

MEDIA ABBY SHORTLIST AT GOAFEST 2019

We thank you all the entrant for the overwhelming response.

The Ad Club takes this opportunity congratulate to all the organisation whose entries were shortlisted.

Organisations whose entries are shortlisted are requested to send the AVs at abbys@adclubbombay.com via we transfer on or before Thursday, 28th March, 2019. Kindly note that the final judging commences on Monday, 1st April, 2019. Those organisations who doesn't want to send the AV but wants us to consider the proof of work submitted in

Round I as creative support kindly let us know by sending an email

to abbys@adclubbombay.com and adclub@vsnl.com

1. Innovative Use of Audio Visual

| No. | Brand Name | Caption Title |
|-----|----------------------------|--|
| 1 | Dettol | The Make India Clean Mission |
| 2 | HARPIC | Making India Toilet Proud |
| 3 | Asian Paints Corporate | #PeopleAddColour |
| 4 | Asian Paints Ultima Protek | Ultima Abhi Toh Aur Chalega |
| 5 | Fortis Healthcare | Innovative use of Audio-Visual |
| 6 | NEXA | IIFA - A Ticket to Premium Lifestyle Experience |
| 7 | Fevicol | Everything Sticks |
| 8 | Xiaomi | Xiaomi rings in silent phones in cinema halls |
| 9 | Tanishq | A 30 minute live Tanishq Commercial touching real lives. |
| 10 | WhatsApp | Khushiyan Batiyein, Affvaye Nahi |
| 11 | Google -Home | Koffee brewed best with Google Home |
| 12 | BYJU's The Learning App | BYJU's 1 Home demonstration that reached 23 million households |
| 13 | American Tourister | Show off your Swag with American Tourister |
| 14 | Google Photos | When you save a photo, you create a memory |
| 15 | Rin | Rin - Water Abundant Tamil Nadu |
| 16 | Amazon Prime Video | MIRZAPUR BECAME SYNONOMUS WITH GOTHAM CITY FOR ITS LAUNCH! |
| 17 | Amazon Prime | AR experience of the Boxtropolis world |

2. Innovative Use of Print

| No. | Brand Name | Caption Title |
|-----|---------------------|---|
| 1 | Mahindra KUV100 Nxt | Enabling Print to Multi-Task |
| 2 | Saffola Life | Saffola World Heart Day initiative "India's 1st heart health report card" |
| 3 | Volvo Cars | #BreathFree- a clean air initiative by Volvo Cars |
| 4 | Ford Freestyle | How Hindustan went Freestyle on 29th April 2018 |

3. Innovative Use of Activation

| No. | Brand Name | Caption Title |
|-----|---------------------|---|
| 1 | Pampers India | Pampers - Cradle of Health |
| 2 | Whisper | Whisper#WingsToFly |
| 3 | Future Retail (FBB) | World's First Glam Tram |
| 4 | Casio | Stay Cool Stay Tough Stay Fit |
| 5 | Nestle India Ltd. | Bus Shelters that talk Coffee |
| 6 | Tata Salt | Warm Salt Water Soaks |
| 7 | Godrej Properties | Kuch Apna Sa |
| 8 | Idea | India live Network "Idea 4G Live" |
| 9 | Jeevansathi.com | Jeevansathi Mandap |
| 10 | Godrej Ezee | Saving Lives One Hug At A Time |
| 11 | Xiaomi | Xiaomi rings in silent phones in cinema halls |
| 12 | Amul | HOW I RELIVED A LEGACY CALLED DR. KURIEN |
| 13 | The Times Of India | #NoConditionsApply: Sindoor Khela |
| 14 | Nerolac Corporate | Nerolac's Magnificent Portraiture |
| 15 | Chakra Tea | Chai-Fi |
| 16 | A koda Auto | Garba with a twist |
| 17 | Borosil | The Trophy Bottle Exchange |
| 18 | CASTROL ACTIV | Super Mechanics |

4. Innovative Use of Radio

| No. | Brand Name | Caption Title |
|-----|---------------------|---|
| 1 | Nestle Everyday | Naved Ne Chai Chhod DI (Naved has Quit Tea) |
| 2 | Dettol Siti Shield | To Make Delhi Quit Smoking |
| 3 | Xiaomi | Xiaomi Celebrates India's No.1 Smartphone award on Radio |
| 4 | Jeevansathi.com | Jeevansathi Mandap |
| 5 | Star Sports | Pangewala Padosi |
| 6 | Vaseline | Vaseline: Aangan Ki Angeethi |
| 7 | Stayfree Secure | How Stayfree used Radio to encourage comfortable conversations about menstruation |
| 8 | Close Up | Basant Loves Nidhi |
| 9 | Keo Karpin Hair Oil | Hair Insurance Kiya Kya? |
| 10 | SAREGAMA CARVAAN | Saregama Carvan Diwali #ShorYaSangeet |

5. Innovative Use of Branded Content - Integration

| No. | Brand Name | Caption Title |
|-----|-------------------------|--|
| 1 | Brooke Bond Red Label | Bringing two rival nations together over a different "CUP" |
| 2 | Fortis Healthcare | Fortis #MoretoGive Organ Donation |
| 3 | Domino's | There's no Party without Domino's |
| 4 | Axis Bank | Cheque Ko Chequemate |
| 5 | Audi | Koffee With Karan - Answer Of The Season |
| 6 | Amazon India | Echo Integration with Armaan Malik |
| 7 | BYJU's The Learning App | BYJU's 1 Home demonstration that reached 23 million households |
| 8 | A koda Auto | Take a Chill Pill |
| 9 | A koda Auto | Pursuits by A koda |
| 10 | Google Duo | #bethere with Google Duo |
| 11 | LinkedIn India | LinkedIn-MTV Get A Job Season 4 |
| 12 | Rin | When Bigg Boss Pledges to Save Water! |
| 13 | Center Fruit | My Name Ijj Center Fruit: "Mood Karde Ting Tong" |
| 14 | Usha International | SUI DHAGA "MADE IN INDIA BY USHA" |

6. Innovative Use of Branded Content - Creation

| No. | Brand Name | Caption Title |
|-----|--------------------------|---|
| 1 | Hershey's | Meethe Bahane |
| 2 | Subway Systems Pvt. Ltd. | Make It What You Want |
| 3 | Roohafza | Roohafza Mocktails |
| 4 | Kwality Walls | Talking Ice creams- The unofficial IPL partners! |
| 5 | Asian Paints Corporate | Where The Heart Is |
| 6 | Volvo Cars | Stand up for 'The Volvo Cars anthem' |
| 7 | Aditya Birla Capital | Waterfall Targeting - How video story-telling and data intelligence came together to build emotional relationship |
| 8 | Amul | HOW I RELIVED A LEGACY CALLED DR. KURIEN |
| 9 | American Tourister | Show off your Swag with American Tourister |
| 10 | Volvo Cars | #BreathFree- a clean air initiative by Volvo Cars |
| 11 | Britannia Marie | Woman to Superwoman - The Marie Homemaker |
| 12 | Magnum | Magnum Take Pleasure Seriously |

7. Innovative Use of Digital Search

| No. | Brand Name | Caption Title |
|-----|------------|--|
| 1 | Cure.Fit | HiveMinds CureFit Search Innovation for Campaign Scaling |
| 2 | ZEE5 | How ZEE5 turned Google Search Ads into Real-Time News Portal during assembly election results? |
| 3 | Goodknight | Talking to TG in their language |
| 4 | Whirlpool | Transforming Search Engine into Solution Engine |
| 5 | Kurkure | Kurkure Contains Plastic |
| 6 | Pepsi | Kyun Sookhe Sookhe Hi? |
| 7 | RACOLD | Mind Your Language |

8. Innovative Use of Social Media

| No. | Brand Name | Caption Title |
|-----|---------------------------------------|---|
| 1 | Amazon Prime Video | Comicstaan - Innovative use of social media |
| 2 | IKEA | Stealing the Hjarta of Hyderabad! (say :Harta ; meaning: heart) |
| 3 | IKEA | Social Media To the Rescue |
| 4 | Cadbury Bournvita | MAKE PARENTS #LOOK BEYOND MARKS |
| 5 | Cadbury Dairy Milk | AB HAR DOST KO BOL, "THANKS YAAR" |
| 6 | Kwality Walls | Talking Ice creams- The unofficial IPL partners! |
| 7 | Colors | Jigar Pe Trigger |
| 8 | Axis ASAP | Axis ASAP - Bade hone ka first step |
| 9 | Marks & Spencer | Bra Fitting Challenge |
| 10 | Reebok India | UnRest- #DoneResting |
| 11 | Zee Bollywood | Zee Bollywood Launch - Social Media Campaign |
| 12 | Uber India Systems Ltd | Jersey Knows No Gender |
| 13 | Aditya Birla Capital Health Insurance | #JumpForHealth II |

9. Innovative Use of Digital Display

| No. | Brand Name | Caption Title |
|-----|---|---|
| 1 | Bajaj Allianz General Insurance Company Limited | Clickbait Strategy â€” Luring Audiences towards Cyber Security |
| 2 | Amazon Prime Video | Comicstaan - Innovative Use of Digital Display |
| 3 | Mondelez | MONDELEZ DISRUPTS IPL WITH DYNAMIC DATA-DRIVEN MOMENT ADVERTISING |
| 4 | Asian Paints - Ultima Protek | Ghar Ka Ultimate Lamination |
| 5 | Royale Health Shield | Shielding Your Loved Ones |
| 6 | Asian Paints - Royale Atmos | Your home can get sick too |
| 7 | Voot | Tindering With The Stars |
| 8 | MTV | The 'M-Powering' Banner |
| 9 | Colors | Jigar Pe Trigger |
| 10 | Estee Lauder Companies - Bobbi Brown India | Use of Weather Based AI banners to Drive Sales |
| 11 | Amazon India | Sapno Ki Apni Dukaan |
| 12 | Vodafone India | How Vodafone hijacked TV Ad Breaks to win the IPL |
| 13 | Vodafone India | #HappytoHelp in a Click â€” Convert text to speech |
| 14 | Nokia 7.1 | Upgrade What You See with Nokia 7.1 |

10. Innovative Use of Mobile

| No. | Brand Name | Caption Title |
|-----|---------------------------|---|
| 1 | Reliance Jio | JioInteract - Humane AI for the next billion internet users |
| 2 | Thugs Of Hindostan | Frangi from Thugs of Hindostan on Google Maps |
| 3 | MTV | When India Dared To Stare |
| 4 | MTV | Bas Phoonk Hi Toh Maarni Hai |
| 5 | MTV | The 'M-Powering' Banner |
| 6 | Royal Enfield | Guess the Price Game Using Google Assistant |
| 7 | Domino's | Domino'sâ€™s IPLâ€™s 18 Campaign on Hotstar App |
| 8 | GoodKnight | Chota Bheem helps build habit |
| 9 | Cadbury Dairy Milk | RE-IGNITING GENEROSITY IN INDIA WITH CADBURY DAIRY MILK |
| 10 | Vodafone India | Vodafone Sakhi - A Womanâ€™s Best Friend |
| 11 | Coca-Cola India Pvt. Ltd. | â€”Share A Cokeâ€” - Connecting Through Relations |
| 12 | Kingfisher Radler | World's first mobile breathalyzer proves 0% alcohol in Radler |
| 13 | Amazon Prime | AR experience of the Boxtropolis world |

11. Innovative Use of Integrated Media

| No. | Brand Name | Caption Title |
|-----|---------------------------------|--|
| 1 | HARPIC | Making India Toilet Proud |
| 2 | Future Retail (FBB) | World's First Glam Tram |
| 3 | Tata Salt | The Missing 'I' |
| 4 | Brooke Bond Red Label | 6 Pack Band 2.0 |
| 5 | Dettol Siti Shield | To Make Delhi Quit Smoking |
| 6 | TATA ACE Gold | Tata Ace Gold Launch |
| 7 | Fortis Healthcare | Fortis #MoretoGive Organ Donation |
| 8 | Cadbury Gems | #GemsOfIndia |
| 9 | DBS Bank | DBS Bank #SparkingAFuture |
| 10 | Tata Nexon | How Innovations Transformed IPL To Deliver Record Breaking Test Drives |
| 11 | Coca-Cola | When India Shared A Coke! |
| 12 | Set Wet | Jal Nahi Gel |
| 13 | Kansai Nerolac Paints Corporate | India Sun, Har Ghar Ki Nayi Dhun!! |
| 14 | Parachute Advansed | How we prepped India to get shampoo ready |
| 15 | American Tourister | Virat Kohli inspires youth to showcase swag moves |
| 16 | Livon Serum | The butterfly effect |
| 17 | Rin | Rin Jal Samruddh |
| 18 | Zee Hindustan | Khabrein Khud Bolengi |
| 19 | Amazon Prime Video | ACTION PACKED MIRZAPUR WAS MADE FAMOUS FOR ITS LAUNCH |
| 20 | Dulux Weathershield | Homes of the Brave |
| 21 | Amazon Prime | How Amazon Prime created a new shopping event on the calendar |

12. Cause Marketing

| No. | Brand Name | Caption Title |
|-----|-------------------|-----------------------------------|
| 1 | Dettol | The Make India Clean Mission |
| 2 | Cadbury Bournvita | MAKE PARENTS #LOOK BEYOND MARKS |
| 3 | HARPIC | #HarGharSwacch |
| 4 | Tata Salt | Warm Salt Water Soaks |
| 5 | MAHINDRA RISE | SEHAT KA BATUA - THE HEALTH PURSE |
| 6 | Hit | Building community to Save lives |
| 7 | Nihar Shanti Amla | Phone Uthao, India Ko Padhao |

13. Innovative Use of Data & Analytics

| No. | Brand Name | Caption Title |
|-----|-------------------------|---|
| 1 | Lifebuoy | The Adaptive Data Lighthouse - Activating Infection Alert System in Rural India |
| 2 | India Gate Classic | Breaking Out of TV to Beyond |
| 3 | Asian Paints | Reach to Attentive Reach |
| 4 | Asian Paints | Share of Affection > Share of Market |
| 5 | Otrivin | Otrivin: Cold and Flu Predictor |
| 6 | BYJU's The Learning App | BYJU's Media Measurement Model |
| 7 | Star Sports | #5minaur: Sports Adoption Framework |

14. Innovative Use of Emerging Technology

| No. | Brand Name | Caption Title |
|-----|-------------------------------------|---|
| 1 | Nissan Motor India Private Limited | Brand Activation - Nissan Micra: The Street Smart Sensation |
| 2 | Cadbury Dairy Milk | CADBURY DAIRY MILK WINS RURAL INDIA WITH VOOTGO |
| 3 | Nestle India Ltd. | Bus Shelters that talk Coffee |
| 4 | Liva Fluid Fashion | The Responsible Smart Mirror |
| 5 | Dettol Siti Shield | Dettol and Uber India's 1st Hyper-local, Real-time Pollution network |
| 6 | MTV | When India Dared To Stare |
| 7 | MTV | Bas Phoonk Hi Toh Maarni Hai |
| 8 | Sprite India | Sprite VS Summer: All Round Refreshment! |
| 9 | Horlicks | Engagement in a media dark market: 81% Delivered! |
| 10 | Lifebuoy | The Adaptive Data Lighthouse - Activating Infection Alert System in Rural India |
| 11 | Chakra Tea | Chai-Fi |
| 12 | Greenscape Eco Management Pvt. Ltd. | Tiny Bugs Tweet |
| 13 | Amazon India | Amazon Fashion - Use of Voice Enabled Banner |

15. Innovative Use of Integrated Media (South Asian)

| No. | Brand Name | Caption Title |
|-----|--------------------------------|--|
| 1 | Lux | Lux Super Star: Owing The Biggest Reality Show In Bangladesh |
| 2 | Rin | Leveraging The Election Hype |
| 3 | Clear | Owning World Cup 2018 |
| 4 | Red Cow Skim Milk Mix | Sri Lanka's Biggest Tea Party |
| 5 | Anchor Full Cream Milk Powder | Quest for Students with Talent |
| 6 | Anchor Shape Up | Making Sri Lanka take One Small Step |
| 7 | Anchor Gold Fortified Milk Mix | The Constitution Coup |
| 8 | Ratthi Full Cream Milk Powder | Bringing New year Happiness to Your Home |