

PUBLIC RELATIONS SHORTLIST - GOAFEST 2019

Category No.	Entry No.	Brand	Campaign
12Aa. PUBLIC RELATIONS - SECTORS - Consumer Durables			
12Aa	4	Adidas India Pvt. Ltd.	The Real Kashmir
12Aa	8	Reebok India	#BruisesCanBeGood
12Aa	9	Alexa and Echo Devices (Amazon India)	Establishing Alexa as a pioneering innovation set to disrupt adoption of technology in India and transform the future
12Aa	11	Mobyicy	Reminding India the need to return to the Bicycle Era with Mobyicy
12Aa	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
12Aa	13	Rooter	Rooting for Rooter: Building India's Live Sports Fan Engagement Category
12Ab. PUBLIC RELATIONS - SECTORS - Consumer Non-Durables			
12Ab	2	GlaxoSmithKline	Fearless Kota - Bottle of Love
12Ab	3	General Nutrition Center (Guardian Healthcare Services Pvt. Ltd.)	GNC TypoFit
12Ab	5	Godrej Protekt	Launch of India's First Powder to Liquid Handwash – Protekt Mr.Magic
12Ab	6	Samsonite -American Tourister	Making #Swagpack a social style sensation
12Ab	8	Wella Professionals	Revolutionary silk steel technology for your tresses
12Ab	9	Cinthol	Launch of Cinthol Male Grooming Range
12Ac. PUBLIC RELATIONS - SECTORS - Other Consumer Products & Services			
12Ac	1	Swiggy	What's In A Name
12Ac	2	UBER India Systems Ltd.	Jersey Knows No Gender
12Ac	4	MTV India	MTV Woofer- India's First Television Music Show For Stressed-out Dogs
12Ac	5	BankBazaar	Wooing the millennials
12Ac	7	Swiggy	Swiggy Thank You Project
12Ac	8	Flipkart Internet services Pvt Ltd.	Penguin Dad
12Ac	10	The Times Of India	Sindoor Khela #NoConditionsApply
12Ac	11	Confederation of ATM Industry	Shaking it up, the CATMi way
12Ac	13	CASTROL INDIA LIMITED	Castrol Activ inspires Indias Youth To #ProtectWhatYouLove
12Ac	15	Comic Con India	The Indian PopCulture Trendsetter;Comic Con
12Ac	17	Udacity	Preparing Indian Corporates for #JobsofTomorrow
12Ac	18	Staqu Technologies	Busting Crime with AI: An Awakening, from Alwar to Dubai with Staqu
12Ac	21	The Beer Cafe	URBar by The Beer Cafe - Changing the way India drinks with Personal Bar on Cloud
12Ac	22	VistaRooms	Educating India on Luxury Homestay
12Ad. PUBLIC RELATIONS - SECTORS - Financial PR			
12Ad	1	Confederation of ATM Industry (CATMi)	Shaking it up, the CATMi way
12Ad	2	BankBazaar	Wooing the millennials
12Ad	3	EarlySalary	The Month-End Collection
12Ad	6	Moneytap	Securing your uncertainties with Money on the Tap
12Ad	9	ClearTax	Contemporary India's tax guru – ClearTax
12Ae. PUBLIC RELATIONS - SECTORS - IT Services			
12Ae	1	Staqu Technologies	Busting Crime with AI: An Awakening, from Alwar to Dubai with Staqu
12Ae	2	Shopmatic	Realizing India's e-commerce dream-Shopmatic
12Ba. PUBLIC RELATIONS - PRACTICES & SPECIALITIES - Corporate PR			
12Ba	1	Uber India Systems Ltd	Lower The Window

12Ba	2	UBER India Systems Ltd.	Jersey Knows No Gender
12Ba	5	Uber India Systems Ltd	Love Moves Forward
12Ba	7	Flipkart Internet services Pvt Ltd.	Penguin Dad
12Ba	10	Reebok India	#BruisesCanBeGood
12Ba	11	Mondelez India Foods Private Limited	Celebrating 70 years of India
12Ba	12	Meghnad Desai Academy of Economics	Economy of studying economics
12Ba	13	MG Motor India	MG Motor India: No Calm before The Storm! Almost a century old brand, lost in time! Bringing MG Motor to India
12Ba	15	Mindtree	The Unsung Hero of the Indian IT industry: Mindtree
12Bb. PUBLIC RELATIONS - PRACTICES & SPECIALITIES - Public Affairs & Lobbying			
12Bb	1	Uber India Systems Ltd	Lower The Window
12Bc. PUBLIC RELATIONS - PRACTICES & SPECIALITIES - Crisis Communications & Issue Management			
12Bc	2	Tech Mahindra	Crisis & Reputation Communication for Tech Mahindra
12Bc	4	Mathrubhumi Grihalakshmi Magazine	Grihalakshmi Magazine 'Bold breast feeding cover picture'Don't stare we need to breast feed controversy
12Bc	6	Uri - The Surgical Strike	Mission: Torrents A campaign that changed an Indian law in 22 days
12Bc	8	Okinawa Scooters	PAVING INDIA WAY TO ELECTRIC VEHICLES VIA HIMALAYA with OKINAWA
12Bd. PUBLIC RELATIONS - PRACTICES & SPECIALITIES - Internal Communications			
12Bd	3	Ideapreneurship	Ideapreneurship Awards & Activations: Employee Engagement Program
12Bd	8	HCL TECHNOLOGIES	MAD JAM
12Bd	10	AccorHotels	The Heartist Campaign
12Bd	14	News18 Network	18=1 Leadership Campaign
12Bd	15	Swiggy	Swiggy Thank You Project
12Bd	17	Lifestyle International Pvt. Ltd.	#SuperAppraisals Campaign
12Be. PUBLIC RELATIONS - PRACTICES & SPECIALITIES - Corporate Social Responsibility			
12Be	1	Osram Lighting Pvt Ltd	OSRAM - Save the Ocean
12Be	2	Godrej Consumer Products LTD	EMBED
12Be	3	Uber India Systems Ltd	Lower The Window
12Be	4	Nanhi Kali	Wings for our girls
12Be	6	Duroflex Mattresses	#EnergiseMom Campaign
12Be	8	MTV India	MTV Woofer- India's First Television Music Show For Stressed-out Dogs
12Be	9	MAHINDRA RISE	SEHAT KA BATUA - THE HEALTH PURSE
12Be	11	Reliance General Insurance	#HoliNotHooliganism
12Be	12	Tetra Pak India	Cartons Le Aao, Classroom Banao
12Be	13	The Times Of India	Sindoor Khela #NoConditionsApply
12Be	16	Reebok India	#BruisesCanBeGood
12Be	20	Mahindra & Mahindra Ltd.	Ladki Haath Se Nikal Jaayegi
12Be	21	Western Union	Brighter Diwali
12Be	23	Mahindra Rise	The Hardest Workers
12Be	26	Safeducate	Enabling the enablers of tomorrow
12Be	27	Chakra Tea	Chai-Fi
12Bf. PUBLIC RELATIONS - PRACTICES & SPECIALITIES - Events & Experiential			
12Bf	1	Osram Lighting Pvt Ltd	OSRAM - Save the Ocean
12Bf	2	Honda Motors & Scooters India Private Limited.	Honda - Light up Dreams
12Bf	5	Adidas India Pvt. Ltd.	The Real Kashmir
12Bf	6	Muthoot Finance	Vishwas ki Tijori
12Bf	7	adidas India	adidas x Parley, Run For the Oceans
12Bf	12	GlaxoSmithKline	Fearless Kota - Bottle of Love
12Bf	21	Reebok India	#BruisesCanBeGood
12Bf	24	B Natural	B Natural Harman XI Sache Hunar Di Khoj
12Bf	28	Red Bull	Red Bull FMX Jam
12Bf	29	Castrol CRB	DO YOU THINK YOGA CAN SELL MORE TRUCK LUBRICANTS?

12Bf	32	Comic Con India	The Indian PopCulture Trendsetter;Comic Con
12Bf	35	Worldview Education	Education for Justice' to promote Security and Justice through Schools- A Worldview Education and UNODC Programme
12Ca. PUBLIC RELATIONS - DIGITAL PR - Use of Social Media in PR			
12Ca	1	UBER India Systems Ltd.	Jersey Knows No Gender
12Ca	3	Amazon Prime Video	Mirzapur - Kaleen Bhaiya kaun hai?
12Ca	4	Sangbad Pratidin	Pujor Face - Augmented Reality Face Filters for Durga Puja
12Ca	6	Roca Bathroom Products Pvt Ltd	Close Open Defecation
12Ca	12	Fox Star Studios	Jaadu Ki Jhappi
12Ca	16	National Geographic India	The President's Bodyguard
12Ca	20	Uber India Systems Ltd	Love Moves Forward
12Ca	21	Airtel	Airtel's Viral Stadium Seat!
12Ca	22	Flipkart Internet services Pvt Ltd.	Penguin Dad
12Ca	25	GlaxoSmithKline	Fearless Kota - Bottle of Love
12Ca	30	Bio-Oil	Bio-Oil #UnstretchedJourney
12Ca	31	SRL Diagnostics	#ShilpaKoKyaHua
12Ca	32	Samsonite -American Tourister	Making #Swagpack a social style sensation
12Ca	33	URI: The Surgical Strike	Mission: Torrents A campaign that changed an Indian law in 22 days
12Ca	35	Samsonite -American Tourister	American Tourister's Curio creates a unique positioning using Hard To Let Go habits
12Ca	38	HDFC Life	The Memory Project
12Ca	39	EarlySalary	The Month-End Collection
12Ca	40	URI - The Surgical Strike	Probe Bot - World's First Interrogation Bot
12Ca	43	URI - The Surgical Strike	The Deceptive Strike Experience What A Surgical Strike Feels Like
12Da. PUBLIC RELATIONS - CAMPAIGN - Integrated Campaign led by PR			
12Da	1	UBER India Systems Ltd.	Jersey Knows No Gender
12Da	2	Uber India Systems Ltd	Lower The Window
12Da	6	Adidas India Pvt. Ltd.	The Real Kashmir
12Da	8	adidas India	adidas x Parley, Run For the Oceans
12Da	10	Excel Entertainment Pvt Ltd- Gully Boy	Gully Boy- Apna Time Aayega
12Da	11	Flipkart Internet services Pvt Ltd.	Penguin Dad
12Da	14	adidas	adidas FIFA World Cup
12Da	15	Godrej Protekt	Launch of India's First Powder to Liquid Handwash - Protekt Mr.Magic
12Da	17	Godrej HIT	Launch of India's First Online Platelet Donor Community
12Da	18	Mondelez India Foods Private Limited	Celebrating 70 Years in India
12Da	21	Castrol CRB	DO YOU THINK YOGA CAN SELL MORE TRUCK LUBRICANTS?
12Da	23	Comic Con India	The Indian PopCulture Trendsetter;Comic Con