

WINNERS  
NATIONAL  
2018

FOX  
GLOVE

## CATEGORY: AMBIENT MEDIA

SUB-CATEGORY	CAMPAIGN	AGENCY	BRAND	METAL
Best Traditional Billboards	Hamam #GoSafeOutside	Rapport Outdoor Advertising	Hamam	Gold
Best Traditional Billboards	Honda Hornet - It's Built After You	Ignite Mudra	Honda Motorcycles and Scooter India	Bronze
Best Non-Traditional Indoor Ambient Media	Rivers in a Bottle	Famous Innovations	Livpure Water Purifier	Silver
Best Non-Traditional Indoor Ambient Media	OnePlus 5T - Global Launch	Ignite Mudra	OnePlus	Bronze

## CATEGORY: BRAND ACTIVATION

SUB-CATEGORY	CAMPAIGN	AGENCY	BRAND	METAL
Best Brand Activation	The Blind Faith Upgrade	Isobar	Isobar	Gold
Best Brand Activation	Travel Tales	Teen Bandar	Enable Travel	Silver
Best Brand Activation	Rivers in a Bottle	Famous Innovations	Livpure Water Purifier	Bronze
Best Online Promotion	Amitabh Bachchan in Acapella style Champi song for Navratna Oil	Visionin Tel	Emami Navratna	Silver
Best Online Promotion	Kinder Joy Just Kidding	PHD Media	Kinder Joy	Bronze

## CATEGORY: CONTENT MARKETING

SUB-CATEGORY	CAMPAIGN	AGENCY	BRAND	METAL
Best Use of Social Media for Content Distribution	BQ WhatsApp	Bloomberg Quint	Bloomberg Quint WhatsApp	Gold
Best Use of Social Media for Content Distribution	Homemakers are the Best CEOs	Bloomberg Quint	Bloomberg Quint	Bronze
Best Branded Content Campaign	Girliyapa and Whisper's Sit Improper	The Viral Fever	Procter & Gamble	Gold
Best Branded Content Campaign	Filtercopy Campaign for Epigamia Artisanal Curd	Pocket Aces Pictures	Epigamia	Silver

Best Branded Content Campaign	If Parents Behaved Like Us	Pocket Aces Pictures	Furlenco	Bronze
Best Content Marketing Launch	The Drunken Botanist Launch Campaign	Blue Vector	The Drunken Botanist	Gold
Best Content Marketing Launch	Conversations Around Where to Go & How to Grow	Transition Insight	Play to Potential Podcast	Bronze
Best Native Advertising/ Sponsored Content	Fashion Conversations with Mom	Pocket Aces Pictures	Lifestyle Stores	Gold
Best Native Advertising/ Sponsored Content	Motorola - Phone Life Balance	The Quint	Motorola	Gold
Best Native Advertising/ Sponsored Content	UnHeard	WittyFeed	Tinder	Bronze

## CATEGORY: DESIGN

SUB-CATEGORY	CAMPAIGN	AGENCY	BRAND	METAL
Best Corporate Website	The Axials	Tree Design	Abaxial	Silver
Best Corporate Website	Shift Alt Cap	Mad About Digital	Shift Alt Cap	Bronze
Best Social Media Design	Manforce Social Post	Grapes Digital	Mankind Pharma	Bronze
Best Brand Website	Galito's India Brand Website	Mad About Digital	Galito's India	Silver
Best Brand Website	Nourish. Replenish. Protect.	HEPTA	Ace Blend	Bronze
Best News & Features Website	The Quint	The Quint	The Quint	Bronze
Best Newsletter/Email Design	Jossbox x Myntra	Jossbox	Myntra Beauty	Silver
Best Poster	LG Air Puricare-Protect your Lungs	HS Ad	LG Electronics	Silver
Best Packaging	Doy Kids Packaging	Starting Monday Design & Branding Co.	VVF Limited	Gold
Best Packaging	Rivers in a Bottle	Famous Innovations	Livpure Water Purifier	Silver
Best Packaging	Sprig Honey – Packaging	Thought Blurb	Sprig - Synthite	Bronze
Best Corporate/Brand Identity	Merging borders through craft	Firebrand	Plumage	Gold

Best Corporate/Brand Identity	Donate Organs - Logo	First Show Tekzenit	Donate Organs	Silver
Best Books/Diaries	Opening This Friday	Tree Design	PVR Cinemas	Gold
Best Books/Diaries	Survival Of The Humanest	Tree Design	Heritage Xperiential Learning School	Silver
Best Books/Diaries	Twenty Years of Blockbuster Journeys	Tree Design	PVR Cinemas	Bronze

## CATEGORY: DIGITAL

SUB-CATEGORY	CAMPAIGN	AGENCY	BRAND	METAL
Best Use of Video for CSR	From His Heart to Hers	Color Features of India	Fortis Healthcare	Gold
Best Use of Video for CSR	#ShutThePhoneUp	ADK Fortune Communications	Manforce Condoms	Silver
Best Use of Video for CSR	#YourSecondHome	ADK Fortune Communications	Prega News	Silver
Best Microsite	Flying Passes	Grapes Digital	Maruti Suzuki	Bronze
Best Online Integrated Campaign	Zee TV - Kalirein - MySoniKudi.com	Big Trunk Communications	Zee TV	Gold
Best Online Integrated Campaign	#FarakPadtaHai	Happy mcgarrybowen	OLA	Silver
Best Online Integrated Campaign	Mission Blue	Isobar	National Geographic	Silver
Best Use of Social Media	#ShutThePhoneUp	Grapes Digital	Mankind Pharma	Bronze
Best Use of Social Media	#FarakPadtaHai	Happy mcgarrybowen	OLA	Bronze
Best Real Time Video	TVF's Airtel Connected Live	The Viral Fever	Airtel	Bronze
Best Digital Brand Video	#ShutThePhoneUp	ADK Fortune Communications	Manforce Condoms	Silver
Best Digital Brand Video	#CanDo Diaries	Teen Bandar	Enable Travel	Bronze
Best Digital Brand Video	The Man Who Planted A Forest: Jadav Payeng	101India	Pepsico (Tropicana)	Bronze
Best Brand Integration	#ShutThePhoneUp	ADK-Fortune Communications Pvt. Ltd.	Manforce Condoms	Silver

Best Brand Integration	#KhujliWalaOrgasm	Grapes Digital	Ring-Out	Bronze
Best Brand Integration	#YourSecondHome	ADK Fortune Communications	Prega News	Bronze
Best Mobile Marketing	Say It With Silk	Tree Design	Cadbury	Bronze
Best Innovation in Digital	HE Flying Basin	WATConsult	HE Advanced Grooming	Silver
Best Innovation in Digital	HP MTV Fame-Istan	Magnon eg+	Hewlett Packard	Bronze
Best Use of Influencer Marketing	YouTube Fan Fest	Grapes Digital	Maruti Suzuki	Bronze

## CATEGORY: FILM

SUB-CATEGORY	CAMPAIGN	AGENCY	BRAND	METAL
Best TVC	#SaareMaelDhoDaalo Holi	ADK Fortune Communications	Ghadi Detergent	Gold
Best TVC	#SaareMaelDhoDaalo Eid	ADK Fortune Communications	Ghadi Detergent	Silver
Best TVC	#ShutTheFakeUp	Happy mcgarrybowen	Fastrack	Bronze

## CATEGORY: PRINT

SUB-CATEGORY	CAMPAIGN	AGENCY	BRAND	METAL
Print Ad/Campaign	Rivers In a Bottle	Famous Innovations	Livpure Water Purifier	Gold
Print Ad/Campaign	95% Campaign	Bang In The Middle	Association of Indian Magazines	Bronze
Print Ad/Single	Women don't get cars	Happy mcgarrybowen	MG Motor India	Silver
Print Ad/Single	World Aids Day	MY FM	MY FM	Bronze