

MEDIA ABBY AWARDS - 2023

Category	Sub Category	Title	Brand	Winner	Metal
A. Use of Media	01. Innovative Use of Audio Visual	'Aanandam Aarambam' - Happiness starts with a cup of Bru!	Bru	Mindshare	Gold
A. Use of Media	01. Innovative Use of Audio Visual	Spotlight of India	Asian Paints Royale Glitz	Madison Media	Silver
A. Use of Media	01. Innovative Use of Audio Visual	Lenskart Shark Tank India	Lenskart	Starcom India	Silver
A. Use of Media	01. Innovative Use of Audio Visual	A melodic tribute to the sweetness of Bengali songs	Cadbury Dairy Milk	ABP Pvt. Ltd.	Bronze
A. Use of Media	01. Innovative Use of Audio Visual	Pulsar N160 - Turning TV into Performance Media	Bajaj Pulsar N160	Initiative Media Private Limited	Bronze
A. Use of Media	01. Innovative Use of Audio Visual	Explore the Impossible	Mahindra Auto Corporate	Lodestar UM	Bronze
A. Use of Media	02. Innovative Use of Print	Aaj ki taza khar sidhe Jilla Phulera se	Amazon Prime Video	Initiative Media Private Limited	Gold
A. Use of Media	02. Innovative Use of Print	Unboxing Reinvented: OnePlus' Innovative Print Campaign for the 11R Launch	OnePlus	Initiative Media Private Limited	Gold
A. Use of Media	02. Innovative Use of Print	Chill karo and Travel with Cleartrip	Cleartrip	EssenceMedia.com	Silver
A. Use of Media	02. Innovative Use of Print	SHARE THE LOAD (STL)	Ariel	EssenceMedia.com	Bronze
A. Use of Media	03. Innovative Use of Activation	Guardians of the Heart	Manipal Hospitals	Social Panga	Gold
A. Use of Media	03. Innovative Use of Activation	Sreshth Pradhan 2.0	Asian Paints Ace Te Sparc	Madison Media	Gold
A. Use of Media	03. Innovative Use of Activation	Tanishq Chola immersive experience center	Tanishq Chola	Laqshya Media Group	Silver
A. Use of Media	03. Innovative Use of Activation	#ConquerWithCourage	Mountain Dew	Madison Media	Silver
A. Use of Media	03. Innovative Use of Activation	THE SURPRISE BOX!	IDFC MF Balance advantage Fund	Madison Media	Bronze
A. Use of Media	03. Innovative Use of Activation	Yashasvi Pradhan; Influencing the Influencer	UltraTech Cement	Mindshare	Bronze
A. Use of Media	03. Innovative Use of Activation	The TOOFANI Seat	Thums Up	EssenceMedia.com	Bronze
A. Use of Media	04. Innovative Use of Out of Home	The Missing Chapter	Whisper India	EssenceMedia.com	Grand Prix
A. Use of Media	04. Innovative Use of Out of Home	Guardians of the Heart	Manipal Hospitals	Social Panga	Silver
A. Use of Media	04. Innovative Use of Out of Home	WTF Campaign for a WTF Show like "The Boys"	Amazon Prime Video	Initiative Media Private Limited	Silver
A. Use of Media	04. Innovative Use of Out of Home	Kwality Walls-Nolen Gur	Kwality Walls-Nolen Gur	Initiative Media Private Limited	Bronze

A. Use of Media	05. Innovative Use of Cinema	Maruti Suzuki Brezza Relaunch 270-Degree On-Screen Cinema Advertising	Maruti Suzuki Vitara Brezza	Xperia Group	Gold
A. Use of Media	05. Innovative Use of Cinema	Farzi ki strategy mai Farzi chupa tha	Amazon Prime Video	Initiative Media Private Limited	Silver
A. Use of Media	05. Innovative Use of Cinema	Lights! Camera! Alexa! – How Amazon Alexa used cinema to drive relevance for smart home skillsets.	Amazon Alexa	Initiative Media Private Limited	Bronze
A. Use of Media	06. Innovative Use of Radio	RJ Off-Air, IPL On-Air	Star Sports	Mindshare	Gold
A. Use of Media	06. Innovative Use of Radio	Baat Ghar Ki_Ravi Kishan ke Saath	UltraTech Cement	Mindshare	Silver
A. Use of Media	06. Innovative Use of Radio	Maaza - Dildar Bhai	Maaza	EssenceMedia.com	Silver
A. Use of Media	06. Innovative Use of Radio	Chicken Big Mac-Big Mac, Big Mistakes	McDonald's India	Entertainment Network Indian Limited	Bronze
A. Use of Media	07. Innovative Use of Branded Content - Integration	Anupama and the Go cheese Factory- the biggest 8-minute-long brand integration in daily soap	Go Cheese	Madison Media	Gold
A. Use of Media	07. Innovative Use of Branded Content - Integration	Thand Rakh	Sprite	EssenceMedia.com	Silver
A. Use of Media	07. Innovative Use of Branded Content - Integration	Spotlight of India	Asian Paints Royale Glitz	Madison Media	Bronze
A. Use of Media	07. Innovative Use of Branded Content - Integration	Cello Butterflow says 'Likhoge Change Toh Dikhega Change'	BIC Cello	Initiative Media Private Limited	Bronze
A. Use of Media	07. Innovative Use of Branded Content - Integration	Playground	Charged By Thums Up	EssenceMedia.com	Bronze
A. Use of Media	07. Innovative Use of Branded Content - Integration	Lakme 'moves in' with Malaika Arora	Lakme	Mindshare	Bronze
A. Use of Media	08. Innovative Use of Branded Content - Creation	Unleash Your Inner Trailblazer with Mercedes Benz AMG and Kaustabh Radkar #Born to perform	Mercedes-Benz	Omnicom Media Group	Gold
A. Use of Media	08. Innovative Use of Branded Content - Creation	Coke Studio	Coca-Cola	EssenceMedia.com	Silver
A. Use of Media	08. Innovative Use of Branded Content - Creation	'Aanandam Aarambam' - Happiness starts with a cup of Bru!	Bru	Mindshare	Silver

A. Use of Media	08. Innovative Use of Branded Content - Creation	Guardians of the Heart	Manipal Hospital	Social Panga	Bronze
A. Use of Media	09. Innovative Use of Digital Search SEO	The Content Connection - How Bridging Gaps and Helping Users Led to 2X The SEO Love!	Vicco	Madison Media	Gold
A. Use of Media	09. Innovative Use of Digital Search SEO	In the Search for Plywood Perfection	Century Ply	Sociowash	Gold
A. Use of Media	09. Innovative Use of Digital Search SEO	From Local to Vocal: Our Hyperlocal & Awareness Content Approach Elevated 2X Organic Growth in mere 6 months.	Godrej Properties Limited	Madison Media	Silver
A. Use of Media	09. Innovative Use of Digital Search SEO	Traffic Boost in a Jiff with LSI Keywords - Enhanced relevance, No more Traffic Woes!	McDonalds Blog	Madison Media	Silver
A. Use of Media	09. Innovative Use of Digital Search SEO	Increasing online bookings exponentially through innovative SEO strategies	The Oberoi Hotels & Resorts	Interactive Avenues - A Reprise Network Company	Bronze
A. Use of Media	10. Innovative Use of Paid Search	Blue Star Water Purifier Cresto becomes #1 product in Best Sellers on Amazon	Blue Star Limited	Madison Media	Gold
A. Use of Media	10. Innovative Use of Paid Search	Samsonite: Innovative Dynamic Countdown Search Ads	Samsonite	BC Web Wise Pvt Ltd.	Gold
A. Use of Media	10. Innovative Use of Paid Search	Shaving Stereotype	Gillette	EssenceMediacom	Silver
A. Use of Media	10. Innovative Use of Paid Search	adidas Paid Search Performance Campaign	Adidas	EssenceMediacom	Silver
A. Use of Media	10. Innovative Use of Paid Search	How Tata Motors doubled its sales in 12 months!	Tata Motors	Omnicom Media Group	Bronze
A. Use of Media	11. Innovative Use of Social Media	Tapping Twitter to educate users on Online Safety	Google	EssenceMediacom	Gold
A. Use of Media	11. Innovative Use of Social Media	5 Stars Everywhere	Cadbury 5 Star	Wavemaker	Silver
A. Use of Media	11. Innovative Use of Social Media	The D-Series Project	Reliance General Insurance	Atom Network	Bronze
A. Use of Media	11. Innovative Use of Social Media	Podcast Pe Suna	Spotify	Lodestar UM	Bronze
A. Use of Media	12. Innovative Use of Digital Display	Bijli Gul - Power Off, Luminous On	Luminous	Wavemaker	Gold

A. Use of Media	12. Innovative Use of Digital Display	The Text And Drive Challenge	Kotak General Insurance	IBS Fulcro	Silver
A. Use of Media	12. Innovative Use of Digital Display	Ghar Ek, Mauka Ek	UltraTech Cement	Mindshare	Silver
A. Use of Media	12. Innovative Use of Digital Display	Disney+ Hotstar x Swiggy Fire will reign, hunger will not. Our Dragon rider is on the way!	Disney+ Hotstar	Mindshare	Bronze
A. Use of Media	13. Innovative Use of Mobile	Lets not just greet but meet this Diwali	Coca-Cola	EssenceMediacom	Gold
A. Use of Media	13. Innovative Use of Mobile	Shops For Shopless	Cadbury Celebrations	Wavemaker	Silver
A. Use of Media	13. Innovative Use of Mobile	Disney+ Hotstar x Swiggy Fire will reign, hunger will not. Our Dragon rider is on the way!	Disney+ Hotstar	Mindshare	Bronze
A. Use of Media	13. Innovative Use of Mobile	Baat Ghar Ki 2.0	UltraTech Cement	Mindshare	Bronze
A. Use of Media	14. Innovative Use of Commerce	UNILEVER's B2B app reaches a new SHIKHAR (Peak)!!!	Shikhar	Mindshare	Gold
A. Use of Media	14. Innovative Use of Commerce	adidas Paid Social Performance Campaign	Adidas	EssenceMediacom	Silver
A. Use of Media	14. Innovative Use of Commerce	Shops For Shopless	Cadbury Celebrations	Wavemaker	Bronze
A. Use of Media	15. Innovative Use of Gaming	Dekho Wicket Se Cricket	Thums Up	EssenceMediacom	Gold
A. Use of Media	15. Innovative Use of Gaming	FIRST EVER GAMING REALITY SHOW	Yum Restaurants India Private Limited	Mindshare	Silver
A. Use of Media	15. Innovative Use of Gaming	Trixy Cinegame - 3 Layers of Fun	Kwality Walls	Mindshare	Bronze
A. Use of Media	15. Innovative Use of Gaming	#GameStaminaKa - Creating the 1st ever Inclusive Cricket Game	Boost	Mindshare	Bronze
A. Use of Media	16. Moment Marketing	Thumbstopping Beauty Biases	Dove	Mindshare	Gold
A. Use of Media	16. Moment Marketing	Podcast Pe Suna	Spotify	Lodestar UM	Silver
A. Use of Media	16. Moment Marketing	Bijli Gul Power Off - Luminous on	Luminous India	Wavemaker	Silver
A. Use of Media	16. Moment Marketing	Cadbury Silk Valentine's Day - Unforgettable Love Tips	Cadbury Dairy Milk Silk	Wavemaker	Silver
A. Use of Media	16. Moment Marketing	Shubham Gill x Tinder	Tinder	Havas Media Group India	Bronze
A. Use of Media	16. Moment Marketing	#DriveLikeALady	Kotak Mahindra General Insurance Co. Ltd.	Madison Media	Bronze
A. Use of Media	17. Innovative Use of Integrated Media	Stop The Beauty Test	Dove	Mindshare	Gold
A. Use of Media	17. Innovative Use of Integrated Media	Maja - Boom Padi With Madhuri	Prime Video India	PivotRoots	Silver

A. Use of Media	17. Innovative Use of Integrated Media	The Missing Chapter	Whisper India	EssenceMedia.com	Silver
A. Use of Media	17. Innovative Use of Integrated Media	Google 'Raho do kadam aage'	Google	EssenceMedia.com	Bronze
A. Use of Media	17. Innovative Use of Integrated Media	FARZI ON PRIME VIDEO	Prime Video India	PivotRoots	Bronze
A. Use of Media	17. Innovative Use of Integrated Media	The Power of Proximity: Amazon Fresh's Hyperlocal Strategy	Amazon Fresh	Initiative Media Private Limited	Bronze
A. Use of Media	17. Innovative Use of Integrated Media	Shops For Shopless	Cadbury Celebrations	Wavemaker	Bronze
B. Specialist Categories	18. Cause Marketing	Ice Stupas in Ladakh	Astral Foundation	White Rivers Media	Gold
B. Specialist Categories	18. Cause Marketing	The Missing Chapter	Whisper India	EssenceMedia.com	Gold
B. Specialist Categories	18. Cause Marketing	Swiggy Bhog Elo Ghorey	Swiggy	Havas Media Group India	Silver
B. Specialist Categories	18. Cause Marketing	Spitting Wall (No Tobacco Day Campaign)	Dabur Red Toothpaste	Dentsu X	Silver
B. Specialist Categories	18. Cause Marketing	Google 'Raho do kadam aage'	Google	EssenceMedia.com	Bronze
B. Specialist Categories	18. Cause Marketing	Gala says Why Just Clean Home?	Freudenberg Gala Household Product Private Limited	Initiative Media Private Limited	Bronze
B. Specialist Categories	19. Innovative Use of Data & Analytics	Demand Forecaster: A tool for predicting market responsiveness for new product categories	Mahindra	Lodestar UM	Gold
B. Specialist Categories	19. Innovative Use of Data & Analytics	CEFF a tool for celebrity endorsement planning	Agency Research	Lodestar UM	Gold
B. Specialist Categories	19. Innovative Use of Data & Analytics	World's Biggest Football Party is Back!	Sports 18	Group M TV18	Silver
B. Specialist Categories	19. Innovative Use of Data & Analytics	Using a data-driven approach to tap Rechargers	Google Pay	EssenceMedia.com	Bronze
B. Specialist Categories	20. Innovative Use of Emerging Technology	Trixy Cinegame - 3 Layers of Fun	Kwality Walls	Mindshare	Gold
B. Specialist Categories	20. Innovative Use of Emerging Technology	Dekho Wicket Se Cricket	Thums Up	EssenceMedia.com	Silver
B. Specialist Categories	20. Innovative Use of Emerging Technology	Vim Black	Vim	Mindshare	Silver
B. Specialist Categories	20. Innovative Use of Emerging Technology	Winning the Zero Moment of Truth for Burger King	Burger King	mSix&Partners	Bronze
C. South Asia Category (Excluding India): Special Award	21. Innovative Use of Integrated Media	Rin: My Name My Identity	Rin	Mindshare Bangladesh	Gold

C. South Asia Category (Excluding India): Special Award	21. Innovative Use of Integrated Media	Pau-Pau Meets Bangladesh	foodpanda	Mindshare Bangladesh	Silver
C. South Asia Category (Excluding India): Special Award	21. Innovative Use of Integrated Media	Foodpanda Ramadan Campaign	foodpanda	Mindshare Bangladesh	Bronze
C. South Asia Category (Excluding India): Special Award	21. Innovative Use of Integrated Media	25 Bochore Ekhoni Shomoy Ekhoni Agami	Grameenphone	Mindshare Bangladesh	Bronze
C. South Asia Category (Excluding India): Special Award	21. Innovative Use of Integrated Media	MyGP People's Super App	Grameenphone	Mindshare Bangladesh	Bronze