## **BRANDED CONTENT & ENTERTAINMENT SHORTLIST - GOAFEST 2019**

Category No.	Entry No.	Brand	Campaign
	fictional	program, series or film where a cl	ient has successfully created a drama, comedy
			V, mini-series, web series, cinema, DVD
releases a		<del>_</del>	
13a	5	Imperial Blue Men Will Be Men	IMPERIAL BLUE DIL DOSTI DAFTAR
13a	6	Sui Dhaaga - Made In India	Sui Dhaaga Made In India – Logo Film
13a	7	Hyundai	The Deal - Brilliant Moments with Hyundai
13a	8	Bajaj Allianz Life Insurance	Game Of Life Goals
13a	9	Legrand India	Vibes don't lie
13b : Best	non-ficti	on program, series or film where a	client has successfully created a reality,
	•	tertainment show around a produc D releases and online/digital.	ct(s) or brand(s) including TV, mini-series, web
•		<u>.                                    </u>	Described Discrete ME THE DALIGHTEDS OF INDIA
13b	1	Dainik Jagran	Daughter's Diary : WE, THE DAUGHTERS OF INDIA
13b	2	Dainik Jagran	Sanskarshala : THE SCHOOL OF LIFE
13b	3	Franklin Templeton Investments India	Reach For Better
13b	4	MG Motor India Pvt Ltd	#MGChangemakers
13b	5	Hershey's	Meethe Bahane
13b	6	Adidas India Pvt. Ltd.	The Real Kashmir
13b	11	Dailyhunt App	#HarBhashaEqual
13b	12	Oxemberg	Make Your Move
13b	13	Arrow - Arvind fashion LTD	#BestlsYetToCome
13b	14	LinkedIn India	LinkedIn-MTV Get A Job Season 4
13b	16	UltraTech Cement	Baat Ghar Ki
13b	17	Havells	LED Ramlila
13b	18	Mahindra Tractor	Education, Entertainment, and Engagement for second
401	10		Generation Framers with #SowTheFuture
13b	19	Samsonite -American Tourister	Making #Swagpack a social style sensation film, existing TV show and/or series including
,		b series, cinema, DVD releases an	
13c	1	Friends Adult Diapers	'Wahi masti, phir se' with 102 Not Out
13c 13c	1 2	Friends Adult Diapers Hershey's	'Wahi masti, phir se' with 102 Not Out Meethe Bahane
13c 13c 13c	1 2 5	Friends Adult Diapers Hershey's Bournvita	'Wahi masti, phir se' with 102 Not Out Meethe Bahane 'Tayyari GOLD Ki'
13c 13c 13c 13c	1 2 5 7	Friends Adult Diapers Hershey's Bournvita Hasbro Gaming	'Wahi masti, phir se' with 102 Not Out  Meethe Bahane 'Tayyari GOLD Ki'  Hasbro Gaming House Party Round in EIC vs. World Season 2
13c 13c 13c	1 2 5	Friends Adult Diapers Hershey's Bournvita	'Wahi masti, phir se' with 102 Not Out  Meethe Bahane 'Tayyari GOLD Ki'  Hasbro Gaming House Party Round in EIC vs. World
13c 13c 13c 13c	1 2 5 7	Friends Adult Diapers Hershey's Bournvita Hasbro Gaming	'Wahi masti, phir se' with 102 Not Out  Meethe Bahane 'Tayyari GOLD Ki'  Hasbro Gaming House Party Round in EIC vs. World Season 2
13c 13c 13c 13c 13c	1 2 5 7 8	Friends Adult Diapers Hershey's Bournvita Hasbro Gaming Brooke Bond Red Label Nexa Baleno	'Wahi masti, phir se' with 102 Not Out  Meethe Bahane 'Tayyari GOLD Ki'  Hasbro Gaming House Party Round in EIC vs. World Season 2  Bringing two rival nations together over a different "CUP"  NEXA Baleno Reframed City
13c 13c 13c 13c 13c 13c	1 2 5 7 8 8 11 use or ir	Friends Adult Diapers Hershey's Bournvita Hasbro Gaming Brooke Bond Red Label Nexa Baleno	'Wahi masti, phir se' with 102 Not Out  Meethe Bahane 'Tayyari GOLD Ki'  Hasbro Gaming House Party Round in EIC vs. World Season 2  Bringing two rival nations together over a different "CUP"
13c 13c 13c 13c 13c 13c 13d : Best festivals,	1 2 5 7 8 8 11 t use or ir flash mot	Friends Adult Diapers Hershey's Bournvita Hasbro Gaming Brooke Bond Red Label Nexa Baleno ntegration of experiential events, Cos, installations, etc. UNITED SPIRITS LIMITED (Diageo India)	'Wahi masti, phir se' with 102 Not Out  Meethe Bahane 'Tayyari GOLD Ki'  Hasbro Gaming House Party Round in EIC vs. World Season 2  Bringing two rival nations together over a different "CUP"  NEXA Baleno Reframed City  reative positioning of a brand using events,  Johnny Walker - Mission to Mars
13c 13c 13c 13c 13c 13c 13d : Best festivals,	1 2 5 7 8 11 t use or ir	Friends Adult Diapers Hershey's Bournvita Hasbro Gaming Brooke Bond Red Label Nexa Baleno ntegration of experiential events, Cos, installations, etc.	'Wahi masti, phir se' with 102 Not Out  Meethe Bahane 'Tayyari GOLD Ki'  Hasbro Gaming House Party Round in EIC vs. World Season 2  Bringing two rival nations together over a different "CUP"  NEXA Baleno Reframed City  reative positioning of a brand using events,
13c 13c 13c 13c 13c 13c 13d : Best festivals,	1 2 5 7 8 8 11 t use or ir flash mot	Friends Adult Diapers Hershey's Bournvita Hasbro Gaming Brooke Bond Red Label Nexa Baleno ntegration of experiential events, Cos, installations, etc. UNITED SPIRITS LIMITED (Diageo India)	'Wahi masti, phir se' with 102 Not Out  Meethe Bahane 'Tayyari GOLD Ki'  Hasbro Gaming House Party Round in EIC vs. World Season 2  Bringing two rival nations together over a different "CUP"  NEXA Baleno Reframed City  reative positioning of a brand using events,  Johnny Walker - Mission to Mars
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13c 13c 13c 13c 13c 13d 13d: Best festivals, 1 13d	1 2 5 7 8 11 t use or ir flash mok	Friends Adult Diapers Hershey's Bournvita Hasbro Gaming Brooke Bond Red Label  Nexa Baleno ntegration of experiential events, Cos, installations, etc.  UNITED SPIRITS LIMITED (Diageo India)  Osram Lighting Pvt Ltd Honda Motors & Scooters India Private	'Wahi masti, phir se' with 102 Not Out  Meethe Bahane 'Tayyari GOLD Ki'  Hasbro Gaming House Party Round in EIC vs. World Season 2  Bringing two rival nations together over a different "CUP"  NEXA Baleno Reframed City  reative positioning of a brand using events,  Johnny Walker - Mission to Mars  OSRAM - Save the Ocean  Honda - Light up Dreams  Ab Bas: THE CONSPIRACY OF SILENCE  Mera Bharat Swacchh: CLEANING MINDSETS BEFORE
13c 13c 13c 13c 13c 13c 13c 13d 13d 13d 13d 13d	1 2 5 7 8 11 1 1 2 3 5 11	Friends Adult Diapers Hershey's Bournvita Hasbro Gaming  Brooke Bond Red Label  Nexa Baleno ntegration of experiential events, Cos, installations, etc.  UNITED SPIRITS LIMITED (Diageo India)  Osram Lighting Pvt Ltd Honda Motors & Scooters India Private Limited.  Dainik Jagran  Dainik Jagran	'Wahi masti, phir se' with 102 Not Out  Meethe Bahane 'Tayyari GOLD Ki'  Hasbro Gaming House Party Round in EIC vs. World Season 2  Bringing two rival nations together over a different "CUP"  NEXA Baleno Reframed City  reative positioning of a brand using events,  Johnny Walker - Mission to Mars  OSRAM - Save the Ocean  Honda - Light up Dreams  Ab Bas : THE CONSPIRACY OF SILENCE  Mera Bharat Swacchh : CLEANING MINDSETS BEFORE CLEANING INDIA
13c 13c 13c 13c 13c 13c 13d : Best festivals, 1 13d	1 2 5 7 8 8 11 t use or in flash mob	Friends Adult Diapers Hershey's Bournvita Hasbro Gaming  Brooke Bond Red Label  Nexa Baleno ntegration of experiential events, Cos, installations, etc.  UNITED SPIRITS LIMITED (Diageo India)  Osram Lighting Pvt Ltd Honda Motors & Scooters India Private Limited.  Dainik Jagran Dainik Jagran tata nexon	'Wahi masti, phir se' with 102 Not Out  Meethe Bahane 'Tayyari GOLD Ki'  Hasbro Gaming House Party Round in EIC vs. World Season 2  Bringing two rival nations together over a different "CUP"  NEXA Baleno Reframed City  reative positioning of a brand using events,  Johnny Walker - Mission to Mars  OSRAM - Save the Ocean  Honda - Light up Dreams  Ab Bas : THE CONSPIRACY OF SILENCE  Mera Bharat Swacchh : CLEANING MINDSETS BEFORE
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13c 13c 13c 13c 13c 13c 13c 13c 13d 13d 13d 13d 13d 13d 13d 13d 13d	1 2 5 7 8 8 11 t use or in flash motor 1 2 3 5 11 14 15 17 18 20	Friends Adult Diapers Hershey's Bournvita Hasbro Gaming  Brooke Bond Red Label  Nexa Baleno ntegration of experiential events, Cos, installations, etc.  UNITED SPIRITS LIMITED (Diageo India)  Osram Lighting Pvt Ltd Honda Motors & Scooters India Private Limited.  Dainik Jagran Dainik Jagran  Dainik Jagran  tata nexon Adidas India Pvt. Ltd.  Muthoot Finance Future Retail HCL TECHNOLOGIES Sui Dhaaga - Made In India	'Wahi masti, phir se' with 102 Not Out  Meethe Bahane 'Tayyari GOLD Ki'  Hasbro Gaming House Party Round in EIC vs. World Season 2  Bringing two rival nations together over a different "CUP"  NEXA Baleno Reframed City  reative positioning of a brand using events,  Johnny Walker - Mission to Mars  OSRAM - Save the Ocean  Honda - Light up Dreams  Ab Bas : THE CONSPIRACY OF SILENCE  Mera Bharat Swacchh : CLEANING MINDSETS BEFORE CLEANING INDIA kalicar  The Real Kashmir  Vishwas ki Tijori  World's First Glam Tram
13c 13c 13c 13c 13c 13c 13c 13d	1 2 5 7 8 8 11 1 14 15 17 18 20 24	Friends Adult Diapers Hershey's Bournvita Hasbro Gaming Brooke Bond Red Label  Nexa Baleno ntegration of experiential events, Cos, installations, etc.  UNITED SPIRITS LIMITED (Diageo India)  Osram Lighting Pvt Ltd Honda Motors & Scooters India Private Limited.  Dainik Jagran  Dainik Jagran  tata nexon Adidas India Pvt. Ltd. Muthoot Finance Future Retail HCL TECHNOLOGIES Sui Dhaaga - Made In India Mahindra Group	'Wahi masti, phir se' with 102 Not Out  Meethe Bahane 'Tayyari GOLD Ki' Hasbro Gaming House Party Round in EIC vs. World Season 2 Bringing two rival nations together over a different "CUP"  NEXA Baleno Reframed City  reative positioning of a brand using events,  Johnny Walker - Mission to Mars  OSRAM - Save the Ocean Honda - Light up Dreams  Ab Bas : THE CONSPIRACY OF SILENCE Mera Bharat Swacchh : CLEANING MINDSETS BEFORE CLEANING INDIA kalicar The Real Kashmir  Vishwas ki Tijori  World's First Glam Tram  WEF Sui Dhaaga Made in India – Yarn Bombing Activity
13c 13c 13c 13c 13c 13c 13c 13c 13d	1 2 5 7 8 8 11 1 14 15 17 18 20 24 25	Friends Adult Diapers Hershey's Bournvita Hasbro Gaming  Brooke Bond Red Label  Nexa Baleno ntegration of experiential events, Cos, installations, etc.  UNITED SPIRITS LIMITED (Diageo India)  Osram Lighting Pvt Ltd Honda Motors & Scooters India Private Limited.  Dainik Jagran Dainik Jagran  Dainik Jagran  tata nexon Adidas India Pvt. Ltd.  Muthoot Finance Future Retail HCL TECHNOLOGIES Sui Dhaaga - Made In India	'Wahi masti, phir se' with 102 Not Out  Meethe Bahane 'Tayyari GOLD Ki'  Hasbro Gaming House Party Round in EIC vs. World Season 2  Bringing two rival nations together over a different "CUP"  NEXA Baleno Reframed City  reative positioning of a brand using events,  Johnny Walker - Mission to Mars  OSRAM - Save the Ocean  Honda - Light up Dreams  Ab Bas : THE CONSPIRACY OF SILENCE  Mera Bharat Swacchh : CLEANING MINDSETS BEFORE CLEANING INDIA kalicar  The Real Kashmir  Vishwas ki Tijori  World's First Glam Tram  WEF  Sui Dhaaga Made in India – Yarn Bombing Activity Mahindra Blues Festival

13d	38	Odisha Skill Development Authority, Government of Odisha	Odisha Skills 2018
13d	40	Castrol India	How Castrol Activ Brougt Comminities together to
			#ProtectWhatYouLove
13e : Be	st use of	integration of user generated con	
		eg.ae e. aee. generatea een	
13e	1	The Times of India	Flirt With Your City
13e	2	Vivo Smartphone	Creators, Friends and Favorite Places
13e	3	DHL Express, India	The Fastest Crowdsourced Chant
13e	4	Hyundai	Brilliant Moments with Hyundai
13e	5	Bajaj Allianz Life Insurance	#36SecPlankChallenge
13e	8	Kores	Children See, Children Do
13e	10	Sony Pictures Networks India Pvt Ltd	#SingForFootball
13e	11	Samsonite - American Touristor	Making #Swagpack a social style sensation
			sic in original branded content, brand integration of a music-based program or platform.
iiito iiius	sic distrib	ution of promotion, the creation of	or a music-based program or platform.
13f	1 1	The Times of India	Flirt With Your City
13f	2	Imperial Blue Men Will Be Men	imperial blue dil dosti daftar
	3	HORLICKS	HORLICKS FEARLESS SONGS
เอเ			
	6	MTV India	MTV Woofer- India's First Television Music Show For
		MTV India	
13f	6		Stressed-out Dogs
13f 13f		Brooke Bond Red Label	
13f 13f 13f 13f 13f	6	Brooke Bond Red Label Maruti Suzuki India Limited - NEXA	Stressed-out Dogs India's first Isspeshal Band Sound of NEXA Blue
13f 13f 13f 13f	6 7 9 10	Brooke Bond Red Label	Stressed-out Dogs India's first Isspeshal Band Sound of NEXA Blue #SingForFootball
13f 13f 13f 13f 13g : Be	6 7 9 10 est use or	Brooke Bond Red Label Maruti Suzuki India Limited - NEXA Sony Pictures Networks India Pvt Ltd integration of offline media such a	Stressed-out Dogs India's first Isspeshal Band Sound of NEXA Blue #SingForFootball as print, out of home, etc.
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13f 13f 13f 13g : <b>Be</b> 13g 13g 13g	6 7 9 10 est use or 1 2 4	Brooke Bond Red Label Maruti Suzuki India Limited - NEXA Sony Pictures Networks India Pvt Ltd integration of offline media such a  UNITED SPIRITS LIMITED (Diageo India Osram Lighting Pvt Ltd Honda Motors & Scooters India Private Limited. The Times of India	Stressed-out Dogs India's first Isspeshal Band Sound of NEXA Blue #SingForFootball as print, out of home, etc.  a) Johnny Walker - Mission to Mars  OSRAM - Save the Ocean Honda - Light up Dreams
13f 13f 13f 13g : <b>Be</b> 13g 13g 13g 13g	6 7 9 10 est use or 1 2 4	Brooke Bond Red Label Maruti Suzuki India Limited - NEXA Sony Pictures Networks India Pvt Ltd integration of offline media such a UNITED SPIRITS LIMITED (Diageo India Osram Lighting Pvt Ltd Honda Motors & Scooters India Private Limited. The Times of India Future Retail	Stressed-out Dogs India's first Isspeshal Band Sound of NEXA Blue #SingForFootball as print, out of home, etc.  a) Johnny Walker - Mission to Mars OSRAM - Save the Ocean Honda - Light up Dreams  Flirt With Your City World's First Glam Tram Bus Shelters that talk Coffee
13f 13f 13f 13g : <b>Be</b> 13g 13g 13g 13g 13g	6 7 9 10 est use or 1 2 4 13 14 15 16	Brooke Bond Red Label Maruti Suzuki India Limited - NEXA Sony Pictures Networks India Pvt Ltd integration of offline media such a UNITED SPIRITS LIMITED (Diageo India Osram Lighting Pvt Ltd Honda Motors & Scooters India Private Limited. The Times of India Future Retail Nestle India Itd. Casio	Stressed-out Dogs India's first Isspeshal Band Sound of NEXA Blue #SingForFootball as print, out of home, etc.  a) Johnny Walker - Mission to Mars OSRAM - Save the Ocean Honda - Light up Dreams  Flirt With Your City World's First Glam Tram
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