

## Creative ABBY Awards - 2018

**RESULTS ARE EMBARGOED TILL END OF AWARD CEREMONY**

Category	Sub-Category	Entry No.	Brand	Caption Title	Entrant Agency/Organization	Metal
Branded Content & Entertainment	12a. Best fictional program, series or film where a client has successfully created a drama, comedy or miniseries around a product or brand including TV, mini-series, web series, cinema, DVD releases and online/digital.	12	Samsung	Samsung A9 Pro Bold Shorties	Cheil India	Silver
Branded Content & Entertainment	12a. Best fictional program, series or film where a client has successfully created a drama, comedy or miniseries around a product or brand including TV, mini-series, web series, cinema, DVD releases and online/digital.	22	Amazon Seller Services Pvt. Ltd.	IPL Chonkpur Ke Chowk Se	Medulla WYP Network	Bronze
Branded Content & Entertainment	12a. Best fictional program, series or film where a client has successfully created a drama, comedy or miniseries around a product or brand including TV, mini-series, web series, cinema, DVD releases and online/digital.	25	Saregama	Kuchh Bheege Alfaaz	BIG FM	Bronze
Branded Content & Entertainment	12b. Best non-fiction program, series or film where a client has successfully created a reality, documentary or entertainment show around a product(s) or brand(s) including TV, mini-series, web series, cinema, DVD releases and online/digital.	4	The Better India	Breaking Barriers initiated by The Better India supported by Brooke Bond Red Label	The Better India	Bronze
Branded Content & Entertainment	12b. Best non-fiction program, series or film where a client has successfully created a reality, documentary or entertainment show around a product(s) or brand(s) including TV, mini-series, web series, cinema, DVD releases and online/digital.	17	Indian Association of Palliative Care (IAPC)	LAST LAUGH	Medulla WYP Network	Gold
Branded Content & Entertainment	12c. Best brand or product integration into a feature film, existing TV show and/or series including TV, mini-series, web series, cinema, DVD releases and online/digital.	No metals				

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Branded Content & Entertainment	12d. Best use or integration of experiential events, Creative positioning of a brand using events, festivals, flash mobs, installations, etc.	3	The Shoe Laundry	A Pleasant Surprise	THE SOCIAL STREET	Bronze
Branded Content & Entertainment	12d. Best use or integration of experiential events, Creative positioning of a brand using events, festivals, flash mobs, installations, etc.	4	Mohan Foundation	Life Before Ashes	THE SOCIAL STREET	Silver
Branded Content & Entertainment	12d. Best use or integration of experiential events, Creative positioning of a brand using events, festivals, flash mobs, installations, etc.	23	Indian Association of Palliative Care (IAPC)	LAST LAUGH	Medulla WYP Network	Gold
Branded Content & Entertainment	12d. Best use or integration of experiential events, Creative positioning of a brand using events, festivals, flash mobs, installations, etc.	26	The Times of India	No Conditions Apply - Sindoor Khela	FCBIndia Group	Gold
Branded Content & Entertainment	12d. Best use or integration of experiential events, Creative positioning of a brand using events, festivals, flash mobs, installations, etc.	36	Vodafone India Limited	#GiftAStory	Medulla WYP Network	Bronze
Branded Content & Entertainment	12e. Best use of integration of user generated content.	14	Bridge Music Academy	The Racist Cover	Dentsu Webchutney	Bronze
Branded Content & Entertainment	12f. Best use or integration of music Including music in original branded content, brand integration into music distribution or promotion, the creation of a music-based program or platform	10	Bridge Music Academy	The Racist Keyboard	Dentsu Webchutney	Bronze
Branded Content & Entertainment	12f. Best use or integration of music Including music in original branded content, brand integration into music distribution or promotion, the creation of a music-based program or platform	13	Bridge Music Academy	The Racist Cover	Dentsu Webchutney	Bronze

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Branded Content & Entertainment	12f. Best use or integration of music Including music in original branded content, brand integration into music distribution or promotion, the creation of a music-based program or platform	14	BOROSIL	The Magic of Glass	Sideways Consulting LLP	Silver
Branded Content & Entertainment	12g. Best use or integration of offline media such as print, out of home, etc.	No metals				
Branded Content & Entertainment	12h. Best integrated entertainment content campaign which uses more than 2 media	18	The Times of India	No Conditions Apply - Sindoor Khela	FCBIndia Group	Silver
Digital & Mobile	9Aa. Brand Website	11	Tata Steel	Tata Steel Corporate Website	Hungama Digital Services	Silver
Digital & Mobile	9Ab. Brand Microsite	3	Amazon	OnePlus 5T - The world's first virtually unboxed phone	M&C Saatchi February	Bronze
Digital & Mobile	9A b. Brand Microsite	4	Enamor	HOW WE HELPED ENAMOR ADDRESS THE ELEPHANT IN THE CLOSET, ON A PINT-SIZED BUDGET	Wavemaker	Bronze
Digital & Mobile	9A b. Brand Microsite	14	H&R Johnson India	The Red Ramp Project	Hungama Digital Services	Gold
Digital & Mobile	9A b. Brand Microsite	17	Bajaj Electricals	Magic of Light	Tonic Worldwide	Silver
Digital & Mobile	9B a. Social Media (Co-Creation / Crowd sourcing / Response etc.)	6	Blood Donors India	Strangers helping Strangers	THE SOCIAL STREET	Bronze
Digital & Mobile	9B a. Social Media (Co-Creation / Crowd sourcing / Response etc.)	15	Reckitt Benckiser - Durex	RexBot Makes India Talk About Sex	Interactive Avenues Private Limited	Bronze
Digital & Mobile	9B a. Social Media (Co-Creation / Crowd sourcing / Response etc.)	16	Upendra Namburi	A secret book launch	THE SOCIAL STREET	Bronze
Digital & Mobile	9B a. Social Media (Co-Creation / Crowd sourcing / Response etc.)	21	HE Advanced Grooming	HE Flying Basin	WATConsult	Bronze
Digital & Mobile	9B a. Social Media (Co-Creation / Crowd sourcing / Response etc.)	41	Lenovo India	Lenovo Service Live	Experience Commerce	Silver
Digital & Mobile	9B a. Social Media (Co-Creation / Crowd sourcing / Response etc.)	55	ITC Engage	Pocketful 'O' Stories	Dentsu Webchutney	Gold
Digital & Mobile	9B a. Social Media (Co-Creation / Crowd sourcing / Response etc.)	71	Nokia Mobile	Nokia Mobile - The Make Snake Challenge	Dentsu Webchutney	Silver
Digital & Mobile	9B a. Social Media (Co-Creation / Crowd sourcing / Response etc.)	74	Pringles India	#SingleAsAPringle Valentine's Campaign	Wunderman International	Silver

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Digital & Mobile	9B b. Social Media (Tools/Applications)	5	Reckitt Benckiser - Durex	RexBot Makes India Talk About Sex	Interactive Avenues Private Limited	Bronze
Digital & Mobile	9B b. Social Media (Tools/Applications)	6	Rustik Travel	Untag	THE SOCIAL STREET	Gold
Digital & Mobile	9C a. Games (Online)	4	IndusInd Bank	The Other Men In Blue	Dentsu Webchutney	Silver
Digital & Mobile	9C b. Games (Others)	No metals				
Digital & Mobile	9D a. Technology (Utility/Tool)	7	Rustik Travel	Untag	THE SOCIAL STREET	Silver
Digital & Mobile	9D a. Technology (Utility/Tool)	9	Good Vibes	The Good Vibes Project	Cheil India	Gold
Digital & Mobile	9D a. Technology (Utility/Tool)	14	ScoopWhoop	World's First In-Flight Content App - ScoopWhoop	Dentsu Webchutney	Bronze
Digital & Mobile	9D b. Technology (Installations)	6	National Geographic	Earth Live	Isobar India	Bronze
Digital & Mobile	9D b. Technology (Installations)	15	Bridge Music Academy	The Racist Keyboard	Dentsu Webchutney	Silver
Digital & Mobile	9D c. Technology (Others)	9	Karix	The Art of Sound	The Max	Bronze
Digital & Mobile	9D c. Technology (Others)	12	Google India	Google Maps : Look Before you leave : Real time traffic update on a traditional billboard	Kinetic Advertising India Private Limited	Gold
Digital & Mobile	9D c. Technology (Others)	15	Pringles India	Pringles Diwali FB Live Campaign	Wunderman International	Bronze
Digital & Mobile	9E. Search	1	NEXA S-Cross	YouTube Pre-Roll Hijack	HAKUHODO INDIA	Bronze
Digital & Mobile	9E. Search	7	adidas India	adidas Uprising - Hijack	Isobar India	Bronze
Digital & Mobile	9E. Search	10	Amazon	Amazon Echo Youtube Pre-Rolls	Blink Digital	Silver
Digital & Mobile	9F. Use of Email	No metals				
Digital & Mobile	9G. Mobile/Tablet Site	1	Maruti Suzuki India Ltd.	#Flying Passes- Maruti Suzuki Auto Expo	Grapes Digital Pvt. Ltd.	Bronze
Digital & Mobile	9G. Mobile/Tablet Site	4	H&R Johnson Tiles	Red Ramp Project - H&R Johnson Tiles	Hungama Digital Services	Silver
Digital & Mobile	9H. Mobile/Tablet Apps	6	Rustik Travel	Untag	THE SOCIAL STREET	Bronze
Digital & Mobile	9H. Mobile/Tablet Apps	8	Good Vibes	The Good Vibes Project	Cheil India	Silver
Digital & Mobile	9H. Mobile/Tablet Apps	10	ScoopWhoop	World's First In-Flight Content App	Dentsu Webchutney	Bronze

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Category	Sub-Category	Entry No.	Brand	Caption Title	Entrant Agency/Organization	Metal
Digital & Mobile	9I. Mobile Technology	11	ScoopWhoop	World's First In-Flight Content App	Dentsu Webchutney	Bronze
Digital & Mobile	9J. Mobile Games	1	Jio KBC	30 Million touches through Jio KBC	Jio	Bronze
Digital & Mobile	9J. Mobile Games	3	Nugget	Android Mobile Game Nugget	BBC Media Action (India)	Bronze
Digital & Mobile	9K. Mobile Messaging	9	Cafe TC	Missed Caller	Dentsu Webchutney	Silver
Digital Craft	18A - UI / UX Design (App, Social Media)	4	Good Vibes	The Good Vibes Project	Cheil India	Bronze
Digital Craft	18A - UI / UX Design (App, Social Media)	7	H&R Johnson Tiles	Red Ramp Project - H&R Johnson Tiles	Hungama Digital Services	Silver
Digital Craft	18B - Data / Analytics	3	Hotstar	Fangraph - Graph with soul	STAR INDIA PVT. LTD	Bronze
Digital Craft	18C - Programming	1	Forevermark Diamonds Pvt. Ltd.	FOREVERMARK JOURNEY WALL	The Max	Bronze
Radio Craft	17A. Radio Craft - Writing	17	Bausch + Lomb	Dr. Zindagi	FCBIndia Group	Silver
Radio Craft	17A. Radio Craft - Writing	19	Goomo Holding Services Pvt. Ltd.	Anda-Man	Dentsu Webchutney	Bronze
Radio Craft	17B. Radio Craft - Music	No metals				
Radio Craft	17C. Radio Craft - Voice	No metals				
Special Abby	13 - Gender Sensitive	8	Star Plus	Gurdeep Singh & Daughters	STAR INDIA PVT. LTD	Gold
Special Abby	13 - Gender Sensitive	15	PeeBuddy	Ladies, URINE control to You're in Control! Now, Simply Stand and Pee.	Cellar Door Productions	Gold
Special Abby	13 - Gender Sensitive	4	Murcyleen Peerzada Label	The Healthy Abaya	THE SOCIAL STREET	Silver
Special Abby	13 - Gender Sensitive	16	The Times of India	No Conditions Apply - Sindoor Khela	FCBIndia Group	Silver
National Geographic Green Award	National Geographic Green Award	3	Prasadam Industries	The Snake Guard	THE SOCIAL STREET	Gold
National Geographic Green Award	National Geographic Green Award	11	Reforest India	The Story Of Kaveri	Early Man Film Pvt. Ltd.	Silver
National Geographic Green Award	National Geographic Green Award	12	Rustik Travel	Untag	THE SOCIAL STREET	Bronze

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National Geographic Green Award	National Geographic Green Award	17	Blue Star - Water Coolers	An ad that actually saves water.	FCBIndia Group	Bronze
Still Print Ad	1Aa. FMCG - Foods & Beverages	14	Amul Chocolate	Dark to the light (1,2,3)	FCBIndia Group	Bronze
Still Print Ad	1Aa. FMCG - Foods & Beverages	15				
Still Print Ad	1Aa. FMCG - Foods & Beverages	16				
Still Print Ad	1Ba. FMCG - Personal Care, Home Care, Healthcare & Others	31	Kamasutra Condoms	Race Horse, Greyhound	FCBIndia Group	Silver
Still Print Ad	1Ba. FMCG - Personal Care, Home Care, Healthcare & Others	32				
Still Print Ad	1Ba. FMCG - Personal Care, Home Care, Healthcare & Others	35	Recron Superdye	Colour Run Demons - Demon 1,2,3	Utopeia Communicationz Pvt Ltd	Bronze
Still Print Ad	1Ba. FMCG - Personal Care, Home Care, Healthcare & Others	36				
Still Print Ad	1Ba. FMCG - Personal Care, Home Care, Healthcare & Others	37				
Still Print Ad	2a Consumer Durables	No metals				
Still Print Ad	3a Automotive	No metals				
Still Print Ad	4a. Services	9	Plan My Trip	Mahatma Gandhi, Mother Teresa, Che Guevara	Outreach Nepal	Bronze
Still Print Ad	4a. Services	12	Masterfile India	Uncomplicate - Biker, Soccer and Beach	THE SOCIAL STREET	Bronze
Still Print Ad	4a. Services	13				
Still Print Ad	4a. Services	14				
Still Print Ad	5a. Retail	No metals				
Still Print Ad	6a. Corporate, Media, Entertainment & Others	25	Nestle	If only she had gone to school (Gulab Bai and Kamla Ayah)	FCBIndia Group	Silver
Still Print Ad	6a. Corporate, Media, Entertainment & Others	26				
Still Print Ad	6a. Corporate, Media, Entertainment & Others	31	Times Soulmate	Books over Beauty – Correcting a 156 year old mistake	Famous Innovations	Silver

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Category	Sub-Category	Entry No.	Brand	Caption Title	Entrant Agency/Organization	Metal
Still Print Ad	7a. Public Service	10	Alzheimer's and Related Disorders Society of India	Forgotten Pieces - Study, Kitchen and Washroom	THE SOCIAL STREET	Bronze
Still Print Ad	7a. Public Service	11				
Still Print Ad	7a. Public Service	12				
Still Other (POS / DIGITAL BANNER / MEME ETC. / EXCEPT OUTDOOR)	1Ab . FMCG - Foods & Beverages	No metals				
Still Other (POS / DIGITAL BANNER / MEME ETC. / EXCEPT OUTDOOR)	1Bb. FMCG - Personal Care, Home Care, Healthcare & Others	4	Sona Signature Papers	Daily Dose of Art	THE SOCIAL STREET	Bronze
Still Other (POS / DIGITAL BANNER / MEME ETC. / EXCEPT OUTDOOR)	1Bb. FMCG - Personal Care, Home Care, Healthcare & Others	23	Kamasutra Condoms	Race Horse, Greyhound	FCBIndia Group	Bronze
Still Other (POS / DIGITAL BANNER / MEME ETC. / EXCEPT OUTDOOR)	1Bb. FMCG - Personal Care, Home Care, Healthcare & Others	25				
Still Other (POS / DIGITAL BANNER / MEME ETC. / EXCEPT OUTDOOR)	2b. Consumer Durables	No metals				
Still Other (POS / DIGITAL BANNER / MEME ETC. / EXCEPT OUTDOOR)	3b. Automotive	No metals				
Still Other (POS / DIGITAL BANNER / MEME ETC. / EXCEPT OUTDOOR)	4b. Services	8	Masterfile India	Uncomplicate - Biker, Soccer and Beach	THE SOCIAL STREET	Bronze
	4b. Services	9				
	4b. Services	10				

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Category	Sub-Category	Entry No.	Brand	Caption Title	Entrant Agency/Organization	Metal
Still Other (POS / DIGITAL BANNER / MEME ETC. / EXCEPT OUTDOOR)	5b. Retail	No metals				
Still Other (POS / DIGITAL BANNER / MEME ETC. / EXCEPT OUTDOOR)	6b. Corporate, Media, Entertainment & Others	22	Nestle	If only she had gone to school (Gulab Bai, Kamla Ayah and Indumati Tai)	FCBIndia Group	Bronze
	6b. Corporate, Media, Entertainment & Others	23				
	6b. Corporate, Media, Entertainment & Others	24				
Still Other (POS / DIGITAL BANNER / MEME ETC. / EXCEPT OUTDOOR)	7b. Public Service	1	Mohan Foundation	Life Before Ashes - Heart, Liver and eye	THE SOCIAL STREET	Silver
	7b. Public Service	2				
	7b. Public Service	3				
	7b. Public Service	11				
Still Other (POS / DIGITAL BANNER / MEME ETC. / EXCEPT OUTDOOR)	7b. Public Service	8	Alzheimer's and Related Disorders Society of India	Forgotten Pieces - Study, Kitchen and Washroom	THE SOCIAL STREET	Bronze
	7b. Public Service	9				
	7b. Public Service	10				
Radio	1Ae- FMCG- Foods & Beverages	5	Pizza Hut (Yum Foods)	Pizza Hut GPS Innovation	Fever 104 FM, HT Media Ltd.	Bronze
Radio	1Be-FMCG - Personal Care, Home Care, Healthcare & Others	5	Heal -O- Kind	Namak	ADK FORTUNE	Bronze
Radio	2e. Consumer Durables	No metals				
Radio	3e. Automotive	No metals				
Radio	4e. Services	No metals				
Radio	5e- Retail	1	Sugar Up	Beach	THE SOCIAL STREET	Silver
Radio	6e. Corporate, Media, Entertainment & Others	No metals				
Radio	7e- Public Service	6	Fever 104 FM	Fever creates Green Corridor for live heart to be transported for an emergency transplant.	Fever 104 FM, HT Media Ltd.	Bronze



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Category	Sub-Category	Entry No.	Brand	Caption Title	Entrant Agency/Organization	Metal
Out of Home and Ambient Media	1Af. FMCG - Foods & Beverages	No metals				
Out of Home and Ambient Media	1Bf-FMCG - Personal Care, Home Care, Healthcare & Others	6	Sona Signature Papers	Daily Dose of Art	THE SOCIAL STREET	Silver
Out of Home and Ambient Media	2f. Consumer Durables	No metals				
Out of Home and Ambient Media	3f. Automotive	No metals				
Out of Home and Ambient Media	4f-Services	7	The Shoe Laundry	A Pleasant Surprise	THE SOCIAL STREET	Silver
Out of Home and Ambient Media	4f-Services	17	Vodafone	Vodafone Eco Pond : Good In Good Byes	Kinetic Advertising India Private Limited	Silver
Out of Home and Ambient Media	5f. Retail	No metals				
Out of Home and Ambient Media	6f-Corporate, Media, Entertainment & Others	14	Upendra Namburi	A secret book launch	THE SOCIAL STREET	Gold
Out of Home and Ambient Media	6f-Corporate, Media, Entertainment & Others	18	Vodafone	Vodafone Eco Pond : Good In Good Byes	Kinetic Advertising India Private Limited	Bronze
Out of Home and Ambient Media	7f-Public Service	3	Mohan Foundation	Life Before Ashes - Heart, Eye and Liver	THE SOCIAL STREET	Gold
Out of Home and Ambient Media	7f-Public Service	4				
Out of Home and Ambient Media	7f-Public Service	5				
Out of Home and Ambient Media	7f-Public Service	14				
Out of Home and Ambient Media	7f-Public Service	26	Vodafone	Vodafone Eco Pond : Good In Good Byes	Kinetic Advertising India Private Limited	Bronze
Promotion/Activation	1Ag. FMCG - Foods & Beverages	No metals				
Promotion/Activation	1Bg FMCG - Personal Care, Home Care, Healthcare & Others	1	Murcyleen Peerzada Label	The Healthy Abaya	THE SOCIAL STREET	Silver
Promotion/Activation	1Bg FMCG - Personal Care, Home Care, Healthcare & Others	4	Sona Signature Papers	Daily Dose of Art	THE SOCIAL STREET	Bronze
Promotion/Activation	1Bg FMCG - Personal Care, Home Care, Healthcare & Others	19	CaratLane - A Tanishq Partnership	The Personalised Ring Box that'll get you a Yes	Famous Innovations	Silver

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Promotion/Activation	2g. Consumer Durables	No metals				
Promotion/Activation	3g. Automotive	No metals				
Promotion/Activation	4g Services	2	The Shoe Laundry	A Pleasant Surprise	THE SOCIAL STREET	Bronze
Promotion/Activation	4g Services	5	Karix	The Art OF Sound	The Max	Bronze
Promotion/Activation	4g Services	10	ScoopWhoop	30 YEARS OF GIF	Dentsu Webchutney	Silver
Promotion/Activation	4g Services	13	Vodafone	Vodafone Eco Pond : Good In Good Byes	Kinetic Advertising India Private Limited	Bronze
Promotion/Activation	4g Services	16	Vodafone India Limited	#GiftAStory	Medulla WYP Network	Bronze
Promotion/Activation	4g Services	17	The Colour of Grey Cells	Re-search - Beyond the Blue Whale	Dentsu Webchutney	Gold
Promotion/Activation	5g. Retail	No metals				
Promotion/Activation	6g Corporate, Media, Entertainment & Others	10	Karix	The Art of Sound	The Max	Bronze
Promotion/Activation	6g Corporate, Media, Entertainment & Others	27	The Times of India	No Conditions Apply - Sindoor Khela	FCBIndia Group	Bronze
Promotion/Activation	6g Corporate, Media, Entertainment & Others	37	Upendra Namburi	A secret book launch	THE SOCIAL STREET	Gold
Promotion/Activation	6g Corporate, Media, Entertainment & Others	41	KA Edu Associates	The Progressive Report	Dentsu Webchutney	Bronze
Promotion/Activation	6g Corporate, Media, Entertainment & Others	46	Livpure	Packaged River Water	Famous Innovations	Gold
Promotion/Activation	7g Public Service	2	Mohan Foundation	Life Before Ashes	THE SOCIAL STREET	Silver
Promotion/Activation	7g Public Service	7	Indian Association of Palliative Care (IAPC)	LAST LAUGH	Medulla WYP Network	Gold
Integrated	1Ah FMCG - Foods & Beverages	10	Riso	Riso 100/100	Underdog	Bronze
Integrated	1Bh FMCG - Personal Care, Home Care, Healthcare & Others	3	Manforce Condoms	#ShutThePhoneUp	ADK FORTUNE	Bronze
Integrated	2h. Consumer Durables	No metals				
Integrated	3h. Automotive	No metals				
Integrated	4h Services	9	IndusInd Bank	The Other Men In Blue	Dentsu Webchutney	Bronze
Integrated	5h Retail	2	Amazon Seller Services Pvt. Ltd.	IPL Chonkpur Cheetahs	Medulla WYP Network	Silver

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Integrated	6h Corporate, Media, Entertainment & Others	8	Dainik Jagran	The Journey of 5 Sisters to the Border	Jagran Prakashan Ltd	Silver
Integrated	6h Corporate, Media, Entertainment & Others	13	The Times of India	No Conditions Apply - Sindoor Khela	FCBIndia Group	Silver
Integrated	7h Public Service	1	Mohan Foundation	Life Before Ashes	THE SOCIAL STREET	Silver
Integrated	7h Public Service	6	Indian Association of Palliative Care (IAPC)	LAST LAUGH	Medulla WYP Network	Gold
Audio Visual Long Form	1Ac- FMCG - Foods & Beverages	2	Riso	Riso Woman	Underdog	Bronze
Audio Visual Long Form	1Bc. FMCG - Personal Care, Home Care, Healthcare & Others	No metals				
Audio Visual Long Form	2c. Consumer Durables	No metals				
Audio Visual Long Form	3c. Automotive	No metals				
Audio Visual Long Form	4c-Services	17	Axis Mutual Fund	Khushi Ke Aansu	The Womb	Bronze
Audio Visual Long Form	5c- Retail	3	Amazon Seller Services Pvt. Ltd.	#MomBeAGirlAgain	Medulla WYP Network	Bronze
Audio Visual Long Form	6c- Corporate, Media, Entertainment & Others	13	Manforce Condoms	#ShutThePhoneUp	ADK FORTUNE	Bronze
Audio Visual Long Form	6c- Corporate, Media, Entertainment & Others	19	The Times of India	No Conditions Apply - Sindoor Khela	FCBIndia Group	Bronze
Audio Visual Long Form	6c- Corporate, Media, Entertainment & Others	26	Radio City	Taxi Driver	MUSIC BROADCAST LIMITED	Bronze
Audio Visual Long Form	7c- Public Service	1	Reforest India	The Story Of Kaveri	Early Man Film Pvt. Ltd.	Grand Prix
Audio Visual Long Form	7c- Public Service	4	Indian Association of Palliative Care (IAPC)	LAST LAUGH	Medulla WYP Network	Gold
Audio Visual Short Form	1Ad- FMCG - Foods & Beverages	7	Suhana Masala	Secret Plan	Sideways Consulting LLP	Bronze
Audio Visual Short Form	1Bd- FMCG - Personal Care, Home Care, Healthcare & Others	2	Zeel Rainwear	Fiyer	The Womb	Bronze
Audio Visual Short Form	2d. Consumer Durables	No metals				
Audio Visual Short Form	3d. Automotive	No metals				
Audio Visual Short Form	4d- Services	2	Motilal Oswal Financial Services Ltd	Think Equity Think Motilal Oswal	Motilal Oswal Financial Services Limited	Silver
Audio Visual Short Form	5d- Retail	4	Simaaya	Daadi	Shreyansh Innovations Pvt Ltd	Bronze

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Audio Visual Short Form	5d- Retail	5	Vijay Sales	Vijay Sales 50th year celebration	Network Advertising	Bronze
Audio Visual Short Form	6d- Corporate, Media, Entertainment & Others	1	Star Plus	Gurdeep Singh & Daughters	STAR INDIA PVT. LTD	Silver
Audio Visual Short Form	6d- Corporate, Media, Entertainment & Others	4	Motilal Oswal Financial Services Ltd	Think Equity Think Motilal Oswal	Motilal Oswal Financial Services Limited	Silver
Audio Visual Short Form	7d. Public Service	No metals				

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Sr. No.	Category	Bronze	Silver	Gold	Grand Prix	Total Metals	Total Points
<b>Creative Agency of the Year</b>							
1	THE SOCIAL STREET	7	7	3		17	94
2	FCBIndia Group	5	3			8	38
3	Medulla WYP Network	2	1	3		6	38
4	Dentsu Webchutney	2	1	1		4	22
5	Famous Innovations		2	1		3	20
6	Kinetic Advertising India Private Limited	3	1			4	18
7	ADK FORTUNE	3				3	12
8	Early Man Film Pvt. Ltd.				1	1	12
9	Motilal Oswal Financial Services Limited		2			2	12
10	Fever 104 FM, HT Media Ltd.	2				2	8
11	The Max	2				2	8
12	The Womb	2				2	8
13	Underdog	2				2	8
14	Jagran Prakashan Ltd		1			1	6
15	STAR INDIA PVT. LTD		1			1	6
16	MUSIC BROADCAST LIMITED	1				1	4
17	Network Advertising	1				1	4
18	Outreach Nepal	1				1	4
19	Shreyansh Innovations Pvt Ltd	1				1	4
20	Sideways Consulting LLP	1				1	4
21	Utopeia Communicationz Pvt Ltd	1				1	4
	<b>Total</b>	<b>36</b>	<b>19</b>	<b>8</b>	<b>1</b>	<b>64</b>	
<b>Branded Content &amp; Entertainment Specialist of the Year</b>							
1	Medulla WYP Network	2		2		4	24
2	FCBIndia Group		1	1		2	14
3	Dentsu Webchutney	3				3	12
4	THE SOCIAL STREET	1	1			2	10
5	Cheil India		1			1	6
6	Sideways Consulting LLP		1			1	6
7	BIG FM	1				1	4
8	The Better India	1				1	4
	<b>Total</b>	<b>8</b>	<b>4</b>	<b>3</b>	<b>0</b>	<b>15</b>	
<b>Digital &amp; Mobile Specialist of the Year</b>							
1	Dentsu Webchutney	3	4	1		8	44
2	Hungama Digital Services		3	1		4	26
3	THE SOCIAL STREET	3	1	1		5	26
4	Cheil India	1	1	1		3	18
5	Wunderman International	1	1			2	10
6	Interactive Avenues Private Limited	2				2	8
7	Isobar India	2				2	8
8	Kinetic Advertising India Private Limited			1		1	8
9	The Max	2				2	8
10	Blink Digital		1			1	6
11	Experience Commerce		1			1	6
12	Tonic Worldwide		1			1	6
13	BBC Media Action (India)	1				1	4
14	Grapes Digital Pvt. Ltd.	1				1	4
15	HAKUHODO INDIA	1				1	4
16	Jio	1				1	4
17	M&C Saatchi February	1				1	4
18	STAR INDIA PVT. LTD	1				1	4
19	WATConsult	1				1	4
20	Wavemaker	1				1	4
	<b>Total</b>	<b>22</b>	<b>13</b>	<b>5</b>	<b>0</b>	<b>40</b>	