

EFFIE 2014 - RESULT

CATEGORY : CONSUMER PRODUCTS A : COSMETICS AND TOILETRIES, PERSONAL HYGIENE

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	Ogilvy & Mather India Contributing Agency1 : Mindshare Fulcrum Contributing Agency2 : Radeus Advertising Pvt. Ltd.	Ponds Men	From Facewash to Face Ka Charger	Hindustan Unilever Limited	SILVER
2	Soho Square Advertising & Marketing Communications Pvt. Ltd.	Wildstone	Redefining the laws of 'Attraction'	McNroe Consumer Products Pvt. Ltd.	SILVER
3	Lowe Lintas + Partners	Fair & Lovely	Delay marriage by 3 years	Hindustan Unilever Limited	SILVER
4	BBD0 India Pvt. Ltd. Contributing Agency1 : Devries Global Contributing Agency2 : Encompass Contributing Agency3 : Mediacom	Gillette	Unshaven is Unbathed	Gillette India Ltd.	BRONZE
5	BBD0 India Pvt. Ltd. Contributing Agency1 : Madison PR Contributing Agency2 : Quasar Media Contributing Agency3 : Mediacom Contributing Agency4 : Encompass	Whisper	Touch the Pickle	Procter & Gamble Hygiene & Health Care Limited	BRONZE
6	Publicis Communications Pvt. Ltd.	Park Avenue Beer Shampoo	Cheers to Manhair!	JK Helene Curtis Ltd.	BRONZE
7	BBH Communications India Pvt. Ltd.	Nihar Shanti Amla	Change With Pride	Marico Limited	BRONZE
8	BBH Communications India Pvt. Ltd.	Parachute Advanced Ayurvedic	Recommendations=Sharing Success	Marico Limited	BRONZE
9	BBD0 India Pvt. Ltd. Contributing Agency1 : IBS Unified	Gillette	Foamie with Dad	Gillette India Ltd.	FINALIST
10	McCann Worldgroup India	Parachute Advansed	Parachute Advansed - Complete Care for Gorgeous Hair	Marico Limited	FINALIST
11	Creativeland Asia Pvt. Ltd.	Cinthol Cool	Playing It Cool: How Cinthol Took On The Summer	Godrej Consumer Products Ltd.	FINALIST

CATEGORY : CONSUMER PRODUCTS B : BEVERAGES AND DRINKS

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	Ogilvy & Mather India	Bournvita	Boxer	Mondelez India Foods Ltd.	SILVER
2	Ogilvy & Mather India	Red Label	Swaad Apnepan Ka (Taste of Togetherness)	Hindustan Unilever Limited	SILVER
3	McCann Worldgroup India Contributing Agency1 : Zenith Optimedia Contributing Agency2 : MAXUS	Nescafe Classic	How Nescafe defined a role for coffee in the life of the Indian youth	Nestle India Ltd.	SILVER
4	Lowe Lintas + Partners Contributing Agency1 : MAXUS Contributing Agency2 : 22Feet Tribal Worldwide	Tata Tea Gold	Power of 49	Tata Global Beverages Limited	SILVER
5	McCann Worldgroup India Contributing Agency1 : Interactive Avenues Pvt. Ltd. Contributing Agency2 : Quotient Communications	Coca-Cola	Coca-Cola : Taking on formality to enter Indian Homes	Coca-Cola India Pvt. Ltd.	BRONZE

Pvt. Ltd.
 Contributing Agency3 :
 Lodestar UM
 Contributing Agency4 :
 Reprise Media India Pvt. Ltd.

6	McCann Worldgroup India Contributing Agency1 : Interactive Avenues Pvt. Ltd. Contributing Agency2 : Quotient Communications Pvt. Ltd. Contributing Agency3 : Lodestar UM Contributing Agency4 : Reprise Media India Pvt. Ltd.	Coca-Cola	Coca-Cola Happiness : From Multiplex to Single Screen	Coca-Cola India Pvt. Ltd.	BRONZE
7	Ogilvy & Mather India	Bournvita Lil Champs	Brain Development of Kids - A limited window opportunity	Mondelez India Foods Ltd.	FINALIST
8	Lowe Lintas + Partners	Tetley	Inside Waala Snaan	Tata Global Beverages Limited	FINALIST
9	Creativeland Asia Pvt. Ltd.	Cafe Cuba	Viva La Comebacks	Cafe Cuba - Parle Agro	FINALIST

CATEGORY : CONSUMER PRODUCTS C : CONFECTIONARY AND FOOD

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	McCann Worldgroup India	Saffola Masala Oats	Tukdon Pe Jeena Chhodo (Don't live in bits & pieces)	Marico Limited	GOLD
2	JWT Contributing Agency1 : MAXUS Contributing Agency2 : Zenith Optimedia	Nestle Alpino	Nestle Alpino : To Love is to Share	Nestle India Ltd.	BRONZE
3	JWT Contributing Agency1 : Isobar (A division of Aegis Media India Pvt. Ltd.) Contributing Agency2 : Genesis Burson-Marsteller	Kellogg's Special K	Be Special	Kellogg India Pvt. Ltd.	BRONZE
4	Ogilvy & Mather India	Alpenliebe POP	Alpenliebe Pop - Kill the boredom	Perfetti Van Melle India Pvt. Ltd.	BRONZE
5	Ogilvy & Mather India	Cadbury Dairy Milk	Dil Jo Keh Raha Hai Sunoh (Hear what your heart says)	Mondelez India Foods Ltd.	BRONZE
6	McCann Worldgroup India	Alpenliebe Juzt Jelly	How Juzt Jelly became India's No. 1 jelly in just 14 months	Perfetti Van Melle India Pvt. Ltd.	BRONZE
7	Lowe Lintas + Partners	Kissan	Kissan: Real Connectivity	Hindustan Unilever Limited	BRONZE
8	Grey Worldwide India Pvt. Ltd.	Cadbury Dairy Milk Silk	Live Silk - From indulgent consumption to an indulgent lifestyle	Mondelez India Foods Ltd.	FINALIST
9	Ogilvy & Mather India	FORTUNE	GHAR KA KHANA	Adani Wilmar Ltd.	FINALIST

CATEGORY : CONSUMER PRODUCTS D: OTHERS

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	JWT	GOOD KNIGHT FAST CARD	FATTACK SE FURR	Godrej Consumer Products Ltd.	BRONZE
2	JWT	Good Knight Advanced Xpress system	Salman Test	Godrej Consumer Products Ltd.	FINALIST
3	Lowe Lintas + Partners	U.S. Polo Assn.	The Genuine Spirit of Polo	Arvind Lifestyle Brands Ltd.	FINALIST
4	Lowe Lintas + Partners	Tanishq	Pehla Heera	Titan Company Limited	FINALIST
5	Lowe Lintas + Partners	Surf Excel Liquid	Removes Stains with a Smile/Haste Khelte Daag Nikale	Hindustan Unilever Limited	FINALIST
6	Lowe Lintas + Partners	Vim	World's Largest Family	Hindustan Unilever Limited	FINALIST

CATEGORY : CONSUMER DURABLES
A: AUTOMOBILES AND AUTO PARTS, TWO WHEELERS AND AUTO RELATED

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	Ogilvy & Mather India	CEAT	BHAROSA SIRF CEAT TYRES PE (TRUST ONLY CEAT TYRES)	Ceat Limited	BRONZE
2	Rediffusion Dentsu Young & Rubicam Pvt. Ltd.	TVS Tyres	“Koi To Raasta Zaroor Niklega”	TVS Srichakra Limited	FINALIST
3	FCB Ulka Advertising Pvt. Ltd.	Hero Maestro	Boys take it all!	Hero MotoCorp Ltd.	FINALIST
4	Creativeland Asia Pvt. Ltd.	Godrej aer	A Breath Of Fresh Air	Godrej Consumer Products Ltd.	FINALIST
5	Creativeland Asia Pvt. Ltd.	Mercedes-Benz India Pvt. Ltd.	An Indescribable Feeling	Mercedes-Benz India Pvt. Ltd.	FINALIST
6	DDB Mudra Group Contributing Agency1 : G2	Volkswagen	How Volkswagen got its groove on	Volkswagen Group Sales India Pvt. Ltd	FINALIST

CATEGORY : CONSUMER DURABLES
B: ELECTRONIC GOODS

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	JWT	Godrej Security Solutions (GSS)	Ab Musibat Se Darna Kaisa (Why Fear Trouble Now?)	Godrej & Boyce Mfg. Ltd.	SILVER
2	Ogilvy & Mather India	SPICE MOBILES	MILAYE SAPNON SE (Makes you met your dreams)	Spice Retail Pvt. Ltd.	BRONZE
3	Ogilvy & Mather India Contributing Agency1 : 22Feet Communications Pvt. Ltd. Contributing Agency2 : BWP Totem Productions	LENOVO	FINDING FORM	Lenovo India Pvt. Ltd.	BRONZE

CATEGORY : CONSUMER DURABLES
C: OTHERS

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	Lowe Lintas + Partners	Havells Appliances	#RespectWomen	Havells India Limited	GOLD
2	JWT	Godrej U-Sonic Washing Machine	THE PERFECT CLEAN-UP JOB	Godrej & Boyce Mfg. Ltd.	FINALIST
3	McCann Worldgroup India	Dabur India Limited	Odonil : From Bathrooms to Bedrooms	Dabur India Limited	FINALIST
4	DDB Mudra Group	Centuryply	Table Talk	Century Plyboards (I) Ltd.	FINALIST

CATEGORY : SERVICES
A: TELECOM AND RELATED PRODUCTS

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	Lowe Lintas + Partners Contributing Agency1 : Mindshare Contributing Agency2 : Digital Law & Kenneth Communication Pvt. Ltd.	IDEA	NO ULLU BANAING	Idea Cellular Ltd.	GOLD
2	Ogilvy & Mather India	Vodafone	Vodafone Music - Launching A Music Streaming Business	Vodafone India Limited	BRONZE
3	Taproot India Communication Pvt. Ltd.	Airtel	Why leave your couch when you have Airtel Money?	Bharati Airtel Ltd.	BRONZE
4	Creativeland Asia Pvt. Ltd.	MTS	How The Internet Baby Took Over The Worldwide Web	Systema Shyam TeleServices Limited	BRONZE
5	Taproot India Communication Pvt. Ltd.	Airtel	What good is a smartphone without a great service provider?	Bharati Airtel Ltd.	FINALIST

CATEGORY : SERVICES B: FINANCIAL SERVICES

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	Ogilvy & Mather India	Vodafone M-Pesa	Vodafone M-Pesa - Driving Adoption For Mobile Money Transfer Service	Vodafone India Limited	BRONZE
2	Publicis Communications Pvt. Ltd.	HDFC Cancer Cure Fund	The Toughest Choice	HDFC Debt Fund for Cancer Cure	FINALIST
3	Grey Worldwide India Pvt. Ltd.	Indiabulls Housing Finance	"Giving the marginalized middle class their due"	Indiabulls Housing Finance Limited	FINALIST
4	Ogilvy & Mather India	ICICI Tab Banking	TAB Banking	ICICI Bank Pvt. Ltd.	FINALIST

CATEGORY : SERVICES C: MEDIA & ENTERTAINMENT

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	Leo Burnett	'Kaun Banega Crorepati' On Sony Entertainment Television (Set)	'Yahan Sirf Paise Nahi, Dil Bhi Jeete Jate Hain'	Multi Screen Media Pvt. Ltd.	SILVER
2	Ogilvy & Mather India	Star Sports Pro Kabaddi	Getting India To Thigh Five	Star India Pvt. Ltd.	SILVER
3	Lowe Lintas + Partners Contributing Agency1 : PHD India Contributing Agency2 : Ozontel	Kan Khajura Tesan	From 'Dark' to Connectivity	Hindustan Unilever Limited	SILVER
4	Contract Advertising (India) Pvt. Ltd.	Star Plus	Mahabharat - An Epic Launch	Star India Pvt. Ltd.	BRONZE
5	Lowe Lintas + Partners Primary Agency2 : LinTeractive	STARSPORTS.COM	#Kanna Keep Calm	Star Sports	BRONZE
6	Ogilvy & Mather India	Satyamev Jayate Season 2	Satyamev Jayate 2.0 - Test of Patriotism	Star India Pvt. Ltd.	FINALIST

CATEGORY : SERVICES D: OTHERS

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	Soho Square Advertising & Marketing Communications Pvt. Ltd. Contributing Agency1 : Ogilvy & Mather India	BJP (Bharatiya Janata Party)	The Political Campaign That Created History	Bharatiya Janata Party	SILVER
2	McCann Worldgroup India	VCES	VCES: A crash course in recovering tax money from stubborn defaulters	Customs & Central Excise	SILVER
3	Lowe Lintas + Partners	OLX.in	Cellphone to SELLphone	OLX India Pvt. Ltd.	SILVER
4	Lowe Lintas + Partners	Freecharge	Recharge Nahi Freecharge	Accelyst Solutions Pvt. Ltd.	BRONZE
5	Ogilvy & Mather India	National Skill Development Corporation	Unlocking Skills To Empower India	National Skill Development Corporation	FINALIST
6	Lowe Lintas + Partners	Bookmyshow.com	Mood Kiya. Book Kiya	Big Tree Entertainment Pvt. Ltd.	FINALIST

CATEGORY : CORPORATE ADVERTISING / REPUTATION

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	McCann Worldgroup India	Dainik Jagran	Jagran Sanskarshala - When a newspaper decided to become the nation's teacher	Jagran Prakashan Ltd.	SILVER
2	McCann Worldgroup India	OMRON	OMRON: DONATE YOUR VOICE TO HELP SOMEONE SEE	Omron Automation India Pvt. Ltd.	SILVER
3	McCann Worldgroup India	Orient Electric	When Orient Broke the PSPO Shackles	Orient Electric	BRONZE
4	Leo Burnett	Tide	Shiksha - Building an Educated India	Procter & Gamble	FINALIST

CATEGORY : RETAIL

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	Lowe Lintas + Partners	Tanishq	Remarriage	Titan Company Limited	GOLD
2	Soho Square Advertising & Marketing Communications Pvt. Ltd.	LENSKART (CLIENT: VALYOO TECHNOLOGIES PVT. LTD.)	LENSKART "LOG ON, PLAY ON." CAMPAIGN	Lenskart.com (Inc. under Valyoo Technologies Pvt. Ltd.)	BRONZE
3	Lowe Lintas + Partners	OLX.in	Useless To Usedless	OLX India Pvt. Ltd.	BRONZE
4	FCB Ulka Advertising Pvt. Ltd.	SNAPDEAL.COM	THE YEAR THAT CHANGED HOW INDIA SHOPS	Jasper Infotech Pvt. Ltd.	FINALIST
5	Contract Advertising (India) Pvt. Ltd.	Domino's Pizza India	Engaging GENEXT with Domino's Junior's Joy Box	Jubilant FoodWorks Ltd.	FINALIST
6	Contract Advertising (India) Pvt. Ltd.	Domino's Pizza India	Taking the Fight to Competition's Turf; launch of Fresh Pan Pizza	Jubilant FoodWorks Ltd.	FINALIST
7	McCann Worldgroup India	BOMBAY DYEING	CHANGE IS BEAUTIFUL	The Bombay Dyeing & Mfg. Co. Ltd.	FINALIST
8	DDB Mudra Group	Big Bazaar	Sabse Saste Din: License To Squeeze	Future Retail Limited	FINALIST

CATEGORY : HEALTHCARE

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	JWT Contributing Agency1 : Mindshare Contributing Agency2 : GroupM Dialogue Factory, Gurgaon Contributing Agency3 : PHD India	Women's Horlicks	Persuading the Indian Woman to prioritize her health needs in the family	GlaxoSmithKline Consumer Healthcare Ltd.	SILVER
2	Ogilvy & Mather India	KWIKNIC	'Kwiknic Khao, Theek Se Batao'	ITC Limited	BRONZE
3	McCann Worldgroup India Contributing Agency1 : Zenith Optimedia Contributing Agency2 : MAXUS	Nestle Baby & Me	Nestle Baby&Me: Bringing 'Joy' Back In Motherhood	Nestle India Ltd.	BRONZE
4	FCB Ulka Advertising Pvt. Ltd. Contributing Agency1 : Asterii Analytics	Johnson's Baby	Different Strokes - The Magic Of Touch	Johnson & Johnson Limited	BRONZE
5	Lowe Lintas + Partners	Britannia Nutrigochoice Digestive	Halfway	Britannia Industries Limited	BRONZE
6	Publicis Communications Pvt. Ltd.	Valparin	Seizure Freedom Campaign	Sanofi India Limited	FINALIST

CATEGORY : B2B

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	Saatchi & Saatchi Focus Network	Infosys Finacle	Infosys Finacle 11E: Let's Simplify Banking	Infosys	BRONZE
2	Ogilvy & Mather India	Vodafone Business Services	Drive into the Big League Season 3	Vodafone India Limited	BRONZE
3	DDB Mudra Group	Itz Cash	Because gifting shouldn't be a Joke	Itz Cash Cards Ltd.	BRONZE
4	Saatchi & Saatchi Focus Network	Infosys	#Infosys Trends: 2014 in 90 Seconds	Infosys	FINALIST

CATEGORY : DIGITAL (ONLINE / MOBILE COMMUNICATION)

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	Ogilvy & Mather India	Google	Google Reunion	Google India Pvt. Ltd.	GOLD
2	Ogilvy & Mather India	Channel V (Star India)	Introducing eunuchs as 'road safety' messengers	Star India Pvt. Ltd.	SILVER
3	McCann Worldgroup India	Reliance Life Insurance	The Greatest Fan	Reliance Life Insurance	BRONZE
4	JWT	Nike	Crowdsourcing A Cricket Crazy Story	Nike India Pvt. Ltd.	BRONZE
5	ibs	Kotak Jifi	The World's first Twitter banking	Kotak Mahindra Bank	BRONZE
6	Ignitee Digital Services	Castrol Activ	Castrol Activ Scooter Zip Factor	Castrol India Limited	BRONZE

Pvt. Ltd.
Contributing Agency1 :
Mindshare

7	Ogilvy & Mather India	Google	#Pledge To Vote	Google India Pvt. Ltd.	FINALIST
8	Ogilvy & Mather India	Cadbury 5 star	No Hard Fillings	Mondelez International Inc.	FINALIST
9	FoxyMoron Media Solutions Pvt. Ltd.	L'Oreal India	Cannes 2014 Lumiere Premier	L'Oreal India Pvt. Ltd.	FINALIST

CATEGORY : RURAL MARKETING

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	Lowe Lintas + Partners Contributing Agency1 : PHD India Contributing Agency2 : Ozontel	Kan Khajura Tesan	Making People Listen	Hindustan Unilever Limited	BRONZE
2	FCB Ulka Advertising Pvt. Ltd.	Amul	Amul Manthan	Gujarat Cooperative Milk Marketing Federation Limited	FINALIST
3	Ogilvy & Mather India	Multiple Brands	Geo-tagging: The Journey of outdoor advertising from 'Grey' to transparent	Hindustan Unilever Limited	FINALIST
4	Lowe Lintas + Partners	ABP News	"Aap Apni Raajneetik Rai Kahan Banate Hain?"	Media Content and Communications Services (I) Pvt. Ltd.	FINALIST

CATEGORY : REGIONAL

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	Ogilvy & Mather India	Perk	Every Little Counts	Mondelez India Foods Ltd.	BRONZE
2	Havas Worldwide India Pvt. Ltd.	Lizol	Lizol: A Healthy habit	Reckitt Benckiser India	FINALIST
3	Ogilvy & Mather India	Tata Sky	The Argumentative Malayali	Tata Sky Limited	FINALIST
4	McCann Worldgroup India	Aashirvaad Popular Atta	Getting Bengalis Off Their Lazy Armchairs	ITC Limited	FINALIST
5	Lowe Lintas + Partners	Britannia Milk Bikis	Milk in the Tiffin Box	Britannia Industries Limited	FINALIST

CATEGORY : DIRECT MARKETING

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	DDB Mudra Group	Birla Sun Life	The Last Telegram	Birla Sun Life Insurance Co. Ltd.	SILVER
2	McCann Worldgroup India	Dainik Jagran	Dainik Jagran Young Editors (Yuva Sampadak) 'Crowdsourcing India's next newspaper through a Direct response'	Jagran Prakashan Ltd.	BRONZE
3	Ogilvy & Mather India	The Economist	How we reduced the cost of acquiring a subscriber by 45%	The Economist Group	FINALIST
4	Ogilvy & Mather India	Direct Marketing Association Of India (DMAI)	The subtle art of getting big advertising agencies to say yes	Direct Marketing Association Of India - DMAI	FINALIST
5	Cartesian Consulting Pvt. Ltd.	Domino's Pizza	Customer Lifecycle management V 2.0	Jubilant FoodWorks Ltd.	FINALIST

CATEGORY : EXPERIENTIAL MARKETING / BRAND EXPERIENCE

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	Rediffusion Dentsu Young & Rubicam Pvt. Ltd. Contributing Agency1 : All India Technologies Limited	Tata Prima	Unleashing The Monsters	Tata Motors Limited	SILVER
2	Ogilvy & Mather India	Lifebuoy Soaps	The Jump Pump	Hindustan Unilever Limited	BRONZE
3	Contract Advertising (India) Pvt. Ltd.	Pepsi Slice	Slice Swayaamvar Immersive Digital Experience	PepsiCo India Holdings Pvt. Ltd.	FINALIST
4	JWT Contributing Agency1 : Isobar (A division of Aegis Media India Pvt. Ltd.) Contributing Agency2 : Genesis Burson-Marsteller	Kellogg's India	Anaaj Ka Nashta	Kellogg India Pvt. Ltd.	FINALIST

5	Grey Worldwide India Pvt. Ltd.	Cadbury Bournvita	India Plays BQC - Engaging With Viewers Of India's Most Loved Quiz Show In Real Time	Mondelez India Foods Ltd.	FINALIST
6	Ogilvy & Mather India	Ceat All Season Bike Tyres	Monsoon Smart	Ceat Limited	FINALIST
7	Digital Law & Kenneth Saatchi & Saatchi	Tata Capital Financial Services	Half Stories - The Journey Of Doing Right	Tata Capital Financial Services Ltd.	FINALIST
8	McCann Worldgroup India	Saffola Masala Oats	Fit Foodie	Marico Limited	FINALIST

CATEGORY : EFFIE FOR GOOD

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	Ogilvy & Mather India	Akanksha Foundation	Message Barter	The Akanksha Foundation	SILVER
2	Ogilvy & Mather India	Breakthrough	Fathers Of The Bride	Breakthrough	BRONZE
3	BBH Communications India Pvt. Ltd.	CRY - Child Rights And You	Vote For Child Rights	Child Rights And You	FINALIST
4	Havas Worldwide India Pvt. Ltd.	Child Survival India	No Child Brides	Child Survival India	FINALIST
5	Ogilvy & Mather India	Star Jalsha	'Warmest Day' In Winter	Star India Pvt. Ltd.	FINALIST
6	McCann Worldgroup India	Happy Life Welfare Org. & Dabbawala Foundation	Share My Dabba	Happy Life Welfare	FINALIST

CATEGORY : DAVID V/S GOLIATH

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	Lowe Lintas + Partners Contributing Agency1 : PHD India Contributing Agency2 : Ozontel	Kan Khajura Tesan	From 'Dark' To Connectivity	Hindustan Unilever Limited	GOLD
2	Ogilvy & Mather India	Star Sports Pro Kabaddi	Getting A Cricket Loving Nation To Thigh Five	Star India Pvt. Ltd.	SILVER
3	Publicis Communications Pvt. Ltd.	Park Avenue Beer Shampoo	Cheers To Manhair!	JK Helene Curtis Ltd.	BRONZE
4	McCann Worldgroup India	Alpenliebe Juzt Jelly	How Juzt Jelly Became India's No.1 Jelly In Just 14 Months	Perfetti Van Melle India Pvt. Ltd.	BRONZE
5	Lowe Lintas + Partners	Kissan	Kissan: Real Connectivity	Hindustan Unilever Limited	BRONZE
6	Interface Communications	Mahindra Centuro	'It's Great To Be Me'	Mahindra Two Wheelers Ltd.	FINALIST
7	Publicis Communications Pvt. Ltd.	Enamor	Fabulous As I Am	Gokuldas Intimatewear Pvt. Ltd.	FINALIST
8	Ogilvy & Mather India	Spice Mobiles	Milaye Sapnon Se (Makes You Met Your Dreams)	Spice Retail Pvt. Ltd.	FINALIST
9	Creativeland Asia Pvt. Ltd.	Godrej aer	A Breath Of Fresh Air	Godrej Consumer Products Ltd.	FINALIST

CATEGORY : INTEGRATED ADVERTISING CAMPAIGN

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	McCann Worldgroup India	Saffola Masala Oats	Tukdon Pe Jeena Chhodo (Don't live in bits & pieces)	Marico Limited	GOLD
2	Lowe Lintas + Partners Contributing Agency1 : PHD India Contributing Agency2 : Ozontel	Kan Khajura Tesan	From 'Dark' to Connectivity	Hindustan Unilever Limited	GOLD
3	McCann Worldgroup India Contributing Agency1 : Zenith Optimedia Contributing Agency2 : MAXUS	NESCAFE CLASSIC	How Nescafe defined a role for coffee in the life of the Indian youth	Nestle India Ltd.	SILVER
4	Lowe Lintas + Partners Contributing Agency1 : Mindshare Contributing Agency2 : Digital Law & Kenneth Communication Pvt. Ltd.	IDEA	NO ULLU BANAONG	Idea Cellular Limited	SILVER
5	Lowe Lintas + Partners	Tanishq	Remarriage	Titan Company Limited	SILVER

6	Ogilvy & Mather India	Vodafone M-Pesa	Vodafone M-Pesa - Driving Adoption for Mobile Money Transfer	Vodafone India Limited	BRONZE
7	Ogilvy & Mather India	Star Sports Pro Kabaddi	Getting India To Thigh Five	Star India Pvt. Ltd.	BRONZE
8	Lowe Lintas + Partners Contributing Agency1 : MAXUS Contributing Agency2 : 22Feet Tribal Worldwide	TATA TEA GOLD	POWER OF 49	Tata Global Beverages Limited	BRONZE
9	Ogilvy & Mather India	Satyamev Jayate Season 2	Satyamev Jayate 2.0 - Test of Patriotism	Star India Pvt. Ltd.	FINALIST
10	Ogilvy & Mather India	National Skill Development Corporation	Unlocking Skills to Empower India	National Skill Development Corporation	FINALIST
11	Taproot India Communication Pvt. Ltd. Contributing Agency1 : MSL Group Contributing Agency2 : Neuronimbus Software Services Pvt. Ltd. Contributing Agency3 : Times Global Broadcasting Company Limited	The Times Of India	I Lead India - How TOI empowered the people to lead change in India	The Times Of India	FINALIST
12	Lowe Lintas + Partners	Kissan	Kissan: Real Connectivity	Hindustan Unilever Limited	FINALIST

CATEGORY : BEST ON-GOING CAMPAIGN

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	Ogilvy & Mather India	BOURNVITA	TAYYARI JEET KI (PREPARE TO WIN)	Mondelez India Foods Ltd.	GOLD
2	Lowe Lintas + Partners	IDEA	An Idea Can Change Your Life	Idea Cellular Limited	GOLD
3	Lowe Lintas + Partners Contributing Agency1 : MAXUS Contributing Agency2 : 22Feet Tribal Worldwide	TATA TEA	JAAGO RE	Tata Global Beverages Limited	GOLD
4	Ogilvy & Mather India	TATA SKY	Tata Sky sustained	Tata Sky Limited	SILVER
5	Soho Square Advertising & Marketing Communications Pvt. Ltd.	Voltas	Voltas ACs - Humanizing Technology for the Indian Consumer	Voltas Ltd.	SILVER
6	Ogilvy & Mather India	MADHYA PRADESH TOURISM	HOW MADHYA PRADESH BECAME INCREDIBLE IN INCREDIBLE INDIA	Madhya Pradesh State Tourism Development Corporation Limited	BRONZE
7	Ogilvy & Mather India	Cadbury Dairy Milk	Kuch Meetha Ho Jaye	Mondelez India Foods Ltd.	BRONZE
8	Ogilvy & Mather India	CEAT TYRES	GRIP AISI, TOH FIKR KAISI (Why fear with a Grip like CEAT)	Ceat Limited	FINALIST
9	Ogilvy & Mather India	VODAFONE	VODAFONE SUSTAINED	Vodafone India Limited	FINALIST

GRAND EFFIE

Category - Integrated Advertising Campaign

AGENCY
Soho Square Advertising & Marketing Communications Pvt. Ltd.
Contributing Agency1 :
Ogilvy & Mather India

BRAND NAME
BJP (Bharatiya Janata Party)

CAMPAIGN TITLE
The Political Campaign That Created History

CLIENT
Bharatiya Janata Party

EFFIE CLIENT OF THE YEAR - HINDUSTAN UNILEVER LIMITED

EFFIE AGENCY OF THE YEAR - OGILVY & MATHER INDIA

EFFIE 2014 - TALLY SHEET

EFFIE CLIENT OF THE YEAR

Sr. No.	CLIENT NAME	GRAND EFFIE (12Pts)	GOLD (8Pts)	SILVER (6Pts)	BRONZE (4Pts)	FINALIST (2Pts)	TOTAL POINTS
1	Hindustan Unilever Limited	0	2	4	4	4	64
2	Mondelez India Foods Ltd.	0	1	1	3	3	32
3	Star India Pvt. Ltd.	0	0	3	2	3	32
4	Marico Limited	0	2	0	2	2	28
5	Idea Cellular Limited	0	2	1	0	0	22
6	Nestle India Ltd.	0	0	2	2	0	20
7	Tata Global Beverages Limited	0	1	1	1	1	20
8	Bharatiya Janata Party	1	0	1	0	0	18
9	Vodafone India Limited	0	0	0	4	1	18
10	Titan Company Limited	0	1	1	0	1	16
11	Godrej Consumer Products Ltd.	0	0	0	1	4	12
12	Perfetti Van Melle India Pvt. Ltd.	0	0	0	3	0	12
13	Jagran Prakashan Ltd.	0	0	1	1	0	10
14	OLX India Pvt. Ltd.	0	0	1	1	0	10
15	Google India Pvt. Ltd.	0	1	0	0	1	10
16	Ceat Limited	0	0	0	1	2	8
17	Coca - Cola India Pvt. Ltd.	0	0	0	2	0	8
18	Godrej & Boyce Mfg. Ltd.	0	0	1	0	1	8
19	Havells India Limited	0	1	0	0	0	8
20	JK Helene Curtis Ltd.	0	0	0	2	0	8
21	Tata Sky Limited	0	0	1	0	1	8
22	Bharati Airtel Limited	0	0	0	1	1	6
23	Britannia Industries Limited	0	0	0	1	1	6
24	Customs & Central Excise	0	0	1	0	0	6
25	Gillette India Ltd.	0	0	0	1	1	6
26	GlaxoSmithKline Consumer Healthcare Ltd.	0	0	1	0	0	6
27	Infosys	0	0	0	1	1	6
28	ITC Limited	0	0	0	1	1	6
29	Jubilant FoodWorks Ltd.	0	0	0	0	3	6
30	Kellogg India Pvt. Ltd.	0	0	0	1	1	6
31	McNroe Consumer Products Pvt. Ltd.	0	0	1	0	0	6
32	Multi Screen Media Pvt. Ltd.	0	0	1	0	0	6
33	Omron Automation India Pvt. Ltd.	0	0	1	0	0	6
34	Spice Retail Pvt. Ltd.	0	0	0	1	1	6
35	Tata Motors Limited	0	0	1	0	0	6
36	The Akanksha Foundation	0	0	1	0	0	6
37	Voltas Ltd.	0	0	1	0	0	6
38	Birla Sun Life Insurance Co. Ltd.	0	0	1	0	0	6
39	Accelyst Solutions Pvt. Ltd.	0	0	0	1	0	4
40	Breakthrough	0	0	0	1	0	4
41	Orient Electric	0	0	0	1	0	4
42	Kotak Mahindra Bank	0	0	0	1	0	4
43	Itz Cash Cards Ltd.	0	0	0	1	0	4

Contd...

EFFIE CLIENT OF THE YEAR... Contd

Sr. No.	CLIENT NAME	GRAND EFFIE (12Pts)	GOLD (8Pts)	SILVER (6Pts)	BRONZE (4Pts)	FINALIST (2Pts)	TOTAL POINTS
44	Johnson & Johnson Limited	0	0	0	1	0	4
45	Lenovo India Pvt. Limited	0	0	0	1	0	4
46	Lenskart.com (Inc. under Valyoo Technologies Pvt. Ltd.)	0	0	0	1	0	4
47	Madhya Pradesh State Tourism Development Corporation Limited	0	0	0	1	0	4
48	National Skill Development Corporation	0	0	0	0	2	4
49	Procter & Gamble Hygiene & Health Care Limited	0	0	0	1	0	4
50	Sistema Shyam TeleServices Limited	0	0	0	1	0	4
51	Star Sports	0	0	0	1	0	4
52	Castrol India Limited	0	0	0	1	0	4
53	Reliance Life Insurance	0	0	0	1	0	4
54	Nike India Pvt. Ltd.	0	0	0	1	0	4
55	Adani Wilmar Ltd.	0	0	0	0	1	2
56	Arvind Lifestyle Brands Ltd.	0	0	0	0	1	2
57	Big Tree Entertainment Pvt. Ltd.	0	0	0	0	1	2
58	Cafe Cuba - Parle Agro	0	0	0	0	1	2
59	Century Plyboards (I) Ltd.	0	0	0	0	1	2
60	Child Rights And You	0	0	0	0	1	2
61	Child Survival India	0	0	0	0	1	2
62	Dabur India Limited	0	0	0	0	1	2
63	Future Retail Limited	0	0	0	0	1	2
64	Gokuldas Intimatewear Pvt. Ltd.	0	0	0	0	1	2
65	Gujarat Cooperative Milk Marketing Federation Limited	0	0	0	0	1	2
66	Happy Life Welfare	0	0	0	0	1	2
67	HDFC Debt Fund for Cancer Cure	0	0	0	0	1	2
68	Hero MotoCorp Ltd.	0	0	0	0	1	2
69	ICICI Bank Limited	0	0	0	0	1	2
70	Indiabulls Housing Finance Limited	0	0	0	0	1	2
71	Jasper Infotech Pvt. Ltd.	0	0	0	0	1	2
72	Mahindra Two Wheelers Ltd.	0	0	0	0	1	2
73	Media Content and Communications Services (I) Pvt. Ltd.	0	0	0	0	1	2
74	Mercedes-Benz India Pvt. Ltd.	0	0	0	0	1	2
75	PepsiCo India Holdings Pvt. Ltd.	0	0	0	0	1	2
76	Procter & Gamble India Ltd.	0	0	0	0	1	2
77	Reckitt Benckiser India	0	0	0	0	1	2
78	Sanofi India Ltd.	0	0	0	0	1	2
79	Tata Capital Financial Services Ltd.	0	0	0	0	1	2
80	The Bombay Dyeing & Mfg. Co. Ltd.	0	0	0	0	1	2
81	The Times Of India	0	0	0	0	1	2
82	TVS Srichakra Limited	0	0	0	0	1	2
83	Mondelez International Inc.	0	0	0	0	1	2
84	Volkswagen Group Sales India Pvt. Ltd.	0	0	0	0	1	2
85	L'Oreal India Pvt. Ltd.	0	0	0	0	1	2
86	Direct Marketing Association of India - DMAI	0	0	0	0	1	2
87	The Economist Group	0	0	0	0	1	2
	Total Metals = 90	1	11	27	51	69	

EFFIE AGENCY OF THE YEAR

Sr. No.	PRIMARY AGENCY	GRAND EFFIE (12Pts)	GOLD (8Pts)	SILVER (6Pts)	BRONZE (4Pts)	FINALIST (2Pts)	CONTRIBUTING AGENCY Pts.	TOTAL POINTS
1	Ogilvy & Mather India	0	2	8	16	18	9	173
2	Lowé Lintas + Partners	0	7	6	8	9	0	142
3	McCann Worldgroup India	0	2	5	8	6	0	90
4	JWT	0	0	2	4	3	0	34
5	Soho Square Advertising & Marketing Communications Pvt. Ltd.	1	0	3	1	0	0	34
6	DDB Mudra Group	0	0	1	1	3	0	16
7	Creativeland Asia Pvt. Ltd.	0	0	0	1	5	0	14
8	Publicis Communications Pvt. Ltd.	0	0	0	2	3	0	14
9	Contract Advertising (India) Pvt. Ltd.	0	0	0	1	3	0	10
10	FCB Ulka Advertising Pvt. Ltd.	0	0	0	1	3	0	10
11	BBD0 India Pvt. Ltd.	0	0	0	2	1	0	10
12	BBH Communications India Pvt. Ltd.	0	0	0	2	1	0	10
13	Leo Burnett	0	0	1	0	1	0	8
14	Rediffusion Dentsu Young & Rubicam Pvt. Ltd.	0	0	1	0	1	0	8
15	Taproot India Communication Pvt. Ltd.	0	0	0	1	2	0	8
16	Grey Worldwide India Pvt. Ltd.	0	0	0	0	3	0	6
17	Saatchi & Saatchi Focus Network	0	0	0	1	1	0	6
18	Havas Worldwide India Pvt. Ltd.	0	0	0	0	2	0	4
19	ibs	0	0	0	1	0	0	4
20	Ignitee Digital Services Pvt. Ltd.	0	0	0	1	0	0	4
21	Interface Communications	0	0	0	0	1	0	2
22	Digital Law & Kenneth Saatchi & Saatchi	0	0	0	0	1	0	2
23	FoxyMoron Media Solutions Pvt. Ltd.	0	0	0	0	1	0	2
24	Cartesian Consulting Pvt. Ltd.	0	0	0	0	1	0	2
	Total Metals = 90	1	11	27	51	69		

TALLY OF POINTS EARNED BY PRIMARY 2 / CONTRIBUTING AGENCIES

Sr. No.	NAME OF AGENCY	GRAND EFFIE (6Pts)	GOLD (4Pts)	SILVER (3Pts)	BRONZE (2Pts)	FINALIST (1Pt)	TOTAL POINTS
1	MAXUS	0	1	3	3	0	19
2	PHD India	0	2	2	1	0	16
3	Ozontel	0	2	1	1	0	13
4	Mindshare	0	1	2	1	0	12
5	Zenith Optimedia	0	0	2	2	0	10
6	22Feet Tribal Worldwide	0	1	1	1	0	9
7	Ogilvy & Mather India	1	0	1	0	0	9
8	Digital Law & Kenneth Communication Private Limited	0	1	1	0	0	7
9	Quotient Communications Pvt. Ltd.	0	0	0	2	0	4
10	Reprise Media India Pvt. Ltd.	0	0	0	2	0	4
11	Encompass	0	0	0	2	0	4
12	Mediacom	0	0	0	2	0	4
13	Lodestar UM	0	0	0	2	0	4
14	Interactive Avenues Pvt. Ltd.	0	0	0	2	0	4
15	GroupM Dialogue Factory	0	0	1	0	0	3
16	All India Technologies Limited	0	0	1	0	0	3
17	Radeus Advertising Pvt. Ltd.	0	0	1	0	0	3
18	Mindshare Fulcrum	0	0	1	0	0	3
19	Genesis Burson-Marsteller	0	0	0	1	1	3
20	Isobar (A division of Aegis Media India Pvt. Ltd.)	0	0	0	1	1	3
21	Madison PR	0	0	0	1	0	2
22	Asterii Analytics	0	0	0	1	0	2
23	BWP Totem Productions	0	0	0	1	0	2
24	Devries Global	0	0	0	1	0	2
25	22Feet Communications Pvt. Ltd.	0	0	0	1	0	2
26	Quasar Media	0	0	0	1	0	2
27	LinTeraactive (primary agency 2)	0	0	0	1	0	4
28	MSL Group	0	0	0	0	1	1
29	Neuronimbus Software Services Pvt. Ltd.	0	0	0	0	1	1
30	Times Global Broadcasting Company Limited	0	0	0	0	1	1
31	G2	0	0	0	0	1	1
32	IBS Unified	0	0	0	0	1	1