

01. Best Media Strategy: FMCG - Cosmetics, toiletries, personal hygiene		
Entry	Brand	Title
118	L'oreal Paris	One Purpose, Multiple Platforms: The “Worth It” Media Strategy
119	Sensodyne	Sensodyne World Oral Health Day 2025 – Turning a Health Awareness Day into India's Largest Oral Health Movement
125	GILLETTE FUSION 5	Gillette Fusion5 - Perfect Shave. Perfect Shape. Perfect Launch.
126	Dettol Antiseptic Liquid	DAL Father's Day campaign
140	Durex	Real Time Marketing campaign
142	Colgate Total	P.L.O.T. Twist by Colgate Total
144	Colgate India	Colgate Oral Health Movement
156	Lakme Perfect Radiance	Present in Every Micro-Escape: How Lakme became a part of her chosen moments
166	Moti	Engineering Participation: How Moti turned Maharashtra’s Diwali bath ritual into a massive cultural-conversation-commerce movement
175	Dove Men	Share of Moment greater than Share of Voice
180	Rexona	Rexona: Putting Confidence in the Moments That Matter with ICC Women’s ODI World Cup
1112	Head & Shoulders	Head & Shoulders - Winning where Men are - From Sticky Dandruff to Sticky Media
02. Best Media Strategy: FMCG - Beverages and drinks		
Entry	Brand	Title
207	ABinBev - Budweiser	Budweiser - In the Hands of Fans
208	Nescafe	Nescafe Classic - Make Your World
216	Red Label Natural Care	How Immunity Became Maharashtra’s Monsoon Anthem
221	Bournvita	Bournvita: Rebuilding Trust with Right Science
224	Sting	Jitna lamba six utna loud sting
03. Best Media Strategy: FMCG - Confectionary and food		
Entry	Brand	Title
312	Tata Salt	FROM SCREENS TO STREETS: MAKING TATA SALT RELEVANT FOR EVERY INDIA
319	Arun Ice Creams	The Record Breaking Ice Cream Party
320	Arun Ice Creams	The Great Ice Cream Chain
339	Cadbury 5Star	5star: Destroy Valentine's Day
349	Britannia Croissant	Britannia Treat Croissant – “Prashant Supremacy”
350	Cadbury 5Star	5Star: Restore Valentines Day
353	Biscoff	Welcome to the Biscoff Feeling!
357	Knorr Korean Ramen	Knorr X Squid Game: India's Biggest Slurp Challenge
360	Biscoff	Unlocking Every Way to Biscoff
365	GCMMF (Amul)	From Screen to Spoon in 10 minutes : How Amul Converted Live Broadcast Cravings Into Dark-Store Conversions
04. Best Media Strategy: FMCG - Others		
Entry	Brand	Title
404	Vim	Vim: A Clean Strategy for a Media-Dark Market
405	Surf Excel	Surf Excel: Winning the Right Matches, Markets and Moments
05. Best Media Strategy: Consumer Products - Automotive and Auto-related products		
Entry	Brand	Title
504	Mercedes Benz	Mercedes Benz-Dream Days
511	ŠKODA AUTO India	Easy to Love: Making India Fall in Love with the New Škoda Kushaq
514	Castrol CRB TURBOMAX+	Castrol CRB TURBOMAX+ - Use Dipper at Night, Use DEEPER data signals 24x7 to reach Truck Drivers!
518	Ather	Two out of 3 buyer start with an EV in mind. Only 1 in 5 rides one home - One conviction gap! And a portfolio strategy built to close it - It's Easy on an Ather
06. Best Media Strategy: Consumer Durables - Electronics & Tech Products		
Entry	Brand	Title
610	Google Gemini	India's 1st AI cricket experience: Gemini's multi-tournament strategic masterstroke
611	Google Gemini	The Ultimate AI Fan Companion: Gemini's Strategic Masterstroke
614	Google Gemini	Beyond the Logo: How Google Gemini sparked a 300% search spike for Women’s Cricket
07. Best Media Strategy: Consumer Durables - Other Products		
Entry	Brand	Title
712	Castrol CRB TURBOMAX+	Castrol CRB TURBOMAX+ - Use Dipper at Night, Use DEEPER data signals 24x7 to reach Truck Drivers!
713	UltraTech Cement	UltraTech Growth Corridor Index : Predicting rural housing demand before it exists
715	UltraTech Cement	The Credibility Cascade: How UltraTech Built India's Biggest Rural Recognition
08. Best Media Strategy: Services - Ecommerce, Quick Commerce and Retail Online marketplaces		
Entry	Brand	Title
806	Amazon India	Amazon ‘Box to Beds’ Media as Wayfinding: Turning Chaos into Comfort
818	Britannia	Turning CPAS into Britannia’s Growth Powerhouse: 15X Scale at 5.9X ROAS
819	Sprite	Late-Night Cravings Ko De Sprite Ka Tadka
821	Britannia Treat Croissant	Britannia Treat Croissant – “Prashant Supremacy”
822	Britannia Little Hearts	Winning Hearts, One Gen Z Bite at a Time: The Little Hearts Story
830	GCMMF (Amul)	From Screen to Spoon in 10 minutes : How Amul Converted Live Broadcast Cravings Into Dark-Store Conversions

09. Best Media Strategy: Services - BFSI and Fintech		
Entry	Brand	Title
901	Airtel Payments Bank	Airtel Payments Bank - The Safe Second Account
910	Axis Max Life Insurance	IRIS: Owing the Retirement Conversation, Not Renting Airtime
912	UPI	UPI x Maha Kumbh 2025 – Millions at Play (Karodon ka Khel)
914	SBI Life	When Every Dot Counted : Protection should begin before a claim, a crisis or a policy is ever needed.
10. Best Media Strategy: Services - Others		
Entry	Brand	Title
1004	Cathay Pacific	Takeoff Takeover
1005	Maruti Suzuki Service	Maruti Suzuki: Driving Service Bookings Through Intent-Led Search Strategy
1013	BIRLA OPUS	Naye Zamane Ka Birla Opus Took on Behemoth!
1029	Google Gemini	The Ultimate AI Fan Companion: Gemini's Strategic Masterstroke
1030	Google Gemini	Beyond the Logo: How Google Gemini sparked a 300% search spike for Women's Cricket
11. Best Media Strategy: Media		
Entry	Brand	Title
1107	Amazon Prime Video	Every Feeling Has a Show. We Just Had to Learn How to Read It.
1113	Amazon Prime Video	The Election Nobody Could Skip: How Panchayat S4 Won Recall in OTT's Most Contested Launch Week
1120	Amazon Prime Video	India's Most Wanted: How a Show Launch Became India's Largest Manhunt
1129	Google	Beyond the Scorecard: The Bollywood Spin
1135	Google Gemini	The Ultimate AI Fan Companion: Gemini's Strategic Masterstroke
1136	Google Gemini	Beyond the Logo: How Google Gemini sparked a 300% search spike for Women's Cricket
12. Best Digital Strategy		
Entry	Brand	Title
1213	OTRIVIN	When Environment Blocks, Otrivin Unblocks
1215	Bharti Airtel	Airtel Postpaid: Delivering 1.84X Growth Through an Intelligence-Led Digital Strategy
1220	Pampers Premium Care	How Pampers Premium Care Rewrote the Rules of Premium Parenting in Digital India
1232	Meta AI	Meta AI: AI Sticks When It Fits
1233	WhatsApp	WhatsApp: Making Encryption Felt, Not Explained
1238	eVITARA	Reach Meets Readiness: The Digital Strategy That Powered e VITARA
1246	SUPRADYN DAILY	From Views to Vitamins: How Supradyn Daily Turned Passive Exposure into Progressive Engagement and Purchase
1247	IKEA	Beyond Digital Conversions - How IKEA taught search to optimize for total business value
1249	Colgate Total	P.L.O.T. Twist by Colgate Total
1256	Colgate India	Colgate Oral Health Movement
1267	Indulekha	Beating the Natives: How a Legacy Brand Used Amazon's Amazon Marketing Cloud to Claim number 1 slot
1276	Starbucks	Geo-Hacking coffee with Starbucks! Spatial Intelligence to Democratize Premium Coffee in India
1277	Ching's Secret (Tata Consumer Products)	Agent Ching Attacks
1278	Amazon Prime Video	Hathi Ram in Fresh Hell: How Everyday Media Moments Brought Paatal Lok Back to Culture
1284	Knorr Korean Ramen	Knorr X Squid Game: India's Biggest Slurp Challenge
1286	Horlicks	Horlicks - Turning Mischief Into Media Magic
1289	Closeup	Closeup Creates A New Love Tune with Personalized AI Videos
1292	Cadbury 5Star	5star: Do Nothing Helpline
12103	Glow & Lovely	Dethroning the Urban Feed: How GAL Re-engineered Digital Beauty Strategy
12111	Ponds Phygital	Extinguishing the Screen Fire: How POND'S Turned Invisible Damage into Visible Proof
12113	DOVE MEN	Share of Moment greater than Share of Voice
12119	Bru Gold	The Shoppable Sitcom: Turning OTT Fandom into Cultural Commerce
12132	UltraTech Cement	UltraTech Growth Corridor Index : Predicting rural housing demand before it exists
12133	Amazon Prime Video	How The Traitors Built Weekly Appointment Viewing Through a Connected Digital Ecosystem
12141	Tata Tea Agni	Tata Tea Agni Extra Josh – A Data-Led Digital Blueprint for Fragmented Rural Retail
12144	Britannia Bourbon	One Million Desserts Bourbon-AI-zed
12145	JioHotstar	JioStar's IPL: Owing Every Screen, Converting a Nation
12147	UltraTech Cement Ltd	The Invisible Engine of India: How UltraTech made an entire nation experience the invisible force powering its growth
12148	Amazon Prime Video	India's Most Wanted: How a Show Launch Became India's Largest Manhunt
12149	Jiostar Studios	From Buzz to Box Office: How Avatar: Fire & Ash Turned a Digital Ecosystem into ₹235 Crore
12162	Google	Cricket Had the Numbers. We Spoke the Language : The Bollywood Spin
12163	Castrol Auto Service	Castrol Auto Service: Driving expert car care, accelerating powerful growth
12179	Castrol EDGE	Castrol EDGE: A Bold Move By A Market Leader, That Stunned The Audience!
12187	BIRLA OPUS	Naye Zamane Ka Birla Opus Took on Behemoth!
13. Best Media Innovation: Television		
Entry	Brand	Title

1306	Godrej Security Solutions	The Crime Scene Takeover: Godrej Security Solutions x CID
1307	Philips Domestic Appliances	From Philips Purchase to the KBC Hot Seat: Turning Television into an Experience
1308	Amazon India	Amazon “Shop the Scene” – Turning India’s most watched FTA programs into Amazon Storefront
1315	BHIM - Bharat Ka Apna Payments App	KBC Golden Week with BHIM Payments App – A never before opportunity to reach the Hot Seat
1337	Asian Paints	The Masterstroke That Reached a Billion Hearts and Won Infinite Emotions
1340	Asian Paints Corporate	How Asian Paints went beyond sponsorship to make South India’s most-watched home its own!
1343	Oreo	Manifesting India's Dream On Every Cream
1348	ROFF Tile Adhesive	ROFF Tile Adhesive x BIGG BOSS - How ROFF Turned India's Biggest Reality Show into Living Proof of 'Mazboot Pakad’
1349	Fevicreate	Fevicreate IdeaLabs Creating Prime-Time from Classroom Minds: India's First Original TV Property Built on Children's Creativity
1350	UltraTech Cement Ltd	From Broadcast to Behaviour: How UltraTech Turned Television Into the Gateway to 1.9 Billion Intelligent Logos
14. Best Media Innovation: Print - Dailies & Magazines		
Entry	Brand	Title
1403	WhatsApp	WhatsApp: Encrypted On Paper
1406	ŠKODA AUTO India	From Paper to Platform: Reimagining Print as India's First Virtual Showroom
1408	Star Pravah	The most powerful newspaper advertisement of the year wasn't meant to be seen
1412	SWIGGY INSTAMART	SWIGGY INSTAMART MANGO PHOTOCHROMATIC AD
1421	Redmi	WHEN WATER BECAME THE MEDIUM
1423	NPCI Corporate	NPCI - Four Centuries of Art. One Evolving Story of Trust.
15. Best Media Innovation: Out of Home, Ambient Media & Cinema		
Entry	Brand	Title
1509	Spotify	Spotify - Aaj raaste mein kya suna
1512	Bata Victoria Ballerina	Bata Victoria Ballerina: The Launch That Stepped Off the Billboard
1517	Amazon India	Amazon ‘Box to Beds’ Media as Wayfinding: Turning Chaos into Comfort
1518	Amazon India	The Sky as Social Currency — How Amazon's Drone Show Owned Durga Puja
1547	OnePlus	Turning Commutes into Camera Moments
1548	UltraTech Cement	Bade Iraadon Ka Gaana: Turning Pandal Queues into Community Choirs
1549	UltraTech Cement	The Walk-In Billboard: How UltraTech Turned Outdoor Media into a Home-Building Classroom
1551	UltraTech Cement	Bade Iraadon Ki 108 Ghantiyan: When the Route Became the Medium
1552	Naukri	Kab tak latke Rahokey
1553	UltraTech Cement	Nirmaan Ki Saanp Seedhi: When the Mela Became the Medium
1554	UltraTech Cement Ltd	Every PIN Code. Every Logo. An Intelligent Homebuilding Expert.
1555	Lifebuoy	Lifebuoy ka Aasmaan mein Ganga Snaan Dekha Kya?
1561	Oreo	#PlayWithEmAll - World’s 1st Ever Collectible Cookie
1570	POND'S	From Unseen Threats to Undeniable Proof – How Pond’s Reimagined Cinema Experience with Avatar: Fire & Ash
1572	Thums Up	Thums Up – Billboard Se Bahar, Sabki Nazar Mein
16. Best Media Innovation: Audio (Radio, Podcasts & Others)		
Entry	Brand	Title
1604	Surf Excel	Using Voice Ad Sequencing in The Age of Video to Reach Rural India
1606	Tata Salt	NAMAK HO TATA KA: WHEN THE JINGLE BECAME THE MEDIUM
1607	P&G SHIKSHA	Giving the Learning Gap a Voice
1620	Center Fruit	India’s First Rural Telephonic AI Campaign
1626	Brooke Bond Taj Mahal	Taj Mahal Chai Bansuri – A Tea Kettle plays a Symphony to Solitude
1627	UltraTech Cement Ltd	THE DAY INDIA’S INFRASTRUCTURE SPOKE
17. Best Media Innovation: Digital - Performance - Paid Search		
Entry	Brand	Title
1706	Axis Maxlife Insurance	How Axis Maxlife Insurance captured Intent before Search
1707	Kérastase	Search Mastery: How Kérastase Balanced Scale with Budget
1709	ITC Hotels	From Clicks to Check-Ins: How ITC Hotels Rebuilt Paid Search Into a Direct-Booking Operating Model
1711	Nespresso	Signal to Scale: Building India's Intelligent Paid Search Engine for Premium Coffee
1712	Royal Enfield	ROYAL ENFIELD - TURNING INTENT INTO REAL RIDERS
1718	Unilever	Beyond the Amazon Search Bar: From Keyword Bidding to Audience Intelligence
1731	Cadbury Milkinis	From Zero to Search - Rewriting the Quick Commerce Paid Search Playbook
18. Best Media Innovation: Digital - Performance - SEO		
Entry	Brand	Title
1801	Home Centre	Engineering Discoverability: How Home Centre Delivered 110% Organic Growth and 361.4% AI Visibility at Scale
1803	Oben Electric	Oben Electric's 444% Organic Growth Engine: Winning EV Buyers Through AI Search
1804	Vi	Vi Intent-to-Action SEO Engine
1814	Eicher Motors	India was Googling Royal Enfield. Bikewale/Bikedekho Was Answering. Until now
19. Best Media Innovation: Digital - Social Media		

Entry	Brand	Title
1911	KitKat	KitKat x Spotify – Break the Loop: Transforming Passive Scrolling into Meaningful Breaks
1912	KitKat	KitKat Snap to Decide: Turning an Iconic Product Cue into India's Next Social Ritual
1924	Maruti Suzuki	From Leads to Retails: How Maruti Suzuki Rewired Automotive Marketing with Meta CAPI
1927	Amazon India	AMAZON SHOPTHESCENE: Where every story ends with Amazon
1929	Philips OneBlade Intimate	Don't beat around the bush
1930	Philips OneBlade	The Gen Z Growth Engine
1933	Royal Stag	RS = RS: Hence Proved
1935	Colgate India	Colgate Oral Health Movement
1937	Blenders Pride	The Futureverse of Fashion' with Meta Ray-Ban
1947	i-Pill Daily	I Pill Daily: Unmute the Silence
1964	Horlicks	Horlicks Chhoto Byomkesh - Breaking category codes through mischief
1970	Jameson	JAMESON CONNECTS: A worthy sequel. Still walking the opposite way.
1988	Elle18	Elle18 Glam Gang : Turning College Campuses into India's Largest Peer Powered Beauty Network
1991	CADBURY 5STAR	5Star x Squid Game: Winning by Doing Nothing
1995	Cadbury 5Star	5Star: Restore Valentines Day
19100	Oreo	Manifesting India's Dream On Every Cream
19108	Jiostar Studios	Pledge Before Purchase: How Avatar: Fire & Ash Turned a Social Feature Into India's First Transactional Media Engine
19111	Oreo	#PlayWithEmAll - World's 1st Ever Collectible Cookie
19113	Dove	Dove creates the Reborn Stronger Playbook
19128	Sprite	Sprite: Spice Ko Laga Sprite Ka Tadka
19142	Coca-Cola	Coke Time. Half Time.: Turning the Break Itself Into a Social Targeting Model
19145	Coca-Cola	Coke x FIFA Trophy Tour: Turning Creator Feeds Into a Front Row to Football History
19147	Knorr Korean Ramen	Knorr - Dare to Slurp
20. Best Media Innovation: Digital - Display		
Entry	Brand	Title
2004	Meta AI	Meta AI: AI Sticks When It Fits
2011	Tresemme	No Display, No Demand: How a 90-Day Pause Proved TRESemmé's Interactive Edge
2021	Colgate India	Colgate Oral Health Movement
2026	Amazon Prime Video	Feel It. Watch It: The AI That Read Emotion, Not History
2028	Amazon Prime Video	How a 404 Error Became Prime Video's Sharpest Launch Ad
2030	UltraTech Cement	From Impressions to Answers: How UltraTech Turned Digital Display into a Home Building Assistant
2037	Indriya Jewellery	Dil Se Display: When a Banner Learned to Listen
2039	JIO HOTSTAR	Every Tap Solved the Case: How JioHotstar Turned an Interstitial into an Investigation for Vikram On Duty
2052	Castrol CRB TURBOMAX+	Castrol CRB TURBOMAX - Use Dipper at Night, Use DEEPER data signals 24x7 to reach Truck Drivers!
21. Best Media Innovation: Digital - Video		
Entry	Brand	Title
2103	Dove Men Care+	Dove Men shows what being “man enough” looks like with The Family Man S3
2104	ENO	ENO Cricket Campaign
2115	Durex	Durex 003 Launch Campaign
2116	Amazon India	AMAZON SHOPTHESCENE: Where every story ends with Amazon
2120	Audi India	Audi - When the Scroll Became the Story
2123	Royal Stag	RS = RS: Hence Proved
2138	Colgate India	Colgate Oral Health Movement
2139	Cadbury 5Star	5star: Do Nothing Helpline
2149	Jameson	JAMESON CONNECTS: A worthy sequel. Still walking the opposite way.
2156	Cadbury 5star	5Star: Make AI Mediocre Again
2164	CADBURY 5STAR	5Star x Squid Game: Winning by Doing Nothing
2177	Tresemme	Tresemme pioneers Micro Drama Storytelling with Dolly Singh
2187	Mondelez Foods India Pvt Ltd	Cadbury Dairy Milk : Uniting India, One sweet story
2194	Coca-Cola	Coke Studio Bharat Live - Made To Be Heard. Built To Be Watched.
2196	Star Studio18	Mission Impossible : Making Tom Cruise feel 'Apna'
2197	Coca-Cola	Coke Studio Bharat Live - The Voice That Didn't Just Tell You About The Show — It Took You Closer To It
2199	UltraTech Cement Ltd	FROM ARMY MAN TO FAMILY MAN: How UltraTech turned a 7-minute film into a digital video journey people chose to follow
22. Best Media Innovation: Digital - Voice		
Entry	Brand	Title
2202	P&G SHIKSHA	Giving the Learning Gap a Voice
2204	UltraTech Cement	REPLACING SKIP ABILITY WITH SPEAK ABILITY
23. Best Media Innovation: Use of e-commerce and q-com marketplace		
Entry	Brand	Title
2301	Tata Consumer Products Limited	The Premium Placement Myth : Cracking The Code Of The Digital Aisle
2309	P&G SHIKSHA	Reinventing the Last Mile of Purpose

2310	Meta AI	Meta AI: AI Sticks When It Fits
2315	Amazon India	AMAZON SHOPTHESCENE: Where every story ends with Amazon
2329	ŠKODA AUTO India	Škoda X Zepto Industry-First Innovation Campaign
2331	Comfort	#SmellItToBuyIt Campaign
2333	Amazon Prime Video	The Underworld Arrived with Dinner: How Paatal Lok Hijacked India's Food Delivery Ritual
2334	Amazon Prime Video	Prime Video's New Formula for Turning Carts into Content
2343	Amazon Prime Video	Mission Binge: Turning Zepto Into A Stakeout For India's Most Wanted Man
2345	JIOSTAR STUDIOS	Mission Impossible x Zepto: Where Every Delivery Became a Mission
2350	Britannia	Britannia & Zepto: Revisioning Shopper Experience Online
2359	Tata Motors	From Cart to Car : The First Tata Sierra on Amazon
2363	Nissan Motors India Pvt Ltd	Amazon OPA for Nissan Magnite KURO : When the Box Became the Billboard: Amazon OPA x Nissan Magnite KURO
2368	GCMMF (Amul)	From Screen to Spoon in 10 minutes : How Amul Converted Live Broadcast Cravings Into Dark-Store Conversions
24. Best Media Innovation: Use of Connected TVs		
Entry	Brand	Title
2404	BIRLA OPUS	Indian Colours League: Birla Opus' Game-Changing IPL Hack
2407	Nescafe	NESCAFÉ Classic – Make Your World: Turning the Living Room into a Storytelling Platform
2414	Amazon India	Pioneering Programmatic Live Sports: How Audience360's Data Spine Unlocked Precision at Scale on WPL
2424	JioHotstar	JioHotstar's STP Formula for CTV: Using ACR Tech to Convert Millions from TV to 4K Streaming
2426	Amazon Prime Video	Introducing a Man Nobody Knew, By Provoking Him With a Button Nobody Could Press
2430	Ather	Owning the Living Room: How Ather Rewired its media fundamentals
25. Best Media Innovation: Best Use of Emerging Technology (excluding AI) for a Media Solution		
Entry	Brand	Title
2506	P&G SHIKSHA	MINT: Engineering Moments of Intent to Erase the Learning Gap
2512	Kwality Walls Twister	THE PRODUCT MECHANIC BECAME THE MEDIA MECHANIC
2513	Pantaloons	When Technology Brought the Deep Dormant Alive!
2516	Blenders Pride	The Futureverse of Fashion' with Meta Ray-Ban
2518	ABSOLUT	From Philosophy to Phenomenon: Absolut Owns the Sky
2523	Kingfisher packaged drinking water	Bird + Jingle ft. Good Times in Cricket
2529	Lacto Calamine Sunscreen	Lacto Lens: Making UV Visible
2530	Amazon India	Audience360: Engineering Amazon's External Data Spine
2535	UltraTech Cement	REPLACING SKIP ABILITY WITH SPEAK ABILITY
2547	Britannia	Britannia & Zepto: Revisioning Shopper Experience Online
26. Best Media Innovation: Best Use of AI for a Media Solution		
Entry	Brand	Title
2613	Colgate India	Colgate Oral Health Movement
2634	Center Fruit	India's First Rural Telephonic AI Campaign
2642	UltraTech Cement	UltraTech Growth Corridor Index : Predicting rural housing demand before it exists
2643	BIRLA OPUS	India's First AI Personalized Portfolios for Trade Experts
2645	UltraTech Cement Ltd	From Impressions to Intelligence: Turning Logoes into 1.9 Bn Empathetic AI Homebuilding Experts
2647	Britannia Bourbon	One Million Desserts Bourbon-AI-zed
2650	Google	Reclaiming Cricket Commentary with Female Fans ("Bollywood Spin")
2652	Closeup	Closeup Creates A New Love Tune with Personalized AI Videos
2656	Britannia Milk Bikis	How AI voice gave one actor two tongues, and two states a new parenting companion
2671	Thums Up	Scroll. Spot. Solve. The Campaign That Turned Social into a Game
2674	Candyman	Once Upon a Time By Candyman
2675	Amazon Prime Video	Panchayat Season 4 – Launched an Election on your Phone
2676	Google Gemini	India's 1st AI powered ultimate cricket fandom moments, with Gemini
27. Best Media Innovation: Best Use of Influencer Marketing for a brand		
Entry	Brand	Title
2703	Uber India	The Hyderabaddies Effect: How Travis Head helped Uber win Hyderabad
2707	Hero Destini	Hero Destini: Engineering the "New Hero" Narrative
2710	McDowell's No.1 Soda	Yaaron Wali Baat – Bigg Boss & India Idol Integration
2712	Airtel Payments Bank	Airtel Payments Bank - The Safe Second Account
2733	Colgate Total	P.L.O.T. Twist by Colgate Total
2734	Philips OneBlade Intimate	Don't beat around the bush
2736	Philips OneBlade	The Gen Z Growth Engine
2744	Royal Stag	RS = RS: Hence Proved
2746	Blenders Pride	The Futureverse of Fashion' with Meta Ray-Ban
2755	Horlicks	Horlicks Chhoto Byomkesh - Breaking category codes through mischief
2759	Cadbury Silk	Say It With Silk: Rewriting Valentine's Day for Gen Z
2760	Berger India Pvt Ltd	50 Years of Stardom - A tribute by Berger Paints
2765	Surf Excel	Surf Excel I Daag Acche Hain – The 24-Hour Chase

2769	Cadbury 5Star	5star: Destroy Valentine's Day
2785	UltraTech Cement Ltd	UltraTech Se Pucho 2.0: Building Trust in AI Through India's Most Trusted Voices
2791	Elle18	Elle18 Glam Gang : Turning College Campuses into India's Largest Peer Powered Beauty Network
2796	Lufthansa	Moving beyond the map – one destination at a time with #LufthansaInsiderGuide
27101	Cadbury 5Star	5Star: Restore Valentines Day
27109	Sunsilk	The Sunsilk Bounce creates a World Record
27112	Tresemme	Tresemme pioneers Micro Drama Storytelling with Dolly Singh
27116	Oreo	Manifesting India's Dream For Every Cream
27125	Cadbury Silk	Cadbury Silk: Love That's Real, Not AI-Generated
27127	Castrol MAGNATEC	The Castrol MAGNATEC pillow – the centre of attraction amongst a host of celebrities and influencers
27134	Thums Up	Manifesto - Building the Toofani Anthem
27135	Biscoff	Unlocking Every Way to Biscoff
27138	Thums Up	Gully Cricket – Winning the IPL Without Sponsorship
27140	Thums Up	Thums Up – Toofani Har Andaaz Mein
27150	Britannia Pure Magic Stars	The Fake Shaadi That Made a Star
27151	Treat Croissant	Britannia Treat Croissant – “Prashant Supremacy”
27153	SBI Life	When Every Dot Counted : India's strongest women did not endorse the message. They carried it.
28. Best Media Innovation: Events / Experiential Marketing		
Entry	Brand	Title
2813	Mercedes Benz	AMG Experience: When the Experience Became the Media
2814	Vim	Moving an immovable market share with a Maha Kadhai at the Maha Kumbh
2815	Tata Salt	TATA SALT KI DHUN: WHEN THE BRAND TOOK TO THE ROAD
2822	Royal Canin	Unique Pets, Unique Needs, Precise Nutrition
2825	Amazon India	Amazon 'Box to Beds' Media as Wayfinding: Turning Chaos into Comfort
2831	Comfort	#SmellItToBuyIt Campaign
2850	Jameson	Manifesting A Sky Full of Stars
2857	UltraTech Cement	The Home-Building Experience India Walked Into
2860	Bournvita	Bournvita: Rebuilding Trust with Right Science
2861	UltraTech Cement	Ghar Jo Pehchaan Ban Jaaye: One Platform, Five Home-Building Experiences
2863	Lifebuoy	Lifebuoy ka Aasmaan mein Ganga Snaan Dekha Kya?
2865	UltraTech Cement	When a Mannat (Wish) Became a Home
2866	Biscoff	Welcome to the Biscoff Feeling!
2870	Mondelez Foods India Pvt Ltd	From Media to Mishti: Becoming Part of Bengal
2873	Thums Up	Every Bottle a Golden Ticket: The Toofani Zone World Cup Experience
2876	Biscoff	Unlocking Every Way To Biscoff
2877	POND'S	From Unseen Threats to Undeniable Proof – How Pond's Reimagined Cinema Experience with Avatar: Fire & Ash
2884	Star Studio18	Avatar Nahi अवतार Avatar: Fire & Ash
2890	SBI Life	When Every Dot Counted : One match. One live unboxing. 196 reminders. 800 women trained.
29. Best Media Innovation: Direct Marketing		
Entry	Brand	Title
2903	Colgate India	Colgate Oral Health Movement
2910	Amazon Prime Video	Panchayat Season 4 – Launched an Election on your Phone
30. Best Media Innovation: Branded Content that leverages EXISTING CONTENT across any media - online or		
Entry	Brand	Title
3008	Dove Men Care+	Dove Men shows what being “man enough” looks like with The Family Man S3
3009	ABG - Aditya Birla Management Corporation	ABG X KBC: Igniting Purpose, Inspiring a Nation
3011	Amazon India	AMAZON SHOPTHESCENE: Where every story ends with Amazon
3014	Bru Gold	Hijacking the Hype: Turning The Family Man 3 into a Full-Funnel Commerce Engine for BRU Gold
3018	BHIM - Bharat Ka Apna Payments App	KBC Golden Week with BHIM Payments App – A never before opportunity to reach the Hot Seat
3024	Colgate India	Colgate Oral Health Movement
3044	IKEA India	IKEA Cooked Without Saying A Word: How IKEA Captured the Soul of India's Most-Watched Kitchen
3046	Lufthansa	From Airport Runway to Fashion Runway – Lufthansa at 25th Lakme Fashion Week
3051	UltraTech Cement Ltd	How UltraTech borrowed credibility instead of creating content
3054	Asian Paints Corporate	From Sponsoring the Show to Hijacking the Story
3057	Tresemmé	Tresemmé: Creating Bollywood's First Hair Icon Award
3060	SBI Life	When Every Dot Counted : We did not interrupt the match. We rewrote what the match already showed.
31. Best Media Innovation: Branded Content focused on CREATING ORIGINAL CONTENT across any media -		
Entry	Brand	Title
3105	Surf Excel	Using Voice Ad Sequencing in The Age of Video to Reach Rural India
3112	Star Studio18	JOLLY LLB 3 - Jolly Vs Jolly

3116	Kingfisher packaged drinking water	Bird + Jingle ft. Good Times in Cricket
3117	Horlicks	Horlicks Chhoto Byomkesh - Breaking category codes through mischief
3120	UltraTech Cement Ltd	TURNING AKASHVANI INTO A HOME-BUILDING HELPDESK
3136	Cadbury 5Star	5star: Destroy Valentine's Day
3141	Red Label Natural Care	Red Label Natural Care - Culture pays for premium
3146	Elle18	Elle18 Glam Gang : Turning College Campuses into India's Largest Peer Powered Beauty Network
3152	Cadbury 5Star	5Star: Restore Valentines Day
3164	Dove	Dove creates the Reborn Stronger Playbook
3166	Cadbury Silk	Cadbury Silk: Love That's Real, Not AI-Generated
3167	Moti	Turning Tradition Into Trend: Moti Soap's GenZ–First Diwali
3170	Glow & Lovely	Glow & Lovely's 'Noor' - Punjabi Pop Connecting with the women of Bharat
3171	Thums Up	Thums Up x Gully Cricket
3173	BIRLA OPUS	Birla Opus Paints Rewrote the Content Playbook
3175	Amazon Prime Video	Panchayat Season 4 – Launched an Election on your Phone
32. Best Media Innovation: Rural Activation		
Entry	Brand	Title
3214	Tata Salt	THE ROAD TO RURAL BHARAT: TATA SALT'S IODINE MOVEMENT
3215	Vim	Moving an immovable market share with a Maha Kadhai at the Maha Kumbh
3216	Kurkure	When Rural Uttar Pradesh Needed Direction, Kurkure Became the Landmark
3223	Center Fruit	India's First Rural Telephonic AI Campaign
3227	UltraTech Cement	UltraTech Growth Corridor Index : Predicting rural housing demand before it exists
3229	UltraTech Cement	From Homecoming to Homebuilding
3234	Lifebuoy	Lifebuoy ka Aasmaan mein Ganga Snaan Dekha Kya?
33. Best Media Innovation: Sponsorships		
Entry	Brand	Title
3315	ABG - Aditya Birla Management Corporation	ABG X KBC: Igniting Purpose, Inspiring a Nation
3319	Colgate Total	P.L.O.T. Twist by Colgate Total
3324	UltraTech Cement Ltd	How UltraTech Rewrote the Rules of Sponsorship on India's Biggest Quiz Show with Ghar Ek Mauka Ek
3326	ABSOLUT	From Philosophy to Phenomenon: Absolut Owns the Sky
3329	BHIM - Bharat Ka Apna Payments App	BHIM Golden Week: The Sponsorship That Opened KBC's Hotseat
3333	Kingfisher packaged drinking water	Bird + Jingle ft. Good Times in Cricket
3340	Bisleri	Replacing Cola with Water
3347	Kissan Ketchup	Kissan: Mastery Meets Mischief: a three-stage media engine to beat the silbatta
3362	Asian Paints Corporate	The Biggest Celebration Was Never in the Stadium, It Was Inside Millions of Indian Homes
3365	UltraTech Cement Ltd	From Cricket to Kabaddi to Prime-Time: Owning India's Defining Moments
3370	Asian Paints Royale Glitz	The Sponsorship that refused to stay on the sidelines
3372	Go Cheese	Go Cheese didn't sponsor Bigg Boss. It got the Contestants hooked.
3381	Asian Paints Royale Glitz	Redefining Sponsorship: Building Brand Legacy Beyond Visibility
3382	Eternal Limited	Delivering Pongal from Big Boss House to Consumer
3383	Oreo	Manifesting India's Dream On Every Cream
3385	Tresemme	Tresemme pioneers Micro Drama Storytelling with Dolly Singh
3389	Maaza	Maaza- Wheel of Fortune Sposnorship
3397	Peter England	Beyond Sponsorship: Turning a Cricket Podcast into a Brand Platform
33103	NPCI Corporate	Five Episodes. One Story. A Different Way to See NPCI. #AFK
33105	Avvatar	Muscle Mass to Media Mass. How Avvatar Made an Indian Protein Brand Truly Unmissable
33106	HINT (Formerly Macho Hint)	HINT didn't buy a spot on KBC. It became a moment inside.
33107	SBI Life	When Every Dot Counted : The title sponsor left. Women's health took the lead position.
33113	GCMMF (AMUL)	The Sponsorship That Sold
34. Best Media Innovation: Moment Marketing		
Entry	Brand	Title
3404	Hero Destini	Hero Destini: Rajamouli's Social Media intrigue
3409	Maggi	Maggi's Moment Magic: Turning Everyday Moments into Cravings
3413	Vim	Moving an immovable market share with a Maha Kadhai at the Maha Kumbh
3419	Spotify	Spotify - Aaj raaste mein kya suna
3424	Cathay Pacific	Takeoff Takeover
3427	Xclamat!on Mixers	The Biggest Character Heist in the History of Media
3433	JIO HOTSTAR	Turning Cyber Fear into Curiosity: How Special Ops 2.0 Found Its Audience First (Hyperlocal Targeting) : JioHotstar
3437	Cadbury Silk	Say It With Silk: Rewriting Valentine's Day for Gen Z
3444	Surf Excel	The Daag Surf Excel Didn't Wash
3449	Cadbury 5Star	5star: Destroy Valentine's Day
3455	Cadbury 5star	Scotland's "Do Nothing" World Cup Hijack
3464	JIO HOTSTAR	The Stream That Became The Stadium : Coldplay live on JioHotstar
3471	Lifebuoy	Lifebuoy ka Aasmaan mein Ganga Snaan Dekha Kya?
3474	Tata Tea Gold	The Daily Blend of Love

3475	Cadbury 5Star	5Star: Restore Valentines Day
3481	Cadbury Silk	Cadbury Silk: Love That's Real, Not AI-Generated
3486	Cadbury Celebrations	Cadbury Celebrations: Making Every Diwali a Reason to Celebrate Together
3498	UltraTech Cement Ltd	Engineers Build India Every Day. We Gave India One Day to Notice
34102	Google Search	Googlies on Google: Gamifying Search for IPL 2025
34106	Google Gemini	India's 1st AI powered ultimate cricket fandom moments, with Gemini
34108	SBI Life	When Every Dot Counted : The moment was not on the calendar. It opened when Dream11 exited.
35. Best Media Innovation: Gaming		
Entry	Brand	Title
3508	Nescafe RTD	Streamo : Winning Over Gen Z: NESCAFÉ RTD's Gaming-Focused Campaign
3509	KitKat	KitKat transformed an interruption into gameplay by integrating its iconic 'Have a Break' proposition directly into one of the world's most played mobile games."
3511	Boost Protein	When Performance Became the Game
3516	Chupa Chups	Game On with Chupa Chups
3521	Kwality Walls	WHEN THE PROMOTION LEARNED TO PLAY
3522	Kellogg's Chocos Multigrain	Kellogg's Chocos Multigrain: Rebuilding Trust, One Touchpoint at a Time
3524	Amazon Prime Video	When Reality TV Entered Live Gameplay: How The Traitors Turned India's Gaming Community into Co-Conspirators
3525	UltraTech Cement	REPLACING SKIP ABILITY WITH SPEAK ABILITY
36. Best Media Innovation: Use of Local Language/ Regional Media - Television		
Entry	Brand	Title
3602	Dhara	Dhara's localized Marketing Triumph in Assam
3606	Colgate India	Colgate Oral Health Movement
3615	Asian Paints ACE Emulsion & Tractor Emulsion	TURNING SOUTH INDIAS PRIME-TIME INTO PURCHASE-TIME
3618	Eternal Limited	Delivering Pongal from Big Biss House to Consumer
37. Best Media Innovation: Use of Local Language/ Regional Media - Print		
Entry	Brand	Title
3703	Colgate India	Colgate Oral Health Movement
3704	Aditya Birla Sun Life Asset Management	Beyond the Page: Turning Print into Investor Experience
38. Best Media Innovation: Use of Local Language/ Regional Media - Radio		
Entry	Brand	Title
3804	UltraTech Cement	When Bengal Heard Its Own Progress
39. Best Media Innovation: Use of Local Language/ Regional Media - Digital		
Entry	Brand	Title
3910	Colgate India	Colgate Oral Health Movement
3914	Red Label Natural Care	Red Label Natural Care - Culture pays for premium
3916	UltraTech Cement	From Homecoming to Homebuilding
3920	Oreo	Oreo Pongal: Turning Cinema Fandom into Brand Play
3922	Asian Paints Royale Glitz	One Bigg Boss. Three Regional Conversations.
40. Best Media Innovation: Use of Local Language/ Regional Media - Cinema		
Entry	Brand	Title
4006	Peter England	Where Cricket Met the Emotion of Kollywood
41. Best Media Innovation: Sports Marketing using Cricket		
Entry	Brand	Title
4104	Uber India	Uber Hyderabaddies: Turning a Cricket Storyline into a Commute Story
4106	ENO	ENO Cricket Campaign
4116	Colgate Total	P.L.O.T. Twist by Colgate Total
4119	Royal Stag	RS = RS: Hence Proved
4122	Kingfisher packaged drinking water	Bird + Jingle ft. Good Times in Cricket
4132	Surf Excel	Surf Excel: Turning Cricket's Dirt into Cultural Media Impact
4137	BIRLA OPUS	Indian Colours League: Birla Opus' Game-Changing IPL Hack
4144	Google	Cricket Had Commentary. We Gave It Culture - Bollywood Spin
4145	Oreo	Manifesting India's Dream On Every Cream
4149	Thums Up	From Bottle to Boundary: The Toofani Zone World Cup Experience
4158	Coca-Cola	Coke Time. Half Time.: Owning Cricket's Most Anticipated Pause
4160	Google Gemini	Beyond the Logo: India's 1st AI Powered Cricket Experiential Sponsorships with Gemini
4164	GCMMF (AMUL)	Amul Cracked the Cricket Code
42. Best Media Innovation: Sports Marketing using non-Cricket		
Entry	Brand	Title
4203	Bisleri	Replacing Cola with Water
4211	Coca-Cola	Coke x FIFA Trophy Tour: Using Football, India's Rising Second Sport, to Build a Nationwide Participation Platform
43. Best Media Research / Analytics using proprietary data		
Entry	Brand	Title
4302	Hero MotoCorp	Hero Multi-brands: Data-Driven ROI Alchemy
4305	Colgate India	Colgate Oral Health Movement
4312	UltraTech Cement	UltraTech Growth Corridor Index : Predicting rural housing demand before it exists

44. Best Media Research / Analytics using existing data		
Entry	Brand	Title
4403	Pampers Premium Care	The Parenting Identity Graph : Engineering Precision Growth for Pampers Premium Care
4411	UltraTech Cement	UltraTech Growth Corridor Index : Predicting rural housing demand before it exists
4413	BEARDO	Beardo: Clicks to Chemistry - From search intent and shopping behavior to the next generation of fragrances.
45. Best Media Research / Analytics using First Party Data / Data Platforms / Data Technology		
Entry	Brand	Title
4508	Pampers Premium Care	The Parenting Identity Graph : Engineering Precision Growth for Pampers Premium Care
4512	Dove Bodywash	From Claim to Proof: How Algorithmic Modelling Solved the Q-Commerce Attribution Trap
4514	Hindustan Unilever	The Audience Integrity Framework
4515	Colgate India	Colgate Oral Health Movement
4523	UltraTech Cement	UltraTech Growth Corridor Index : Predicting rural housing demand before it exists
4525	JioHotstar	The 600Million Paywall: How First-Party Data Converted a Nation of Free Viewers
4527	Mondelez	The Data-to-Demand Blueprint: How Mondelez India Built a Privacy-First Consumer Data Ecosystem Powering Full-Funnel Growth
46. Best Integrated Campaign: FMCG - Cosmetics, toiletries, personal hygiene		
Entry	Brand	Title
4601	Sensodyne	Sensodyne World Oral Health Day 2025 – Turning a Health Awareness Day into India's Largest Oral Health Movement
4612	Colgate Total	P.L.O.T. Twist by Colgate Total
4615	Colgate India	Colgate Oral Health Movement
4617	Lakme Sun	From Runways to Stadiums: India's Next Sun Care Growth Story
4618	Closeup	Closeup Creates A New Love Tune with Personalized AI Videos
4625	DOVE	Dove Reborn Stronger: From Rebuilding hair, to Rebuilding her
47. Best Integrated Campaign: FMCG - Beverages and drinks		
Entry	Brand	Title
4705	Bru Gold	The Shoppable Sitcom: How BRU Gold Integrated Screens, Shelves, and Spies to Conquer the Non-South
4713	DANONE	Protinex - #NoChairDare
4716	Brooke Bond Taj Mahal	Taj Mahal Chai Bansuri – A Tea Kettle plays a Symphony to Solitude
4721	Horlicks	Horlicks - Turning Mischief Into Media Magic
4724	Thums Up	FIND THE CODE. BUY THE BOTTLE. OWN THE BIKE. The Integrated Campaign That Turned Entertainment into Growth
48. Best Integrated Campaign: FMCG - Confectionary and food		
Entry	Brand	Title
4822	Ching's Secret (Tata Consumer Products)	Agent Ching Attacks
4833	Cadbury Celebrations	This Diwali, A New Sweetness: Rewriting Gifting Traditions with Cadbury Celebrations
4834	Oreo	Manifesting India's Dream On Every Cream
4835	Biscoff	Welcome to the Biscoff Feeling!
4837	Cadbury Celebrations	Cadbury Celebrations: Making Every Diwali a Reason to Celebrate Together
4838	Oreo	#PlayWithEmAll - World's 1st Ever Collectible Cookie
4806	Tata Salt	From Screens To Streets - Making TATA SALT Relevant For Every INDIA
4840	Cadbury Celebrations	Cadbury Celebrations: Turning Care into Meaningful Rakhi Gestures
49. Best Integrated Campaign: FMCG - Others		
Entry	Brand	Title
4901	Surf Excel	From Holy Dips to Voice Chips: Surf Excel's Rural Recruitment Blueprint in Uttar Pradesh
4907	Vim	Vim: One Kumbh. One Idea. Every Medium
50. Best Integrated Campaign: Consumer Products - Automotive and Auto-related products		
Entry	Brand	Title
5001	Caltex Lubricants India	Caltex Yaani Commitment
5008	Audi India	Audi India - Owning the Wedding & Festive Mindset
5014	Castrol CRB TURBOMAX+	Castrol CRB TURBOMAX - Use Dipper at Night, Use DEEPER data signals 24x7 to reach Truck Drivers!
5018	BMW	BMW: FOR EVERY YOU THERE IS A BMW - DRIVE YOUR MATCH
5020	Castrol ACTIV	Castrol ACTIV - Reaching Riders 'ACTIVely': Data to Discover. Context to Engage. Answers to Convert
51. Best Integrated Campaign: Consumer Durables - Electronics & Tech Products		
Entry	Brand	Title
5102	WhatsApp	WhatsApp: Making Encryption Felt, Not Explained
5103	Meta AI	Meta AI: AI Sticks When It Fits
52. Best Integrated Campaign: Consumer Durables - Other Products		
Entry	Brand	Title
5214	UltraTech Cement	The Credibility Cascade: From Village Recognition to National Inspiration
5215	UltraTech Cement Ltd	From Branding to Building: How UltraTech Turned 1.9 Billion Logos into India's Largest Homebuilding Expert Network
5217	UltraTech Cement	From Audience Planning to Conviction Planning: Finding the Moment Before the First Brick with Ghar Ek Mauka Ek
5218	ULTRATECH CEMENT LTD	UltraTech Growth Corridor Index : Predicting rural housing demand before it exists

53. Best Integrated Campaign: Services - Ecommerce, Quick Commerce and Retail Online marketplaces		
Entry	Brand	Title
5304	Sprite	From Summer Refreshment to Winter Ritual: How Sprite Hacked Zepto's Cart Rules for Year-Round Growth
5308	Thums Up	Thums up : "Biryani Ek Nahi, Dono Haath Se Khaate Hain!
54. Best Integrated Campaign: Services - BFSI and Fintech		
Entry	Brand	Title
5401	Airtel Payments Bank	Airtel Payments Bank - The Safe Second Account
5408	Tata Capital	The Power of Prudent Choices - How Tata Capital Built Trust by Investing Smarter, Not Louder
55. Best Integrated Campaign: Services - Others		
Entry	Brand	Title
5505	Berger India Pvt Ltd	50 Years of Stardom - A tribute by Berger Paints
5515	Google Gemini	The Ultimate AI Fan Companion: Gemini's Multi-Tournament Integrated Masterstroke
5517	House of Abhinandan Lodha	Your Next Land Purchase Could Just be Click Away... NO DRAMA
5518	Google Gemini	Beyond the Logo: How Google Gemini sparked a 300% search spike for Women's Cricket
56. Best Integrated Campaign: Media		
Entry	Brand	Title
5603	Spotify	“Aaj raaste mein kya suna?” : Spotify Overtake Campaign
5606	Spotify India	Best Integrated Campaign – Spotify Wrapped 2025: From Listening Data to Fan Culture
5618	Amazon Prime Video	India's Most Wanted: How a Show Launch Became India's Largest Manhunt
5620	JioStar	“Yahaan Sab Possible” – One IPL. Every India. Every Screen
5621	Jiostar Studios	Pandora, Made Local: How Avatar: Fire & Ash Fused Culture, Data and Transaction Into One Campaign
5627	Amazon Prime Video	Turning Suspicion into a Weekly Ritual: How The Traitors Built Appointment Viewing Through an Integrated Media Ecosystem
5634	Google Gemini	Beyond the Logo: How Google Gemini sparked a 300% search spike for Women's Cricket
57. EMVIE for Diversity Equality & Inclusion (DE&I)		
Entry	Brand	Title
5702	Maybelline New York	Passing the Mic: Amplifying Marginalized Voices in Mental Health
5706	Hyundai Motor India Limited	Samarth Season 2
5708	Britannia	BRITANNIA A-EYE: Making Retail Visible to Everyone
58. Best Ongoing Media Campaign		
Entry	Brand	Title
5802	Nivea Soft	From Influence to Loyalty: Building Brand Advocates for Life
5804	Adani Group	Hum Karke Dikhate Hain
5805	WhatsApp	No One Not Even WhatsApp
5808	Colgate India	Colgate Oral Health Movement
5814	UltraTech Cement	How UltraTech Built India's Largest Platform Celebrating Pradhans, Mukhiyas & Sarpanchs: A Four-Year Movement Still Shaping Rural India
5817	Tata Salt	DESH KA NAMAK: YEARS OF MAKING EVERY INDIA COUNT
5822	Mondelez Foods India Pvt Ltd	From Media to Mishti: Becoming Part of Bengal
5824	Closeup	Closeup Creates A New Love Tune with Personalized AI Videos
59. EMVIE for Responsible Advertising (covers areas like Privacy / Sustainability)		
Entry	Brand	Title
5903	Spotify India	Spotify India x Perion – Building a Sustainable Digital Advertising Framework
5904	WhatsApp	WhatsApp: Making Encryption Felt, Not Explained
5906	Flex Forward - OOH Industry's 1st Green	The Billboard That Became A Bag
60. EMVIE for Good		
Entry	Brand	Title
6004	Namma Yatri	Namma Ride, Namma Pride
6005	P&G SHIKSHA	Thank you P&G, Yours Faithfully - Kaccha Nimbu
6008	ABG - Aditya Birla Management Corporation	From Screens to Streets: ABG's Media-Led Mission for a Better Tomorrow
6009	Flex Forward - OOH Industry's 1st Green Initiative	The Billboard That Became A Bag
6010	Amazon India	Amazon 'Box to Beds' : Turning Delivery Boxes into Dignity at Maha Kumbh
6026	Savlon Swasth India Mission	Sehat Games: Giving Rural Children a More Memorable Handwashing Lesson
6029	SBI Life	When Every Dot Counted : How one cricket match turned 196 dot balls into breast-health training for 800 women.
63. Best Media Innovation from Media Agencies not exceeding Rs.50 crores annual billing		
Entry	Brand	Title
6303	Vivel soap and bodywash	Maharani Ki Kahani, Komalta Ki Nishani: Vivel by ITC x Maharani: The In-Film Plot Twist
64. Young EMVIE OF The Year		
Entry	Brand	Title
6407	Kitkat , Milkmaid	KitKat x One Piece — “Have an #EPIC Break” , Milkmaid - Kheer Day - Creating a Cultural Moment from a Daily Dessert , KitKat — “Break the Loop”
6408	KitKat , Nescafe - RTD , Munch	KitKat Snap to Decide: Turning an Iconic Product Cue into India's Next Social Ritual , Streamo : Winning Over Gen Z: NESCAFÉ RTD's Gaming-Focused Campaign , Munch Max “Hack the Crunch”

6415	Amazon India	The Zero-Defect Dynamo: How Indrani R Mastered in Programmatic Excellence with Zero Defects
6421	Everyuth Naturals	POV : Life Me Firse Achanak Moment Aa Gaya!
6430	JIO HOTSTAR	From Precision to Scale: Reimagining How Entertainment Connects with India
6431	Suntory Global Spirits , Bata India	Reach Was Never the Point: Nikhil Malhotra's Case for Relevance
6436	Amazon Prime Video	THE GIRL WHO TURNS STATS INTO STREAMS
6438	Asian Paints Corporate	From Impact Player to Impact Creator: Re-engineering Cricket Sponsorship for Asian Paints
6439	Asian Paints Corporate	FROM ONE CANVAS TO EVERY SURFACE - How I reimagined the media canvas for Asian Paints
6440	Procter & Gamble	P&G : Ye Aditi Hai Attention Ki Deewani
6444	Dr Fixit, Roff & Fevcreate	THE THINGS YOU DON'T SEE
6445	Cadbury Silk	Owning Valentine's 2026: Cupid Got an Upgrade