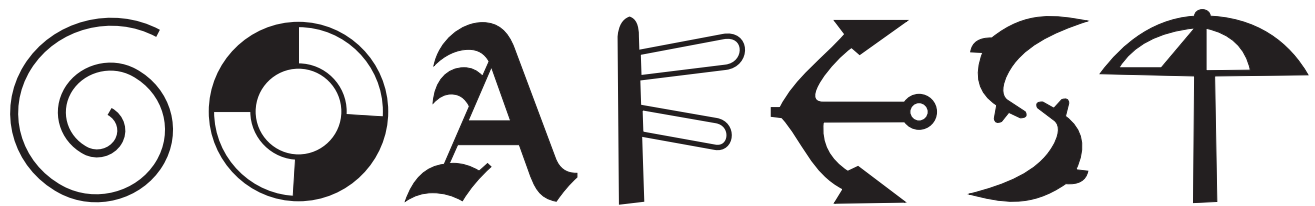




ADVERTISING
AGENCIES
ASSOCIATION OF
INDIA



ABBY 2010



CREATIVE ABBY

Result Sheet Inside



GOAFEST CREATIVE ABBY AWARDS 2010

AGENCY NAME BRAND TITLE RESULTS

GOAFEST CREATIVE ABBY AWARDS 2010 - PRINT SINGLE

Category : 1A - Food & Beverages

Creativeland Asia Pvt. Ltd.	Saint Juice	Assembly Line	BRONZE
Creativeland Asia Pvt. Ltd.	Saint Juice	From the makers	
Creativeland Asia Pvt. Ltd.	Saint Juice	Adjectives	
Creativeland Asia Pvt. Ltd.	Appy Fizz & Grappo Fizz	Ultimate Fantasy Football	BRONZE
Creativeland Asia Pvt. Ltd.	Appy Fizz & Grappo Fizz	Know Your Stars	
Creativeland Asia Pvt. Ltd.	Appy Fizz & Grappo Fizz	Premier League Horoscopes	
Creativeland Asia Pvt. Ltd.	Appy Fizz & Grappo Fizz	Epic Victories	
Creativeland Asia Pvt. Ltd.	Appy Fizz & Grappo Fizz	Abridged Dictionary	
Creativeland Asia Pvt. Ltd.	Appy Fizz & Grappo Fizz	Ridiculously Awesome Gadgets	
Creativeland Asia Pvt. Ltd.	Appy Fizz & Grappo Fizz	Formula No.1	BRONZE
Creativeland Asia Pvt. Ltd.	Appy Fizz & Grappo Fizz	Hangout Ball	
Taproot India	Nirma Shudh Salt	Sour	SILVER
Taproot India	Nirma Shudh Salt	Bitter	
Taproot India	Nirma Shudh Salt	Heat	

Category : 2A -Toiletries, Cosmetics and Healthcare

Publicis Communications Pvt. Ltd.	Garnier Pure Pimple Control pen	Hidden Faces	BRONZE
Ogilvy & Mather	Pond's Age Miracle	Being Young - `Billionaires`	BRONZE
Ogilvy & Mather	Pond's Age Miracle	Being Young - `Dating`	

Category : 3A - Clothing, Innerwear, Footwear and Accessories

ELEVEN Brandworks	Lawrence & Mayo	Bono	BRONZE
ELEVEN Brandworks	Lawrence & Mayo	Lennon	
ELEVEN Brandworks	Lawrence & Mayo	Schwarzenegger	
Bates 141	Mojo Sunglasses	Angelina Jolie	BRONZE
Bates 141	Mojo Sunglasses	Brad Pitt	

Category : 4A - Household and Business Appliances

Publicis Communications Pvt. Ltd.	Omax	Japanese Tourist	BRONZE
Publicis Communications Pvt. Ltd.	Omax	Beach Bum	
Publicis Communications Pvt. Ltd.	Omax	Dirty Old Man	
RMG - A JWT Group Company	Fuji Film	Funeral (Inner Smile)	SILVER
RMG - A JWT Group Company	Fuji Film	Airport (Inner Smile)	
RMG - A JWT Group Company	Fuji Film	Poker (Inner Smile)	

AGENCY NAME	BRAND	TITLE	RESULTS
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Category : 4A - Household and Business Appliances

Publicis Communications Pvt. Ltd.	Stedfast Shredders	Ransom	GOLD
Publicis Communications Pvt. Ltd.	Stedfast Shredders	Affair	
Publicis Communications Pvt. Ltd.	Stedfast Shredders	Murder	

Category : 5A - Automotive Vehicles and Accessories

JWT India	CBZ	Flyover	BRONZE
JWT India	CBZ	Highway	
JWT India	CBZ	Night	
Mudra Group	Pasaat	Rabbit	SILVER
Mudra Group	Pasaat	Goat	
Mudra Group	Pasaat	Deer	

Category : 6A - Telecom Products and Services

Cheil Worldwide	Samsung Duos	Numbers	BRONZE
Bates 141	Virgin Mobile	Lost and Found	SILVER

Category : 7A - Financial Services

		NIL	
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Category : 8A - Household Products and Maintenance

Bates 141	Bergner	Page Slice	BRONZE
Bates 141	Staedtler Pens	Conquering Mt. Everest	BRONZE
Bates 141	Staedtler Pens	Man on the moon	
Bates 141	Staedtler Pens	Bell Calling	
Publicis Communications Pvt. Ltd.	FG Glass	Candle	BRONZE
Publicis Communications Pvt. Ltd.	Kennel 1	Foxi	SILVER
Publicis Communications Pvt. Ltd.	Kennel 1	Toto	
Publicis Communications Pvt. Ltd.	Kennel 1	Bruni	
Leo Burnett	Tide	Coffee	SILVER
Leo Burnett	Tide	Egg	
Leo Burnett	Tide	Ketchup	
Taproot India	Nirma Detergent	Tallest	SILVER
Taproot India	Nirma Detergent	Fattest	

Category : 9A - Media and Publications

Ogilvy & Mather	The Economist	Baby	SILVER
Ogilvy & Mather	The Economist	Vulture	
Ogilvy & Mather	The Economist	Whale	
Ogilvy & Mather	The Economist	Bag	

AGENCY NAME	BRAND	TITLE	RESULTS
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Category : 10A - Business and Home Services

Mudra Group	Water strategy and design	Brand - Charlie	BRONZE
Mudra Group	Water strategy and design	Brand - Osho	
Mudra Group	Water strategy and design	Brand - Merlyn	
Mudra Group	Water strategy and design	Brand - Bruce Lee	
Mudra Group	Photolibary	Man & Girl	SILVER
Mudra Group	Photolibary	Volly Ball	
Mudra Group	Photolibary	Lips	
Publicis Communications Pvt. Ltd.	Croft	Word Puzzle	GOLD
Publicis Communications Pvt. Ltd.	Croft	Sudoku	
Publicis Communications Pvt. Ltd.	Croft	Maze	

Category : 11A - Retail Advertising

		NIL	
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Category : 12A - Travel, Entertainment and Leisure

JWT India	Thomas Cook Holidaywallas	Transformation	BRONZE
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Category : 13A - Corporate

Rediffusion Y&R	Ad Club Young Achievers' Awards	Call for Entries - Rajiv Rao	BRONZE
Rediffusion Y&R	Ad Club Young Achievers' Awards	Call for Entries - Agnello Dias	
Rediffusion Y&R	Ad Club Young Achievers' Awards	Call for Entries - Bobby Pawar	
Rediffusion Y&R	Ad Club Young Achievers' Awards	Call for Entries - Sumanto	
Rediffusion Y&R	Ad Club Young Achievers' Awards	Call for Entries - Sam Balsara	
Rediffusion Y&R	Ad Club Young Achievers' Awards	Call for Entries - Ravi D	
Rediffusion Y&R	Ad Club Young Achievers' Awards	Call for Entries - Prasanna	
Rediffusion Y&R	Ad Club Young Achievers' Awards	Call for Entries - Elsie Nanji	
Rediffusion Y&R	Ad Club Young Achievers' Awards	Call for Entries - Atul Tandan	
Rediffusion Y&R	Ad Club Young Achievers' Awards	Call for Entries - Khazanchi	
Rediffusion Y&R	Ad Club Young Achievers' Awards	Call for Entries - Preeti Vyas Giannetti	
Rediffusion Y&R	Ad Club Young Achievers' Awards	Call for Entries - Piyush	
Rediffusion Y&R	Ad Club Young Achievers' Awards	Call for Entries - Sagar	
Rediffusion Y&R	Ad Club Young Achievers' Awards	Call for Entries - Shashi Sinha	
Rediffusion Y&R	Ad Club Young Achievers' Awards	Call for Entries - Vikram Sakhuja	
Ogilvy & Mather	Vodafone	Choking Lives "Cattle"	SILVER
Ogilvy & Mather	Vodafone	Choking Lives "Turtles"	
Ogilvy & Mather	Vodafone	Choking Lives "Sea Birds"	

Category : 14A - Public Service, Appeals and Charity

Ogilvy & Mather	Nehru Zoological Park	Word	BRONZE
Ogilvy & Mather	Nehru Zoological Park	Walk	

AGENCY NAME	BRAND	TITLE	RESULTS
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Category : 14A - Public Service, Appeals and Charity

Mudra Group	Bangalore Traffic Police	Talk Them Dead - Girl Friend	BRONZE
Mudra Group	Bangalore Traffic Police	Talk Them Dead - Wife	
Mudra Group	Bangalore Traffic Police	Talk Them Dead - Friend	
Mudra Group	Sanctuary Asia	Bear	BRONZE
Mudra Group	Sanctuary Asia	Small Bear	
Mudra Group	Sanctuary Asia	Zebra	
Mudra Group	Sanctuary Asia	Crocodile	
Leo Burnett	Awareness of Bhopal Gas Victims	Citizens for Bhopal	BRONZE
Mudra Group	CPAA	Your Daughter and Your Lung Cancer	BRONZE
Mudra Group	CPAA	Your Wifes Life	
Mudra Group	CPAA	The Day After Funeral	
Mudra Group	Srujan	Nostradamus	GOLD
Mudra Group	Srujan	Medea	
Mudra Group	Srujan	Lolita	

GOAFEST CREATIVE ABBY AWARDS 2010 - FILM SINGLE
Category : 1B - Food & Beverages

Ogilvy & Mather	Bournville	Butler's Woes	BRONZE
Creativeland Asia Pvt. Ltd.	Saint Juice	Fruit Burst	SILVER
Creativeland Asia Pvt. Ltd.	LMN	Dehydrated Man	SILVER
Ogilvy & Mather	Centerfresh	Small Talk	SILVER

Category : 2B - Toiletries, Cosmetics and Healthcare

JWT India	Horlicks Lite	Odd Couple	BRONZE
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Category : 3B - Clothing, Innerwear, Footwear and Accessories

		NIL	
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Category : 4B - Household and Business Appliances

		NIL	
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Category : 5B - Automotive Vehicles and Accessories

Ogilvy & Mather	Bajaj Pulsar	Fastest Indian	BRONZE
Ogilvy & Mather	Bajaj Pulsar	Fastest Indian	BRONZE

Category : 6B - Telecom Products and Services

Ogilvy & Mather	Vodafone	Vodafone 'Colours'	BRONZE
Ogilvy & Mather	Vodafone	Vodafone 60p 'Results'	BRONZE
Ogilvy & Mather	Vodafone	Vodafone 60p 'Celebrity'	BRONZE
Ogilvy & Mather	Vodafone	Vodafone 'Busy Message'	BRONZE
DraftFCB+Ulka	Tata Docomo	Crash	BRONZE

AGENCY NAME	BRAND	TITLE	RESULTS
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Category : 6B - Telecom Products and Services

Ogilvy & Mather	Vodafone	Vodafone Zoozoos 'Park Bench'	GOLD
Ogilvy & Mather	Vodafone	Vodafone Zoozoos 'Scream'	
Ogilvy & Mather	Vodafone	Vodafone Zoozoos 'Trial Room'	

Category : 7B - Financial Services

Ogilvy & Mather	Pension Plan	Scolding	BRONZE
Ogilvy & Mather	Pension Plan	Invitation	BRONZE
Ogilvy & Mather	Life Insurance	Train	BRONZE
JWT India	ING Vysya Bank	China Shop	BRONZE
JWT India	ING Vysya Bank	The Chase	SILVER

Category : 8B - Household Products and Maintenance

Thoughtshop Advertising & Film Productions Pvt. Ltd.	Nirma Washing Powder	Splash	BRONZE
Ogilvy & Mather	Fevicol	Moustache	BRONZE
Ogilvy & Mather	Fevikwik	Vase	BRONZE

Category : 9B - Media & Publications

TBWA\Mumbai	MAX Television	Synchronicity	SILVER
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Category : 10B - Business and Home Services

Leo Burnett	Lingo India (Radio Studio)	Aliens	BRONZE
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Category : 11B - Retail Advertising

		NIL	
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Category : 12B -Travel, Entertainment and Leisure

		NIL	
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Category : 13B - Corporate

M&C Saatchi	Godfrey Phillips Bravery	Train	BRONZE
Taproot India	The Times of India	Dumb Charades	SILVER

Category : 14B - Public Service, Appeals and Charity

		NIL	
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GOAFEST CREATIVE ABBY AWARDS 2010 - RADIO SINGLE
CATEGORY : 1C - FOOD & BEVERAGES

		NIL	
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AGENCY NAME	BRAND	TITLE	RESULTS
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CATEGORY : 2C - TOILETRIES, COSMETICS AND HEALTHCARE

Orchard India	SuprActiv Complete	Mandatory Voice-Over	BRONZE
Mudra Group	Krack Happy Feet	Jokes - 9	BRONZE
Mudra Group	Krack Happy Feet	Jokes - 5	
Mudra Group	Krack Happy Feet	Jokes - 1	

CATEGORY : 3C - CLOTHING, INNERWEAR, FOOTWEAR AND ACCESSORIES

JWT India	Levi's	Levi's EMIs	BRONZE
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CATEGORY : 4C - HOUSEHOLD AND BUSINESS APPLIANCES

Cheil Worldwide	Samsung Home Theatre System	Arth Ka Anarth : Saas	BRONZE
Cheil Worldwide	Samsung Home Theatre System	Arth Ka Anarth : Cheeta	SILVER
Leo Burnett	Bajaj Hand Blenders	Pleasure of mixing	SILVER

CATEGORY : 5C - AUTOMOTIVE VEHICLES AND ACCESSORIES

		NIL	
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CATEGORY : 6C - TELECOM PRODUCTS AND SERVICES

		NIL	
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CATEGORY : 7C - FINANCIAL SERVICES

		NIL	
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CATEGORY : 8C - HOUSEHOLD PRODUCTS AND MAINTENANCE

		NIL	
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CATEGORY : 9C - MEDIA AND PUBLICATIONS

		NIL	
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CATEGORY : 10C - BUSINESS AND HOME SERVICES

		NIL	
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CATEGORY : 11C - RETAIL ADVERTISING

		NIL	
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CATEGORY : 12C - TRAVEL, ENTERTAINMENT AND LEISURE

		NIL	
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CATEGORY : 13C - CORPORATE

		NIL	
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CATEGORY : 14C - PUBLIC SERVICE, APPEALS AND CHARITY

Leo Burnett	Domestic Helpline for Women : 1298	Boss	BRONZE
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AGENCY NAME	BRAND	TITLE	RESULTS
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GOAFEST CREATIVE ABBY AWARDS 2010 - OUT OF HOME - POSTER / HOARDING SINGLE

CATEGORY : 1D - FOOD & BEVERAGES

Creativeland Asia Pvt. Ltd.	Saint Juice	Assembly Line	BRONZE
Taproot India	Nirma Shudh Salt	Bitter	BRONZE
Ogilvy & Mather	Sour Marbels	Bulb	BRONZE
Creativeland Asia Pvt. Ltd.	Café Coffee Day	India Street - 1	BRONZE
Ogilvy & Mather	Sour Marbels	Watermelon	SILVER
Creativeland Asia Pvt. Ltd.	Café Coffee Day	Holi	GOLD

CATEGORY : 2D - TOILETRIES, COSMETICS AND HEALTHCARE

Ogilvy & Mather	ENO	Bubbles (Pig)	BRONZE
Ogilvy & Mather	Pond's Age Miracle	Being Young - 'Billionaires'	BRONZE
Publicis Communications Pvt. Ltd.	Max Dental Care	A beaming smile	BRONZE
Publicis Communications Pvt. Ltd.	Lemolate	Hindi Nasal Alphabets	BRONZE
Publicis Communications Pvt. Ltd.	Lemolate	Hindi Nasal Alphabets	
Publicis Communications Pvt. Ltd.	Lemolate	Hindi Nasal Alphabets	
Publicis Communications Pvt. Ltd.	Garnier Pure Pimple Control Pen	Hidden Faces	BRONZE

CATEGORY : 3D - CLOTHING, INNERWEAR, FOOTWEAR & ACCESSORIES

ELEVEN Brandworks	Lawrence & Mayo	Schwarzenegger	BRONZE
ELEVEN Brandworks	Lawrence & Mayo	Bono	BRONZE
ideas@work Advertising Pvt. Ltd.	Stephens Brothers	Sale	BRONZE
ELEVEN Brandworks	Lawrence & Mayo	Lennon	SILVER

CATEGORY : 4D - HOUSEHOLD AND BUSINESS APPLIANCES

Publicis Communications Pvt. Ltd.	Omax	Beach Bum	BRONZE
Publicis Communications Pvt. Ltd.	Omax	Dirty Old Man	BRONZE
RMG - A JWT Group Company	Fuji Film	Poker (Inner Smile)	BRONZE
Rediffusion Y&R	Kenwood	Exorcism	SILVER
RMG - A JWT Group Company	Fuji Film	Funeral (Inner Smile)	SILVER

CATEGORY : 5D - AUTOMOTIVE VEHICLES AND ACCESSORIES

Mudra Group	Pasaat	Rabbit	BRONZE
Mudra Group	Volkswagen Touareg	Rhino	SILVER
Mudra Group	Pasaat	Deer	SILVER

CATEGORY : 6D - TELECOM PRODUCTS AND SERVICES

Cheil Worldwide	Samsung Omnia HD	Columbia	BRONZE
Cheil Worldwide	Samsung Beat DJ	Mix Your Music	BRONZE

Result

AGENCY NAME	BRAND	TITLE	RESULTS
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CATEGORY : 7D - FINANCIAL SERVICES

Bates 141	Reliance General Insurance	Car	BRONZE
Publicis Communications Pvt. Ltd.	IFFCO TOKIO General Insurance	New Car Replacement	BRONZE
Ogilvy & Mather	American Express	Money Transfer - Dinar	BRONZE
Ogilvy & Mather	American Express	Money Transfer - Pound	
Ogilvy & Mather	American Express	Money Transfer - Dollar	

CATEGORY : 8D - HOUSEHOLD PRODUCTS AND MAINTENANCE

Bates 141	Staedtler Pens	Conquering Mt. Everest	BRONZE
Taproot India	Nima Bartan	Contemporary	BRONZE
Publicis Communications Pvt. Ltd.	Emergency Torch	Twins	BRONZE
Publicis Communications Pvt. Ltd.	Emergency Torch	Robber	
Publicis Communications Pvt. Ltd.	Emergency Torch	Old Couple	
Leo Burnett	Tide	Ink	BRONZE
Mudra Group	Sunidra Mattresses	Sleep in dreams - Kid	BRONZE

CATEGORY : 9D - MEDIA AND PUBLICATIONS

Ogilvy & Mather	The Economist	Whale	BRONZE
Ogilvy & Mather	The Economist	Bag	BRONZE
Ogilvy & Mather	The Economist	Baby	BRONZE
Leo Burnett	Loksatta	NCP	BRONZE
Leo Burnett	Loksatta	BJP	BRONZE
Mudra Group	The Economic Times	20 Years	BRONZE

CATEGORY : 10D - BUSINESS AND HOME SERVICES

Rediffusion Y&R	SeventyMM	Remakes	BRONZE
Publicis Communications Pvt. Ltd.	Paintbox CG VFX Studio	Collage Flower	SILVER
Publicis Communications Pvt. Ltd.	Paintbox CG VFX Studio	Collage Mushroom	
Publicis Communications Pvt. Ltd.	Paintbox CG VFX Studio	Collage Bird	

CATEGORY : 11D - RETAIL ADVERTISING

Mudra Group	Furniture Bazaar	Victorian Furniture (Lawyer)	BRONZE
Mudra Group	Furniture Bazaar	Victorian Furniture (Lady)	
Mudra Group	Furniture Bazaar	Victorian Furniture (Governer)	

CATEGORY : 12D - TRAVEL, ENTERTAINMENT AND LEISURE

Ogilvy & Mather	Mattel	Goldfish - Shark	BRONZE
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AGENCY NAME	BRAND	TITLE	RESULTS
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CATEGORY : 13 D - CORPORATE

JWT India	Reynolds	Clutz	BRONZE
JWT India	Reynolds	Devil	BRONZE
Mudra Group	Volkswagen	Snow	BRONZE
Mudra Group	Volkswagen	Sand	
Mudra Group	Volkswagen	Soil	

CATEGORY : 14 D - PUBLIC SERVICE, APPEALS AND CHARITY

Mudra Group	Srujan	Medea	SILVER
Mudra Group	Bangalore Traffic Police	Talk Them Dead	SILVER
Mudra Group	Bangalore Traffic Police	Talk Them Dead	
Mudra Group	Bangalore Traffic Police	Talk Them Dead	
Mudra Group	Srujan	Lolita	GOLD

GOAFEST CREATIVE ABBY AWARDS 2010 - INTEGRATED ADVERTISING
CATEGORY : 1E - FOOD & BEVERAGES

Creativeland Asia Pvt. Ltd.	Saint Juice	Juice the way God meant it to be	BRONZE
Ogilvy & Mather	Cadbury Dairy Milk	Payday	BRONZE

CATEGORY : 2E - TOILETRIES, COSMETICS AND HEALTHCARE

BBDO India	Gillette	W.A.L.S.	BRONZE
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CATEGORY : 3E - CLOTHING, INNERWEAR, FOOTWEAR AND ACCESSORIES

		NIL	
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CATEGORY : 4E - HOUSEHOLD AND BUSINESS APPLIANCES

Ogilvy & Mather	Tata Sky	Tata Sky Actve English	BRONZE
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CATEGORY : 5E - AUTOMOTIVE VEHICLES AND ACCESSORIES

		NIL	
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CATEGORY : 6E - TELECOM PRODUCTS AND SERVICES

Ogilvy & Mather	Vodafone	Vodafone Zoozoos	GOLD
Ogilvy & Mather	Vodafone	Vodafone Zoozoos	GRANDPRIX

CATEGORY : 7E - FINANCIAL SERVICES

JWT India	ING Vysya Bank	Jiyo Easy Campaign	BRONZE
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CATEGORY : 8E - HOUSEHOLD PRODUCTS AND MAINTENANCE

		NIL	
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CATEGORY : 9E - MEDIA AND PUBLICATIONS

Ogilvy & Mather	The Economist	The Economist	SILVER
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CATEGORY : 10E - BUSINESS AND HOME SERVICES

		NIL	
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AGENCY NAME	BRAND	TITLE	RESULTS
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CATEGORY : 11E - RETAIL ADVERTISING

		NIL	
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CATEGORY : 12E - TRAVEL, ENTERTAINMENT AND LEISURE

		NIL	
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CATEGORY : 13E - CORPORATE

Rediffusion Y&R	Ad Club Bombay Young Achievers' Awards	Call for Entries	BRONZE
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CATEGORY : 14E - PUBLIC SERVICE, APPEALS AND CHARITY

Publicis Communications Pvt. Ltd.	In Gandhi's Shoes	Integrated	BRONZE
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GOAFEST CREATIVE ABBY AWARDS 2010 - AMBIENT
CATEGORY : 15 AMBIENT MEDIA

Phoenix Ogilvy	Iodex	Little People	BRONZE
Ogilvy & Mather	Cadbury's Bournvita	Cube Art	BRONZE
Publicis Communications Pvt. Ltd.	Hewlett Packard (HP)	Avatar	BRONZE
Mudra Group	National Association for the Blind	May I help you?	BRONZE
JWT India	Horlicks Pro-Height	The Horlicks Pro-Height Room	BRONZE
Mudra Group	Aircel	Aircel Did What BMC Did Not	SILVER
Publicis Communications Pvt. Ltd.	Badhkal Lake Cricket Challenge	The World's first cricket tournament on a lake	SILVER
Publicis Communications Pvt. Ltd.	In Gandhi's Shoes	In Gandhi's Shoes - Integrated	SILVER

GOAFEST CREATIVE ABBY AWARDS 2010 - DESIGN
CATEGORY : 16 A CORPORATE OR BRAND IDENTITY

Umbrella Design	Umbrella Design	Everything is design	SILVER
Umbrella Design	Umbrella Design	Everything is design	
Umbrella Design	Umbrella Design	Everything is design	
Umbrella Design	Umbrella Design	Everything is design	
Civilisation	Reliance Energy	YES - Young Energy Savers	SILVER
Civilisation	Reliance Energy	YES - Young Energy Savers	
Civilisation	Reliance Energy	YES - Young Energy Savers	

CATEGORY : 16 B PUBLICATION (Brochures,Catalogues, Annual Report)

		NIL	
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CATEGORY : :16 C TYPOGRAPHY IN DESIGN

Creativeland Asia Pvt. Ltd.	Youngcreative.org	Handprints	BRONZE
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AGENCY NAME	BRAND	TITLE	RESULTS
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CATEGORY : : 16D PACKAGING

Leo Burnett	McDonald's McDelivery	Happy Meal	BRONZE
Leo Burnett	Whisper	Wrapper	SILVER

CATEGORY : 16 E STATIONERY

Umbrella Design	Umbrella Design	Everything is design	BRONZE
Umbrella Design	Umbrella Design	Everything is design	
Umbrella Design	Umbrella Design	Everything is design	
Umbrella Design	Umbrella Design	Everything is design	
Bates 141	Sangieta Goel	Astrologer (Visiting Cards)	SILVER

CATEGORY : 16 F CALENDARS & DIARIES

Onads Communications Pvt. Ltd.	J. P. Morgan Asset Management	Calendar	BRONZE
Ogilvy & Mather	India Post	Stamps	BRONZE
Ogilvy & Mather	Vodafone	Vodafone Do-it-yourself Calendar	SILVER

CATEGORY : 16 G RETAIL DESIGN

		NIL	
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GOAFEST CREATIVE ABBY AWARDS 2010 - INTERACTIVE DIGITAL ADVERTISING
CATEGORY : 17A - WEBSITE (CONSUMER GOODS)

BC Web Wise Pvt. Ltd.	Road, Movie	En route to redefing the journey genre	BRONZE
Webchutney Studio Pvt. Ltd.	Saffola	Saffola Life	BRONZE

CATEGORY : 17B - WEBSITE (CONSUMER DURABLES)

		NIL	
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CATEGORY : 17C - WEBSITE (SERVICES)

R K Swamy BBDO - Interactive	Tata Chemical Ltd.	Human Touch of Chemistry	BRONZE
Mudra Group	INP+	HITCHIV.Com	BRONZE

CATEGORY : 17D - WEBSITE (CORPORATE)

BC Web Wise Pvt. Ltd.	Aquarius Promotions	Aquarius Promotions Digital Identity	BRONZE
Interface Business Solutions (I) Pvt. Ltd.	Tata DOCOMO	Tata DOCOMO Corporate Website	BRONZE

CATEGORY : 17E - WEB BANNERS, POP-UPS AND RICH MEDIA

Media2win	Tata Sky	Twitter Banner	BRONZE
G2 Direct & Digital - Grey Group	Suzlon Energy	Power up the windmill	BRONZE
Tribal DDB India	Reliance GSM Services	Go For It	SILVER

CATEGORY : 17F - BRANDED CONTENT FOR INTERNET INCLUDING GAMES

Webchutney Studio Pvt. Ltd.	Master Card	Travel Smart	BRONZE
OgilvyOne Worldwide	Lipton Yellow Label	World's Largest Online Collaborative Jigsaw	BRONZE
D`zine Garage Pvt. Ltd.	Moods Condoms	Moods "My Man"	BRONZE

AGENCY NAME	BRAND	TITLE	RESULTS
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CATEGORY : 17G - CREATIVE USE OF SOCIAL MEDIA

OgilvyOne Worldwide	Vodafone	Zoozoos - More popular than Mickey Mouse	BRONZE
Webchutney Studio Pvt. Ltd.	Saffola	Heart ok Please	BRONZE
Hungama Digital Media Entertainment Pvt. Ltd.	Hungama.com	Hungama My Play FaceBook App.	SILVER

CATEGORY : 17H - CREATIVE USE OF VIRAL OR ONLINE VIDEO

Publicis Communications Pvt. Ltd.	Campaign India	Everyone - Happy December	BRONZE
Grey Worldwide	Wockhardt Hospitals	Desktop Orthopaedist	BRONZE
Hungry & Foolish Creative Products India Pvt. Ltd.	KamaSutra	Send Some Rubber	SILVER

CATEGORY : 17I - ONLINE CAMPAIGN USING AT LEAST TWO OF THE ABOVE INTERNET MEDIA

OgilvyOne Worldwide	Vodafone	Zoozoos	BRONZE
Tribal DDB India	Orbit	Mumbai Smiles	BRONZE
Experience Commerce	Mitsubishi Cedia	Great Driving Challenge	SILVER

CATEGORY : 17J - WAP SITE

Hungama Digital Media Entertainment Pvt. Ltd.	Hungama.com	Hungama.com for Mobile	BRONZE
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CATEGORY : 17K - BRANDED CONTENT FOR MOBILE INCLUDING GAMES

Telibrahma Convergent Communications Pvt. Ltd.	Sprite@CLt20	BRONZE
JWT India	Nike	Nike QR codes	BRONZE

CATEGORY : 17L - BEST APPLICATION FOR MOBILE

Hungama Digital Media Entertainment Pvt. Ltd.	Hungama.com	Hungama My Play Application	BRONZE
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CATEGORY : 17M - INTEGRATED MOBILE EXPERIENCE USING AT LEAST TWO OF THE MOBILE SUB-CATEGORIES

Tribal DDB India	Reliance GSM Services	Go For It	SILVER
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GOAFEST CREATIVE ABBY AWARDS 2010 - DIRECT CATEGORY
CATEGORY : 18A - FLAT MAIL

Ogilvy & Mather	HT-Mint	It's Greek to me	BRONZE
OgilvyOne Worldwide	DHL	Yacht Mailer	SILVER

CATEGORY : 18B - DIMENSIONAL MAIL

Ogilvy & Mather	Vodafone	Vodafone Do-it-yourself calendar	SILVER
OgilvyOne Worldwide	IBM- Global Business Services	Number Game	SILVER
Bates 141	India Book Distributors/Kamla Mehta School	Turning Readers into Authors	GOLD

AGENCY NAME	BRAND	TITLE	RESULTS
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CATEGORY : 18C - DIRECT RESPONSE (PRINT)

Rediffusion Y&R	Ad Club Young Achievers' Awards	Call for Entries - Preeti Vyas Giannetti	BRONZE
Ogilvy & Mather	The Economist	The Economist - Baby	GOLD

CATEGORY : 18D - DIRECT RESPONSE (TV)

Publicis Communications Pvt. Ltd.	Maggi Noodles	Mom	SILVER
Mudra Group	The Economic Times	Pollution Solution	SILVER
Mudra Group	The Economic Times	Excer Go	GOLD

CATEGORY : 18E - DIRECT RESPONSE (RADIO)

Palasa Creative House	JJUMP	JJUMP radio spot	BRONZE
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CATEGORY : 18F - FIELD MARKETING

Leo Burnett	Whisper	Wrapper	BRONZE
Mudra Group	National Association for the Blind	May I help you?	BRONZE
Phoenix Ogilvy	Goezy Natural Herbal Laxative	Art of Uncorking	SILVER
Publicis Communications Pvt. Ltd.	In Gandhi's Shoes	In Gandhi's Shoes - Integrated	SILVER
JWT India	Horlicks Pro-Height	The Horlicks Pro-Height Room	SILVER
Mudra Group	Incredible Taj	Ministry of Tourism (Govt. of India)	GOLD

CATEGORY : 18G - DIRECT CAMPAIGN USING ANY TWO OF THE ABOVE

Publicis Communications Pvt. Ltd.	Maggi Noodles	Opening Montage, Lick, Mom, Hostel, Ghar, Camping	BRONZE
BBDO India	Quaker Oats	Mission to Make India Heart Healthy	SILVER
Mudra Group	The Economic Times	The Power of Ideas	SILVER

GOAFEST CREATIVE ABBY AWARDS 2010 - FILM CRAFT
CATEGORY : 19A - DIRECTION

Footcandles Film Pvt. Ltd.	Times of India	Aman Ki Asha	BRONZE
Good Morning Films	Airtel	Twitter	BRONZE
Nirvana Films	Diwali Offer	Colors	BRONZE
Corcoise Films Pvt. Ltd.	Pidilite - Fevicol	Moochwali	SILVER
Nirvana Films	Vodafone Value Added Services	Zoozoo "Stock Alerts"	GOLD
Nirvana Films	Vodafone Value Added Services	Zoozoo "Face Book"	
Nirvana Films	Vodafone Value Added Services	Zoozoo "Stock Alerts"	GRANDPRIX
Nirvana Films	Vodafone Value Added Services	Zoozoo "Face Book"	
Corcoise Films Pvt. Ltd.	Max New York Life Insurance	Train	GOLD

CATEGORY : 19B - ORIGINAL MUSIC SCORE

Footcandles Film Pvt. Ltd.	Vodafone	60 ps Exam Result	BRONZE
Footcandles Film Pvt. Ltd.	IPL - 2	Ek Desh, Ek Junoon	BRONZE
Footcandles Film Pvt. Ltd.	Bingo	Balcony	SILVER
Corcoise Films Pvt. Ltd.	Pidilite - Fevicol	Moochwali	SILVER

AGENCY NAME	BRAND	TITLE	RESULTS
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CATEGORY : 19B - ORIGINAL MUSIC SCORE

Good Morning Films	Airtel	Twitter	SILVER
Publicis Inhouse	Rotaract Club Of Mumbai Shivaji Park	Saree	GOLD

CATEGORY : 19C - EDITING

Little Lamb Films Pvt. Ltd.	Khushii	BRONZE
Footcandles Film Pvt. Ltd.	IPL - 2	Ek Desh, Ek Junoon	BRONZE
Nirvana Films	Replacement of Debit Cards	The Chase	BRONZE
Corcoise Films Pvt. Ltd.	Max New York Life Insurance	Train	SILVER
Nirvana Films	Frooti	Slurpbox	GOLD
Nirvana Films	Bajaj XCD 135 DTS-Si	Twisted Sisters	GOLD

CATEGORY : 19D - CINEMATOGRAPHY

Bang Bang Films Pvt. Ltd.	Lux	Catch me if you can	BRONZE
Good Morning Films	Airtel	Twitter	SILVER

CATEGORY : 19E - ANIMATION

Rawshark Films	Janagraha Jaagore	Use your film	BRONZE
Nirvana Films	Saint Juice	Divine And Soothing	SILVER
Publicis Inhouse	Rotaract Club Of Mumbai Shivaji Park	Saree	GOLD

CATEGORY : 19F - SPECIAL EFFECTS

Equinox Films Pvt. Ltd.	LMN	The Beach	BRONZE
Nirvana Films	Saint Juice	Divine And Soothing	BRONZE

CATEGORY : 19G - SOUND DESIGN

Footcandles Film Pvt. Ltd.	IPL - 2	Ek Desh, Ek Junoon	SILVER
Nirvana Films	Bajaj XCD 135 DTS -Si	Twisted Sisters	SILVER
Nirvana Films	Frooti	Slurpbox	GOLD

CATEGORY : 19H - PRODUCTION DESIGN

White Light Moving Picture Company	Livon Serum	Dolls - Café	BRONZE
Nirvana Films	Mobile Banking	The China Shop	BRONZE
Corcoise Films Pvt. Ltd.	Castrol	Nautanki	BRONZE
Corcoise Films Pvt. Ltd.	Pidilite - Fevicol	Moochwali	SILVER
Corcoise Films Pvt. Ltd.	Cadbury Dairy Milk	Pay Day	SILVER
Nirvana Films	Vodafone Value Added Services	Zoozoo "Set a busy message"	SILVER
Nirvana Films	Vodafone Value Added Services	Zoozoo "Take your email with you"	

AGENCY NAME	BRAND	TITLE	RESULTS
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GOAFEST CREATIVE ABBY AWARDS 2010 - PRINT CRAFT
Category : 20A - Art Direction for Print Advertising

Publicis Communications Pvt. Ltd.	Stedfast Shredders	Affair	BRONZE
Mudra Group	Bangalore Traffic Police	Talk Them Dead	SILVER
Mudra Group	Bangalore Traffic Police	Talk Them Dead	

Category : 20B - Art Direction for Below-the-line work

Grandmother India Design Pvt. Ltd.	Asian Paints	Colour Next ' 09	BRONZE
OgilvyOne Worldwide	ITC Maratha	Inspiring Maharashtra	SILVER
Mudra Group	Ministry of Tourism (Govt. of India)	Incredible Art	GOLD
Mudra Group	Ministry of Tourism (Govt. of India)	Incredible Kathakali	
Mudra Group	Ministry of Tourism (Govt. of India)	Incredible Taj	

Category : 20C - Copywriting (Below 100 words)

		NIL	
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Category : 20D - Copywriting (Above 100 words)

Mudra Group	Femina	He Dumped You	BRONZE
Mudra Group	Femina	How to dump him	
Mudra Group	Femina	Is he cheating on you	
Leo Burnett	Awareness of Bhopal Gas Victims	Citizens for Bhopal	BRONZE

Category : 20E - Illustration

OgilvyOne Worldwide	ITC Maratha	Inspiring Maharashtra	BRONZE
ideas@work Advertising Pvt. Ltd.	Bigadda.com	Strange	SILVER
ideas@work Advertising Pvt. Ltd.	Bigadda.com	Damsel	
ideas@work Advertising Pvt. Ltd.	Bigadda.com	Fingers	

Category : 20F - Typography

		NIL	
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Category : 20G - Photography

		NIL	
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GOAFEST CREATIVE ABBY AWARDS 2010 - RADIO CRAFT
Category : 21A - ORIGINAL MUSIC SCORE

		NIL	
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Category : 21B - VOICE PERFORMANCE

		NIL	
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Category : 21C - PRODUCTION

		NIL	
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