



ADVERTISING
AGENCIES
ASSOCIATION OF
INDIA



GOAFEST

2016

MEDIA ABBY

Result Sheet Inside



MEDIA ABBY AWARDS 2016 AT GOAFEST

Result

COMPANY NAME / AGENCY BRAND NAME CAPTION AWARD

Best Use of TV

Mediacom India	AUDI India	#GreatnessStarts	SILVER
Mindshare India	Fair & Lovely Cream	What's Your Everest	SILVER
Maxus	Alpenliebe Gold	Look Mom!! Our Idiot box has turned into gaming console	SILVER
Team Airtel, GroupM - India	Bharti Airtel	Dream Merchant	BRONZE

Best Use of Cinema

Initiative Media	Airwick	Airwick life scents	SILVER
Lodestar UM	MasterCard	Let the heart beat ...with MasterCard	SILVER
Maxus	Vodafone mPesa	mPesa	BRONZE

Best use of Newspapers and Magazines

Mindshare India	Lakme	Lakmé Lip Pouts in Grazia - Playtime for your pout	GOLD
Mediacom India	Carwale.com	The Smart Chase	SILVER
Initiative Media	Baleno	Baleno - Made of Metal Newspaper	BRONZE

Best use of Outdoor

The Social Street	Britannia Good Day	Smile to be surprised!	GOLD
Lodestar UM	Operation Zero Mosquito	Operation Zero Mosquito	SILVER
Kinetic India	Cadbury Bubbly	Silk now Bubbled Up for Joy	BRONZE

Best use of Ambient Media

The Social Street	Britannia Good Day	The slide of smiles	GOLD
The Social Street	Britannia Good Day	Smile to be surprised!	SILVER
Red Fuse Communications	Sugar Acid Neutralizer Toothpaste	Hidden Sugar Receipt	SILVER

Best use of Experiential including large events

Happy Creative Services (India) Pvt Ltd.	OLA	OLA Boat	SILVER
Mindshare India	Closeup	Make Your First Move with Closeup	SILVER
The Social Street	Britannia Good Day	Taking the red carpet to Dharavi	SILVER
Red Fuse Communications	Sugar Acid Neutralizer Toothpaste	Hidden Sugar Receipt	BRONZE

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Best use of Special Events & Stunts/Live Advertising

Star India Pvt. Ltd.	Star Plus - Siya Ke Ram - Dhanush Yatra	Siya Ke Ram - Dhanush Yatra	SILVER
ibs	Airtel	Airtel Jaipur Literature Festival - World's first teleportation based live advertising	SILVER
Laqshya Event IP Pvt. Ltd	Yoga by the Bay	Yoga by the Bay celebrates International Day of Yoga	BRONZE
Mindshare India	Active Wheel	Active Wheel - Shuddh Ganga Abhiyaan	BRONZE
Kinetic India	Cadbury Bubbly	Silk now Bubbled Up for Joy	BRONZE

Best use of Radio

Madison Media	Tata Salt	India's First Ever Live Radio from Siachen	SILVER
Mindshare India	Pond's Cold Cream	Googly Woogly Wooksh - From a Brand Jingle to a Brand Song!	BRONZE
Mindshare India	Brooke Bond Red Label	Stories of togetherness	BRONZE

Best use of Sponsorship

Msix	Nicotex	Nicotex - The "Quit Smoking" partner for ISL	SILVER
Initiative Media	Amazon.in	IPL Amazoned	SILVER

Best Use of Branded Content Includes but not restricted to in-film/in -serial integration,apps,video content, games

OMD	Kinder Joy	Kinder Joy Story Station	GOLD
Madison Media	Nihar Naturals	Breaking stereotypes about Women	SILVER
Mindshare India	SBI Life Insurance	#PAPA HAIN NA	BRONZE
Mindshare India	Kellogg's Chocos	Khuljaye Bachpan- Content that gets Contagious	BRONZE

Best Use of Branded Content Includes online and Offline media

Msix	Nicotex	The 'Quit Smoking' partner for ISL	GOLD
Mindshare India	Lakme	Find your eternal style	SILVER
Lodestar UM	Coca-Cola	Coke Studio: Redefining Love and Happiness	BRONZE

Best use of Digital Search

Maxus	L'Oreal Paris India	Search Beyond Google!	SILVER
Madison Media	Godrej Properties	Radius Targeting in Search To Target Micro Markets	SILVER
ibs	Bajaj Electricals Ltd	DynaPrice - How Bajaj Electricals beat the Amazons and Flipkarts at their own game	BRONZE

Best use of Social Media

Mindshare India	Lay's	When Google went beyond giving directions to people. Thanks to Lays!	SILVER
Star India Pvt. Ltd.	Star Sports	Mauka Mauka - Cricket World Cup	SILVER
PHD India	Hindustan Unilever	Tweetheart	BRONZE
Maxus	Hero	Hamari Pari (Terribly Tiny Tales of the Girl Child)	BRONZE

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Best use of Digital Display Advertising

ibs	Airtel	World's largest single day sampling exercise	SILVER
Maxus	Vodafone	When Gaana.com did more and played the news!	BRONZE

Specialist Category- Cause Marketing

Vizeum India	MTV India	The Junkyard Project	SILVER
Msix	Nicotex	#UQuitIQuit - Helping India Quit Smoking	SILVER
Madison Media	Saffolalife	This World Heart Day, take time out to Protect Her Heart	SILVER
Lodestar UM	Century Ply	Recognizing The Forgotten Heroes	SILVER
Madison Media	Tata Salt	Desh Ka Namak - Desh Ka Salaam	BRONZE
Lodestar UM	Operation Zero Mosquito	Operation Zero Mosquito	BRONZE

Best use of Digital as a medium

Cheil India Pvt. Ltd.	Samsung Galaxy S6	Samsung Galaxy S6 Search campaign	GOLD
Mindshare India	Pepsi	Pepsi CTIPL	SILVER
Star India Pvt. Ltd.	Star Sports	Mauka Mauka - Cricket World Cup 2015	SILVER
ibs	Airtel	How airtel used digital to conduct the world's largest virtual 4G sampling	SILVER
Mindshare India	Lay's	When Google went beyond giving directions to people. Thanks to Lays!	BRONZE
Mindshare India	Kellogg's Cornflakes	Integrated - Customisation 1.0	BRONZE

Best use of Mobile Media

PHD India	Active Wheel	LO KAR LO BAAT	GOLD
PHD India	Rin	RIN Career Ready Academy	SILVER
OMD	Kinder Joy	Kinder Joy Story Station	BRONZE

Best use of Integrated Campaign

Mindshare India	Lifebuoy	Before Iftar time, its Lifebuoy time	GOLD
Team Airtel, GroupM - India	Bharti Airtel	Airtel 4G Experience	SILVER
Madison Media	Saffolalife	This World Heart Day, take time out to Protect Her Heart	BRONZE
Mindshare India	Brooke Bond Red Label	Brooke Bond Red Label 6 Pack Band	BRONZE
Maxus	Hero Cycles	Odd Par Bhi Chalegi, Even Par Bhi Chalegi	BRONZE

Youth Marketing

Maxus	LinkedIn	Get a Job	GOLD
Mindshare India	Pepsi	Pepsi CTIPL	SILVER
Initiative Media	Amazon.in	Campus Amazoned	BRONZE
Vizeum India	MTV India	India's Largest Youth Networking Platform'	BRONZE

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Pro Bono Marketing

Isobar India	Isobar India	Say Na	GOLD
Lodestar UM	Salaam Bombay	How a resume from the future helped change the future of a little girl	SILVER
Mindshare India	Horlicks Oats	Nourishing Chennai during its worst time!	BRONZE

Best use of Integrated Campaign (South Asia)

Mindshare - Srilanka	Sunlight	Light up My Nation	GOLD
Mindshare - Bangladesh	Tresemme	Tresemme launch in Bangladesh	SILVER
Mindshare - Bangladesh	Knorr Noodles	Knorr Noodles Launch in Bangladesh	BRONZE
Mindshare - Bangladesh	Lux	Meet Deepika in Dhaka	BRONZE

GOAFEST MEDIA ABBY AWARDS 2016

SUMMARY OF METALS TALLY

SR NO	NAME OF THE AGENCY	GOLD	SILVER	BRONZE	TOTAL
1	Cheil India Pvt. Ltd.	1	0	0	1
2	Happy Creative Services (India) Pvt Ltd.	0	1	0	1
3	ibs	0	3	1	4
4	Initiative Media	0	2	2	4
5	Isobar India	1	0	0	1
6	Kinetic India	0	0	2	2
7	Laqshya Event IP Pvt. Ltd	0	0	1	1
8	Lodestar UM	0	4	2	6
9	Madison Media	0	4	2	6
10	Maxus	1	2	4	7
11	Mediacom India	0	2	0	2
12	Mindshare - Bangladesh	0	1	2	3
13	Mindshare India	2	6	9	17
14	Mindshare - Srilanka	1	0	0	1
15	Msix	1	2	0	3
16	OMD	1	0	1	2
17	PHD India	1	1	1	3
18	Red Fuse Communications	0	1	1	2
19	Star India Pvt. Ltd.	0	3	0	3
20	Team Airtel, GroupM - India	0	1	1	2
21	The Social Street	2	2	0	4
22	Vizeum India	0	1	1	2
	TOTAL METALS	11	36	30	77