

PUBLISHER SHORTLIST - GOAFEST 2019

Category No.	Main Category	Sub Category	Entry No.	Brand	Campaign
1	B . Publishers	Best marketing of a printed newspaper / edition	1	The Times of India	Flirt With Your City
1	B . Publishers	Best marketing of a printed newspaper / edition	3	Vijay Karnataka	Farmer Awards Program - VK Super Star Raita
1	B . Publishers	Best marketing of a printed newspaper / edition	10	Dainik Jagran	Daughter's Diary - WE, THE DAUGHTERS OF INDIA
1	B . Publishers	Best marketing of a printed newspaper / edition	12	Dainik Jagran	Jaago Kanpur - EVERY BREATH YOU TAKE
1	B . Publishers	Best marketing of a printed newspaper / edition	14	Dainik Jagran	Jai Kisan - Agra : TOXIC TOMATOES ON MY PLATE
1	B . Publishers	Best marketing of a printed newspaper / edition	15	Dainik Jagran	Kashi Anand : THE CULTURE PROJECT
1	B . Publishers	Best marketing of a printed newspaper / edition	16	Dainik Jagran	Mera Bharat Swacchh : CLEANING MINDSETS BEFORE CLEANING INDIA
1	B . Publishers	Best marketing of a printed newspaper / edition	17	Dainik Jagran	Parali : FIELDS ON FIRE
1	B . Publishers	Best marketing of a printed newspaper / edition	18	Dainik Jagran	Potholes : THE HOLE STORY
1	B . Publishers	Best marketing of a printed newspaper / edition	19	Dainik Jagran	Sampann Kisan : THE FIELDS ARE SILENT
1	B . Publishers	Best marketing of a printed newspaper / edition	20	Dainik Jagran	Sanskarshala : THE SCHOOL OF LIFE
1	B . Publishers	Best marketing of a printed newspaper / edition	25	Dainik Jagran	Hindi: LIVING A LANGUAGE
1	B . Publishers	Best marketing of a printed newspaper / edition	26	Dainik Jagran	Bharat Raksha Parv: WANTED : A FEW GOOD MEN
1	B . Publishers	Best marketing of a printed newspaper / edition	27	Dainik Jagran	Ab Bas: THE CONSPIRACY OF SILENCE
1	B . Publishers	Best marketing of a printed newspaper / edition	28	Dainik Jagran	Swaraksha: DRAWING THE LINE
1	B . Publishers	Best marketing of a printed newspaper / edition	29	Mumbai Mirror	Operation Khataara
1	B . Publishers	Best marketing of a printed newspaper / edition	30	D.B.Corp Ltd	Marketing of the new #2 newspaper of Bihar
1	B . Publishers	Best marketing of a printed newspaper / edition	31	THE TIMES OF INDIA	PHIREY ESHO KOLKATA
1	B . Publishers	Best marketing of a printed newspaper / edition	32	Hindustan Times	Hindustan Times Mumbai Meri Hai
1	B . Publishers	Best marketing of a printed newspaper / edition	33	Hindustan	Becoming a strong player in a challenger market - Meerut Launch
1	B . Publishers	Best marketing of a printed newspaper / edition	35	Mathrubhumi	Mathrubhumi International Festival of Letters (MBIFL 2019)
1	B . Publishers	Best marketing of a printed newspaper / edition	36	The Hindu Group	The Hindu Bengaluru edition
1	B . Publishers	Best marketing of a printed newspaper / edition	37	Dainik Bhaskar	Smart Soch
2	B . Publishers	Best marketing of a printed magazine	1	Mathrubhumi Sports Masika Magazine	Sports Masika 25th Anniversary Celebration
2	B . Publishers	Best marketing of a printed magazine	2	Mathrubhumi Yathra	The Great Indian Yathra Challenge - 10yrs Anniv Special
2	B . Publishers	Best marketing of a printed magazine	3	Mathrubhumi Arogyamasika	Mathrubhumi Arogyamasika World Heart Day Campaign
2	B . Publishers	Best marketing of a printed magazine	5	Business Today	ROR (Rebrain Or Rot)
3	B . Publishers	Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	1	Navbharat Times	NBT Suraksha Kawach
3	B . Publishers	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
3	B . Publishers	Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	3	Vijay Karnataka	VK Super Star Raita - First Farmer Awards Program in Karnataka by a Media

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3	B . Publishers	Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	4	SAVLON	WORLD SIGHT DAY
3	B . Publishers	Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	21	Dainik Jagran	Bharat Raksha Parv: WANTED : A FEW GOOD MEN
3	B . Publishers	Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	22	Dainik Jagran	Ab Bas: THE CONSPIRACY OF SILENCE
3	B . Publishers	Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	23	Dainik Jagran	Daughter's Diary: WE, THE DAUGHTERS OF INDIA
3	B . Publishers	Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	24	Dainik Jagran	Hindi: LIVING A LANGUAGE
3	B . Publishers	Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	25	Dainik Jagran	Jaago Kanpur: EVERY BREATH YOU TAKE
3	B . Publishers	Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	26	Dainik Jagran	Jai Kisan - Agra: TOXIC TOMATOES ON MY PLATE
3	B . Publishers	Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	27	Dainik Jagran	Kashi Anand: THE CULTURE PROJECT
3	B . Publishers	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
3	B . Publishers	Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	29	Dainik Jagran	Parali: FIELDS ON FIRE
3	B . Publishers	Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	30	Dainik Jagran	Sampann Kisan: THE FIELDS ARE SILENT
3	B . Publishers	Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	31	Dainik Jagran	Sanskarshala: THE SCHOOL OF LIFE
3	B . Publishers	Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	32	Dainik Jagran	Swaraksha: DRAWING THE LINE
3	B . Publishers	Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	33	Navbharat Times	NBT Suraksha Kawach
3	B . Publishers	Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	36	The Hindu	The Hindu #UnderMyWatch
3	B . Publishers	Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	37	Mumbai Mirror	Operation Khataara
3	B . Publishers	Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	38	The Times of India	#NoConditionsApply - Sindoor Khela
3	B . Publishers	Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	39	Hindustan	Winning Back a Challenging Market – Meerut Naala Campaign

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3	B . Publishers	Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	40	Dell Epson	Junior Editor in partnership with Dell
3	B . Publishers	Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	41	Lokmat	Rin Lokmat Jalsamruddh Maharashtra
3	B . Publishers	Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	42	Hindustan Times	Hindustan Times Scholarship Programme 2018
3	B . Publishers	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
3	B . Publishers	Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	44	Mathrubhumi	Mathrubhumi Re Imagine the Future season 2
3	B . Publishers	Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	45	Mathrubhumi	Mathrubhumi Speak for India 2018 -Encouraging young minds to speak powerful thoughts
3	B . Publishers	Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	46	Mathrubhumi Daily	Mathrubhumi Women's Day special -Mirroring the society on gender bias through social media
3	B . Publishers	Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	47	Dainik Bhaskar	Mitti Ke Ganesh
3	B . Publishers	Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	48	Zee network	Kerela dabba lautao
4	B . Publishers	Best Client-Brand Activation or Display Advertising Innovation by a Publisher	2	Red Label	Tea Adulteration
4	B . Publishers	Best Client-Brand Activation or Display Advertising Innovation by a Publisher	3	SAVLON	WORLD SIGHT DAY
4	B . Publishers	Best Client-Brand Activation or Display Advertising Innovation by a Publisher	4	Dainik Jagran	Jai Kisan - Agra: TOXIC TOMATOES ON MY PLATE
4	B . Publishers	Best Client-Brand Activation or Display Advertising Innovation by a Publisher	5	Vijay Karnataka	Clinic Plus Sukanya Vidyanidhi Scholarship for girls
4	B . Publishers	Best Client-Brand Activation or Display Advertising Innovation by a Publisher	7	Vijay Karnataka	VK Investor Club - Aditya Birla Capital
4	B . Publishers	Best Client-Brand Activation or Display Advertising Innovation by a Publisher	8	Vijay Karnataka	Horlicks Presents VK Junior Sadhakar
4	B . Publishers	Best Client-Brand Activation or Display Advertising Innovation by a Publisher	11	Ford Freestyle	Freestyle
4	B . Publishers	Best Client-Brand Activation or Display Advertising Innovation by a Publisher	13	Hindustan Anokhi with Star TV	STAR TV building bond with Hindustan Anokhi Club
4	B . Publishers	Best Client-Brand Activation or Display Advertising Innovation by a Publisher	14	Tata Chemicals Ltd.	World Iodine Deficiency Day (Missing I)
4	B . Publishers	Best Client-Brand Activation or Display Advertising Innovation by a Publisher	16	B- Natural	B Natural Harman XI in search of true talent
4	B . Publishers	Best Client-Brand Activation or Display Advertising Innovation by a Publisher	17	CADBURY PERK	PERK DHAAKE MASTI
4	B . Publishers	Best Client-Brand Activation or Display Advertising Innovation by a Publisher	18	SUGAR FREE	CHA CHOLUK CHINI NOYE

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4	B . Publishers	Best Client-Brand Activation or Display Advertising Innovation by a Publisher	19	CADBURY	CADBURY MISHTI SHERA SRISHTI
4	B . Publishers	Best Client-Brand Activation or Display Advertising Innovation by a Publisher	20	The Hindu Group	The Hindu for Client Parle
4	B . Publishers	Best Client-Brand Activation or Display Advertising Innovation by a Publisher	21	Mathrubhumi Arogyamasika Magazine	Mathrubhumi Arogyamasika World Heart Day Campaign
5	B . Publishers	Best Use of Native or Branded Content for Client Brand-Marketing by a Publisher	2	SAVLON	WORLD SIGHT DAY
5	B . Publishers	Best Use of Native or Branded Content for Client Brand-Marketing by a Publisher	3	Red Label	Tea Adulteration
5	B . Publishers	Best Use of Native or Branded Content for Client Brand-Marketing by a Publisher	4	Vijay Karnataka	Casio GST Calculator introduced on VK Technology Page
5	B . Publishers	Best Use of Native or Branded Content for Client Brand-Marketing by a Publisher	5	Pedigree	Times Pets and Us
5	B . Publishers	Best Use of Native or Branded Content for Client Brand-Marketing by a Publisher	6	TTK Prestige	Times Kitchen Tales
5	B . Publishers	Best Use of Native or Branded Content for Client Brand-Marketing by a Publisher	7	The Hindu Group	The Hindu for Client Parle
5	B . Publishers	Best Use of Native or Branded Content for Client Brand-Marketing by a Publisher	8	Vijay Karnataka	Clinic Plus - Establishing Mother-Daughter relationship in Karnataka
6	B . Publishers	Best Digital Publication Advertising and Marketing by a Publisher via Web/App/Social	1	The Times of India	Flirt With Your City
7	B . Publishers	Best Launch Marketing of a new title of Newspaper/ Magazine/ Digital Publication	1	The Caravan	The Caravan - Paywall Campaign
7	B . Publishers	Best Launch Marketing of a new title of Newspaper/ Magazine/ Digital Publication	2	Dainik Jagran	Jagranhindi.in : Creating an Online Destination For Hindi Literature
7	B . Publishers	Best Launch Marketing of a new title of Newspaper/ Magazine/ Digital Publication	4	Hindustan Times	Hindustan Times Gurugram Launch