Craft	25F	INNOVATION	12	Fever 104 FM	MISSION KASHMIR	Fever 104 FM	Silver
Public Relations	22J	Media and Publications	1	Ceylon Today & Mawbima National News Papers	BIG ON RESPECT	TBWA\Sri Lanka	Silver
Public Relations			4	PEPSI MTV INDIES	Launching and establishing Pepsi MTV Indies as the natural habitat of the indie soul	Pepsi MTV Indies,VIACOM 18	Bronze
Public Relations			6	Daily Mirror	"Mirror Reflection"	Sarva Integrated (Pvt) Ltd.	Gold
Public Relations			7	North East Today	Eyeamindian	JWT India	Gold
Public Relations	22K	Business and Home Services	1	Kimaya NICU	Kimaya NICU - The Growth Of a Miracle	Ideosphere	Bronze
Public Relations	22M	Travel, Entertainment and Leisure	1	Find My Stay	BIG GAINS FOR BIG NAMES	Value 360 Communication Private Limited	Bronze
Public Relations	22O	Public Service, Appeals and Charity	2	CHILD SURVIVAL INDIA	NO CHILD BRIDES	HAVAS WORLDWIDE INDIA PVT. LTD.	Silver
Public Relations			4	Salaam Baalak Trust	The Light Bag	Cheil India	Gold
Public Relations	22R	Events & Experiential PR	3	CHILD SURVIVAL INDIA	NO CHILD BRIDES	HAVAS WORLDWIDE INDIA PVT. LTD.	Silver
Public Relations			5	SAB TV	SAB Chai Pe Chutkule	Everest Brand solutions	Bronze
Public Relations			7	Whisper	Whisper Out Loud	Madison Communications	Bronze
Public Relations			10	PUMA India	PUMA goes 'Forever Faster'with Usain Bolt in India	Madison Communications	Gold
Public Relations			19	North East Today	Eyeamindian	JWT India	Gold

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Public Relations	22S	Practices- Celebrity Endorsement	5	PUMA India	PUMA goes 'Forever Faster'with Usain Bolt in India	Madison Communications	Gold
Public Relations	22U	Practices - Integrated Campaign led by P	5	Whisper	Whisper Touch The Pickle Campaign	Madison Communications	Silver
Public Relations			7	Action Committee for Formal Finance to Non-Corporate Small Businesses	Small Buisness is Big Buisness	Hansa Vision	Bronze
Public Relations			13	MTV India	MTV ROCK THE VOTE - FROM A CAMPAIGN TO A MOVEMENT	MTV INDIA, VIACOM 18	Bronze
Public Relations			15	Queen by Viacom18 Motion Pictures	Release Of Queen on 7 th March 14	VIACOM 18 MOTION PICTURES	Bronze
Direct	19A	Flat Mail	7	Kellogg's Cornflakes	So funny, it's serious exercise book	JWT India	Bronze
Direct	19B	Dimensional Mail	5	Salaam Baalak Trust	The light bag	Cheil India	Silver
Direct	19B	Dimensional Mail	2	Club Mahindra	Slippers	pi communications Pvt.Ltd	Silver
Direct	19B	Dimensional Mail	3	Club Mahindra	Album of memories	pi communications Pvt.Ltd	Bronze
Direct	19B	Dimensional Mail	4	Bakson's Hair Clinic	Trap your hair problems	Crayons Advertising Ltd.	Bronze
Direct	19B	Dimensional Mail	6	Radious Developers	Getting Top Management's Attention #1	Select Direct Marketing Communications Pvt.Ltd.	Silver
Direct	19C	Direct Response Print	3	Dabur Vatika Premium Natural's Shampoo	Brave & Beautiful	Linen Lintas	Bronze
Direct	19C	Direct Response Print	5	Ceylon Today & Mawbima National Newspaper	BIG ON RESPECT	TBWA\Sri Lanka	Gold
Direct	19C	Direct Response Print	10	Jiyo Parsi	Rolex,Fiat	Madison BMB	Gold
Direct	19C	Direct Response Print	11		Broke up Mom		
Direct	19C	Direct Response Print	12		Parents who act like grandparents		
Direct	19C	Direct Response Print	13		Nicole Kidman		
Direct	19C	Direct Response Print	14		Parsi Standards		
Direct	19C	Direct Response Print	15		Condom		
Direct	19C	Direct Response Print	16		Panni Ja		
Direct	19C	Direct Response Print	17		Carrom Foursome		

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Direct	19D	Direct Response (TV, Radio & infomercial)	1	Dabur Vatika Premium Natural's Shampoo	Brave & Beautiful	Linen Lintas	Gold
Direct			13	Save the children	Hindi Lesson	JWT India	Bronze
Direct			14		Science Lesson		
Direct			15		Balbharti Lesson		
Direct	19E	Direct Response Digital	6	Dabur Vatika Premium Natural's Shampoo	Brave & Beautiful	Linen Lintas	Gold
Direct	19E	Direct Response Digital	8	HCL Technology	Coollest interview ever	ITSA - HCL Technologies	Gold
Direct	19E	Direct Response Digital	18	Pepsi	The uncrushable can	JWT India	Silver
Direct	19E	Direct Response Digital	9	Oxigen Wallet	Stroke of Midnight campaign	ITSA Oxigen	Bronze
Direct	19E	Direct Response Digital	15	Asian Paints Royale	Speechless	Contract India	Bronze
Direct	19G	Direct Response Mobile Marketing	1	Living with Diabetes in India (LWDI)	"The fake patient project"	Medulla Communication Pvt. Ltd.	Silver
Direct	19G	DIRECT RESPONSE MOBILE MARKETING	5	Mohan Foundation	Chain of organs	JWT India	Bronze
Direct	19H	Direct Campaign using Any 2 form	1	Dabur Vatika Premium Natural's Shampoo	Brave & Beautiful	Linen Lintas	Grand Prix
Direct	19H	Direct Campaign using Any 2 form	3	Oxigen Wallet	Stroke of Midnight campaign	ITSA Oxigen	Bronze