

Creative ABBY Awards - 2019

Category	Sub-Category	Entry No.	Brand	Caption Title	Agency/Organization	Metal
Broadcaster	1. Best launch of a TV channel	5	Zee Bollywood	Zee Bollywood Channel Launch	ZEE Entertainment Enterprises Ltd.	Bronze
Broadcaster	2. Best launch of a TV program using multi-media	5	StarPlus	Kasautii Zindagii Kay	Star India Pvt. Ltd.	Silver
Broadcaster	2. Best launch of a TV program using multi-media	1	Disney	Ducktales Launch Campaign	Disney India	Bronze
Broadcaster	2. Best launch of a TV program using multi-media	8	Colors	Kesari Nandan	Viacom18 Media Pvt Ltd	Bronze
Broadcaster	3. Best TV reality show promo	8	Sony Pictures Network India - Sony Entertainment Television	Kaun Banega Crorepati	Sony Pictures Networks India Pvt Ltd	Silver
Broadcaster	3. Best TV reality show promo	5	MTV	DATING IN THE DARK - ANIMALS	Viacom18 Media Pvt Ltd	Bronze
Broadcaster	4. Best TV fiction promo	4	StarPlus	kasautii zindagii kay	Star India Pvt. Ltd.	Silver
Broadcaster	4. Best TV fiction promo	5	StarPlus	kulfi kumarr bajewala	Star India Pvt. Ltd.	Bronze
Broadcaster	4. Best TV fiction promo	11	Sony SAB - Sony Pictures Networks India Pvt. Ltd.	Bhakarwadi-Cooking Soon	Sony Pictures Networks India Pvt Ltd	Bronze
Broadcaster	4. Best TV fiction promo	12	Sony SAB - Sony Pictures Networks India Pvt. Ltd.	Shriman Shrimati Phir Se	Sony Pictures Networks India Pvt Ltd	Bronze
Broadcaster	5. Best TV comedy show promo	1	Sony Pictures Network India - Sony Entertainment Television	The Kapil Sharma Show	Sony Pictures Networks India Pvt Ltd	Silver
Broadcaster	5. Best TV comedy show promo	2	Sony Pictures Network India - Sony Entertainment Television	Comedy Circus	Sony Pictures Networks India Pvt Ltd	Bronze
Broadcaster	5. Best TV comedy show promo	3	Sony Pictures Network India - Sony Entertainment Television	Dus Ka Dum	Sony Pictures Networks India Pvt Ltd	Bronze
Broadcaster	6. Best TV kids program promo	4	Sony Pictures Network India - Sony Entertainment Television	Super Dancer Chapter 3	Sony Pictures Networks India Pvt Ltd	Silver
Broadcaster	6. Best TV kids program promo	3	Disney	Ducktales Family sell promo	Disney India	Bronze
Broadcaster	7. Best TV News Channel Promo	6	ABP News	ABP News - Khabrein jo Desh ko Rakhein Aage	ABP News Network Pvt Ltd	Silver
Broadcaster	7. Best TV News Channel Promo	1	News18 India	News18 India Leadership Campaign	TV18 Broadcast Ltd.	Bronze
Broadcaster	8. Best TV sports channel program promo	2	Sony Ten 2	2018 FIFA World Cup - Meri Doosri Country	Sony Pictures Networks India Pvt Ltd	Gold
Broadcaster	8. Best TV sports channel program promo	1	SONY SIX AND SONY TEN 2 - Sony Pictures Sports Network	AUSTRALIAN OPEN 2019- STAGE OF GREATS	Sony Pictures Networks India Pvt Ltd	Bronze
Broadcaster	9. Best movie promo by a TV channel	10	Zee Bollywood	101% Shuddh Romance Promo	ZEE Entertainment Enterprises Ltd.	Bronze
Broadcaster	10. Best TV program for Cause related Marketing	3	TIMES NOW	Path To Life	Bennett Coleman Co. Ltd.	Bronze
Broadcaster	11. Best regional TV program promo (other than Hindi and English)	2	ABP Ananda	ABP Ananda - Kaar Dokhole Graam Bangla	ABP News Network Pvt Ltd	Bronze
Broadcaster	12. Best regional language channel launch (other than Hindi and English)	No Metal				
Broadcaster	13. Best Original music score for a TV Program	3	StarPlus	kulfi kumarr bajewala	Star India Pvt. Ltd.	Silver

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Broadcaster	13. Best Original music score for a TV Program	4	RadhaKrishn	RadhaKrishn Title Track	Star India Pvt. Ltd.	Bronze
Public Relations	12Aa - Consumer Durables	12	MG Motor India	MG Motor India: No Calm before The Storm! Almost a century old brand, lost in time! Bringing MG Motor to India	Value 360 Communications	Bronze
Public Relations	12Ab - Consumer Non-Durables	2	GlaxoSmithKline	Fearless Kota - Bottle of Love	FCBINDIA ADVERTISING LLP	Silver
Public Relations	12Ac - Other Consumer Products & Services	7	Swiggy	Swiggy Thank You Project	Dentsu Webchutney	Silver
Public Relations	12Ad - Financial PR	3	EarlySalary	The Month-End Collection	Dentsu Webchutney	Gold
Public Relations	12Ae - IT Services	1	Staqu Technologies	Busting Crime with AI: An Awakening, from Alwar to Dubai with Staqu	Value 360 Communications	Silver
Public Relations	12Ba - Corporate PR	15	Mindtree	The Unsung Hero of the Indian IT industry: Mindtree	Value 360 Communications	Silver
Public Relations	12Ba - Corporate PR	11	Mondelez India Foods Private Limited	Celebrating 70 years of India	Mondelez India Foods Pvt. Ltd.	Silver
Public Relations	12Bb - Public Affairs & Lobbying	1	Uber India Systems Ltd	Lower The Window	Dentsu Webchutney	Gold
Public Relations	12Bc - Crisis Communications & Issue Management	4	Mathrubhumi Grihalakshmi Magazine	Grihalakshmi Magazine 'Bold breast feeding cover picture'Don't stare we need to breast feed controversy	Mathrubhumi Printing Publishing Co Ltd	Gold
Public Relations	12Bc - Crisis Communications & Issue Management	2	Tech Mahindra	Crisis & Reputation Communication for Tech Mahindra	Kommune Brand Communications	Bronze
Public Relations	12Bd - Internal Communications	15	Swiggy	Swiggy Thank You Project	Dentsu Webchutney	Gold
Public Relations	12Bd - Internal Communications	3	Ideapreneurship	Ideapreneurship Awards & Activations: Employee Engagement Program	HCL Technologies	Bronze
Public Relations	12Bd - Internal Communications	10	AccorHotels	The Heartist Campaign	FrogIdeas	Bronze
Public Relations	12Be - Corporate Social Responsibility	27	Chakra Tea	Chai-Fi	Dentsu Webchutney	Gold
Public Relations	12Be - Corporate Social Responsibility	12	Tetra Pak India	Cartons Le Aao, Classroom Banao	Tetra Pak India	Gold
Public Relations	12Be - Corporate Social Responsibility	3	Uber India Systems Ltd	Lower The Window	Dentsu Webchutney	Silver
Public Relations	12Be - Corporate Social Responsibility	1	Osram Lighting Pvt Ltd	OSRAM - Save the Ocean	Ignite Mudra	Bronze
Public Relations	12Be - Corporate Social Responsibility	16	Reebok India	#BruisesCanBeGood	Isobar- Dentsu Aegis Network Communications India Pvt Ltd	Bronze
Public Relations	12Bf - Events & Experiential	28	Red Bull	Red Bull FMX Jam	Madison Communications Private Limited	Silver
Public Relations	12Bf - Events & Experiential	1	Osram Lighting Pvt Ltd	OSRAM - Save the Ocean	Ignite Mudra	Silver
Public Relations	12Bf - Events & Experiential	29	Castrol CRB	DO YOU THINK YOGA CAN SELL MORE TRUCK LUBRICANTS?	Creation:Open Minds	Bronze
Public Relations	12Bf - Events & Experiential	7	adidas India	adidas x Parley, Run For the Oceans	P.R Pundit Public Relations Private Limited	Bronze
Public Relations	12Ca - Use of Social Media in PR	33	URI: The Surgical Strike	Mission: Torrents A campaign that changed an Indian law in 22 days	Dentsu Webchutney	Gold
Public Relations	12Ca - Use of Social Media in PR	22	Flipkart Internet services Pvt Ltd.	Penguin Dad	Dentsu Webchutney	Silver

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Public Relations	12Ca - Use of Social Media in PR	1	UBER India Systems Ltd.	Jersey Knows No Gender	Dentsu Webchutney	Bronze
Public Relations	12Ca - Use of Social Media in PR	25	GlaxoSmithKline	Fearless Kota - Bottle of Love	FCBINDIA ADVERTISING LLP	Bronze
Public Relations	12Da - Integrated Campaign led by PR	6	Adidas India Pvt. Ltd.	The Real Kashmir	Cheil India	Gold
Public Relations	12Da - Integrated Campaign led by PR	1	UBER India Systems Ltd.	Jersey Knows No Gender	Dentsu Webchutney	Silver
Public Relations	12Da - Integrated Campaign led by PR	2	Uber India Systems Ltd	Lower The Window	Dentsu Webchutney	Bronze
Still Craft	17a. Copywriting					No Metal
Still Craft	17b. Art Direction	30	Theatre of Relevance	Nyay ke Bhanwar Mein Bhanwari â€” STRIFE	FCBINDIA ADVERTISING LLP	Silver
Still Craft	17b. Art Direction	31	Theatre of Relevance	Nyay ke Bhanwar Mein Bhanwari â€” COURAGE	FCBINDIA ADVERTISING LLP	
Still Craft	17b. Art Direction	32	Theatre of Relevance	Nyay ke Bhanwar Mein Bhanwari â€” TRIUMPH	FCBINDIA ADVERTISING LLP	
Still Craft	17b. Art Direction	14	Lawman Pg3	Wire Stitch	AutumnWinter Communications Design	Bronze
Still Craft	17b. Art Direction	15	Lawman Pg3	Lazer Wash	AutumnWinter Communications Design	
Still Craft	17b. Art Direction	34	Active Total Security Systems (ATSS)	KEEP AN EYE	FCBINDIA ADVERTISING LLP	Bronze
Still Craft	17b. Art Direction	35	Active Total Security Systems (ATSS)	KEEP AN EYE	FCBINDIA ADVERTISING LLP	
Still Craft	17b. Art Direction	36	Active Total Security Systems (ATSS)	KEEP AN EYE	FCBINDIA ADVERTISING LLP	
Still Craft	17b. Art Direction	2	Presidium	Basics of Balance	COG Digital + Design	Silver
Still Craft	17b. Art Direction	18	Peppermint Clothing	Hello Winter Catalog	AutumnWinter Communications Design	Silver
Still Craft	17b. Art Direction	20	Peppermint Clothing	Hello Winter Campaign	AutumnWinter Communications Design	Bronze
Still Craft	17b. Art Direction	24	Opium Eyewear	Open up your world	Open Strategy and Design	Bronze
Still Craft	17b. Art Direction	3	Osho Flexible Limited	Alive with Osho	COG Digital + Design	Bronze
Still Craft	17c. Photography	3	Adidas India Pvt. Ltd.	The Real Kashmir	Cheil India	Bronze
Still Craft	17c. Photography	9	Peppermint Clothing	Hello Winter Campaign	AutumnWinter Communications Design	Bronze
Still Craft	17d. Illustration	19	Theatre of Relevance	Nyay ke Bhanwar Mein Bhanwari â€” STRIFE	FCBINDIA ADVERTISING LLP	Silver
Still Craft	17d. Illustration	20	Theatre of Relevance	Nyay ke Bhanwar Mein Bhanwari â€” COURAGE	FCBINDIA ADVERTISING LLP	
Still Craft	17d. Illustration	21	Theatre of Relevance	Nyay ke Bhanwar Mein Bhanwari â€” TRIUMPH	FCBINDIA ADVERTISING LLP	
Still Craft	17d. Illustration	8	Opium Eyewear	Open up your world	Open Strategy and Design	Bronze
Still Craft	17d. Illustration	9	Opium Eyewear	Open up your world	Open Strategy and Design	

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Still Craft	17d. Illustration	10	Opium Eyewear	Open up your world	Open Strategy and Design	
Still Craft	17d. Illustration	2	Osho Flexibles Limited	Alive with Osho	COG Digital + Design	Silver
Still Craft	17d. Illustration	3	Presidium	Basics of Balance	COG Digital + Design	Silver
Still Craft	17d. Illustration	4	The MINDS Foundation	The Killer Smile	Makani Creatives Pvt Ltd	Bronze
Still Craft	17e. Typography	3	Peppermint Clothing	Hello Winter Catalog	AutumnWinter Communications Design	Bronze
Still Craft	17e. Typography	2	Sparsh NGO	Orphan	COG Digital + Design	Bronze
Design	9a. Corporate / brand identity: a new brand logo, and it's applications or a corporate rebranding scheme, with 3 or more applications including online branding communications if necessary	4	Presidium	Basics of Balance	COG Digital + Design	Silver
Design	9a. Corporate / brand identity: a new brand logo, and it's applications or a corporate rebranding scheme, with 3 or more applications including online branding communications if necessary	12	Desk & Coffee	Powered with creativity	Open Strategy and Design	Bronze
Design	9b. Stationery-business cards, letterheads, envelopes, CD covers, etc.	5	Cartomancy	Cartomancy by Preeti Marquis	Umbrella Design	Bronze
Design	9c. Brochures, Catalogues and Annual Reports	1	Osho Flexibles Limited	Alive with Osho	COG Digital + Design	Silver
Design	9c. Brochures, Catalogues and Annual Reports	3	Peppermint Clothing	Hello Winter Catalog	AutumnWinter Communications Design	Silver
Design	9d. Use of Design in Direct Mail: invitations, greeting cards, announcements	2	Presidium	Basics of Balance	COG Digital + Design	Silver
Design	9d. Use of Design in Direct Mail: invitations, greeting cards, announcements	3	Osho Flexibles Limited	Alive with Osho	COG Digital + Design	Bronze
Design	9d. Use of Design in Direct Mail: invitations, greeting cards, announcements	8	MAHINDRA RISE	SEHAT KA BATUA - THE HEALTH PURSE	GREY India	Silver
Design	9e. Use of Design in posters: film, event, corporate, traditional poster	1	Presidium	Basics of Balance	COG Digital + Design	Bronze
Design	9e. Use of Design in posters: film, event, corporate, traditional poster	25	Opium	Open up your world	Open Strategy and Design	Bronze
Design	9e. Use of Design in posters: film, event, corporate, traditional poster	26	Opium Eyewear	Open up your world	Open Strategy and Design	
Design	9e. Use of Design in posters: film, event, corporate, traditional poster	27	Opium Eyewear	Open up your world	Open Strategy and Design	

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Design	9e. Use of Design in posters: film, event, corporate, traditional poster	31	Theatre of Relevance	Nyay ke Bhanwar Mein Bhanwari – STRIFE	FCBINDIA ADVERTISING LLP	Silver
Design	9e. Use of Design in posters: film, event, corporate, traditional poster	32	Theatre of Relevance	Nyay ke Bhanwar Mein Bhanwari – COURAGE	FCBINDIA ADVERTISING LLP	
Design	9e. Use of Design in posters: film, event, corporate, traditional poster	33	Theatre of Relevance	Nyay ke Bhanwar Mein Bhanwari – TRIUMPH	FCBINDIA ADVERTISING LLP	
Design	9f. Publications, books, diaries, newspapers, magazines	1	Presidium	Basics of Balance	COG Digital + Design	Bronze
Design	9g. Calendars	3	Peppermint Clothing	Hello Winter Catalog	AutumnWinter Communications Design	Silver
Design	9h. Typography Design	4	Studio 4	Fourplay	Umbrella Design	Bronze
Design	9i. Packaging: original design and finished pack	6	Desk & Coffee	Powered with creativity	Open Strategy and Design	Gold
Design	9i. Packaging: original design and finished pack	7	Nilgiris	Freshness, delivered daily	Open Strategy and Design	Silver
Design	9j. Environment design: for retail spaces, services, workplace, Public Space and Community	No Metal				
Design	9k. Best Integrated Design Campaign using 2 or more Design Sub-Categories (From Categories 9a to 9j only) e.g. packaging and identity	3	Desk & Coffee	Powered with creativity	Open Strategy and Design	Silver
Design	9k. Best Integrated Design Campaign using 2 or more Design Sub-Categories (From Categories 9a to 9j only) e.g. packaging and identity	4	Nilgiris	As fresh as ever	Open Strategy and Design	Silver
Design	9l. Craft in Design: Use of Copywriting	1	Presidium	Basic of Balance	COG Digital + Design	Bronze
Design	9l. Craft in Design: Use of Copywriting	4	Nilgiris	Freshness, delivered daily	Open Strategy and Design	Bronze
Design	9m. Craft in Design: Use of Typography	10	Peppermint Clothing	Hello Winter	AutumnWinter Communications Design	Bronze
Design	9n. Craft in Design: Use of Illustration	1	Osho Flexibles Limited	Alive with Osho	COG Digital + Design	Silver
Design	9n. Craft in Design: Use of Illustration	2	Presidium	Basics of Balance	COG Digital + Design	Silver
Design	9n. Craft in Design: Use of Illustration	18	Theatre of Relevance	Nyay ke Bhanwar Mein Bhanwari – STRIFE	FCBINDIA ADVERTISING LLP	Silver
Design	9n. Craft in Design: Use of Illustration	19	Theatre of Relevance	Nyay ke Bhanwar Mein Bhanwari – COURAGE	FCBINDIA ADVERTISING LLP	
Design	9n. Craft in Design: Use of Illustration	20	Theatre of Relevance	Nyay ke Bhanwar Mein Bhanwari – TRIUMPH	FCBINDIA ADVERTISING LLP	
Design	9o. Craft in Design: Use of Photography	No Metal				

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Design	9p. Craft in Design: Use of Mixed Media			No Metal		
Design	9q. Craft in Design: Use of Product Design-innovative use of design in a product			No Metal		
Direct	11A. Direct Response – PRESS	4	THE TIMES OF INDIA	PHIREY ESHO KOLKATA	Bennett Coleman Co. Ltd.	Silver
Direct	11B. Direct Response – AV (TV Film / YouTube Film / Infomercial)	6	Samsung Electronics	Bixby Voice Forever	Cheil India	Silver
Direct	11B. Direct Response – AV (TV Film / YouTube Film / Infomercial)	9	Samsonite	#KeralalsOpen	Autumn Grey	Gold
Direct	11B. Direct Response – AV (TV Film / YouTube Film / Infomercial)	32	URI - The Surgical Strike	The Deceptive Strike Experience What A Surgical Strike Feels Like	Dentsu Webchutney	Bronze
Direct	11B. Direct Response – AV (TV Film / YouTube Film / Infomercial)	35	URI - The Surgical Strike	URI: Mission Torrents	Dentsu Webchutney	Gold
Direct	11C. Direct Response – Dimensional Mail (3D Pieces)	2	MAHINDRA RISE	SEHAT KA BATUA - THE HEALTH PURSE	GREY India	Silver
Direct	11C. Direct Response – Dimensional Mail (3D Pieces)	3	Aditya Birla Capital - Home Finance	Mood Board	pi communications pvt. ltd.	Bronze
Direct	11D. Direct Response – Flat Mail (without bulky enclosures)	2	Adidas India Pvt. Ltd.	The Real Kashmir	Cheil India	Bronze
Direct	11D. Direct Response – Flat Mail (without bulky enclosures)	5	Advertising Agencies Association of India (AAA)	Thanks Piyush	FCBINDIA ADVERTISING LLP	Bronze
Direct	11E. Direct Response - Emailers : (need to include landing page wherever required)			No Metal		
Direct	11F. Direct Campaign using any two of the above			No Metal		
Direct	11G. Work done for Social Awareness or Charity Causes	6	Samsung Electronics	Bixby Voice Forever	Cheil India	Bronze
Direct	11G. Work done for Social Awareness or Charity Causes	7	Samsonite	#KeralalsOpen	Autumn Grey	Gold
Direct	11G. Work done for Social Awareness or Charity Causes	12	MAHINDRA RISE	SEHAT KA BATUA - THE HEALTH PURSE	GREY India	Bronze
Direct	11G. Work done for Social Awareness or Charity Causes	26	Uri - The Surgical Strike	Mission: Torrents A campaign that changed an Indian law in 22 days	Dentsu Webchutney	Gold
Publisher	1. Best marketing of a printed newspaper / edition	20	Dainik Jagran	Sanskarshala : THE SCHOOL OF LIFE	Jagran Prakashan Ltd.	Gold
Publisher	1. Best marketing of a printed newspaper / edition	25	Dainik Jagran	Hindi: LIVING A LANGUAGE	Jagran Prakashan Ltd.	Silver
Publisher	1. Best marketing of a printed newspaper / edition	1	The Times of India	Flirt With Your City	Bennett Coleman Co. Ltd.	Silver
Publisher	1. Best marketing of a printed newspaper / edition	31	THE TIMES OF INDIA	PHIREY ESHO KOLKATA	Bennett Coleman Co. Ltd.	Bronze
Publisher	1. Best marketing of a printed newspaper / edition	37	Dainik Bhaskar	Smart Soch	D B Corp Limited	Bronze

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Publisher	2. Best marketing of a printed magazine	3	Mathrubhumi Arogyamasika	Mathrubhumi Arogyamasika World Heart Day Campaign	Mathrubhumi Printing Publishing Co Ltd	Silver
Publisher	3. Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	43	Mathrubhumi Revive for Kerala	Mathrubhumi Revive for Kerala campaign - A project that helped kerala get back to its feet	Mathrubhumi Printing Publishing Co Ltd	Silver
Publisher	3. Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	31	Dainik Jagran	Sanskarshala: THE SCHOOL OF LIFE	Jagran Prakashan Ltd.	Silver
Publisher	3. Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	36	The Hindu	The Hindu #UnderMyWatch	THG Publishing Pvt Ltd	Bronze
Publisher	3. Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	47	Dainik Bhaskar	Mitti Ke Ganesh	D B Corp Limited	Bronze
Publisher	3. Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	22	Dainik Jagran	Ab Bas: THE CONSPIRACY OF SILENCE	Jagran Prakashan Ltd.	Bronze
Publisher	3. Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	28	Dainik Jagran	Mera Bharat Swacchh: CLEANING MINDSETS BEFORE CLEANING INDIA	Jagran Prakashan Ltd.	Bronze
Publisher	3. Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	1	Navbharat Times	NBT Suraksha Kawach	Bennett Coleman Co. Ltd.	Bronze
Publisher	3. Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	2	Vijay Karnataka	Drug Free Mangaluru - Educating youngsters to stay away from Drugs	Metropolitan Media Company Limited (MMCL)	Bronze
Publisher	4. Best client-brand activation or display advertising innovation by a publisher	18	SUGAR FREE	CHA CHOLUK CHINI NOYE	ABP ONE - ABP PVT. LTD.	Gold
Publisher	4. Best client-brand activation or display advertising innovation by a publisher	16	B- Natural	B Natural Harman XI in search of true talent	D B Corp Limited	Silver
Publisher	4. Best client-brand activation or display advertising innovation by a publisher	14	Tata Chemicals Ltd.	World Iodine Deficiency Day (Missing I)	HT Media Limited	Bronze
Publisher	4. Best client-brand activation or display advertising innovation by a publisher	19	CADBURY	CADBURY MISHTI SHERA SRISHTI	ABP ONE - ABP PVT. LTD.	Bronze
Publisher	5. Best use of Native or Branded Content for client brand-marketing by a publisher	6	TTK Prestige	Times Kitchen Tales	Bennett Coleman Co. Ltd.	Silver
Publisher	6. Best Digital Publication Advertising & marketing by a publisher via Web/App/Social	1	The Times of India	Flirt With Your City	Bennett Coleman Co. Ltd.	Silver
Publisher	7. Best launch marketing of a new title of newspaper / magazine / digital publication	2	Dainik Jagran	Jagranhindi.in : Creating an Online Destination For Hindi Literature	Jagran Prakashan Ltd.	Gold

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Publisher	7. Best launch marketing of a new title of newspaper / magazine / digital publication	1	The Caravan	The Caravan - Paywall Campaign	Delhi Press	Silver
Publisher	7. Best launch marketing of a new title of newspaper / magazine / digital publication	4	Hindustan Times	Hindustan Times Gurugram Launch	HT Media Limited	Bronze
Video Craft	18a. Direction	66	MP Tourism	The World's Most Honest Tourism Film	Hungry Films	Gold
Video Craft	18a. Direction	34	Birla Aerocon Pipes	Birla Aerocon Pipes	RADHIKA PRODUCES FILMS	Silver
Video Craft	18a. Direction	54	SWIGGY	WHAT'S IN A NAME	Flying Saucer	Silver
Video Craft	18a. Direction	22	Royal Enfield	A Ton of Fun Continental GT 650 Twin	Storytellers.In	Bronze
Video Craft	18a. Direction	50	P&G	P&G Shiksha Appu	Red Ice Productions	Bronze
Video Craft	18b. Editing	31	MP Tourism	The World's Most Honest Tourism Film	Hungry Films	Gold
Video Craft	18b. Editing	7	MuscleBlaze	MuscleBlaze - Ziddi Hoon Main	Storytellers.In	Silver
Video Craft	18b. Editing	18	Radio City 91.1FM	Mumbai Train	Scarecrow MC Saatchi	Bronze
Video Craft	18b. Editing	32	Beck's Ice	Beck's Ice	LoudMouth	Bronze
Video Craft	18c. Animation	3	The Partnership for Maternal, Newborn & Child Health (PMNCH)	PMNCH	Studio Eeksaurus Productions Pvt. Ltd.	Bronze
Video Craft	18d. Cinematography	2	Durex	Durex Air	Asylum Films	Gold
Video Craft	18d. Cinematography	14	Essenza Di wills	Mikkel Verde	Imran Khatri Productions	Silver
Video Craft	18d. Cinematography	18	Incredible India	Yogi of the Racetrack	Crazy Few Films	Bronze
Video Craft	18e. Music	40	MP Tourism	The World's Most Honest Tourism Film	Hungry Films	Gold
Video Craft	18e. Music	7	Royal Enfield	A Ton of Fun Continental GT 650 Twin	Storytellers.In	Silver
Video Craft	18e. Music	25	Sunfeast Farmlite	Chidi Midi Chikka	FCBINDIA ADVERTISING LLP	Bronze
Video Craft	18e. Music	15	TASTY TREAT	CHAKCHAK CHABAO	PURPLE VISHNU FILMS	Bronze
Video Craft	18f. Special Effects	11	Tata Steel	We also make tomorrow	Native Communications	Silver
Video Craft	18f. Special Effects	9	MP Tourism	The World's Most Honest Tourism Film	Hungry Films	Bronze
Video Craft	18g. Sound Design			No Metal		
Video Craft	18h. Casting	3	Birla Aerocon Pipes	Birla Aerocon Pipes	RADHIKA PRODUCES FILMS	Silver
Video Craft	18h. Casting	18	SWIGGY	WHAT'S IN A NAME	Flying Saucer	Silver
Video Craft	18h. Casting	21	Britannia Good Day	Smiles	Hungry Films	Bronze
Radio				No Metal		
Radio Craft	19a. Writing	11	CNS Blood Bank	Rangdaan	Music Broadcast Limited	Bronze
Radio Craft	19b. Music			No Metal		
Radio Craft	19c. Voice			No Metal		

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Branded Content and Entertainment	13a. Best fictional program, series or film where a client has successfully created a drama, comedy or mini-series around a product or brand including TV, mini-series, web series, cinema, DVD releases and online/digital	5	Imperial Blue Men Will Be Men	IMPERIAL BLUE DIL DOSTI DAFTAR	River Advertising Private Limited	Bronze
Branded Content and Entertainment	13a. Best fictional program, series or film where a client has successfully created a drama, comedy or mini-series around a product or brand including TV, mini-series, web series, cinema, DVD releases and online/digital	7	Hyundai	The Deal - Brilliant Moments with Hyundai	Innocean Worldwide Communication Pvt. Ltd.	Bronze
Branded Content and Entertainment	13a. Best fictional program, series or film where a client has successfully created a drama, comedy or mini-series around a product or brand including TV, mini-series, web series, cinema, DVD releases and online/digital	9	Legrand India	Vibes don't lie	Liqvd Asia	Bronze
Branded Content and Entertainment	13b. Best non-fiction program, series or film where a client has successfully created a reality, documentary or entertainment show around a product(s) or brand(s) including TV, mini-series, web series, cinema, DVD releases and online/digital	6	Adidas India Pvt. Ltd.	The Real Kashmir	Cheil India	Gold
Branded Content and Entertainment	13b. Best non-fiction program, series or film where a client has successfully created a reality, documentary or entertainment show around a product(s) or brand(s) including TV, mini-series, web series, cinema, DVD releases and online/digital	13	Arrow - Arvind fashion LTD	#BestIsYetToCome	Whats Your Problem Medulla Network	Silver
Branded Content and Entertainment	13b. Best non-fiction program, series or film where a client has successfully created a reality, documentary or entertainment show around a product(s) or brand(s) including TV, mini-series, web series, cinema, DVD releases and online/digital	17	Havells	LED Ramlila	Dentsu Webchutney	Bronze

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Branded Content and Entertainment	13c. Best brand or product integration into a feature film, existing TV show and/or series including TV, mini-series, web series, cinema, DVD releases and online/digital	8	Brooke Bond Red Label	Bringing two rival nations together over a different "CUP"	Mindshare	Silver
Branded Content and Entertainment	13d. Best use or integration of experiential events, Creative positioning of a brand using events, festivals, flash mobs, installations, etc.	2	Osram Lighting Pvt Ltd	OSRAM - Save the Ocean	Ignite Mudra	Bronze
Branded Content and Entertainment	13d. Best use or integration of experiential events, Creative positioning of a brand using events, festivals, flash mobs, installations, etc.	15	Adidas India Pvt. Ltd.	The Real Kashmir	Cheil India	Gold
Branded Content and Entertainment	13d. Best use or integration of experiential events, Creative positioning of a brand using events, festivals, flash mobs, installations, etc.	17	Muthoot Finance	Vishwas ki Tijori	Radio Mirchi	Silver
Branded Content and Entertainment	13d. Best use or integration of experiential events, Creative positioning of a brand using events, festivals, flash mobs, installations, etc.	18	Future Retail	World's First Glam Tram	SIGNPOST INDIA PVT. LTD.	Bronze
Branded Content and Entertainment	13e. Best use of integration of user generated content	No metal				
Branded Content and Entertainment	13f. Best use or integration of music Including music in original branded content, brand integration into music distribution or promotion, the creation of a music-based program or platform	3	HORLICKS	HORLICKS FEARLESS SONGS	FCBINDIA ADVERTISING LLP	Gold
Branded Content and Entertainment	13f. Best use or integration of music Including music in original branded content, brand integration into music distribution or promotion, the creation of a music-based program or platform	9	Maruti Suzuki India Limited - NEXA	Sound of NEXA Blue	Hakuhodo Sync	Silver
Branded Content and Entertainment	13g. Best use or integration of offline media such as print, out of home, etc.	2	Osram Lighting Pvt Ltd	OSRAM - Save the Ocean	Ignite Mudra	Bronze
Branded Content and Entertainment	13g. Best use or integration of offline media such as print, out of home, etc.	14	Future Retail	World's First Glam Tram	SIGNPOST INDIA PVT. LTD.	Bronze

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Category	Sub-Category	Entry No.	Brand	Caption Title	Agency/Organization	Metal
Branded Content and Entertainment	13h. Best integrated entertainment content campaign which uses more than 2 media	1	Osram Lighting Pvt Ltd	OSRAM - Save the Ocean	Ignite Mudra	Bronze
Branded Content and Entertainment	13h. Best integrated entertainment content campaign which uses more than 2 media	3	HORLICKS	HORLICKS FEARLESS SONGS	FCBINDIA ADVERTISING LLP	Silver
National Geographic Green Award	National Geographic Green Award	3	Osram Lighting Pvt Ltd	OSRAM - Save the Ocean Billboard	Ignite Mudra	Bronze
National Geographic Green Award	National Geographic Green Award	12	Canon India	#ShiftYourFocus	ReplIndia	Bronze
National Geographic Green Award	National Geographic Green Award	17	Uber India Systems Ltd	Lower The Window	Dentsu Webchutney	Silver
National Geographic Green Award	National Geographic Green Award	21	Ripple Fragrances (Iris)	Endangered Air Freshener	Dentsu Webchutney	Silver
National Geographic Green Award	National Geographic Green Award	22	Greenscape Eco Management Pvt. Ltd.	Tiny Bugs Tweet	Dentsu Webchutney	Silver
National Geographic Green Award	National Geographic Green Award	23	Nerolac	Pavitrata ka shankhnaad	FCBINDIA ADVERTISING LLP	Bronze
National Geographic Green Award	National Geographic Green Award	27	Advertising Agencies Association of India (AAAI)	Your agency helped us make this ad.	FCBINDIA ADVERTISING LLP	Bronze
Digital & Mobile	10A.a Brand Website	11	Bira 91	Website Revamp : Creating a Hub of Brand Love	Isobar- Dentsu Aegis Network Communications India Pvt Ltd	Bronze
Digital & Mobile	10A.b Brand Microsites	12	adidas Originals	adidas Originals #ConnectedByColors	Cheil India	Gold
Digital & Mobile	10A.b Brand Microsites	3	Swiggy	Not A Round Roti	Dentsu Webchutney	Bronze
Digital & Mobile	10B.a Social Media (Co-Creation / Crowd sourcing / Response etc.)	52	adidas Originals	adidas Originals #ConnectedByColors	Cheil India	Silver
Digital & Mobile	10B.a Social Media (Co-Creation / Crowd sourcing / Response etc.)	76	Jaslok Hospital and Research Centre	The Unlikeable Posts	Dentsu Webchutney	Silver
Digital & Mobile	10B.a Social Media (Co-Creation / Crowd sourcing / Response etc.)	65	adidas	adidas FIFA World Cup	Cheil India	Bronze
Digital & Mobile	10B.a Social Media (Co-Creation / Crowd sourcing / Response etc.)	26	Uber Eats	Eats Like A Foodie Campaign	The Glitch	Bronze

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Category	Sub-Category	Entry No.	Brand	Caption Title	Agency/Organization	Metal
Digital & Mobile	10B.b Social Media (Tools/Applications)	10	Park Avenue	Voyage to Sunburn	BC Web Wise Pvt. Ltd.	Silver
Digital & Mobile	10B.b Social Media (Tools/Applications)	17	Jaslok Hospital and Research Centre	The Unlikeable Posts	Dentsu Webchutney	Bronze
Digital & Mobile	10B.b Social Media (Tools/Applications)	24	URI: The Surgical Strike	Probe Bot - World's First Interrogation Bot	Dentsu Webchutney	Bronze
Digital & Mobile	10C.a Games (Online)	18	Project Nanhi Kali	#PowerlessQueen	WATConsult	Silver
Digital & Mobile	10C.b Games (Others)	5	adidas	adidas FIFA World Cup	Cheil India	Bronze
Digital & Mobile	10D.a Technology (Utility/Tool)	7	Samsung Electronics	Bixby Voice Forever	Cheil India	Gold
Digital & Mobile	10D.a Technology (Utility/Tool)	19	URI - The Surgical Strike	Probe Bot - World's First Interrogation Bot	Dentsu Webchutney	Silver
Digital & Mobile	10D.b Technology (Installations)	10	Park Avenue	Voyage to Sunburn	BC Web Wise Pvt. Ltd.	Silver
Digital & Mobile	10D.c Technology (Others)	12	General Nutrition Center (Guardian Healthcare Services Pvt. Ltd.)	GNC TypoFit	FCBINDIA ADVERTISING LLP	Silver
Digital & Mobile	10D.c Technology (Others)	18	Jaslok Hospital and Research Centre	Infant CPR	Dentsu Webchutney	Bronze
Digital & Mobile	10E. Search	6	RACOLD by Aristin Thermo	Mind Your Language	WATConsult	Gold
Digital & Mobile	10E. Search	5	Karma Animal Foundation	Bitches Near Me Takeover	Dentsu Webchutney	Silver
Digital & Mobile	10F. Use of Email			No Metal		
Digital & Mobile	10G. Best in Innovations on OTTs or Content Platforms			No Metal		
Digital & Mobile	10H. Best in Creator Partnerships	3	Swiggy	â€œIPL JORDINDIANâ€ for SWIGGY	Dentsu Webchutney	Bronze
Digital & Mobile	10H. Best in Creator Partnerships	17	Trends	The Drool-Worthy Denim Challenge	Brave New World	Bronze
Digital & Mobile	10I. Best in Moment Marketing	11	Samsonite	#KeralalsOpen	Autumn Grey	Gold
Digital & Mobile	10I. Best in Moment Marketing	29	Karma Animal Foundation	Bitches Near Me Takeover	Dentsu Webchutney	Gold
Digital & Mobile	10J. Best In Platform Innovation	7	Flipkart Internet Private Limited	Big Billion Days Haggles Bot	Dentsu Webchutney	Gold
Digital & Mobile	10J. Best In Platform Innovation	13	Samsung Electronics	Bixby Voice Forever	Cheil India	Silver
Digital & Mobile	10J. Best In Platform Innovation	6	Flipkart Internet Private Limited	Big Billion Days 2018- IGTV Tug of War	Dentsu Webchutney	Silver
Digital & Mobile	10J. Best In Platform Innovation	28	Flipkart Internet services Pvt Ltd.	No Kidding Days - Edit History	Dentsu Webchutney	Bronze
Digital & Mobile	10J. Best In Platform Innovation	35	Jaslok Hospital and Research Centre	The Unlikeable Posts	Dentsu Webchutney	Bronze
Digital & Mobile	10J. Best In Platform Innovation	45	Suicide Prevention India Foundation	Give Subtitles To Suicide	WATConsult	Bronze
Digital & Mobile	10K. Mobile/Tablet Site			No Metal		
Digital & Mobile	10L. Mobile/Tablet Apps	6	Maiam Whistle	Makkal Needhi Maiam's whistleblowing app	Interaction One	Bronze
Digital & Mobile	10M. Mobile Technology			No Metal		
Digital & Mobile	10N. Mobile Games			No Metal		
Digital & Mobile	10O. Mobile Messaging			No Metal		
Digital Craft	20a. UI / UX Design (App, Social Media)	11	Jaslok Hospital and Research Centre	Infant CPR	Dentsu Webchutney	Gold
Digital Craft	20a. UI / UX Design (App, Social Media)	8	Flipkart Internet Private Limited	Flipkart Big Billion Days Haggles Bot	Dentsu Webchutney	Bronze

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Category	Sub-Category	Entry No.	Brand	Caption Title	Agency/Organization	Metal
Digital Craft	20b. Data / Analytics	2	Samsung Electronics	Bixby Voice Forever	Cheil India	Bronze
Digital Craft	20c. Programming	3	Samsung Electronics	Bixby Voice Forever	Cheil India	Silver
Digital Craft	20c. Programming	5	Park Avenue	Voyage to Sunburn	BC Web Wise Pvt. Ltd.	Bronze
Digital Craft	20c. Programming	6	Flipkart Internet Private Limited	Flipkart Big Billion Days Hagggle Bot	Dentsu Webchutney	Bronze
Out Of Home, Ambient Media / Activation	1. FMCG - Foods & Beverages	11	Amul Chocolate	Amul 90% Dark Chocolate - Moon (3/3)	FCBULKA ADVERTISING PRIVATE LIMITED	Bronze
Out Of Home, Ambient Media / Activation	1. FMCG - Foods & Beverages	15	Chakra Tea	Chai-Fi	Dentsu Webchutney	Bronze
Out Of Home, Ambient Media / Activation	2. FMCG - Personal Care, Home Care, Healthcare & Others	27	GlaxoSmithKline	Fearless Kota - Bottle of Love	FCBINDIA ADVERTISING LLP	Bronze
Out Of Home, Ambient Media / Activation	3. Consumer Durables	12	Active Total Security Systems (ATSS)	KEEP AN EYE	FCBINDIA ADVERTISING LLP	Bronze
Out Of Home, Ambient Media / Activation	4. Automotive	No Metal				
Out Of Home, Ambient Media / Activation	5. Services	34	Greenscape Eco Management Pvt. Ltd.	Tiny Bugs Tweet	Dentsu Webchutney	Bronze
Out Of Home, Ambient Media / Activation	6. Retail	5	Flipkart Internet Private Limited	Big Billion Days Hagggle Bot	Dentsu Webchutney	Bronze
Out Of Home, Ambient Media / Activation	7. Corporate, Media, Entertainment & Others	48	Chakra Tea	Chai-Fi	Dentsu Webchutney	Bronze
Out Of Home, Ambient Media / Activation	7. Corporate, Media, Entertainment & Others	1	Presidium	Bapu is Watching	COG Digital + Design	Bronze
Out Of Home, Ambient Media / Activation	7. Corporate, Media, Entertainment & Others	45	Tata Motors Commercial Vehicle	Photo OK Please	Rage Communications	Bronze
Out Of Home, Ambient Media / Activation	8. Public Service	8	Roca Bathroom Products Pvt Ltd	Close Open Defecation	DENTSU IMPACT PRIVATE LIMITED	Bronze
Still Print	1. FMCG - Foods & Beverages	No Metal				
Still Print	2. FMCG - Personal Care, Home Care, Healthcare & Others	No Metal				
Still Print	3. Consumer Durables	No Metal				
Still Print	4. Automotive	No Metal				
Still Print	5. Services	8	Kotak Group	Kotak for CK Birla Group - Adelle Penguin	Cartwheel Creative Consultancy Pvt. Ltd.	Bronze

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Still Print	6. Retail			No Metal		
Still Print	7. Corporate, Media, Entertainment & Others	2	Adfactors Advertising	Proofreader Wanted	Adfactors Advertising	Bronze
Still Print	8. Public Service	3	The MINDS Foundation	The Killer Smiler	Makani Creatives Pvt Ltd	Bronze
Audio Visual TV/Cinema	1. FMCG - Foods & Beverages	7	Suhana Masala	Retirement	Sideways Consulting LLP	Silver
Audio Visual TV/Cinema	2. FMCG - Personal Care, Home Care, Healthcare & Others	9	Raymond	Black Slam	GREY India	Silver
Audio Visual TV/Cinema	3. Consumer Durables	1	HIL Limited	Brand Awareness campaign	HIL Limited	Bronze
Audio Visual TV/Cinema	3. Consumer Durables	4	Samsung Electronics	Bixby Voice Forever	Cheil India	Bronze
Audio Visual TV/Cinema	4. Automotive			No Metal		
Audio Visual TV/Cinema	5. Services	5	Adidas India Pvt. Ltd.	The Real Kashmir	Cheil India	Gold
Audio Visual TV/Cinema	6. Retail			No Metal		
Audio Visual TV/Cinema	7. Corporate, Media, Entertainment & Others	7	Adidas India Pvt. Ltd.	The Real Kashmir	Cheil India	Gold
Audio Visual TV/Cinema	7. Corporate, Media, Entertainment & Others	21	MTV	April Fool's - Prank at your own risk	Viacom18 Media Pvt Ltd	Silver
Audio Visual TV/Cinema	7. Corporate, Media, Entertainment & Others	23	MTV	Proud Blood Donors	Viacom18 Media Pvt Ltd	Silver
Audio Visual TV/Cinema	7. Corporate, Media, Entertainment & Others	25	MTV	Women's Day	Viacom18 Media Pvt Ltd	Bronze
Audio Visual TV/Cinema	7. Corporate, Media, Entertainment & Others	8	Radio City 91.1FM	Mumbai Train	Scarecrow MC Saatchi	Bronze
Audio Visual TV/Cinema	8. Public Service	1	Ministry Of Road Transport And Highways , Government	Road Safety Campaign	Helios Media Private Limited	Gold
Audio Visual Digital	1. FMCG - Foods & Beverages	1	Brooke Bond Red Label	Its time to #Unstereotype	Prime Focus Technologies	Bronze
Audio Visual Digital	2. FMCG - Personal Care, Home Care, Healthcare & Others	13	Raymond	Black Slam	GREY India	Bronze
Audio Visual Digital	3. Consumer Durables	7	Samsonite	#KeralalsOpen	Autumn Grey	Silver
Audio Visual Digital	4. Automotive	2	Hyundai	Brilliant Moments with Hyundai- The Deal	Innocean Worldwide Communication Pvt. Ltd.	Silver
Audio Visual Digital	5. Services	6	Adidas India Pvt. Ltd.	The Real Kashmir	Cheil India	Silver
Audio Visual Digital	5. Services	9	Paisabazaar.com	The Wedding Speech â€” 2 brothers, 1 advice, countless emotions!	K Silent Private Limited	Bronze
Audio Visual Digital	5. Services	4	PayTM	Aadat Se Aazadi	Times Internet Limited	Bronze

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Category	Sub-Category	Entry No.	Brand	Caption Title	Agency/Organization	Metal
Audio Visual Digital	6. Retail	2	Paisabazaar.com	The Wedding Speech à€" 2 brothers, 1 advice, countless emotions!	K Silent Private Limited	Bronze
Audio Visual Digital	7. Corporate, Media, Entertainment & Others	37	MTV	April Fool's - Prank at your own risk	Viacom18 Media Pvt Ltd	Gold
Audio Visual Digital	7. Corporate, Media, Entertainment & Others	39	MTV	Proud Blood Donors	Viacom18 Media Pvt Ltd	Silver
Audio Visual Digital	7. Corporate, Media, Entertainment & Others	19	Hyundai	Brilliant Moments with Hyundai - The Deal	Innocean Worldwide Communication Pvt. Ltd.	Silver
Audio Visual Digital	7. Corporate, Media, Entertainment & Others	26	The Times Of India	Sindoor Khela #NoConditionsApply	FCBINDIA ADVERTISING LLP	Bronze
Audio Visual Digital	7. Corporate, Media, Entertainment & Others	40	MTV	Alaap	Viacom18 Media Pvt Ltd	Bronze
Audio Visual Digital	7. Corporate, Media, Entertainment & Others	43	MTV	Women's Day	Viacom18 Media Pvt Ltd	Bronze
Audio Visual Digital	7. Corporate, Media, Entertainment & Others	3	Swiggy	What's In A Name	Bundl Technologies Private Limited (Swiggy)	Bronze
Audio Visual Digital	7. Corporate, Media, Entertainment & Others	4	Swiggy	What Does Santa Really Look Like?	Bundl Technologies Private Limited (Swiggy)	Bronze
Audio Visual Digital	8. Public Service	7	WASH United - Berlin	MH Day India - World Toilet Day Campaign 2018	Happy mcgarrybowen	Bronze
Young Abby Awards Brought to you By MTV	Young Abby Awards Brought to you By MTV	3	NA	Voticons	FCBINDIA ADVERTISING LLP	Winner
Special Abby (Gender Sensitive)	Special Abby (Gender Sensitive)	3	UrbanClap	No Makeup Day	UrbanClap Technologies Pvt. Ltd.	Bronze
Special Abby (Gender Sensitive)	Special Abby (Gender Sensitive)	10	Ola	Ola - #MyIndependenceDay	Happy mcgarrybowen	Gold
Special Abby (Gender Sensitive)	Special Abby (Gender Sensitive)	19	Mahindra & Mahindra Ltd.	Ladki Haath Se Nikal Jaayegi	FCBINDIA ADVERTISING LLP	Gold
Special Abby (Gender Sensitive)	Special Abby (Gender Sensitive)	22	Reebok India	#BruisesCanBeGood	Isobar- Dentsu Aegis Network Communications India Pvt Ltd	Bronze
Integrated	1. FMCG - Foods & Beverages			No Metal		
Integrated	2. FMCG - Personal Care, Home Care, Healthcare & Others			No Metal		
Integrated	3. Consumer Durables			No Metal		
Integrated	4. Automotive			No Metal		
Integrated	5. Services			No Metal		
Integrated	6. Retail			No Metal		
Integrated	7. Corporate, Media, Entertainment & Others	13	Adidas India Pvt. Ltd.	The Real Kashmir	Cheil India	Gold
Integrated	8. Public Service	1	Mumbai Press Club	We refuse to be silenced	Open Strategy and Design	Silver

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Category	Sub-Category	Entry No.	Brand	Caption Title	Agency/Organization	Metal
Still Digital	1. FMCG - Foods & Beverages			No Metal		
Still Digital	2. FMCG - Personal Care, Home Care, Healthcare & Others			No Metal		
Still Digital	3. Consumer Durables			No Metal		
Still Digital	4. Automotive			No Metal		
Still Digital	5. Services	3	Airtel	Airtel T20 Villain Hunt	Dentsu Webchutney	Silver
Still Digital	6. Retail			No Metal		
Still Digital	7. Corporate, Media, Entertainment & Others			No Metal		
Still Digital	8. Public Service			No Metal		