

# MMA | SMARTIES™ INDIA

## SMARTIES India 2020 - Awards List

S.No	Category	Entry Name	Advertiser Brand	Submittor Agency	Lead/ Agency	Additional Agency
<b>GOLD</b>						
1	Brand Awareness	Where the heart is!	Asian Paints Corporate	Madison Media		
2	Lead Generation / Direct Response / Conversion	M&S Bra Fit Challenge	Marks & Spencer India	Isobar India		
3	Product/ Services Launch	McDonald's 10 year challenge	McDonald's India	22feet Tribal Worldwide		
4	Promotion	Add An Ad	HDFC Bank	Kinnect		
5	Social Impact / Not for Profit	#IAmAlsoIndianPolice	Indian Police Forces	MullenLowe Lintas Group		Mogae Media
6	Cross Mobile Integration	Estee Lauder Geolocal Blockchain Campaign	Estee Lauder India	Isobar India		
7	Mobile Gaming, Gamification & E-Sports	What if you could #InteractWithTheFuture?	Aditya Birla Capital		Foxymoron	Mindshare
8	Mobile Social	Kia: Instagram Hijack	Kia Motors India	Isobar India		
9	Innovation	Something For Everyone	Netflix India	Spotify India	Wavemaker India	
10	Location Based Services or Targeting	How Bridgestone Achieved a 2023% ROI with an Innovative Proximity-Based SEM Strategy	Bridgestone	Whirlwind		
11	Mobile Video	What if you could #InteractWithTheFuture?	Aditya Birla Capital		Foxymoron	Mindshare
12	Best Brand Experiences in Mobile Rich Media	Say It With Silk	Mondelez / Cadbury Silk	Spotify India	Wavemaker India	

13	Most Engaging Mobile Creative	Something For Everyone	Netflix India	Spotify India	Wavemaker India	
14	Purposeful Marketing	Unlocking the money flow in the lockdown in a humane way	Axis Bank	MullenLowe Lintas Group		
15	Purposeful Marketing	Wheel Ghar Se Career	Unilever / Wheel			MullenLowe Lintas Group
16	Best Use of Mobile To Drive Sales	It's Time To Win It All	Games 24x7/Rummy Circle	Affle (MAAS)		
17	Home Production	Rewind Kia	Kia Motors India	Isobar India		

## SILVER

1	Brand Awareness	What if you could #InteractWithTheFuture?	Aditya Birla Capital		Foxymoron	Mindshare
2	Lead Generation / Direct Response / Co	Google Assistant - Knowledge has no language	Google India	MullenLowe Lintas Group		
3	Lead Generation / Direct Response / Co	Powering The Beauty Within	Zivame	Affle (RevX)		
4	Product/Services Launch	Google Assistant - Knowledge has no language	Google India	MullenLowe Lintas Group		
5	Promotion	Jolly Rancher	Hershey	POKKT		
6	Social Impact / Not for Profit	Mat Kar Forward	TikTok India	Kinnect		
7	Cross Media	Kotak 811 #DreamsInvited Campaign	Kotak Mahindra Bank Limited			
8	Cross Mobile Integration	Powering The Beauty Within	Zivame	Affle (RevX)		
9	Cross Mobile Integration	It's Time To Win It All	Games 24x7/Rummy Circle	Affle (MAAS)		

10	Mobile Gaming, Gamification & E-Sport	The Anti Bacterial Experience	Royale Health Shield	Madison Media		
11	Mobile Gaming, Gamification & E-Sport	Cadbury Madbury	Mondelez / Cadbury Dairy Milk	Jio Platforms	Wavemaker	
12	Mobile App Advertising	It's Time To Win It All	Games 24x7/Rummy Circle	Affle (MAAS)		
13	Mobile App Advertising	Ok Flipkart, deliver exceptional results	Google	Flipkart Ads		
14	Mobile Social	Unlocking the confectionery potential in young adults	Chupa Chups	Perfetti Van Melle India	Ogilvy & Mather India	Grapes Digital
15	Innovation	Kia Auto Expo	Kia Motors India	Isobar India		
16	Location Based Services or Targeting	Making India Toilet Proud	Harpic	RB		Jio
17	Location Based Services or Targeting	Vision Express - Location Based Advertising	Vision Express	Team Pumpkin		
18	Mobile Video	<a href="#">Her Courage Lessons for MySchoolReviews.com</a>	<a href="#">MySchoolReviews.com</a>	Isobar India		
19	Mobile Audio / Voice	Something For Everyone	Netflix India	Spotify India	Wavemaker India	
20	Mobile Audio / Voice	Say It With Silk	Mondelez / Cadbury Silk	Spotify India	Wavemaker India	
21	Best Brand Experiences in Mobile Rich	New Year Greetings & Resolution Campaign	Max Life Insurance	Magnon eg+		
22	Most Engaging Mobile Creative	Making India Engage with the #ABCoFBudget2020	Aditya Birla Capital		Mindshare	Foxymoron
23	Most Engaging Mobile Creative	Kingfisher #StayAtHome	Kingfisher	InMobi	Mindshare	
24	Best Data Driven Display Creative	Powering The Beauty Within	Zivame	Affle (RevX)		
25	Seamless Consumer Experience	The ABC of Money Advice	Aditya Birla Capital		Mindshare	Foxymoron

26	Best Use of Mobile To Drive Sales	Center Fresh - Stay Fresh Behind The Mask	Perfetti Van Melle India		Creativeland Asia	PR Pundit
27	Home Production	Dark Fantasy - A lot can happen inside	Sunfeast Dark Fantasy	Wavemaker India		

## BRONZE

1	Product/Services Launch	You Wanna Do It, Just DUNZO It	Dunzo	Affle (MAAS)		
2	Product/Services Launch	Spotify India Podcast Mobile Campaign	Spotify India	AdColony	Interactive Avenues India	
3	Promotion	Nikon Insta Badge	Nikon India	WATConsult		
4	Social Impact /Not for Profit	Her Courage Lessons for MySchoolReviews.com	MySchoolReviews.com	Isobar India		
5	SMARTIES Banner - Logo.png	Hum Haar Nahi Maanenge	HDFC Bank	Kinnect		
6	Cross Media	Signature Masterclass 4.0	Diageo India / Signature	Vice Media		DDB Mudra
7	Cross Media	McDowell's No1 Soda No1YaariJam	Diageo India / McDowell's No1 Soda	Hungama		DDB Mudra & The Glitch
8	Mobile App Advertising	Flipkart uses audience Intel to set new benchmarks	Intel	Flipkart Ads		
9	Mobile Social	What if you could #InteractWithTheFuture?	Aditya Birla Capital		Foxymoron	Mindshare
10	Innovation	Powering The Beauty Within	Zivame	Affle (RevX)		
11	Best Data Driven Display Creative	Global Acquisition Strategy for Zomato Gold	Zomato Gold	Kinnect		
12	Purposeful Marketing	Rewind Kia	Kia Motors India	Isobar India		

13	Seamless Consumer Experience	Say It With Silk	Mondelez / Cadbury Silk	Spotify India	Wavemaker India	
14	Home Production	Alpenliebe - Rakhi Campaign	Perfetti Van Melle India	PHD Media		
15	Home Production	The ABC of Money Advice	Aditya Birla Capital		Mindshare	Foxymoron

Industry Awards	
<b>Best in show</b>	<b>What if you could #InteractWithTheFuture?</b>
<b>Marketer of the Year</b>	<b>Aditya Birla Capital</b>
<b>Agency of the Year</b>	<b>Isobar India</b>
<b>Enabling Technology Company of the Year</b>	<b>Affle</b>
<b>Brand of the year</b>	<b>Netflix India</b>
<b>Publisher of the Year</b>	<b>Spotify India</b>