

	DIGITAL	
Category	Entry	Agency
EAR THEATRE	1001 - Press Advertising - English	DDB Mudra Group
Savlon Healthy Hands Chalk Sticks	1101 - Ambient	Ogilvy & Mather
World's 1st Streets Named after Street Kids	1101 - Ambient	FCB Interface
P. N. Gadgil & Sons - OOH	1102 - Poster Advertising/ Free Format	ideas@work
Vodafone SuperNet 4G - Super Dad	1201 - Ad/ Promotional Film 1 / 30 sec	Ogilvy & Mather
SAVLON ANTISEPTIC – SAINA	1202 - Ad/ Promotional Film 31 / 60 sec	Ogilvy & Mather
Tata Tea - Alarm Bajne Se Pehle Jaago Re	1202 - Ad/ Promotional Film 31 / 60 sec	Green Grass Film
MP Tourism - Toys	1202 - Ad/ Promotional Film 31 / 60 sec	Ogilvy & Mather
Appu	1202 - Ad/ Promotional Film 31 / 60 sec	Conversation Films
Star Plus - Nayi Soch	1202 - Ad/ Promotional Film 31 / 60 sec	Ogilvy & Mather
Live Inspired	1203 - Ad/ Promotional Film 61+ sec	Stark Communications
Dads #ShareTheLoad	1203 - Ad/ Promotional Film 61+ sec	BBDO INDIA
Star Plus - Nayi Soch	1212 - Tactical Film Advertising	Ogilvy & Mather
Dove Change the Rhyme	1212 - Tactical Film Advertising	Mindshare
Ola - Give Way. Give Life.	1216 - Public Service Commercials	Happy mcgarrybowen
Flirty Messaging League	1302 - Fiction over 5 mins	All India Bakchod
Dove Change the Rhyme	1303 - Non-Fiction up to 5 mins	Mindshare
School Chali Main	1306 - Sponsored	Famous Innovations
The untold story of India's biggest branded content series ever	1306 - Sponsored	Maxus
Star Plus - Wear Her Name	1307 - Live Experience	Ogilvy & Mather
Dove Change the Rhyme	1308 - Tactical Branded Content & Entertainment	Mindshare
Vodafone- Door ke Chacha	1401 - Radio Advertising 1-30 Sec	Ogilvy & Mather
Abbott Live Radio Spots	1403 - Radio Advertising Campaigns	BBH India
Abbott Live Radio Spots	1405 - Direction for Radio Advertising	BBH India
Horror Story, Serial Killer	1408 - Casting and performance for Radio Advertising	Contract Advertising
Vodafone Super net- Call for Unity	1409 - Innovative Use of Radio	Maxus
#SkillsNotScars	1501 - Direct Integrated Campaign	Ogilvy & Mather
Dads #ShareTheLoad (Integrated Case)	1501 - Direct Integrated Campaign	BBDO INDIA

#SkillsNotScars	1502 - Direct Response ; Film Advertising	Ogilvy & Mather
Savlon Healthy Hands Chalk Sticks	1505 - Direct Response ; Ambient	Ogilvy & Mather
World's 1st Streets Named after Street Kids	1505 - Direct Response ; Ambient	FCB Interface
Savlon Healthy Hands Chalk Sticks	1507 - Direct Innovation	Ogilvy & Mather
Pack Change	1507 - Direct Innovation	Famous Innovations
Books of Hope	1604 - Art Direction for Direct Marketing	Famous Innovations
Ear Theatre - Indian Mythology	1703 - Digitally Enhanced Illustration for Advertising	DDB Mudra Group
Drift: A Collection of Tiny Bedtime Tales	1807 - Writing for Direct - English	Urban Ladder
Horror Story	1810 - Writing for Radio Advertising - Hindi	Contract Advertising
Milton 'Microwow'	1812 - Writing for Film Advertising - Hindi	Ogilvy & Mather
Dads #ShareTheLoad	1812 - Writing for Film Advertising - Hindi	BBDO INDIA
Tata Hexa - Whatever it takes	1902 - Cinematography for Film Advertising	<a href="#">Storytellers</a>
The Hindu	1902 - Cinematography for Film Advertising	Early Man Film
West Bengal Tourism - The sweetest part of India	1902 - Cinematography for Film Advertising	Ogilvy & Mather
MP Tourism - Toys	1903 - Direction for Film Advertising	HUNGRY
MTV Beats	1903 - Direction for Film Advertising	Early Man Film
Tata Tea - Alarm Bajne Se Pehle Jaago Re	1903 - Direction for Film Advertising	Green Grass Film
Savlon - Badminton	1904 - Editing for Film Advertising	Good Morning Films
MP Tourism - Toys	1907 - Special Effects for Film Advertising	HUNGRY
#TaiyaarReh - Hotstar	1908 - Use of Music for Film Advertising	Creativeland Asia
The Hindu	1908 - Use of Music for Film Advertising	Early Man Film
Dove Change the Rhyme	1908 - Use of Music for Film Advertising	Mindshare
Star Plus - Nayi Soch	2102 - Integrated Campaign ; Large Business	Ogilvy & Mather
Star Plus - Wear Her Name	2102 - Integrated Campaign ; Large Business	Ogilvy & Mather
Star Plus - Nayi Soch	2104 - Earned Media ; Large Business	Ogilvy & Mather
Star Plus - Wear Her Name	2104 - Earned Media ; Large Business	Ogilvy & Mather
The Dyslexic Captcha	2105 - Innovative Media	Dentsu Webchutney
Savlon Healthy Hands Chalk Sticks	2106 - Use of Experiential Marketing	Ogilvy & Mather
The Proposal Ring Box	2201 - Use of Direct Media	Famous Innovations
India's 1st Cloth Newspaper	2202 - Use of Publications	Mindshare
Vodafone Super net- Call for Unity	2203 - Use of Radio & Audio	Maxus
Pepsi Litter Of Light	2205 - Use of Branded Content	Mindshare
World First Rainwater Harvesting Billboard	2206 - Use of Outdoor	Kinetic Worldwide
The Dyslexic Captcha	2207 - Use of Online Advertising	Dentsu Webchutney

Dove Minute for Mom	2207 - Use of Online Advertising	Ogilvy & Mather
Dalda Divya Darshan	2208 - Use of Events	The Brand Brewery
On Air with Aristocrat - When cricketers turned luggage experts	2210 - Use of Social Platforms	ibs
The Dyslexic Captcha	2212 - Use of Interaction	Dentsu Webchutney
Amitabh's Open Letter	2213 - Use of PR	Ogilvy & Mather
Dove Minute for Mom	2214 - Use of Integrated Media	Ogilvy & Mather
Dads #ShareTheLoad (Integrated Case)	2214 - Use of Integrated Media	BBDO INDIA
tripstr	2215 - Use of Data	DDB Mudra Group
Mukhota - The life saving mask	2216 - Use of Technology	Kinetic Worldwide
Nazar - E - Mecca	2216 - Use of Technology	DDB Mudra Group
Star Plus - Wear Her Name	2217 - Use of Collaboration	Ogilvy & Mather
Total Control	2218 - Use of Digital Platforms	Madison Media
Star Plus - Wear Her Name	2219 - Use of Placement or Integration	Ogilvy & Mather
Bajaj V- The Nation's Bike	2401 - Integrated Digital Campaigns	Indigo Consulting
Last Words	2402 - Digital Branded Film Content & Entertainment	Medulla Communications
Obama Job Offer	2402 - Digital Branded Film Content & Entertainment	Ogilvy & Mather
#SkillsNotScars	2402 - Digital Branded Film Content & Entertainment	Ogilvy & Mather
Videobomber	2405 - Digital / Direct Response	BBH India
The World's First Online Animatronic Show	2405 - Digital / Direct Response	Sideways
#NotMusicToMyEars	2405 - Digital / Direct Response	Ogilvy & Mather
Laat Saab - Bhaiya	2505 - Writing for Digital Marketing - Hindi	Enormous
Laat Saab - Namaste	2505 - Writing for Digital Marketing - Hindi	Enormous
Fat Feed Fashion   Instagram to Insta-fashion	2601 - Technological Innovation	Response India
Drive Safe Dad Bobblehead	2601 - Technological Innovation	Ogilvy & Mather
Mukhota - The life saving mask	2602 - Innovative Use of Technology	Kinetic Worldwide
Gatorade - Sweat It To Get It	2604 - Digital Installations	Dentsu Webchutney
<b>ADVERTISING</b>		
<b>Category</b>	<b>Entry</b>	<b>Agency</b>
Savlon Healthy Hands Chalk Sticks	2001 - Advertising & Marketing Communications - Brand	Ogilvy & Mather
Red Label - Social Experiment	2001 - Advertising & Marketing Communications - Brand	Ogilvy & Mather
Star Plus - Wear Her Name	2001 - Advertising & Marketing Communications - Brand	Ogilvy & Mather
Last Words	2002 - Advertising & Marketing Communications - Not for Profit	Medulla Communications
My Daughter Will	2002 - Advertising & Marketing Communications - Not for Profit	Hungama Digital Services
World's 1st Streets Named after Street Kids	2002 - Advertising & Marketing Communications - Not for Profit	FCB Interface

Akanksha Job Switch	2002 - Advertising & Marketing Communications - Not for Profit	Ogilvy & Mather
#SkillsNotScars	2003 - Advertising & Marketing Communications - PSA	Ogilvy & Mather
<b>Black Elephant Winners</b>		
<b>Entry</b>		<b>Agency</b>
Savlon Healthy Hands Chalk Sticks		Ogilvy & Mather
The Hindu		Early Man Film
Mukhota - The life saving mask		Kinetic Worldwide
World's 1st Streets Named after Street Kids		FCB Interface
Fat Feed Fashion   Instagram to Insta-fashion		Response India