

## DIRECT SHORTLIST - CREATIVE ABBY 2019

Category	Category name	Entry No	Brand	Campaign
11A	Direct- Response -Press	2	Volvo Cars India	Breathe Free
11A	Direct- Response -Press	4	THE TIMES OF INDIA	PHIREY ESHO KOLKATA
11 B	Direct Response- AV(TV films/ Youtube/ Informecials)	1	Swiggy	What's In A Name
11 B	Direct Response- AV(TV films/ Youtube/ Informecials)	5	The Times of India	Flirt With Your City
11 B	Direct Response- AV(TV films/ Youtube/ Informecials)	6	Samsung Electronics	Bixby Voice Forever
11 B	Direct Response- AV(TV films/ Youtube/ Informecials)	9	Samsonite	#KeralalsOpen
11 B	Direct Response- AV(TV films/ Youtube/ Informecials)	10	Kala HIT	Asli Villain
11 B	Direct Response- AV(TV films/ Youtube/ Informecials)	13	Maruti Suzuki	WagonR Love Stories
11 B	Direct Response- AV(TV films/ Youtube/ Informecials)	14	Dailyhunt App	#HarBhashaEqual
11 B	Direct Response- AV(TV films/ Youtube/ Informecials)	15	Samsung Electronics	Samsung Upgrade
11 B	Direct Response- AV(TV films/ Youtube/ Informecials)	18	The Times Of India	Sindoor Khela #NoConditionsApply
11 B	Direct Response- AV(TV films/ Youtube/ Informecials)	19	Swiggy	Swiggy Thank You Project
11 B	Direct Response- AV(TV films/ Youtube/ Informecials)	20	GlaxoSmithKline	Fearless Kota - Bottle of Love
11 B	Direct Response- AV(TV films/ Youtube/ Informecials)	21	Reebok India	#BruisesCanBeGood
11 B	Direct Response- AV(TV films/ Youtube/ Informecials)	23	MyWayWealth	Thoda Aur Zyada
11 B	Direct Response- AV(TV films/ Youtube/ Informecials)	24	URI: The Surgical Strike	Mission: Torrents   A campaign that changed an Indian law in 22 days
11 B	Direct Response- AV(TV films/ Youtube/ Informecials)	27	EarlySalary	The Month-End Collection
11 B	Direct Response- AV(TV films/ Youtube/ Informecials)	28	UN WOMEN	Lakeer
11 B	Direct Response- AV(TV films/ Youtube/ Informecials)	30	URI: The Surgical Strike	Probe Bot - World's First Interrogation Bot
11 B	Direct Response- AV(TV films/ Youtube/ Informecials)	32	URI - The Surgical Strike	The Deceptive Strike   Experience What A Surgical Strike Feels Like
11 B	Direct Response- AV(TV films/ Youtube/ Informecials)	34	Aditya Birla Capital - Mutual Funds	Plan your luck with your #SabselmporantPlan
11 B	Direct Response- AV(TV films/ Youtube/ Informecials)	35	URI - The Surgical Strike	URI: Mission Torrents
11 C	Direct Response- Dimentional mails(3D Pieces)	2	MAHINDRA RISE	SEHAT KA BATUA - THE HEALTH PURSE
11 C	Direct Response- Dimentional mails(3D Pieces)	3	Aditya Birla Capital - Home Finance	Mood Board
11 D	Direct Response-Flat mails(without bulky exposures)	1	IKEA	The Do Invite Yourself Mailer
11 D	Direct Response-Flat mails(without bulky exposures)	2	Adidas India Pvt. Ltd.	The Real Kashmir
11 D	Direct Response-Flat mails(without bulky exposures)	3	Aditya Birla Capital - Life Insurance	A Fragrant Letter
11 D	Direct Response-Flat mails(without bulky exposures)	5	Advertising Agencies Association of India (AAAI)	Thanks Piyush
11 E	Direct response- emailers	1	Aditya Birla Capital - Life Insurance	ULIP: Customer Retention
11 E	Direct response- emailers	2	Aditya Birla Capital - Life Insurance	GMP: Guaranteed Benefits
11 E	Direct response- emailers	3	Aditya Birla Capital - Life Insurance	Monthly Income Plan: Second Income for Retirement
11 G	Direct- Work done for social awarness or charity causes	1	Osram Lighting Pvt Ltd	OSRAM - Save the Ocean
11 G	Direct- Work done for social awarness or charity causes	4	Roca Bathroom Products Pvt Ltd	Close Open Defecation
11 G	Direct- Work done for social awarness or charity causes	5	Roca Bathroom Products Pvt Ltd	Clean Your Heart

11 G	Direct- Work done for social awarness or charity causes	6	Samsung Electronics	Bixby Voice Forever
11 G	Direct- Work done for social awarness or charity causes	7	Samsonite	#KeralalsOpen
11 G	Direct- Work done for social awarness or charity causes	10	Kala HIT	Platelet Donation Campaign
11 G	Direct- Work done for social awarness or charity causes	12	MAHINDRA RISE	SEHAT KA BATUA - THE HEALTH PURSE
11 G	Direct- Work done for social awarness or charity causes	14	National Geographic India	Planet or Plastic - Story that Stays
11 G	Direct- Work done for social awarness or charity causes	17	Kores	Children See, Children Do
11 G	Direct- Work done for social awarness or charity causes	18	Ripple Fragrances (Iris)	Endangered Air Freshener
11 G	Direct- Work done for social awarness or charity causes	20	Jaslok Hospital and Research Centre	The Unlikeable Posts
11 G	Direct- Work done for social awarness or charity causes	22	CASTROL INDIA LIMITED	How Castrol Activ brought communities together to #ProtectWhatYouLove
11 G	Direct- Work done for social awarness or charity causes	24	Jaslok Hospital and Research Centre	Infant CPR
11 G	Direct- Work done for social awarness or charity causes	26	Uri - The Surgical Strike	Mission: Torrents   A campaign that changed an Indian law in 22 days
11 G	Direct- Work done for social awarness or charity causes	28	Mahindra Rise	The Hardest Workers
11 G	Direct- Work done for social awarness or charity causes	30	Aakar Foundation	Raksha Ki Choodiyaan
11 G	Direct- Work done for social awarness or charity causes	31	Mahindra & Mahindra Ltd.	Ladki Haath Se Nikal Jaayegi
11 G	Direct- Work done for social awarness or charity causes	32	Advertising Agencies Association of India (AAAI)	Thanks Senthil
11 G	Direct- Work done for social awarness or charity causes	33	URI - The Surgical Strike	URI: Mission Torrents