



EFFIE 2018

Judges, Short-Lists, Results and Tally Sheet

Celebrating 18 Glorious Years of Effie India

EFFIE 2018 ROUND I JUDGES - MUMBAI



Adhideb Ghosh



Ahsan Khan



Ajay Menon



Alamjit Singh
Sekhon



Almas Ahmed



Amin Lakhani



Anirban Mukherjee



Arpita Menon



Ashish Asati



Ashish Morone



Ashutosh Prakash



Atul Rohan Garg



Avinash Janjire



Avinav Nigam



Avishek Mandal



Bhakti Malik



Biswabaran
Chakrabarti



Chandan Kumar



Charu Gulati



Debopriyo
Chakraborty



Deepak Netram



Dilpreeta Vasudeva



Disha Pinge



Divya Bahirwani



Elizabeth
Venkataraman



Gauri Malhotra



Gulshan Singh



Himani Chandna



Jignesh Dawda



Jyothsna Yalapalli



Kallappa
Pattanashetti



Karina Sudarsan



Krishnaraj Bhat



M. K. Machaiah



Madhu Dutta



Mandar Gore



Manisha Sain



Mehak Jaini



Milind Acharya



Mitali Srivastava
Hough



Neerja Goswami



Nithya
Balasubramanian

Celebrating 18 Glorious Years of Effie India



Peeyush Bachlaus



Prakash Nair



Priyanka Puri



R. Chidambaram



Radhika Sabherwal



Ranjini Roy



Ravindra Jain



Rohan Padhye



Rohit Vengurlekar



Royston Netto



Ruchika Malhan
Varma



Sadhana Daswani



Samera Khan



Samir Vora



Sandeep Tanwani



Sanjay Srinivas



Sarita Raghavan



Shaila Bothra



Shardul Mujumdar



Sharmila
Subramaniam



Shavon Barua



Shipra Chinchankar



Shweta Shrivastava



Siddhant Lahiri



Soumitra Pal



Soumitra Patnekar



Soumya Das



Sridevi Nair



Suchismita Ganguli



Sujala Martis



Sunil Arora



Toru Jhaveri



Vandana
Ramkrishna



Vinayak Warke



Vineet Singh



Vineet Singh



Vipasha Bhuptani



Vishal Chinchankar



Walter Noronha



Yashodeep Agrawal



Yudhishtir Agrawal

Celebrating 18 Glorious Years of Effie India

EFFIE 2018 ROUND I JUDGES - DELHI



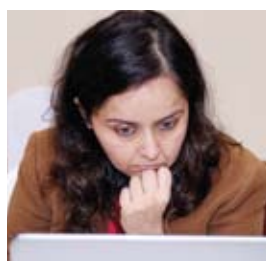
Aashish Midha



Abhijit Poddar



Amarinder Butalia



Anchal Kaushal



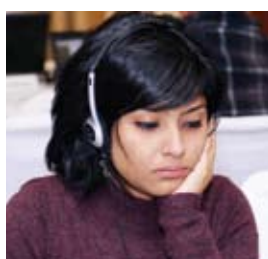
Anirban Chaudhuri



Ankit Singh



Ankit Vohra



Antara Suri



Aparna Bhawal



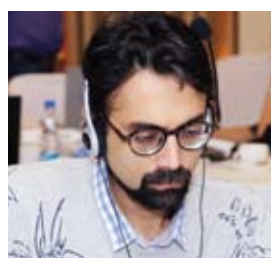
Arun Sharma



Ashwani Dhingra



Ayan Banik



Bikram Bindra



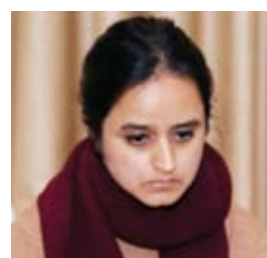
Divya Sharma



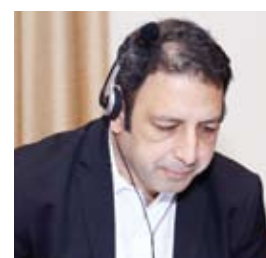
Gaurav Dudeja



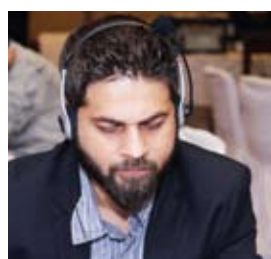
Geetanjali Master



Gurleen Pal



Jaibeer Ahmad



Jay Gala



Jigisha Chawla



K. R. K. Ganesh



K. Ganapathy
Subramaniam



Kaushik Prasad.V



Kumar Mayank



Kunal Roy



Mohini Varma



Neha Markanda



Nikhlesh Jhingan



Nutan Sooda



Parth Desai



Prabhakar Tiwari



Preeti Chopra
Bhatnagar



Raj Rishi Singh



Rinku Roy
Choudhury



Rohan
Mascarenhas



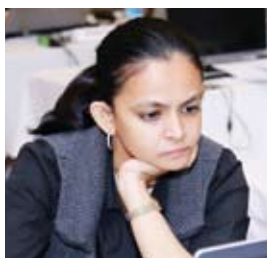
Ruchika Gupta



Saraswathi Laxman



Shweta Khosla



Srishti Khandelwal



Tanul Bhartiya



Tarun Menon



Tathagata
Chatterjee

Celebrating 18 Glorious Years of Effie India



Vandana Chamaria



Vibha Gupta



Vineet Jain



Vineet Kindra



Vinit Kapahi

EFFIE 2018 ROUND I JUDGES - BANGALORE



Abigail Dias



Apuarv Sethi



Ayan Chaudhuri



Dileep Ashoka



Divya Khanna



Gowarthan



Karthik Yathindra



Madhavan Sekar



Mithila Saraf



N. Ramamoorthi



Pallab Roy



Priyadarshini
Kapoor



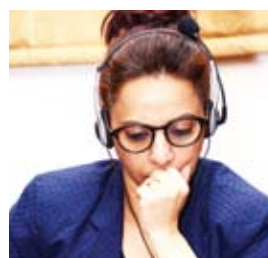
Radhika Francis



Rajesh Perumal
Mathew



Razia Ali



Simi Sabhaney



Soumya Menon



Sreenesh Bhat



Stuti Shukla



Vidya
Venkateswaran



Vikram Satyanath

Celebrating 18 Glorious Years of Effie India

INTERACTIVE MARKETING SPECIALIST



Amit Doshi



Ashwin Dravid



Gautam Reghunath



Kishore
Subramanian



Kunal Dubey



Saurabh Khullar



Sudarshan
Banerjee



Ujjwal Shrivastava



Vanaja Pillai



Vasantha
Krishnamurthy

HEALTHCARE SPECIALIST



Aditya Kilpady



Charu Arya



Deepak A. Naik



Dr. Harshit Jain



Rana Bawa



Ruchira Jaitly



Urvashi Guha

DIRECT MARKETING SPECIALIST



Bedraj Tripathy



Deepali Naair



G. Ajay Row



Harshad Hardikar



Ramesh Iyengar



Sumantra Sengupta



Vaishakhi Bharucha



Yateesh Srivastava

EFFIE 2018 FINAL ROUND JUDGES - MUMBAI



Aditya Save



Akhilesh Nath



Ameya Dangi



Amit Kekre



Anila
Gopalakrishnan



Anoop Menon



Aradhana Bhushan



Arthi Basak



Arun Raman



Aseem Kapoor



Atika Malik



B. Krishna Rao



Barani Dharan S.



Basant Rathore



Chaitanya Rele



Devang Raiyani



Dhunji S. Wadia



Dinesh Menon



G. V. Krishnan



Ganapathy
Balagopalan



Harkawal Singh



Himanka Das



Imraan Surve



Jishnu Sen



K A Bobby



Kaacon Sethi



Kavita Chaturvedi



Kawal Shoor



Kedar Apte



Khushnuma
Daruwala



Kumar N. Pillay



Loveleen Sahrawat



M A Partha Sarathy



Manish Vyas



Manjari Upadhye



Mehul Shah

Celebrating 18 Glorious Years of Effie India



Mehul Shukla



Namit Prasad



Nandan Srinath



Navonil Chatterjee



Pavanjit-Singh Bedi



Prashant Vatkar



Punitha Arumugam



Rajat Mendhi



Rajeev Malik



Rajesh Sharma



Rajiv Sabnis



Rakesh Hinduja



Ramnik Chhabra



Rana Barua



Ravi Rayavaram



Rishabha Nayyar



Rishi Kakar



Shantiswarup
Panda



Shaziya Khan



Shekhar Banerjee



Shourov Mukherjee



Siddharth Banerjee



Subash Balar



Subramanian
Krishnan



Suman Srivastava



Suraja Kishore



Sushant Dash



Tarun Jha



Tina Mistry



Umesh Shrikhande



Vanita Keswani



Vidhu Sagar



Vijay Ramchandran



Vikas Agnihotri



Vikas Choudhury



Viral Oza

EFFIE 2018 FINAL ROUND JUDGES - DELHI



Alok Lall



Archana Vyas



Chandana Agarwal



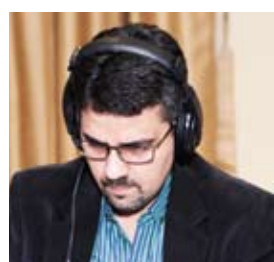
Harjot Singh
Narang



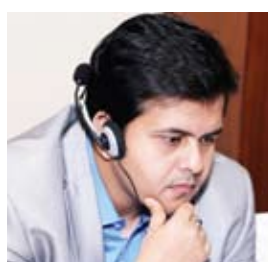
Jitender Dabas



Kapil Arora



Karan Kumar



Manas Lahiri



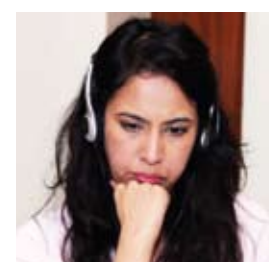
Mansoor Ali



Mythili
Chandrasekar



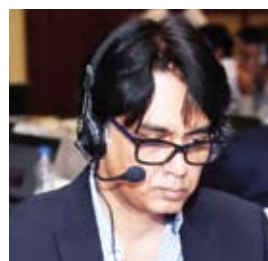
Narayan
Devanathan



Nidhi Hola



Nishi Suri



Pinaki Bhattacharya



Pratik Mazumder



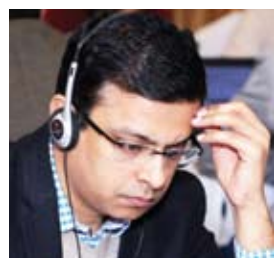
Rabe T. Iyer



Rajeev Jain



Rohit Prakash
Gupta



Sachin Bhalla



Samarjit Choudhry



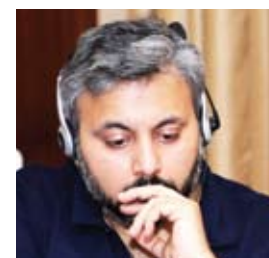
Shefali Chhachhi



Shubhodip Pal



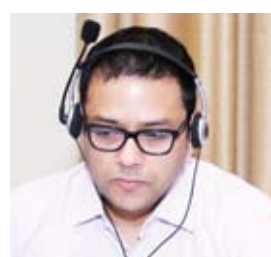
Siddharth Chawla



Solomon Wheeler



Subhashis Basu



Sumant
Bhattacharya



Sumeer Mathur



Sumeet Singh



V. Narayanan

Celebrating 18 Glorious Years of Effie India



Vikram Sakhuja
President, The Advertising Club
& Chairperson, EFFIE Committee



Mitrajit Bhattacharya
Co-Chairperson, EFFIE Committee

AD CLUB SECRETARIAT



Bipin R. Pandit



Mathew Samuel



Smita Khot



Trupti Patkar



Neehar Chury



Suresh Shirke



Gopal Singh

Judging Snapshots



Celebrating 18 Glorious Years of Effie India

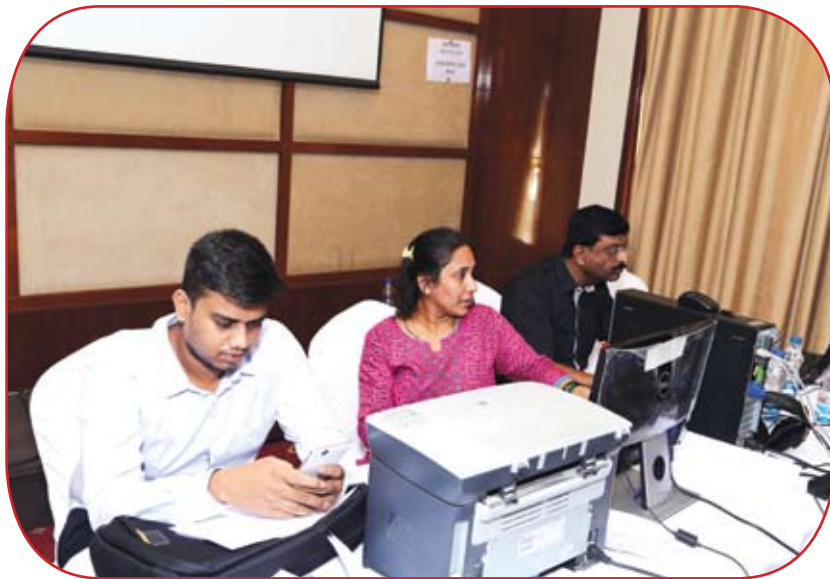


Celebrating 18 Glorious Years of Effie India



EFFIE 2017 FINAL ROUND JUDGING GROUP H			
SL. NO.	ENTRY	MARKS	TOTAL MARKS
17	Small Town and Rural Marketing	8	
18	Regional	8	
25	New Product or Service	5	22

Celebrating 18 Glorious Years of Effie India



Celebrating 18 Glorious Years of Effie India

EFFIE 2018 SHORTLIST

CONSUMER PRODUCTS - COSMETICS & TOILETRIES, PERSONAL HYGIENE

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	Ogilvy & Mather Group, India	SAVLON	Adding health to hands	ITC Limited
2	DDB Mudra Group	STAYFREE	IT'S JUST MY PERIOD	Johnson & Johnson Limited
3	DDB Mudra Group	LIVON SERUM	HOW LIVON TURNED INTO A 'BESTIE' FROM A 'HAS BEEN'	Marico Limited
4	McCann Worldgroup India Contributing Agency 1 - Impact Communications	DETTOL	MAKING THE INVISIBLE VISIBLE	Reckitt Benckiser India
5	McCann Worldgroup India Contributing Agency 1 - Impact Communications Contributing Agency 2 - Interactive Avenues	Dettol	JAB DETTOL MET DISNEY: GAMIFICATION FOR BEHAVIOR CHANGE	Reckitt Benckiser India
6	McCann Worldgroup India	Harpic	India's Newest Status Symbol	Reckitt Benckiser India
7	McCann Worldgroup India	HARPIC	Toilet - Ek Shame Katha	Reckitt Benckiser India
8	McCann Worldgroup India	Parachute Advansed Hot Oil	#MagicOfWarmth	Marico Limited
9	McCann Worldgroup India	Parachute Advansed Body Lotion	#ConfidentInMySkin	Marico Limited

CONSUMER PRODUCTS - BEVERAGES & DRINKS

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	Grey Worldwide India Pvt. Ltd	B Natural	No Pulp Fiction	ITC Foods Ltd.
2	Ogilvy & Mather Group, India	Sprite	Sprite talking bottle	Coca-Cola India Pvt. Ltd.
3	BBD0 India Pvt. Ltd.	Mirinda	#ReleaseThePressure	PepsiCo India Holdings Pvt. Ltd.
4	DDB Mudra Group Contributing Agency 1 - MINDSHARE	Lipton	How we gained share by losing belly fat	Hindustan Unilever Limited
5	McCann Worldgroup India	NESTLE INDIA	Creating a coffee loving generation in a tea-drinking country	Nestle India Ltd.

CONSUMER PRODUCTS - CONFECTIONARY & FOOD

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	Ogilvy & Mather Group, India	Bingo! Potato Chips	Return of The Real	ITC Foods Ltd.
2	Ogilvy & Mather Group, India	Pizza Hut	Dominos Loves Pizza Hut!	Yum Restaurants Marketing Pvt. Ltd.
3	Ogilvy & Mather Group, India	Chupa Chups	Chupa Chups - Take fun seriously	Perfetti Van Melle India Pvt. Ltd.
4	McCann Worldgroup India	Saffola	Stand up for your heart	Marico Limited
5	McCann Worldgroup India	Saffola Masala Oats	Breakup with Junk	Marico Limited

CONSUMER PRODUCTS - OTHERS

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	J. Walter Thompson Contributing Agency 1 - Schbang Digital Solutions Pvt. Ltd.	Goodknight	Getting Moms to love Outdoors	Godrej Consumer Products Ltd.
2	Geometry Global Encompass	Multi Brand Campaign	KKD - Khushiyon Ki Doli (Palanquin of Happiness)	Hindustan Unilever Limited
3	DDB Mudra Group	PAN BAHAR	James Bond gets Pan Bahar to be the talk of town	ASHOK & CO. PAN BAHAR LTD.
4	McCann Worldgroup India	Odemos	The 'Uniform' Approach to Behavior Change	Dabur India Limited
5	ADK Fortune Communications Pvt. Ltd.	Ghadi Detergent	#SaareMaeIDhoDaalo	RSPL Ltd.
6	Hindustan Unilever Limited	SURF EXCEL	"PoRubPo"	Hindustan Unilever Limited
7	Hindustan Unilever Limited	Surf Excel	Neki Ek Ibadat	Hindustan Unilever Limited
8	Hindustan Unilever Limited	Active Wheel	Reinventing Wheel	Hindustan Unilever Limited

CONSUMER DURABLES - AUTOMOBILES AND AUTO PARTS, TWO WHEELERS AND AUTO RELATED

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	Ogilvy & Mather Group, India	Bajaj Dominar	Haathi Mat Paalo (Don't buy a white elephant)	Bajaj Auto Limited
2	TBWA \ India	Datsun redi-GO	Datsun redi-GO - India's First Car Election Campaign.	Nissan Motor India Pvt. Limited
3	FCB Ulka Advertising Private Limited	Tata Hexa	How a mass car brand successfully launched a premium SUV?	Tata Motors Ltd. (Passenger Car Unit)
4	Rediffusion Dentsu Young & Rubicam Pvt. Ltd.	TATA XENON YODHA	THE WARRIOR TRUCK	TATA Motors Limited
5	Contract Advertising (India) Pvt. Ltd.	Droom.in	How Technology Beat Humans!	Droom Technology Pvt. Ltd.

Celebrating 18 Glorious Years of Effie India

6	Mullen Lintas, India	Bajaj Avenger	The Liberation World	Bajaj Auto Limited
7	Ogilvy & Mather Group, India	CEAT	CEAT IT HELPS - PUTTING SAFETY FIRST	Ceat Limited
8	22feet Tribal Worldwide Private Limited	TVS SCOOTY ZEST	HIMALAYAN HIGHS	TVS Motor Company

CONSUMER DURABLES - ELECTRONIC GOODS

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	FCB Interface	Blue Star	How a decimal stopped remote fights in the bedroom	Blue Star India Ltd.
2	Cheil India	Samsung India	Samsung Galaxy A9 Pro Bold Shorties	Samsung India Electronics Pvt. Ltd.
3	Grey Worldwide India Pvt. Ltd. Contributing Agency 1 - Krayon Contributing Agency 2 - NEODESYNZ Contributing Agency 3 - RW Promotions Contributing Agency 4 - GoZoop	Dell	Foundation For a Better Tomorrow	Dell International Services Pvt. Ltd.

CONSUMER DURABLES - OTHERS

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	Rediffusion Dentsu Young & Rubicam Pvt. Ltd. Contributing Agency 1 - The Social Street	EXIDE	THE BATTERY THAT CARES	Exide Industries Pvt. Ltd.
2	Titan Company Ltd.	Sonata ACT	Manzil Pe Nazar	Titan Company Ltd.
3	Contract Advertising (India) Pvt. Ltd.	Orient Electric	Wake India up to FND (Fan Noise Discomfort)	Orient Electric (A Division of Orient Paper & Industry Ltd.)
4	McCann Worldgroup India	Royale Play	How Royale Play found a new canvas to play on	Asian Paints Ltd.
5	Contract Advertising (India) Pvt. Ltd.	Orient Electric	TUBELIGHTS ARE NOT A BRIGHT IDEA.	Orient Electric (A Division of Orient Paper & Industry Ltd.)
6	McCann Worldgroup India	A.O. Smith	A.O. Smith Selling a water purifier without selling purity	A.O.Smith

SERVICES - TELECOM & RELATED PRODUCTS

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	Ogilvy & Mather Group, India	Vodafone India	Free vs. Quality - India's most beloved couple Asha-Bala settle the debate.	Vodafone India Limited
2	J. Walter Thompson	Airtel	Durga Pujo experience turned 360-degree by Airtel 4G - #OpenPujo360 winning battles and hearts	Bharti Airtel Limited

SERVICES - FINANCIAL SERVICES

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	Ogilvy & Mather Group, India	Max Life Insurance	Empower Protect	Max Life Insurance Company Limited
2	J. Walter Thompson Contributing Agency 1 - Mirum Digital Pvt. Limited	Association of Mutual Funds in India (AMFI)	Mutual Funds Sahi Hai	Association of Mutual Funds in India
3	BBD0 India Pvt. Ltd.	Visa India	#KindnessIsCashless	Visa Consolidated Support Services India Pvt. Ltd.
4	Axis Bank Ltd.	Axis Bank	Home Loans with 12 EMIs Off	Axis Bank Limited
5	McCann Worldgroup India	Paytm	India's first digital candy	One97 Communication Limited
6	McCann Worldgroup India	Paytm	Helping India conquer Note-Bandi	One97 Communication Limited
7	McCann Worldgroup India	Paytm	Increasing the emotional worth of a mobile transaction	One97 Communication Limited
8	McCann Worldgroup India	IDFC Bank	Banking Nibhao	IDFC
9	McCann Worldgroup India	IDFC Bank - Bharat Banking	Bank in a box	IDFC

SERVICES - MEDIA & ENTERTAINMENT

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	Ogilvy & Mather Group, India	Star Plus	Nayi Soch	Star India Pvt. Ltd.
2	Hotstar - In House Creative Communications	Hotstar	Torrents Morghulis	Star India Pvt. Ltd.
3	DDB Mudra Group Contributing Agency 1 - Tonic Media Digital Pvt. Ltd. Contributing Agency 2 - CMGRP (INDIA) PVT. LTD.	SONY MAX	10 Saal Aapke Naam - An ode to the diverse fans of IPL	Sony Pictures Networks India Pvt. Ltd.

Celebrating 18 Glorious Years of Effie India

SERVICES - OTHERS

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	Ogilvy & Mather Group, India	Department of Tourism Government of Rajasthan	(Jaane Kya Dikh Jaye) You haven't seen it all.	Department of Tourism, Government of Rajasthan
2	J. Walter Thompson	J&K Tourism	J&K Tourism: Playing up "Warmth" to Counter the "Cold" Narrative on Kashmir	J&K Tourism
3	J. Walter Thompson	Nestaway.com	Homes That Don't Discriminate	Nestaway Technologies Private Limited
4	Contributing Agecny 1 - Dyuti - Independent Producer McCann Worldgroup India	Bill & Melinda Gates Foundation	Aadat ki Tarakki	Bill & Melinda Gates Foundation (Supported by Ministry of Urban Development)
5	McCann Worldgroup India	Bill & Melinda Gates Foundation	When Family Planning had a Better Plan	Bill & Melinda Gates Foundation (Supported by Ministry of Urban Development)
6	Publicis Communications Pvt. Ltd.	Make My Trip	MakeMyTrip International	MakeMyTrip.com

CORPORATE ADVERTISING / REPUTATION

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	DDB Mudra Group	INORBIT MALLS (I) PVT. LTD.	HOME RUN - NOT HOME BOUND	Inorbit Malls (I) Pvt. Ltd.
2	DDB Mudra Group	State Bank Of India	The Language of Hope	State Bank of India
3	McCann Worldgroup India	Paytm	India's Biggest Crash Course in Financial Literacy	One97 Communication Limited
4	McCann Worldgroup India	Dainik Jagran	INDIA'S LARGEST COMPETITIVE EXAM	Jagran Prakashan Ltd.
5	McCann Worldgroup India	REEBOK	CELEBRATING 'FIGHTNESS'	Reebok India Ltd.
6	Ogilvy & Mather Group, India	Vodafone India	100 million strong movement to bring people closer #lookup	Vodafone India Limited
7	Mindshare	Hindustan Unilever	The See Through Toilet	Hindustan Unilever Limited

RETAIL

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	Ogilvy & Mather Group, India	Amazon.in	The Unexpected Gift	Amazon Seller Services Pvt. Ltd.
2	Ogilvy & Mather Group, India	Amazon.in	Lets Prepare For Diwali Together	Amazon Seller Services Pvt. Ltd.
3	BBD0 India Pvt. Ltd.	eBay India	#ThingsDontJudge	EBAY India Pvt. Ltd.
4	DDB Mudra Group	BIG BAZAAR	GRAHPRAVESH (Inaugurating Home)	Future Retail Limited
5	Contributing Agency 1 - L&K Saatchi & Saatchi DDB Mudra Group	Big Bazaar	India's first & only nationwide GST Demo	Future Retail Limited
6	Contributing Agency 1 - Digital L&K Saatchi & Saatchi McCann Worldgroup India	Paytm	PayTM Gold: India's Digital Tijori	One97 Communication Limited

HEALTHCARE

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	Ogilvy & Mather Group, India	Nicotex	Friends	Cipla Limited
2	DDB Mudra Group	HealthifyMe	Making New Year Health Resolutions, Work Out	HealthifyMe Wellness Products and Services Private Limited
3	Medulla Communications Pvt. Ltd.	Indian Association of Palliative Care	Last Laugh	Indian Association of Palliative Care (IAPC)
4	Contributing Agency 1 - A Nineteen Film Pvt. Ltd. McCann Worldgroup India	Narayana Health	Opening the door for breast self-examination in rural India	Narayana Health
5	ADK Fortune Communications Pvt. Ltd.	Prega News	#YourSecondHome	Mankind Pharma Limited
6	McCann Worldgroup India	The Live Love Laugh Foundation	Live Love Laugh - Dobara Poocho	The Live Love Laugh Foundation
7	McCann Worldgroup India	Maharashtra Dyslexia Association	Dancing Letters	Maharashtra Dyslexia Association
8	Red Fuse Communications	Colgate	Pocket Dentist	Colgate Palmolive India Ltd.

B2B

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	Ogilvy & Mather Group, India	IBM	30 day developer challenge	IBM India Pvt. Ltd.
2	McCann Worldgroup India	Paytm	How Paytm won over the Kirana store Uncle	One97 Communication Limited
3	McCann Worldgroup India	Paytm	A STICKER THAT BROUGHT HOPE	One97 Communication Limited
4	Happy mcgarrybowen	Tally Solutions	Tally hai toh tayyar hain	Tally Solutions Private Limited

Celebrating 18 Glorious Years of Effie India

INTERACTIVE MARKETING

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	Mirum Digital Pvt. Limited	Association of Mutual Funds in India (AMFI)	Mutual Funds Sahi Hai	Association of Mutual Funds in India
2	Primary Agency 2 - JWT	eBay India	#ThingsDontJudge	EBAY India Pvt. Ltd.
3	BBD0 India Pvt. Ltd.	Durex	“Durex gets into denims” - gets India and the world talking about sex	Reckitt Benckiser India
4	Havas Worldwide India Pvt. Ltd.	Vodafone India	Farmer BnB - The world’s first rural BnB to enhance livelihoods	Vodafone India Limited
5	Ogilvy & Mather Group, India	Paytm	PayTM Gold: India’s Digital Tijori	One97
6	McCann Worldgroup India	Paytm	Marrying A Cultural Ritual Into A Digital Product	Communication Limited
7	McCann Worldgroup India	PayTM	#ReleaseThePressure	One97
8	BBD0 India Pvt. Ltd.	Mirinda		Communication Limited
9	The 120 Media Collective	Tata Motors, TAMO Racemo	A car that took the internet for a ride!	PepsiCo India Holdings Pvt. Ltd.
10	Sideways Consulting LLP	Sita - Warrior of Mithila		TATA Motors Limited
11	Contributing Agency 1 - Moe’s Art			Westland Publications Limited
12	Contributing Agency 2 - Oktobuzz			
13	DDB Mudra Group	PUMA	Women, Do You	PUMA Sports India Pvt. Ltd.
14	Contributing Agency 1 - Toast Events Pvt. Ltd.			
15	Red Fuse Communications	Colgate	Pocket Dentist	Colgate Palmolive India Ltd.

SMALL TOWN & RURAL MARKETING

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	J. Walter Thompson	Apollo Krishak Gold	Man Over Machine	Apollo Tyres Limited
2	J. Walter Thompson	UNICEF	EVERY HALF COUNTS	United Nations Children’s Fund (UNICEF) India
3	McCann Worldgroup India	Dettol	DETTOL GERMBURSTERS	Reckitt Benckiser India
4	McCann Worldgroup India	Bill and Melinda Gates Foundation	Aadat ki Tarakki	Bill & Melinda Gates Foundation (Supported by Ministry of Urban Development)
5	McCann Worldgroup India	HARPIC	India’s newest Status symbol	Reckitt Benckiser India
6	McCann Worldgroup India	HARPIC	Toilet - Ek Shame Katha	Reckitt Benckiser India
7	McCann Worldgroup India	Narayana Health	Opening the door for breast self-examination in rural India	Narayana Health
8	McCann Worldgroup India	Bill & Melinda Gates Foundation	When Family Planning had a Better Plan	Bill & Melinda Gates Foundation (Supported by Ministry of Urban Development)
9	McCann Worldgroup India	IDFC Bank - Bharat Banking	Bank in a box	IDFC

REGIONAL

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	Ogilvy & Mather Group, India	Amazon.in	The Unexpected Gift	Amazon Seller Services Pvt. Ltd.
2	Ogilvy & Mather Group, India	MTR	MAKING SAMBAR HOT IN THE TELUGU BELT	MTR Foods Pvt. Ltd.
3	Ogilvy & Mather Group, India	HUL- Hamam	#GoSafeOutside	Hindustan Unilever Limited
4	J. Walter Thompson	Airtel	Durga Pujo experience turned 360-degree by Airtel 4G-#OpenPujo360	Bharti Airtel Limited
5	FCB India	Horlicks	winning battles and hearts	GlaxoSmithKline
6	McCann Worldgroup India	Aashirvaad	Hunger to grow	Consumer Healthcare Ltd.
7	Mindshare	Rin Advance Powder	Moving the Bengali from articulation to action	ITC Foods Ltd.
8	Primary Agency 2 - JWT		Rin The Water Conservation Story	Hindustan Unilever Limited
9	The Leo Group India	Amazon.in	Amazon.in Tamil Nadu: Making Online Shopping Tamil Nadu’s cup o’ kaapi	Amazon Seller Services Pvt. Ltd.
10	Contributing Agency 1 - Ogilvy & Mather Group, India			

DIRECT MARKETING

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	Famous Innovations	Project Nanhi Kali	STORYBOOKS FIND A WAY	K C Mahindra Education Trust
2	McCann Worldgroup India	Paytm	A DIRECT MAILER THAT RESTARTED BUSINESS FOR SMALL SHOPKEEPERS	One97
3	McCann Worldgroup India	Maharashtra Dyslexia Association	Dancing Letters	Communication Limited
4	Red Fuse Communications	Colgate	Pocket Dentist	Maharashtra Dyslexia Association
				Colgate Palmolive India Ltd.

Celebrating 18 Glorious Years of Effie India

EXPERIENTIAL MARKETING / BRAND EXPERIENCE

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	Ogilvy & Mather Group, India	Star Plus	Wear Her Name, Nayi Soch	Star India Pvt. Ltd.
2	Ogilvy & Mather Group, India	Vodafone India	100 million strong movement to bring people closer #lookup	Vodafone Business Services
3	Famous Innovations	Project Nanhi Kali	STORIES MAKE PEOPLE CARE	K C Mahindra Education Trust
4	Ogilvy & Mather Group, India	Godrej HIT	Why a nudge is better than a push: A case study by Godrej HIT	Godrej Consumer Products Ltd.
5	DDB Mudra Group Contributing Agency 1 - Digital L&K Saatchi & Saatchi	Big Bazaar	India's first & only nationwide GST Demo	Future Retail Limited
6	Ogilvy & Mather Group, India	CEAT tyres	CEAT IT HELPS - PUTTING SAFETY FIRST	Ceat Limited
7	DDB Mudra Group	Asian Paints	Untold stories of colour	Asian Paints Ltd.
8	McCann Worldgroup India	Paytm	India's first digital candy	One97 Communication Limited
9	McCann Worldgroup India	HealthCare atHOME	AN UNFORGETTABLE REMINDER FOR FORGETFULNESS	Health Care at Home India Pvt. Ltd.
10	McCann Worldgroup India	HARPIC	The Most Unpleasant Experience	Reckitt Benckiser India
11	McCann Worldgroup India	Paytm	Marrying A Cultural Ritual Into A Digital Product	One97 Communication Limited
12	McCann Worldgroup India	Narayana Health	Opening the door for breast self-examination in rural India	Narayana Health
13	Ogilvy & Mather Group, India	SAVLON	Adding fun to hygiene	ITC Limited
14	McCann Worldgroup India	The Live Love Laugh Foundation	Live Love Laugh - Dobara Poocho	The Live Love Laugh Foundation
15	McCann Worldgroup India	Maharashtra Dyslexia Association	Dancing Letters	Maharashtra Dyslexia Association
16	Cheil India	Samsung India	Samsung Galaxy A9 Pro Bold Shorties	Samsung India Electronics Pvt. Ltd.
17	McCann Worldgroup India	PayTM	A STICKER THAT BROUGHT HOPE	One97 Communication Limited
18	Medulla Communications Pvt. Ltd. Contributing Agency 1 - A Nineteen Films Pvt. Ltd.	Indian Association of Palliative Care	Last Laugh	Indian Association of Palliative Care (IAPC)
19	Geometry Global Encompass	Government of India (Client: I&B Ministry/ NFDC)	Making Of Developed India Fest (M.O.D.I. Fest)	National Film Development Corporation

EFFIE FOR GOOD

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	Grey Worldwide India Pvt. Ltd.	Indian Air Force	Daughters To The Defence	Indian Air Force
2	Ogilvy & Mather Group, India	Savlon	Adding fun to hygiene	ITC Limited
3	Ogilvy & Mather Group, India	Vodafone India	Farmer BnB - The world's first rural BnB to enhance livelihoods	Vodafone India Limited
4	Famous Innovations	Nestle India Ltd.	SPARKING A MOVEMENT FOR GIRL CHILD EDUCATION	Nestle India Ltd.
5	TBWA \ India	The Humsafar Trust	Combat people's anti-transgender hysteria in public toilets	The Humsafar Trust
6	Ogilvy & Mather Group, India	Godrej HIT	Why a nudge is better than a push: A case study by Godrej HIT	Godrej Consumer Products Ltd.
7	J. Walter Thompson	UNICEF	EVERY HALF COUNTS	United Nations Children's Fund (UNICEF) India
8	Medulla Communications Pvt. Ltd. Contributing Agency 1 - A Nineteen Films Pvt. Ltd.	Indian Association of Palliative Care	Last Laugh	Indian Association of Palliative Care (IAPC)
9	McCann Worldgroup India	Narayana Health	Opening the door for breast self-examination in rural India	Narayana Health
10	Dentsu Webchutney	IndusInd Bank	THE OTHER MEN IN BLUE	IndusInd Bank
11	McCann Worldgroup India	Live Love Laugh	Live Love Laugh - Dobara Poocho	The Live Love Laugh Foundation
12	McCann Worldgroup India	Maharashtra Dyslexia Association	Dancing Letters	Maharashtra Dyslexia Association
13	McCann Worldgroup India	World For All	World For All	World For All

DAVID V/S GOLIATH

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	Ogilvy & Mather Group, India Primary Agency 2 - Strategic Partners - Sideways Consulting	Wild Stone	How "Kunal" helped Wild Stone to move from the locker room to the living room	McNroe Consumer Products Pvt. Ltd.
2	Ogilvy & Mather Group, India	SAVLON	Adding health to hands	ITC Limited
3	TBWA \ India	Airbnb India Private Limited	Getting Indians to #LiveThere	Airbnb India Private Limited
4	Hotstar - In House Creative Communications	Hotstar	Torrents Morghulis	Star India Pvt. Ltd.
5	DDB Mudra Group	Volkswagen	AN ATTITUDE WORTH RESPECTING	Volkswagen Groups Sales India Pvt. Ltd.
6	Leo Burnett	Amazon Prime Video	India Ka Naya Primetime	Amazon Seller Services Pvt. Ltd.
7	Star India	Star Gold Select	Star Gold Select Launch Campaign	Star India Pvt. Ltd.

Celebrating 18 Glorious Years of Effie India

INTEGRATED ADVERTISING CAMPAIGN

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	Ogilvy & Mather Group, India	Star Plus	Nayi Soch	Star India Pvt. Ltd.
2	Ogilvy & Mather Group, India Contributing Agency 1 - What's your Problem Brand Solutions Pvt. Ltd.	Amazon.in	Inspiring India's New Dreamers	Amazon Seller Services Pvt. Ltd.
3	Ogilvy & Mather Group, India	CEAT Tyres	CEAT IT HELPS - PUTTING SAFETY FIRST	Ceat Limited
4	Ogilvy & Mather Group, India	Vodafone India	Free vs. Quality - India's most beloved couple Asha-Bala settle the debate	Vodafone India Limited
5	Ogilvy & Mather Group, India	Department of Tourism Government of Rajasthan	(Jaane Kya Dikh Jaye) You haven't seen it all.	Department of Tourism, Government of Rajasthan
6	TBWA \ India	Airbnb India Private Limited	Getting Indians to #LiveThere	Airbnb India Private Limited
7	J. Walter Thompson Contributing Agency 1 - Mindshare	Rin	Boond Bachao, Brand Badhao	Hindustan Unilever Limited
8	Ogilvy & Mather Group, India Contributing Agency 1 - February Communications Pvt. Ltd.	Amazon.in	The Large-Hearted festival	Amazon Seller Services Pvt. Ltd.
9	Havas Worldwide India Pvt. Ltd.	Durex	How Durex's entry into the world of Denim was great for business	Reckitt Benckiser India
10	Ogilvy & Mather Group, India	Chupa Chups	Chupa Chups - Take Fun Seriously	Perfetti Van Melle India Pvt. Ltd.
11	J. Walter Thompson Contributing Agency 1 - Schbang Digital Solutions Pvt. Ltd.	Goodknight	Getting Moms to love Outdoors	Godrej Consumer Products Ltd.
12	BBD0 India Pvt. Ltd.	Mirinda	#ReleaseThePressure	PepsiCo India Holdings Pvt. Ltd.
13	McCann Worldgroup India	Aashirvaad	Moving the Bengali from articulation to action	ITC Foods Ltd.
14	McCann Worldgroup India	DETTOL	HOW THE ANTISEPTIC LIQUID CAME OUT OF FIRST-AID BOX	Reckitt Benckiser India
15	McCann Worldgroup India Contributing Agency 1 - Impact Communications Contributing Agency 2 - Interactive Avenues	Dettol	JAB DETTOL MET DISNEY: GAMIFICATION FOR BEHAVIOR CHANGE	Reckitt Benckiser India
16	McCann Worldgroup India	HARPIC	Toilet - Ek Shame Katha	Reckitt Benckiser India
17	McCann Worldgroup India	Nescafe	Creating a coffee loving generation in a tea-drinking country	Nestle India Ltd.
18	Cheil India	adidas	#FanTheFire	adidas India Marketing Pvt. Ltd.
19	McCann Worldgroup India	Bill & Melinda Gates Foundation	When Family Planning had a Better Plan	Bill & Melinda Gates Foundation (Supported by Ministry of Urban Development)
20	DDB Mudra Group Contributing Agency 1 - Tonic Media Digital Pvt. Ltd. Contributing Agency 2 - CMGRP (INDIA) PVT. LTD.	Sony Max	10 Saal Aapke Naam - An ode to the diverse fans of IPL	Sony Pictures Networks India Pvt. Ltd.
21	McCann Worldgroup India	Saffola Masala Oats	Breakup with Junk	Marico Limited
22	McCann Worldgroup India	The Live Love Laugh Foundation	Live Love Laugh - Dobara Poocho	The Live Love Laugh Foundation
23	Ogilvy & Mather Group, India	SAVLON	Adding health to hands	ITC Limited

BEST ONGOING CAMPAIGN

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	Ogilvy & Mather Group, India	Bournvita	Tayyari Jeet Ki	Mondelez India Foods Ltd.
2	Ogilvy & Mather Group, India	Madhya Pradesh State Tourism Development Corporation	HOW THE 'HEART OF INCREDIBLE INDIA' WON THE HEARTS OF MILLIONS.	Madhya Pradesh State Tourism Development Corporation Limited
3	Ogilvy & Mather Group, India	Brooke Bond Red Label	Swad Apnepan Ka (Taste of Togetherness)	Hindustan Unilever Limited
4	Ogilvy & Mather Group, India	The Akanksha Foundation	The Joy Exchange	The Akanksha Foundation
5	Hindustan Unilever Limited	Surf Excel	Giving The Fight Against Dirt A Karmic Perspective	Hindustan Unilever Limited

NEW PRODUCT OR SERVICE

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	The 120 Media Collective	TATA Motors, TAMO Racemo	A car that took the internet for a ride!	Tata Motors Limited
2	Ogilvy & Mather Group, India	MTR	India ka Breakfast	MTR Foods Pvt. Ltd.
3	TBWA \ India	Airbnb India Private Limited	Getting Indians to #LiveThere	Airbnb India Private Limited
4	Cheil India	Samsung India	Samsung Pay: The Revolutionary Way to Pay	Samsung India Electronics Pvt. Ltd.
5	DDB Mudra Group	Ujjivan	BANKING THE UNBANKED	Ujjivan Small Finance Bank

Celebrating 18 Glorious Years of Effie India

EFFIE 2018 RESULTS

CONSUMER PRODUCTS - COSMETICS & TOILETRIES, PERSONAL HYGIENE

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	McCann Worldgroup India	HARPIC	Toilet - Ek Shame Katha	Reckitt Benckiser India	GOLD
2	McCann Worldgroup India	Harpic	India's Newest Status Symbol	Reckitt Benckiser India	SILVER
3	DDB Mudra Group	STAYFREE	IT'S JUST MY PERIOD	Johnson & Johnson Limited	SILVER
4	Ogilvy & Mather Group, India	SAVLON	Adding health to hands	ITC Limited	BRONZE
5	DDB Mudra Group	LIVON SERUM	HOW LIVON TURNED INTO A 'BESTIE' FROM A 'HAS BEEN'	Marico Limited	BRONZE
6	McCann Worldgroup India	Parachute Advansed Body Lotion	#ConfidentInMySkin	Marico Limited	FINALIST
7	McCann Worldgroup India	Parachute Advansed Hot Oil	#MagicOfWarmth	Marico Limited	FINALIST
8	McCann Worldgroup India Contributing Agency 1 - Impact Communications	DETTOL	MAKING THE INVISIBLE VISIBLE	Reckitt Benckiser India	FINALIST
9	McCann Worldgroup India Contributing Agency 1 - Impact Communications Contributing Agency 2 - Interactive Avenues	Dettol	JAB DETTOL MET DISNEY: GAMIFICATION FOR BEHAVIOR CHANGE	Reckitt Benckiser India	FINALIST

CONSUMER PRODUCTS - BEVERAGES & DRINKS

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	DDB Mudra Group Contributing Agency 1 - MINDSHARE	Lipton	How we gained share by losing belly fat	Hindustan Unilever Limited	SILVER
2	McCann Worldgroup India	NESTLE INDIA	Creating a coffee loving generation in a tea-drinking country	Nestle India Ltd.	BRONZE
3	Ogilvy & Mather Group, India	Sprite	Sprite talking bottle	Coca-Cola India Pvt. Ltd.	FINALIST
4	BBDO India Pvt. Ltd.	Mirinda	#ReleaseThePressure	PepsiCo India Holdings Pvt. Ltd.	FINALIST
5	Grey Worldwide India Pvt. Ltd	B Natural	No Pulp Fiction	ITC Foods Ltd.	FINALIST

CONSUMER PRODUCTS - CONFECTIONARY & FOOD

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	Ogilvy & Mather Group, India	Pizza Hut	Dominos Loves Pizza Hut!	Yum Restaurants Marketing Pvt. Ltd.	GOLD
2	Ogilvy & Mather Group, India	Chupa Chups	Chupa Chups - Take fun seriously	Perfetti Van Melle India Pvt. Ltd.	GOLD
3	McCann Worldgroup India	Saffola Masala Oats	Breakup with Junk	Marico Limited	SILVER
4	Ogilvy & Mather Group, India	Bingo! Potato Chips	Return of The Real	ITC Foods Ltd.	SILVER
5	McCann Worldgroup India	Saffola	Stand up for your heart	Marico Limited	BRONZE

CONSUMER PRODUCTS - OTHERS

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	Hindustan Unilever Limited	Surf Excel	Neki Ek Ibadat	Hindustan Unilever Limited	GOLD
2	J. Walter Thompson Contributing Agency 1 - Schbang Digital Solutions Pvt. Ltd.	Goodknight	Getting Moms to love Outdoors	Godrej Consumer Products Ltd.	SILVER
3	ADK Fortune Communications Pvt. Ltd.	Ghadi Detergent	#SaareMaeIdhoDaalo	RSPL Ltd.	SILVER
4	McCann Worldgroup India	Odomos	The 'Uniform' Approach to Behavior Change	Dabur India Limited	BRONZE
5	Hindustan Unilever Limited	SURF EXCEL	"PoRubPo"	Hindustan Unilever Limited	BRONZE
6	DDB Mudra Group	PAN BAHAR	James Bond gets Pan Bahar to be the talk of town	ASHOK & CO. PAN BAHAR LTD.	FINALIST
7	Geometry Global Encompass	Multi Brand Campaign	KKD - Khushiyon Ki Doli (Palanquin of Happiness)	Hindustan Unilever Limited	FINALIST
8	Hindustan Unilever Limited	Active Wheel	Reinventiing Wheel	Hindustan Unilever Limited	FINALIST

Celebrating 18 Glorious Years of Effie India

CONSUMER DURABLES - AUTOMOBILES AND AUTO PARTS, TWO WHEELERS AND AUTO RELATED

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	TBWA \ India	Datsun redi-GO	Datsun redi-GO - India's First Car Election Campaign.	Nissan Motor India Pvt. Limited	SILVER
2	Rediffusion Dentsu Young & Rubicam Pvt. Ltd.	TATA XENON YODHA	THE WARRIOR TRUCK	TATA Motors Limited	BRONZE
3	Contract Advertising (India) Pvt. Ltd.	Droom.in	How Technology Beat Humans!	Droom Technology Pvt. Ltd.	BRONZE
4	Ogilvy & Mather Group, India	CEAT	CEAT IT HELPS - PUTTING SAFETY FIRST	Ceat Limited	BRONZE
5	FCB Ulka Advertising Private Limited	Tata Hexa	How a mass car brand successfully launched a premium SUV?	Tata Motors Ltd. (Passenger Car Unit)	FINALIST
6	Ogilvy & Mather Group, India	Bajaj Dominar	Haathi Mat Paalo (Don't buy a white elephant)	Bajaj Auto Limited	FINALIST
7	22feet Tribal Worldwide Private Limited	TVS SCOOTY ZEST	HIMALAYAN HIGHS	TVS Motor Company	FINALIST
8	Mullen Lintas, India	Bajaj Avenger	The Liberation World	Bajaj Auto Limited	FINALIST

CONSUMER DURABLES - ELECTRONIC GOODS

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	Cheil India	Samsung India	Samsung Galaxy A9 Pro Bold Shorties	Samsung India Electronics Pvt. Ltd.	SILVER
2	Grey Worldwide India Pvt. Ltd. Contributing Agency 1 - Krayon Contributing Agency 2 - NEODESYNZ Contributing Agency 3 - RW Promotions Contributing Agency 4 - GoZoop	Dell	Foundation For a Better Tomorrow	Dell International Services Pvt. Ltd.	FINALIST
3	FCB Interface	Blue Star	How a decimal stopped remote fights in the bedroom	Blue Star India Ltd.	FINALIST

CONSUMER DURABLES - OTHERS

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	Titan Company Ltd.	Sonata ACT	Manzil Pe Nazar	Titan Company Ltd.	SILVER
2	McCann Worldgroup India	Royale Play	How Royale Play found a new canvas to play on	Asian Paints Ltd.	BRONZE
3	McCann Worldgroup India	A.O. Smith	A.O. Smith Selling a water purifier without selling purity	A.O.Smith	BRONZE
4	Rediffusion Dentsu Young & Rubicam Pvt. Ltd. Contributing Agency 1 - The Social Street	EXIDE	THE BATTERY THAT CARES	Exide Industries Pvt. Ltd.	FINALIST
5	Contract Advertising (India) Pvt. Ltd.	Orient Electric	Wake India up to FND (Fan Noise Discomfort)	Orient Electric (A Division of Orient Paper & Industry Ltd.)	FINALIST
6	Contract Advertising (India) Pvt. Ltd.	Orient Electric	TUBELIGHTS ARE NOT A BRIGHT IDEA.	Orient Electric (A Division of Orient Paper & Industry Ltd.)	FINALIST

SERVICES - TELECOM & RELATED PRODUCTS

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	Ogilvy & Mather Group, India	Vodafone India	Free vs. Quality - India's most beloved couple Asha-Bala settle the debate.	Vodafone India Limited	SILVER
2	J. Walter Thompson	Airtel	Durga Pujo experience turned 360-degree by Airtel 4G - #OpenPujo360 winning battles and hearts	Bharti Airtel Limited	FINALIST

SERVICES - FINANCIAL SERVICES

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	McCann Worldgroup India	Paytm	Helping India conquer Note-Bandi	One97 Communication Limited	GOLD
2	McCann Worldgroup India	IDFC Bank - Bharat Banking	Bank in a box	IDFC	SILVER
3	McCann Worldgroup India	Paytm	India's first digital candy	One97 Communication Limited	BRONZE
4	Ogilvy & Mather Group, India	Max Life Insurance	Empower Protect	Max Life Insurance Company Limited	BRONZE
5	McCann Worldgroup India	Paytm	Increasing the emotional worth of a mobile transaction	One97 Communication Limited	FINALIST
6	J. Walter Thompson Contributing Agency 1 - Mirum Digital Pvt. Limited	Association of Mutual Funds in India (AMFI)	Mutual Funds Sahi Hai	Association of Mutual Funds in India	FINALIST
7	McCann Worldgroup India	IDFC Bank	Banking Nibhao	IDFC	FINALIST
8	Axis Bank Ltd.	Axis Bank	Home Loans with 12 EMIs Off	Axis Bank Limited	FINALIST
9	BBD0 India Pvt. Ltd.	Visa India	#KindnessIsCashless	Visa Consolidated Support Services India Pvt. Ltd.	FINALIST

Celebrating 18 Glorious Years of Effie India

SERVICES - MEDIA & ENTERTAINMENT

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	Hotstar - In House Creative Communications	Hotstar	Torrents Morghulis	Star India Pvt. Ltd.	BRONZE
2	DDB Mudra Group Contributing Agecny 1 - Tonic Media Digital Pvt. Ltd. Contributing Agecny 2 - CMGRP (INDIA) PVT. LTD.	SONY MAX	10 Saal Aapke Naam - An ode to the diverse fans of IPL	Sony Pictures Networks India Pvt. Ltd.	FINALIST

SERVICES - OTHERS

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	Ogilvy & Mather Group, India	Department of Tourism Government of Rajasthan	(Jaane Kya Dikh Jaye) You haven't seen it all.	Department of Tourism, Government of Rajasthan	GOLD
2	McCann Worldgroup India	Bill & Melinda Gates Foundation	Aadat ki Tarakki	Bill & Melinda Gates Foundation (Supported by Ministry of Urban Development)	SILVER
3	Publicis Communications Pvt. Ltd.	Make My Trip	MakeMyTrip International	MakeMyTrip.com	SILVER
4	J. Walter Thompson Contributing Agecny 1 - Dyuti - Independent Producer	Nestaway.com	Homes That Don't Discriminate	Nestaway Technologies Private Limited	SILVER
5	J. Walter Thompson	J&K Tourism	J&K Tourism: Playing up "Warmth" to Counter the "Cold" Narrative on Kashmir	J&K Tourism	BRONZE
6	McCann Worldgroup India	Bill & Melinda Gates Foundation	When Family Planning had a Better Plan	Bill & Melinda Gates Foundation (Supported by Ministry of Urban Development)	FINALIST

CORPORATE ADVERTISING / REPUTATION

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	McCann Worldgroup India	Paytm	India's Biggest Crash Course in Financial Literacy	One97 Communication Limited	GOLD
2	Ogilvy & Mather Group, India	Vodafone India	100 million strong movement to bring people closer #lookup	Vodafone India Limited	SILVER
3	McCann Worldgroup India	REEBOK	CELEBRATING 'FIGHTNESS'	Reebok India Ltd.	SILVER
4	McCann Worldgroup India	Dainik Jagran	INDIA'S LARGEST COMPETITIVE EXAM	Jagran Prakashan Ltd.	FINALIST
5	DDB Mudra Group	State Bank Of India	The Language of Hope	State Bank of India	FINALIST
6	Mindshare	Hindustan Unilever	The See Through Toilet	Hindustan Unilever Limited	FINALIST
7	DDB Mudra Group	INORBIT MALLS (I) PVT. LTD.	HOME RUN - NOT HOME BOUND	Inorbit Malls (I) Pvt. Ltd.	FINALIST

RETAIL

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	DDB Mudra Group Contributing Agency 1 - L&K Saatchi & Saatchi	BIG BAZAAR	GRAHPRAVESH (Inaugurating Home)	Future Retail Limited	SILVER
2	McCann Worldgroup India	Paytm	PayTM Gold: India's Digital Tijori	One97 Communication Limited	BRONZE
3	Ogilvy & Mather Group, India	Amazon.in	The Unexpected Gift	Amazon Seller Services Pvt. Ltd.	BRONZE
4	Ogilvy & Mather Group, India	Amazon.in	Lets Prepare For Diwali Together	Amazon Seller Services Pvt. Ltd.	FINALIST
5	BBD0 India Pvt. Ltd.	eBay India	#ThingsDontJudge	EBAY India Pvt. Ltd.	FINALIST
6	DDB Mudra Group Contributing Agency 1 - Digital L&K Saatchi & Saatchi	Big Bazaar	India's first & only nationwide GST Demo	Future Retail Limited	FINALIST

HEALTHCARE

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	McCann Worldgroup India	Narayana Health	Opening the door for breast self-examination in rural India	Narayana Health	GOLD
2	Medulla Communications Pvt. Ltd. Contributing Agency 1 - A Nineteen Film Pvt. Ltd.	Indian Association of Palliative Care	Last Laugh	Indian Association of Palliative Care (IAPC)	GOLD
3	McCann Worldgroup India	The Live Love Laugh Foundation	Live Love Laugh - Dobara Poocho	The Live Love Laugh Foundation	SILVER
4	McCann Worldgroup India	Maharashtra Dyslexia Association	Dancing Letters	Maharashtra Dyslexia Association	SILVER
5	Ogilvy & Mather Group, India	Nicotex	Friends	Cipla Limited	BRONZE
6	Red Fuse Communications	Colgate	Pocket Dentist	Colgate Palmolive India Ltd.	BRONZE
7	ADK Fortune Communications Pvt. Ltd.	Prega News	#YourSecondHome	Mankind Pharma Limited	BRONZE
8	DDB Mudra Group	HealthifyMe	Making New Year Health Resolutions, Work Out	HealthifyMe Wellness Products and Services Private Limited	BRONZE

Celebrating 18 Glorious Years of Effie India

B2B

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	McCann Worldgroup India	Paytm	A STICKER THAT BROUGHT HOPE	One97 Communication Limited	SILVER
2	Happy mcgarrybowen	Tally Solutions	Tally hai toh tayyar hain	Tally Solutions Private Limited	BRONZE
3	Ogilvy & Mather Group, India	IBM	30 day developer challenge	IBM India Pvt. Ltd.	FINALIST
4	McCann Worldgroup India	Paytm	How Paytm won over the Kirana store Uncle	One97 Communication Limited	FINALIST

INTERACTIVE MARKETING

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	McCann Worldgroup India	Paytm	PayTM Gold: India's Digital Tijori	One97 Communication Limited	SILVER
2	Red Fuse Communications	Colgate	Pocket Dentist	Colgate Palmolive India Ltd.	SILVER
3	Mirum Digital Pvt. Limited	Association of Mutual Funds in India (AMFI)	Mutual Funds Sahi Hai	Association of Mutual Funds in India	BRONZE
4	The 120 Media Collective	Tata Motors, TAMO Racemo	A car that took the internet for a ride!	TATA Motors Limited	BRONZE
5	Ogilvy & Mather Group, India	Vodafone India	Farmer BnB - The world's first rural BnB to enhance livelihoods	Vodafone India Limited	BRONZE
6	DDB Mudra Group	PUMA	Women, Do You	PUMA Sports India Pvt. Ltd.	FINALIST
7	Havas Worldwide India Pvt. Ltd.	Durex	"Durex gets into denims" - gets India and the world talking about sex	Reckitt Benckiser India	FINALIST
8	BBDO India Pvt. Ltd.	eBay India	#ThingsDontJudge	EBAY India Pvt. Ltd.	FINALIST
9	Sideways Consulting LLP	Sita - Warrior of Mithila	Sita - Warrior of Mithila	Westland Publications Limited	FINALIST
	Contributing Agency 1 - Moe's Art				
	Contributing Agency 2 - Oktobuzz				
10	BBDO India Pvt. Ltd.	Mirinda	#ReleaseThePressure	PepsiCo India Holdings Pvt. Ltd.	FINALIST
11	McCann Worldgroup India	PayTM	Marrying A Cultural Ritual Into A Digital Product	One97 Communication Limited	FINALIST

SMALL TOWN & RURAL MARKETING

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	J. Walter Thompson	UNICEF	EVERY HALF COUNTS	United Nations Children's Fund (UNICEF) India	GOLD
2	McCann Worldgroup India	Dettol	DETTOL GERMBURSTERS	Reckitt Benckiser India	SILVER
3	McCann Worldgroup India	Bill and Melinda Gates Foundation	Aadat ki Tarakki	Bill & Melinda Gates Foundation (Supported by Ministry of Urban Development)	SILVER
4	McCann Worldgroup India	Bill & Melinda Gates Foundation	When Family Planning had a Better Plan	Bill & Melinda Gates Foundation (Supported by Ministry of Urban Development)	BRONZE
5	McCann Worldgroup India	Narayana Health	Opening the door for breast self-examination in rural India	Narayana Health	BRONZE
6	McCann Worldgroup India	HARPIC	Toilet - Ek Shame Katha	Reckitt Benckiser India	FINALIST
7	McCann Worldgroup India	HARPIC	India's newest Status symbol	Reckitt Benckiser India	FINALIST
8	McCann Worldgroup India	IDFC Bank - Bharat Banking	Bank in a box	IDFC	FINALIST
9	J. Walter Thompson	Apollo Krishak Gold	Man Over Machine	Apollo Tyres Limited	FINALIST

REGIONAL

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	McCann Worldgroup India	Aashirvaad	Moving the Bengali from articulation to action	ITC Foods Ltd.	SILVER
2	Ogilvy & Mather Group, India	HUL- Hamam	#GoSafeOutside	Hindustan Unilever Limited	SILVER
3	The Leo Group India	Amazon.in	Amazon.in Tamil Nadu: Making Online Shopping Tamil Nadu's cup o' kaapi	Amazon Seller Services Pvt. Ltd.	FINALIST
	Contributing Agency 1 - Ogilvy & Mather Group, India				
4	FCB India	Horlicks	Hunger to grow	GlaxoSmithKline Consumer Healthcare Ltd.	FINALIST
5	Mindshare	Rin Advance Powder	Rin The Water Conservation Story	Hindustan Unilever Limited	FINALIST
	Primary Agency 2 - JWT				
6	Ogilvy & Mather Group, India	Amazon.in	The Unexpected Gift	Amazon Seller Services Pvt. Ltd.	FINALIST
7	Ogilvy & Mather Group, India	MTR	MAKING SAMBAR HOT IN THE TELUGU BELT	MTR Foods Pvt. Ltd.	FINALIST
8	J. Walter Thompson	Airtel	Durga Pujo experience turned 360-degree by Airtel 4G-#OpenPujo360 winning battles and hearts	Bharti Airtel Limited	FINALIST

Celebrating 18 Glorious Years of Effie India

DIRECT MARKETING

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	Famous Innovations	Project Nanhi Kali	STORYBOOKS FIND A WAY	K C Mahindra Education Trust	SILVER
2	McCann Worldgroup India	Maharashtra Dyslexia Association	Dancing Letters	Maharashtra Dyslexia Association	SILVER
3	Red Fuse Communications	Colgate	Pocket Dentist	Colgate Palmolive India Ltd.	BRONZE
4	McCann Worldgroup India	Paytm	A DIRECT MAILER THAT RESTARTED BUSINESS FOR SMALL SHOPKEEPERS	One97 Communication Limited	BRONZE

EXPERIENTIAL MARKETING / BRAND EXPERIENCE

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	McCann Worldgroup India	PayTM	A STICKER THAT BROUGHT HOPE	One97 Communication Limited	GOLD
2	McCann Worldgroup India	Narayana Health	Opening the door for breast self-examination in rural India	Narayana Health	SILVER
3	Ogilvy & Mather Group, India	Star Plus	Wear Her Name, Nayi Soch	Star India Pvt. Ltd.	SILVER
4	Medulla Communications Pvt. Ltd. Contributing Agency 1 - A Nineteen Films Pvt. Ltd.	Indian Association of Palliative Care	Last Laugh	Indian Association of Palliative Care (IAPC)	BRONZE
5	McCann Worldgroup India	Maharashtra Dyslexia Association	Dancing Letters	Maharashtra Dyslexia Association	BRONZE
6	McCann Worldgroup India	HARPIC	The Most Unpleasant Experience	Reckitt Benckiser India	FINALIST
7	McCann Worldgroup India	Paytm	Marrying A Cultural Ritual Into A Digital Product	One97 Communication Limited	FINALIST
8	McCann Worldgroup India	Paytm	India's first digital candy	One97 Communication Limited	FINALIST
9	Ogilvy & Mather Group, India	Vodafone India	100 million strong movement to bring people closer #lookup	Vodafone Business Services	FINALIST
10	Famous Innovations	Project Nanhi Kali	STORIES MAKE PEOPLE CARE	K C Mahindra Education Trust	FINALIST
11	McCann Worldgroup India	HealthCare atHOME	AN UNFORGETTABLE REMINDER FOR FORGETFULNESS	Health Care at Home India Pvt. Ltd.	FINALIST
12	McCann Worldgroup India	The Live Love Laugh Foundation	Live Love Laugh - Dobara Poocho	The Live Love Laugh Foundation	FINALIST
13	Cheil India	Samsung India	Samsung Galaxy A9 Pro Bold Shorties	Samsung India Electronics Pvt. Ltd.	FINALIST
14	Ogilvy & Mather Group, India	SAVLON	Adding fun to hygiene	ITC Limited	FINALIST
15	Ogilvy & Mather Group, India	CEAT tyres	CEAT IT HELPS - PUTTING SAFETY FIRST	Ceat Limited	FINALIST
16	DDB Mudra Group	Asian Paints	Untold stories of colour	Asian Paints Ltd.	FINALIST
17	DDB Mudra Group Contributing Agency 1 - Digital L&K Saatchi & Saatchi	Big Bazaar	India's first & only nationwide GST Demo	Future Retail Limited	FINALIST
18	Geometry Global	Government of India	Making Of Developed India Fest (M.O.D.I. Fest)	National Film Development Corporation	FINALIST
19	Encompass Ogilvy & Mather Group, India	(Client: I&B Ministry/ NFDC) Godrej HIT	Why a nudge is better than a push: A case study by Godrej HIT	Godrej Consumer Products Ltd.	FINALIST

EFFIE FOR GOOD

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	J. Walter Thompson	UNICEF	EVERY HALF COUNTS	United Nations Children's Fund (UNICEF) India	SILVER
2	McCann Worldgroup India	Narayana Health	Opening the door for breast self-examination in rural India	Narayana Health	SILVER
3	Medulla Communications Pvt. Ltd. Contributing Agency 1 - A Nineteen Films Pvt. Ltd.	Indian Association of Palliative Care	Last Laugh	Indian Association of Palliative Care (IAPC)	SILVER
4	McCann Worldgroup India	Live Love Laugh	Live Love Laugh - Dobara Poocho	The Live Love Laugh Foundation	BRONZE
5	Ogilvy & Mather Group, India	Savlon	Adding fun to hygiene	ITC Limited	BRONZE
6	Ogilvy & Mather Group, India	Vodafone India	Farmer BnB - The world's first rural BnB to enhance livelihoods	Vodafone India Limited	BRONZE
7	McCann Worldgroup India	Maharashtra Dyslexia Association	Dancing Letters	Maharashtra Dyslexia Association	FINALIST
8	Famous Innovations	Nestle India Ltd.	SPARKING A MOVEMENT FOR GIRL CHILD EDUCATION	Nestle India Ltd.	FINALIST
9	Grey Worldwide India Pvt. Ltd.	Indian Air Force	Daughters To The Defence	Indian Air Force	FINALIST
10	McCann Worldgroup India	World For All	World for All	World For All	FINALIST
11	Ogilvy & Mather Group, India	Godrej HIT	Why a nudge is better than a push: A case study by Godrej HIT	Godrej Consumer Products Ltd.	FINALIST
12	TBWA \ India	The Humsafar Trust	Combat people's anti-transgender hysteria in public toilets	The Humsafar Trust	FINALIST
13	Dentsu Webchutney	IndusInd Bank	THE OTHER MEN IN BLUE	IndusInd Bank	FINALIST

Celebrating 18 Glorious Years of Effie India

DAVID V/S GOLIATH

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	Hotstar - In House Creative Communications	Hotstar	Torrents Morghulis	Star India Pvt. Ltd.	SILVER
2	Ogilvy & Mather Group, India	SAVLON	Adding health to hands	ITC Limited	BRONZE
3	Ogilvy & Mather Group, India Primary Agency 2 - Strategic Partners - Sideways Consulting	Wild Stone	How “Kunal” helped Wild Stone to move from the locker room to the living room	McNroe Consumer Products Pvt. Ltd.	FINALIST
4	Leo Burnett	Amazon Prime Video	India Ka Naya Primetime	Amazon Seller Services Pvt. Ltd.	FINALIST
5	DDB Mudra Group	Volkswagen	AN ATTITUDE WORTH RESPECTING	Volkswagen Groups Sales India Pvt. Ltd.	FINALIST
6	TBWA \ India	Airbnb India Private Limited	Getting Indians to #LiveThere	Airbnb India Private Limited	FINALIST
7	Star India	Star Gold Select	Star Gold Select Launch Campaign	Star India Pvt. Ltd.	FINALIST

INTEGRATED ADVERTISING CAMPAIGN

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	Ogilvy & Mather Group, India Contributing Agency 1 - What's your Problem Brand Solutions Pvt. Ltd.	Amazon.in	Inspiring India's New Dreamers	Amazon Seller Services Pvt. Ltd.	GOLD
2	McCann Worldgroup India	Saffola Masala Oats	Breakup with Junk	Marico Limited	SILVER
3	Ogilvy & Mather Group, India	Vodafone India	Free vs. Quality - India's most beloved couple Asha-Bala settle the debate	Vodafone India Limited	BRONZE
4	J. Walter Thompson Contributing Agency 1 - Schbang Digital Solutions Pvt. Ltd.	Goodknight	Getting Moms to love Outdoors	Godrej Consumer Products Ltd.	BRONZE
5	Ogilvy & Mather Group, India	Star Plus	Nayi Soch	Star India Pvt. Ltd.	BRONZE
6	McCann Worldgroup India	DETTOL	HOW THE ANTISEPTIC LIQUID CAME OUT OF FIRST-AID BOX	Reckitt Benckiser India	FINALIST
7	J. Walter Thompson Contributing Agency 1 - Mindshare	Rin	Boond Bachao, Brand Badhao	Hindustan Unilever Limited	FINALIST
8	Havas Worldwide India Pvt. Ltd.	Durex	How Durex's entry into the world of Denim was great for business	Reckitt Benckiser India	FINALIST
9	Ogilvy & Mather Group, India	CEAT Tyres	CEAT IT HELPS - PUTTING SAFETY FIRST	Ceat Limited	FINALIST
10	McCann Worldgroup India	HARPIC	Toilet - Ek Shame Katha	Reckitt Benckiser India	FINALIST
11	McCann Worldgroup India	The Live Love Laugh Foundation	Live Love Laugh - Dobara Poocho	The Live Love Laugh Foundation	FINALIST
12	TBWA \ India	Airbnb India Private Limited	Getting Indians to #LiveThere	Airbnb India Private Limited	FINALIST
13	Ogilvy & Mather Group, India	SAVLON	Adding health to hands	ITC Limited	FINALIST
14	DDB Mudra Group Contributing Agency 1 - Tonic Media Digital Pvt. Ltd. Contributing Agency 2 - CMGRP (INDIA) PVT. LTD.	Sony Max	10 Saal Aapke Naam - An ode to the diverse fans of IPL	Sony Pictures Networks India Pvt. Ltd.	FINALIST
15	BBDO India Pvt. Ltd.	Mirinda	#ReleaseThePressure	PepsiCo India Holdings Pvt. Ltd.	FINALIST
16	McCann Worldgroup India	Nescafe	Creating a coffee loving generation in a tea-drinking country	Nestle India Ltd.	FINALIST
17	Ogilvy & Mather Group, India Contributing Agency 1 - February Communications Pvt. Ltd.	Amazon.in	The Large-Hearted festival	Amazon Seller Services Pvt. Ltd.	FINALIST
18	Ogilvy & Mather Group, India	Department of Tourism Government of Rajasthan	(Jaane Kya Dikh Jaye) You haven't seen it all.	Department of Tourism, Government of Rajasthan	FINALIST
19	McCann Worldgroup India	Bill & Melinda Gates Foundation	When Family Planning had a Better Plan	Bill & Melinda Gates Foundation (Supported by Ministry of Urban Development)	FINALIST
20	McCann Worldgroup India Contributing Agency 1 - Impact Communications Contributing Agency 2 - Interactive Avenues	Dettol	JAB DETTOL MET DISNEY: GAMIFICATION FOR BEHAVIOR CHANGE	Reckitt Benckiser India	FINALIST
21	Cheil India	adidas	#FanTheFire	adidas India Marketing Pvt. Ltd.	FINALIST
22	McCann Worldgroup India	Aashirvaad	Moving the Bengali from articulation to action	ITC Foods Ltd.	FINALIST
23	Ogilvy & Mather Group, India	Chupa Chups	Chupa Chups - Take Fun Seriously	Perfetti Van Melle India Pvt. Ltd.	FINALIST

Celebrating 18 Glorious Years of Effie India

BEST ONGOING CAMPAIGN

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	Hindustan Unilever Limited	Surf Excel	Giving The Fight Against Dirt A Karmic Perspective	Hindustan Unilever Limited	GOLD
2	Ogilvy & Mather Group, India	Brooke Bond Red Label	Swad Apnepan Ka (Taste of Togetherness)	Hindustan Unilever Limited	SILVER
3	Ogilvy & Mather Group, India	The Akanksha Foundation	The Joy Exchange	The Akanksha Foundation	SILVER
4	Ogilvy & Mather Group, India	Bournvita	Tayyari Jeet Ki	Mondelez India Foods Ltd.	SILVER
5	Ogilvy & Mather Group, India	Madhya Pradesh State Tourism Development Corporation	HOW THE 'HEART OF INCREDIBLE INDIA' WON THE HEARTS OF MILLIONS.	Madhya Pradesh State Tourism Development Corporation Limited	BRONZE

NEW PRODUCT OR SERVICE

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B/F
1	TBWA \ India	Airbnb India Private Limited	Getting Indians to #LiveThere	Airbnb India Private Limited	BRONZE
2	The 120 Media Collective	TATA Motors, TAMO Racemo	A car that took the internet for a ride!	Tata Motors Limited	FINALIST
3	Ogilvy & Mather Group, India	MTR	India ka Breakfast	MTR Foods Pvt. Ltd.	FINALIST
4	Cheil India	Samsung India	Samsung Pay: The Revolutionary Way to Pay	Samsung India Electronics Pvt. Ltd.	FINALIST
5	DDB Mudra Group	Ujjivan	BANKING THE UNBANKED	Ujjivan Small Finance Bank	FINALIST

GRAND EFFIE

SERVICES - MEDIA & ENTERTAINMENT

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	Ogilvy & Mather Group, India	Star Plus	Nayi Soch	Star India Pvt. Ltd.

EFFIE INDIA CLIENT OF THE YEAR - ONE97 COMMUNICATION LIMITED

EFFIE INDIA AGENCY OF THE YEAR - MCCANN WORLDGROUP INDIA

EFFIE 2018 - TALLY SHEET

EFFIE INDIA AGENCY OF THE YEAR

No.	NAME OF THE ENTRANT	GRAND EFFIE (12Pts) {No.of Metals}	GOLD (8Pts) {No.of Metals}	SILVER (6Pts) {No.of Metals}	BRONZE (4Pts) {No.of Metals}	FINALIST (2Pts)	PRIMARY2 / CONTRIB- UTING AGENCY {Actual Points}	TOTAL POINTS
1	McCann Worldgroup India	0	5	16	12	27	0	238
2	Ogilvy & Mather Group, India	1	4	8	12	18	1	177
3	J. Walter Thompson	0	1	3	2	5	6	50
4	DDB Mudra Group	0	0	3	2	11	0	48
5	Hindustan Unilever Limited	0	2	0	1	1	0	22
6	Medulla Communications Pvt. Ltd.	0	1	1	1	0	0	18
7	TBWA \ India	0	0	1	1	3	0	16
8	Red Fuse Communications	0	0	1	2	0	0	14
9	Cheil India	0	0	1	0	3	0	12
10	BBD0 India Pvt. Ltd.	0	0	0	0	6	0	12
11	Famous Innovations	0	0	1	0	2	0	10
12	ADK Fortune Communications Pvt. Ltd.	0	0	1	1	0	0	10
13	Hotstar - In House Creative Communications	0	0	1	1	0	0	10
14	Contract Advertising (India) Pvt. Ltd.	0	0	0	1	2	0	8
15	Mindshare	0	0	0	0	2	4	8
16	Publicis Communications Pvt. Ltd.	0	0	1	0	0	0	6
17	Titan Company Ltd.	0	0	1	0	0	0	6
18	Rediffusion Dentsu Young & Rubicam Pvt. Ltd.	0	0	0	1	1	0	6
19	The 120 Media Collective	0	0	0	1	1	0	6
20	Grey Worldwide India Pvt. Ltd.	0	0	0	0	3	0	6
21	Mirum Digital Pvt. Limited	0	0	0	1	0	1	5
22	Happy mcgarrybowen	0	0	0	1	0	0	4
23	The Leo Group India	0	0	0	0	2	0	4
24	Havas Worldwide India Pvt. Ltd.	0	0	0	0	2	0	4
25	Geometry Global Encompass	0	0	0	0	2	0	4
26	Sideways Consulting LLP	0	0	0	0	1	0	2
27	Star India	0	0	0	0	1	0	2
28	Mullen Lintas, India	0	0	0	0	1	0	2
29	22feet Tribal Worldwide Private Limited	0	0	0	0	1	0	2
30	FCB India	0	0	0	0	1	0	2
31	FCB Interface	0	0	0	0	1	0	2
32	FCB Ulka Advertising Private Limited	0	0	0	0	1	0	2
33	Axis Bank Ltd.	0	0	0	0	1	0	2
34	Dentsu Webchutney	0	0	0	0	1	0	2
	TOTAL	1	13	39	40	100		

EFFIE 2018 - TALLY SHEET

EFFIE INDIA CLIENT OF THE YEAR

No.	NAME OF THE CLIENT	GRAND EFFIE (12Pts) {No.of Metals}	GOLD (8Pts) {No.of Metals}	SILVER (6Pts) {No.of Metals}	BRONZE (4Pts) {No.of Metals}	FINALIST (2Pts)	TOTAL POINTS
1	One97 Communication Limited	0	3	2	3	5	58
2	Hindustan Unilever Limited	0	2	3	1	5	48
3	Reckitt Benckiser India	0	1	2	0	10	40
4	Star India Pvt. Ltd.	1	0	2	2	1	34
5	ITC Limited	0	0	2	3	4	32
6	Vodafone India Limited	0	0	2	3	1	26
7	Narayana Health	0	1	2	1	0	24
8	Marico Limited	0	0	2	2	2	24
9	Amazon Seller Services Pvt. Ltd.	0	1	0	1	5	22
10	Bill & Melinda Gates Foundation (Supported by Ministry of Urban Development)	0	0	2	1	2	20
11	Indian Association of Palliative Care (IAPC)	0	1	1	1	0	18
12	Maharashtra Dyslexia Association	0	0	2	1	1	18

Celebrating 18 Glorious Years of Effie India

Emvie 2017 Snapshots



Celebrating 18 Glorious Years of Effie India



THANK YOU

PRESENTING SPONSOR

COLORS

CATEGORY SPONSOR

ADITYA BIRLA CAPITAL

FOR THE CATEGORY INTEGRATED ADVERTISING CAMPAIGN

EVENT CO-ORDINATION & ADMINISTRATION

AD CLUB SECRETARIAT

MEDIA SUPPORT

ADGULLY.COM

BANYAN NETFAQS PVT. LTD. (AFAQS!)

BESTMEDIAINFO.COM

CAMPAIGN INDIA

DNA

EVENTFAQS

EXCHANGE4MEDIA.COM

HINDUSTAN TIMES

IMPACT

INDIANTELEVISION.COM

MEDIAVATAAR.COM

MIDDAY

MUMBAI MIRROR

MXM INDIA

THE ECONOMIC TIMES

THE FINANCIAL EXPRESS

THE TIMES OF INDIA

SOFTWARE SUPPORT FOR EFFIE JUDGING

ONIKA TECHNOLOGIES

BEVERAGE SPONSORS

BUDWEISER BEER

BEAM SUNTORY

AUDIO VISUAL

ULTRA DIGITAL

EVENT MANAGEMENT

FOUNTAINHEAD MKTG.

PRINTING - POSTERS, CIRCULARS ETC.

ALLWYN PRINT & PARSHWA GRAPHICS

SPECIAL ISSUE ON EFFIE IN SOLUS

MEDMARK COMMUNICATIONS PVT. LTD.

TROPHIES & MEMENTOS

THE AWARD GALLERY