

## SHORTLISTED ENTRIES AT ADCLUB'S EMVIE AWARDS 2021

The datewise order in which Presentations will be done will be put up in a couple of days

01. Best Media Strategy - Consumer Products - Cosmetics, toiletries, personal hygiene		
SNO	Brand	Title
1	Hair & Care Fruit Oils	Jab hair oil ho Non-Sticky tabhi #KhuleBaalBefikr
2	Hindustan Unilever	Bella Ciao - The reach heist
3	Lifebuoy	Lifebuoy Covid campaign- Saving lives > Selling Soaps
4	L'Oréal Professionnel	L'Oréal Professionnel's India's First 'Share-of-Smiles' Campaign to bring back smiles on the faces of Salon Partners after a Global Crisis
5	V-Bath	Sahi Strategy for #SahiBaat
02. Best Media Strategy - Consumer Products - Beverages and drinks		
SNO	Brand	Title
1	AMUL - Gujarat Cooperative Milk Marketing Federation Ltd	How Amul strengthened its position despite a pandemic
2	Boost	Boost Stamina Meter - A new currency in town !!!
3	TATA Tea Chakra Gold	#OruTeaSollunga - One Tea Please
4	TATA Tea Chakra Gold	Tata Tea Chakra Gold driving Pride, the Tamil way!
5	Johnnie Walker	Welcome Back
03. Best Media Strategy - Consumer Products - Confectionary and food		
SNO	Brand	Title
1	Cadbury Celebrations	Not Just a Cadbury Ad
2	Cadbury Dairy Milk	Making India Generous, One Thank You at a Time
3	Cadbury Chocobakes	THE CASE OF MISSING CADBURY
4	AMUL	How Amul strengthened its position despite a pandemic
5	Cadbury 5Star	Singles Day
6	Oreo Play Pledge	Sparkling Playful Connections in the New Normal
04. Best Media Strategy - Consumer Products - Others		
SNO	Brand	Title
1	Active Wheel	Wheel Career from Home -Beyond the confines of HER Kitchen
2	Domex	Bringing India Back on Track
3	Freudenberg Gala	GALA - 'WHY JUST CLEAN HOME'
4	Castrol Activ	Protecting India's Engine
05. Best Media Strategy - Consumer Durables - Tech Products		
SNO	Brand	Title
1	Google Pay	How Google Pay strategically competed to make its mark in a tightly congested Payments Ecosystem in India
06. Best Media Strategy - Consumer Durables - Other Products		
SNO	Brand	Title
1	UltraTech Cement	#BaatGharKi
2	UltraTech Cement	Imagine an Alert mechanism, every time you take a Wrong Step in Life!
3	Eureka Forbes - Aquaguard	How change in strategic viewpoint changed the game for Aquaguard
07. Best Media Strategy - Services		
SNO	Brand	Title
1	Vi	How to reduce churn by building Brand Salience Brick by Brick
2	Firstcry	Using DARC and not BARC for Firstcry!
3	Policybazaar.com	Performance marketing comes to Television
08. Best Media Strategy - Media		
SNO	Brand	Title
1	Netflix	Netflix Matchmaker - How we used Consumers Moods to Personalise Content Recommendations
2	Netflix	Netflix hai FREE, Bhool Jaao Naukri!
3	Facebook	All you need is love to move business outcomes on Instagram
09. Best Digital Strategy		
SNO	Brand	Title
1	Netflix	Netflix hai FREE, Bhool Jaao Naukri!
2	Active Wheel	Wheel Career from Home -Beyond the confines of HER Kitchen
3	Boost	Boost Stamina Meter - A new currency in town !!!
4	McDowell's No.1	Holi
5	UltraTech Cement	Virtual Baat Ghar Ki
6	Lipton Green Tea	Lipton Dmix
7	Netflix	Netflix Matchmaker - How we used Consumers Moods to Personalise Content Recommendations
8	Nokia	#SHOTONNOKIA WINNING THE CONSUMER CONSIDERATION SET IN A PRICE SENSITIVE COMMOTODISED HANDSET CATEGORY
9	Sunfeast Mom's Magic	Stay Strong Moms
10	Airtel Xstream	Skipping the Skip Button
11	Pepsi	This Pandemic, Pepsi helped the Restaurant workers save their jobs!

### 10. Best Media Innovation : Television

SNO	Brand	Title
1	Castrol Activ	MECHANIC TO SUPER MECHANIC
2	Cadbury Dairy Milk	Making India Generous, One Thank You at a Time
3	Vedantu	Vedantu - Kaun Banega Crorepati
4	Vi	How to reduce churn by building Brand Salience Brick by Brick
5	Netflix	Netflix hai FREE, Bhool Jao Naukri!
6	UltraTech Cement	Chance Na Lo - Ek Chetauni!
7	Eureka Forbes - Aquaguard	Because every drop of water counts!

### 11. Best Media Innovation : Print - Dailies

SNO	Brand	Title
1	Dove	Dove #StopTheBeautyTest
2	AMUL	AMUL's VERTICAL UPSHOT TO DRIVE SCALE AND ROI THROUGH AN OFF-BEAT PRINT SOLUTION
3	Domex	Domex spreads fragrance on World Toilet Day
4	Netflix	WRITE YOUR OWN STORY #AapseMatlab

### 12. Best Media Innovation : Print - Magazines

SNO	Brand	Title
1	Dove	Dove #StopTheBeautyTest
2	Asian Paints Royale Health Shield	The Adventures of Royale Health Shield

### 13. Best Media Innovation : Out of Home

SNO	Brand	Title
1	Mumbai Police	The Punishing Signal
2	OPPO	India's Biggest Drone Light Show
3	VIP Industries Ltd	The Impossible Offer

### 14. Best Media Innovation : Ambient Media

SNO	Brand	Title
1	Mumbai Police	The Punishing Signal
2	Netflix	Bard of Blood – "Mission ke liye Taiyaar ho?"
3	Netflix	THINGS ARE GETTING STRANGER
4	Hellmann's Mayonnaise	The Hellmann's Express comes to Kolkata

### 15. Best Media Innovation : Cinema

SNO	Brand	Title
1	Netflix	MOOD MATCHING WITH MOVIE WATCHING
2	Shaadi.com	Celebrities Endorses Shaadi.com

### 16. Best Media Innovation – Audio

SNO	Brand	Title
1	Netflix	Netflix Matchmaker – How we used Consumers Moods to Personalise Content Recommendations
2	Cadbury 5 Star	Ok Google, Eat a 5 Star
3	Muthoot Finance	When Mr. Bachchan took the mic to inspire millions to rise up and not give up
4	Paytm	"Congratulations! You have won a Jackpot for 10 Lakhs"
5	Freudenberg Gala	Gala - 'WHY JUST CLEAN HOME'
6	Cadbury Dairy Milk Silk	Hidden Message Mixed Tapes
7	XUV500	SOUNDMAP XUV500 (South)
8	UltraTech Cement	Explaining the Science of Home-Building with a Dash of Wit

### 17. Best Media Innovation : Digital – Search

SNO	Brand	Title
1	Cadbury 5 Star	Ok Google, Eat a 5 Star
2	Dream11	DREAM11 HIJACKING THE CRICKET WORLD CUP HIGHLIGHTS

### 18. Best Media Innovation : Digital – Social Media

SNO	Brand	Title
1	Lifebuoy	'#LifebuoyKarona' - Dance to save life
2	Pepsi	This Pandemic, Pepsi helped the Restaurant workers save their jobs!
3	GCMFM (Amul)	#SIMPLEHOMEMADERECIPES Amul's NON-STOP, LIVE RECIPE SHOW WITH 3300 AMUL CHEFS
4	Oreo	#OreoRecipic
5	Netflix	Netflix Matchmaker – How we used Consumers Moods to Personalise Content Recommendations
6	Lifebuoy	Lifebuoy Covid campaign- Saving lives > Selling Soaps
7	Snickers	Having your cake and eating it too!
8	Cadbury Dairy Milk	Madbury
9	DELHI INTERNATIONAL AIRPORT LIMITED (DIAL)	Hub that Sprang into Motion as World Halted
10	Netflix	Love a Dirty Fight? Enter into one! AK Vs AK "World's Biggest Digital War"
11	Cadbury Dairy Milk	Drowning Hate with Hearts

### 19. Best Media Innovation : Digital – Mobile / hand held devices

SNO	Brand	Title
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1	Cadbury Celebrations	Not Just a Cadbury Ad
2	Netflix	Netflix Matchmaker – How we used Consumers Moods to Personalise Content Recommendations
3	Google Assistant	World's first Programmatic Voice-enabled audio ad, for Google Assistant
4	Cadbury 5 Star	Ok Google, Eat a 5 Star
5	Dove	Dove #StopTheBeautyTest
6	Asian Paints Viroprotek	Screen ka Pehredar
7	Lifebuoy	Delivering hygiene one meal at a time
8	Domex	The Disinfection Alert System

### 20. Best Media Innovation : Digital – Display

SNO	Brand	Title
1	Boost	Boost Stamina Meter - A New Currency in Town !!!
2	Netflix	Netflix Matchmaker – How we used Consumers Moods to Personalise Content Recommendations
3	KFC INDIA	Free Fried Chicken Calling : India's first caller Id ad. Making Ad-lergic audience become Ad-responsive
4	Netflix	Things are getting stranger... on the YouTube Masthead!

### 21. Best Media Innovation : Digital – Video

SNO	Brand	Title
1	Cadbury Celebrations	Not Just a Cadbury Ad
2	Mahindra Rise	When roses became not just a sign of love but a sign of respect
3	Mercedes Benz	Mercedes Benz   Experiential Excellence
4	Facebook	Creators on Instagram helped move business outcomes with branded content ads
5	Pepsi	This Pandemic, Pepsi helped the Restaurant workers save their jobs!
6	Cadbury Dairy Milk	Making India Generous, One Thank You at a Time
7	Fevicol	Fevicol 60 years
8	AXE	AXE got The Right Click

### 22. Best Media Innovation : Digital – Multiple Platform

SNO	Brand	Title
1	Cadbury Celebrations	Not Just a Cadbury Ad
2	Netflix	Netflix Matchmaker – How we used Consumers Moods to Personalise Content Recommendations
3	Netflix	Love a Dirty Fight? Enter into one! AK Vs AK â€œWorld's Biggest Digital Warâ€
4	Cadbury 5 Star	Ok Google, Eat a 5 Star
5	Boost	Boost Stamina Meter - A New Currency in Town !!!
6	Dove	Dove #StopTheBeautyTest
7	Cadbury 5Star	Singles Day
8	Pepsi	Empowering The Singles Across the Nation This Valentine's Day

### 23. Best Media Innovation : Best Use of Emerging Technology for a Media Solution

SNO	Brand	Title
1	Cadbury 5 Star	Ok Google, Eat a 5 Star
2	Cadbury Celebrations	Not Just a Cadbury Ad
3	Netflix	Netflix Matchmaker – How we used Consumers Moods to Personalise Content Recommendations
4	Google Assistant	World's first Programmatic Voice-enabled audio ad, for Google Assistant
5	Firstcry	Using DARC and not BARC for Firstcry!
6	Boost	Boost Stamina Meter - A new currency in town !!!
7	Colgate Dental Crème	A New Beginning
8	Kingfisher	ABYOB Party minus the beer

### 24. Best Media Innovation : Best Use of Influencer Marketing for a brand

SNO	Brand	Title
1	Facebook	Creators on Instagram help move business outcomes with branded content ads
2	Pepsi	Why India celebrated 'being single' on Valentine's Day
3	Pepsi	When Indian Youth practiced The New Normal With #SWAG
4	Pepsi	This Pandemic, Pepsi helped the Restaurant workers save their jobs!
5	Surf excel	Colors of Togetherness
6	Nokia	#SHOTONNOKIA : HOW WE GOT BOLLYWOOD TO ENDORSE NOKIA 2.3 WITHOUT PAYING A FORTUNE!
7	Swiggy	Shukriya Kare - Thanking the Delivery Heroes
8	Tata Salt	When India woke up to the M_ss_ng 'l'
9	GCMMF (Amul)	#SIMPLEHOMEMADERECIPES Amul's NON-STOP, LIVE RECIPE SHOW WITH 3300 AMUL CHEFS
10	Johnnie Walker	Welcome Back
11	Cadbury Dairy Milk	Making India Generous, One Thank You at a Time
12	Cadbury Dairy Milk	Drowning Hate with Hearts
13	McDowell's No.1	Holi
14	Surf Excel	When India Made Time For Playtime
15	Johnson and Johnson Stayfree	It's Just a Period - Bringing Men into Menstruation

### 25. Best Media Innovation : Events / Experiential Marketing

SNO	Brand	Title
1	Mountain Dew	India's Largest Gaming Championship: Mountain Dew Arena
2	Castrol Activ	MECHANIC TO SUPER MECHANIC
3	Lifebuoy	Delivering hygiene one meal at a time
4	Netflix	THINGS ARE GETTING STRANGER
5	Vim	Vim Gas Bill sampling - 100 Nimbuoon ki Shakti, dilaye raakh se Mukti
6	Johnnie Walker	Welcome Back

7	Hellmann's Mayonnaise	The Hellmann's Express comes to Kolkata
8	Netflix	Bard of Blood – "Mission ke liye Taiyaar ho?"

### 26. Best Media Innovation : Direct Marketing

SNO	Brand	Title
1	McDonald's	Eatqual - One Bite Closer to Equality
2	The Times of India	The Lost Votes Campaign – Spreading mass awareness and delivering solutions to enable Migrant Workers to Vote Remotely
3	Horlicks	Communication to Commerce
4	Visa	Visa Safe click PayTm
5	Lifebuoy	Delivering hygiene one meal at a time
6	Vim	Vim Gas Bill sampling - 100 Nimbuoon ki Shakti, dilaye raakh se Mukti

### 27. Best Media Innovation : Branded Content - Use of Branded content in film, TV, music video, sponsorship

SNO	Brand	Title
1	Cadbury Dairy Milk	Making India Generous, One Thank You at a Time
2	Vedantu	Vedantu - Kaun Banega Crorepati
3	McDowell's No.1	Friendship Day
4	Tata Salt	When KBC raised sawaal Desh ki Sehat ka
5	Castrol Activ	Hang Up Your Keys
6	Castrol Power1 Ultimate	"TAMING TOUGH TERRAINS DURING TOUGH TIMES"
7	Google	Vaccinate India - A fight against COVID!
8	ITC	Aapda mein 5 star Avasar – How ITC rode the pandemic wave
9	Castrol India Limited	Castrol #RideForVote - Non Stop Democracy

### 28. Best Media Innovation : Branded Content - Use of Branded Content Created for Digital, OTT or Social

SNO	Brand	Title
1	GCMFM (Amul)	#SIMPLEHOMEMADERECIPES Amul's NON-STOP, LIVE RECIPE SHOW WITH 3300 AMUL CHEFS
2	Cadbury Dairy Milk Silk	Silk Firsts
3	Active Wheel	Wheel Career from Home –Beyond the confines of HER Kitchen
4	Boost	Boost Stamina Meter - A New Currency in Town !!!
5	Cornetto Chokissimo	Cornetto - Capturing the 'Butterflies' of young love!
6	Myntra Design Pvt Ltd.	Welcome to the world's first ever in-app reality show!
7	Castrol India Limited	Castrol #RideForVote - Non Stop Democracy
8	Skoda	Skoda – Pursuits
9	Jacobs Creek	The Jacobs Creek Experience
10	AXE	AXE got The Right Click
11	McDowell's No.1	Friendship Day
12	Asian Paints	Where the Heart Is
13	Facebook	5 Brands. 5 Creators. And a whole lot of love and outcomes that moved business with branded content adslve
14	Tata Salt	When KBC raised sawaal Desh ki Sehat ka
15	Closeup	Unlocking love in the lockdown
16	Skoda	SkodaASMR – Sound of Peace guaranteed!
17	UltraTech Cement	Baat Ghar Ki - The Wikipedia of home building
18	Castrol Power1 Ultimate	"TAMING TOUGH TERRAINS DURING TOUGH TIMES"
19	Too Yumm!	Too Yumm!' War Room
20	OYO	Road Tripping with Rocky & Mayur and OYO

### 29. Best Media Innovation : Rural Activation

SNO	Brand	Title
1	Active Wheel	Wheel Career from Home –Beyond the confines of HER Kitchen
2	Punjab Government	Say No To Stubble Burning
3	Gavi and Unilever	Safal Shuruat
4	Eno	Eno rural activation

### 30. Best Media Innovation : Sponsorships

SNO	Brand	Title
1	Asian Paints	#DealersAddColor
2	Cadbury Dairy Milk	Making India Generous, One Thank You at a Time
3	Boost	Boost Stamina Meter - A New Currency in Town !!!
4	Colgate	How Colgate helped India retain its optimism by seeing it adopted across multiple platforms
5	Vedantu	Vedantu - Kaun Banega Crorepati
6	AMUL	Amul's TRP-shattering rendezvous with a nostalgic Ravana and the epic Kauravas !
7	Tata Salt	When KBC raised sawaal Desh ki Sehat ka
8	Cornetto Chokissimo	Cornetto - Capturing the 'Butterflies' of young love!

### 31. Best Media Research / Analytics : Best Media Research using proprietary data

SNO	Brand	Title
1	Boost	Boost Stamina Meter - A new currency in town !!!
2	Thar	GROWTH GENIE – the power of Futureproof Planning for the All-New Thar
3	NortonLifeLock	Norton - TV optimisation using Response Attribution Modelling
4	Google Pay	How Google Pay strategically competed to make its mark in a tightly congested Payments Ecosystem in India

### 32. Best Media Research / Analytics : Best Media Research using existing data

SNO	Brand	Title
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1	Policybazaar.com	Performance marketing comes to Television
2	Scorpio	MONETISING BRAND LOVE IN AGE OF NEAR-ZERO SPENDS FOR SCORPIO
3	Boost	Boost Stamina Meter - A new currency in town !!!
4	CINTHOL LIME	Ad Copy Wear out Study

### 33. Best Media Research / Analytics : Best use of Analytics/Data Technology

SNO	Brand	Title
1	Firstcry	Using DARC and not BARC for Firstcry!
2	Boost	Boost Stamina Meter - A new currency in town !!!
3	Scorpio	MONETISING BRAND LOVE IN AGE OF NEAR-ZERO SPENDS FOR SCORPIO
4	Google	Measurement of TV via passive tracking for Google

### 34. Best Integrated Campaign : Consumer Products - Cosmetics, toiletries, personal hygiene

SNO	Brand	Title
1	Lifebuoy	Lifebuoy Covid campaign- Saving lives > Selling Soaps
2	Dove	Dove #StopTheBeautyTest
3	Sebamed	How pH 5.5 helped David beat Goliath
4	GODREJ EXPERT RICH CREAME HAIR COLOUR	Contest of Aspirations and Emotions
5	Godrej No.1	Mrs. Natural Beauty 2019

### 35. Best Integrated Campaign : Consumer Products - Beverages and drinks

SNO	Brand	Title
1	AMUL	How Amul strengthened its position despite a pandemic
2	Coca Cola	ICC Promo

### 36. Best Integrated Campaign : Consumer Products - Confectionary and food

SNO	Brand	Title
1	Lays	Smile deke dekho
2	AMUL	How Amul strengthened its position despite a pandemic
3	Cadbury Chocobakes	THE CASE OF MISSING CADBURY
4	CenterFruit	CenterFruit –The Boredom Slayer
5	Boost	Boost Stamina Meter - A new currency in town !!!
6	Lays	Yeh Heartwork Kehlata hain
7	ITC eStore	ITC eStore – Aiming for D2C Dominance
8	Cadbury Dairy Milk	Making India Generous, One Thank You at a Time

### 37. Best Integrated Campaign : Consumer Products - Others

SNO	Brand	Title
1	Freudenberg Gala	GALA - 'WHY JUST CLEAN HOME'
2	Castrol Activ	MECHANIC TO SUPER MECHANIC
3	Domex	Bringing India Back on Track

### 38. Best Integrated Campaign - Consumer Durables - Tech Products

SNO	Brand	Title
1	GOQi	INDIA STEPS CHALLENGE - INDIA HEALTH QUIZ
2	SonyLIV	SCAM that SHOOK the Nation TWICE!
3	Unacademy	#LetsCrackit

### 39. Best Integrated Campaign - Consumer Durables – Other Products

SNO	Brand	Title
1	UltraTech Cement	#BaatGharKi
2	UltraTech Cement	Imagine an Alert mechanism, every time you take a Wrong Step in Life!

### 40. Best Integrated Campaign : Services

SNO	Brand	Title
1	Airtel Network - Mobility	Airtel Wins back West Bengal
2	Pantaloons	Pantaloons launches Holiday in Style
3	Vi	How to reduce churn by building Brand Salience Brick by Brick

### 41. Best Integrated Campaign : Media

SNO	Brand	Title
1	Colgate Visible White	Succeeding as a beauty essential, not just a toothpaste
2	Netflix	Netflix Matchmaker – How we used Consumers Moods to Personalise Content Recommendations
3	Netflix	Netflix hai FREE, Bhool Jao Naukri!
4	SonyLIV	SCAM that SHOOK the Nation TWICE!
5	Netflix	THINGS ARE GETTING STRANGER

### 42. Best Ongoing Media Campaign

SNO	Brand	Title
1	Firstcry	Using DARC and not BARC for Firstcry!
2	UltraTech Cement	Mission: Baat Ghar Ki, Connecting with a Billion People!
3	Tata Salt	When India woke up to the M_ss_ng 'I'
4	Castrol	Udaan - An Integrated Activation Initiative for Commercial Oil Segment

**43. EMVIE for Good**

SNO	Brand	Title
1	Cadbury Celebrations	Not Just a Cadbury Ad
2	Mumbai Police	The Punishing Signal
3	McDonald's	Eatqual - One Bite Closer to Equality
4	GULF OIL - Gulf Superfleet Turbo+	Gulf Surakshabandhan - Suraksha Rakhis
5	Dove	Dove #StopTheBeautyTest
6	Google	Vaccinate India - A fight against COVID!
7	Active Wheel	Wheel Career from Home -Beyond the confines of HER Kitchen
8	Johnson and Johnson Stayfree	It's Just a Period - Bringing Men into Menstruation
9	Tata Salt	Baapu Reminder
10	IDFC First Bank	Tree Public 2.0
11	Freudenberg Gala	GALA -'HELP KI HELP KARO'

**46. Best Media Innovation from Media Agencies not exceeding Rs.50 crores annual billing**

SNO	Brand	Title
1	A-PAG	POLLUTION KA KYA PLAN HAI

**47. Young EMVIE Of The Year**

SNO	Brand	Title
1	Cadbury Dairy Milk Chocolate, Celebration & Silk	Rupesh Shah - Queening the Pawn
2	Cadbury 5star & Cadbury Fuse	Jitin Shirke ke 3 Bandar : Personalized Bolo, Personalized Dekho aur Personalized Suno
3	Netflix	How I played MatchMaker for Netflix - Now Streaming: Keya Bhatt
4	Cadbury Dairy Milk, Cadbury Perk, Cadbury Fuse	Puneet Jethwani - From Media Planning to Data Planning
5	Hindustan Unilever limited	Get On The Frontline

**49. Best response to COVID 19**

SNO	Brand	Title
1	TATA Tea Chakra Gold	#OruTeaSollunga - One Tea Please
2	Pepsi	Practicing the new normal with swag : Salaam Namaste
3	Domex	Bringing India Back on Track
4	LinkedIn	LinkedIn: IN IT TOGETHER IN TESTING TIMES
5	Google	Vaccinate India - A fight against COVID!
6	Lifebuoy	Delivering hygiene one meal at a time
7	Cadbury Dairy Milk	Making India Generous, One Thank You at a Time
8	Mother Dairy Ghee	Maa Ke Haath Ka Khana
9	Cadbury Celebrations	Not Just a Cadbury Ad
10	Freudenberg Gala	GALA -'HELP KI HELP KARO'
11	Coca-Cola	Ummeedon Wali Dhoop
12	AMUL	How Amul strengthened its position despite a pandemic.
13	Oreo	#OreoRecipic
14	EVEREADY	SWITCH ON HOPE, SWITCH OFF FEAR
15	L'Oréal Professionnel	L'Oréal Professionnel's India's First "Share-of-Smiles" Campaign to bring back smiles on the faces of Salon Partners after a Global Crisis
16	Brooke Bond Red Label	Instilling 'Togetherness' from a distance with #FarButTogether