

| 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             | Mecedes 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: Owning 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: Owning 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                                                                                                                 |

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| 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                  |
| <b>14. Best Media Innovation: Print - Dailies &amp; Magazines</b>         |                                    |                                                                                                                                 |
| <b>Entry</b>                                                              | <b>Brand</b>                       | <b>Title</b>                                                                                                                    |
| 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.                                                                      |
| <b>15. Best Media Innovation: Out of Home, Ambient Media &amp; Cinema</b> |                                    |                                                                                                                                 |
| <b>Entry</b>                                                              | <b>Brand</b>                       | <b>Title</b>                                                                                                                    |
| 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 Rahogey                                                                                                           |
| 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                                                                                 |
| <b>16. Best Media Innovation: Audio (Radio, Podcasts &amp; Others)</b>    |                                    |                                                                                                                                 |
| <b>Entry</b>                                                              | <b>Brand</b>                       | <b>Title</b>                                                                                                                    |
| 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                                                                                            |
| <b>17. Best Media Innovation: Digital - Performance - Paid Search</b>     |                                    |                                                                                                                                 |
| <b>Entry</b>                                                              | <b>Brand</b>                       | <b>Title</b>                                                                                                                    |
| 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                                                         |
| <b>18. Best Media Innovation: Digital - Performance - SEO</b>             |                                    |                                                                                                                                 |
| <b>Entry</b>                                                              | <b>Brand</b>                       | <b>Title</b>                                                                                                                    |
| 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                                                   |
| <b>19. Best Media Innovation: Digital - Social Media</b>                  |                                    |                                                                                                                                 |

| Entry                                                                     | Brand                          | Title                                                                                                                 |
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| 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                                                                                                 |
| <b>20. Best Media Innovation: Digital - Display</b>                       |                                |                                                                                                                       |
| 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 TRESemme'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!                      |
| <b>21. Best Media Innovation: Digital - Video</b>                         |                                |                                                                                                                       |
| 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 |
| <b>22. Best Media Innovation: Digital - Voice</b>                         |                                |                                                                                                                       |
| Entry                                                                     | Brand                          | Title                                                                                                                 |
| 2202                                                                      | P&G SHIKSHA                    | Giving the Learning Gap a Voice                                                                                       |
| 2204                                                                      | UltraTech Cement               | REPLACING SKIP ABILITY WITH SPEAK ABILITY                                                                             |
| <b>23. Best Media Innovation: Use of e-commerce and q-com marketplace</b> |                                |                                                                                                                       |
| 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                                                                                  |

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| 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 |
| <b>24. Best Media Innovation: Use of Connected TVs</b>                                                |                                    |                                                                                                             |
| <b>Entry</b>                                                                                          | <b>Brand</b>                       | <b>Title</b>                                                                                                |
| 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                                            |
| <b>25. Best Media Innovation: Best Use of Emerging Technology (excluding AI) for a Media Solution</b> |                                    |                                                                                                             |
| <b>Entry</b>                                                                                          | <b>Brand</b>                       | <b>Title</b>                                                                                                |
| 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                                                    |
| <b>26. Best Media Innovation: Best Use of AI for a Media Solution</b>                                 |                                    |                                                                                                             |
| <b>Entry</b>                                                                                          | <b>Brand</b>                       | <b>Title</b>                                                                                                |
| 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                                         |
| <b>27. Best Media Innovation: Best Use of Influencer Marketing for a brand</b>                        |                                    |                                                                                                             |
| <b>Entry</b>                                                                                          | <b>Brand</b>                       | <b>Title</b>                                                                                                |
| 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               | Yaari Jam @ 36,000 Ft                                                                                       |
| 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   Daag Acche Hain – The 24-Hour Chase                                                            |

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| 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.            |
| <b>28. Best Media Innovation: Events / Experiential Marketing</b>                                              |                                           |                                                                                                           |
| <b>Entry</b>                                                                                                   | <b>Brand</b>                              | <b>Title</b>                                                                                              |
| 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.                  |
| <b>29. Best Media Innovation: Direct Marketing</b>                                                             |                                           |                                                                                                           |
| <b>Entry</b>                                                                                                   | <b>Brand</b>                              | <b>Title</b>                                                                                              |
| 2903                                                                                                           | Colgate India                             | Colgate Oral Health Movement                                                                              |
| 2910                                                                                                           | Amazon Prime Video                        | Panchayat Season 4 – Launched an Election on your Phone                                                   |
| <b>30. Best Media Innovation: Branded Content that leverages EXISTING CONTENT across any media - online or</b> |                                           |                                                                                                           |
| <b>Entry</b>                                                                                                   | <b>Brand</b>                              | <b>Title</b>                                                                                              |
| 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.        |
| <b>31. Best Media Innovation: Branded Content focused on CREATING ORIGINAL CONTENT across any media -</b>      |                                           |                                                                                                           |
| <b>Entry</b>                                                                                                   | <b>Brand</b>                              | <b>Title</b>                                                                                              |
| 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                                                                              |

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| 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                                                             |
| <b>32. Best Media Innovation: Rural Activation</b> |                                           |                                                                                                                     |
| <b>Entry</b>                                       | <b>Brand</b>                              | <b>Title</b>                                                                                                        |
| 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?                                                                     |
| <b>33. Best Media Innovation: Sponsorships</b>     |                                           |                                                                                                                     |
| <b>Entry</b>                                       | <b>Brand</b>                              | <b>Title</b>                                                                                                        |
| 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                                                                                           |
| <b>34. Best Media Innovation: Moment Marketing</b> |                                           |                                                                                                                     |
| <b>Entry</b>                                       | <b>Brand</b>                              | <b>Title</b>                                                                                                        |
| 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'ion 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                                                                                             |

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| 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.                                                                       |
| <b>35. Best Media Innovation: Gaming</b>                                             |                                              |                                                                                                                                                                   |
| <b>Entry</b>                                                                         | <b>Brand</b>                                 | <b>Title</b>                                                                                                                                                      |
| 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                                                                                                                         |
| <b>36. Best Media Innovation: Use of Local Language/ Regional Media - Television</b> |                                              |                                                                                                                                                                   |
| <b>Entry</b>                                                                         | <b>Brand</b>                                 | <b>Title</b>                                                                                                                                                      |
| 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                                                                                                                 |
| <b>37. Best Media Innovation: Use of Local Language/ Regional Media - Print</b>      |                                              |                                                                                                                                                                   |
| <b>Entry</b>                                                                         | <b>Brand</b>                                 | <b>Title</b>                                                                                                                                                      |
| 3703                                                                                 | Colgate India                                | Colgate Oral Health Movement                                                                                                                                      |
| 3704                                                                                 | Aditya Birla Sun Life Asset Management       | Beyond the Page: Turning Print into Investor Experience                                                                                                           |
| <b>38. Best Media Innovation: Use of Local Language/ Regional Media - Radio</b>      |                                              |                                                                                                                                                                   |
| <b>Entry</b>                                                                         | <b>Brand</b>                                 | <b>Title</b>                                                                                                                                                      |
| 3804                                                                                 | UltraTech Cement                             | When Bengal Heard Its Own Progress                                                                                                                                |
| <b>39. Best Media Innovation: Use of Local Language/ Regional Media - Digital</b>    |                                              |                                                                                                                                                                   |
| <b>Entry</b>                                                                         | <b>Brand</b>                                 | <b>Title</b>                                                                                                                                                      |
| 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.                                                                                                                      |
| <b>40. Best Media Innovation: Use of Local Language/ Regional Media - Cinema</b>     |                                              |                                                                                                                                                                   |
| <b>Entry</b>                                                                         | <b>Brand</b>                                 | <b>Title</b>                                                                                                                                                      |
| 4006                                                                                 | Peter England                                | Where Cricket Met the Emotion of Kollywood                                                                                                                        |
| <b>41. Best Media Innovation: Sports Marketing using Cricket</b>                     |                                              |                                                                                                                                                                   |
| <b>Entry</b>                                                                         | <b>Brand</b>                                 | <b>Title</b>                                                                                                                                                      |
| 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                                                                                                                                     |
| <b>42. Best Media Innovation: Sports Marketing using non-Cricket</b>                 |                                              |                                                                                                                                                                   |
| <b>Entry</b>                                                                         | <b>Brand</b>                                 | <b>Title</b>                                                                                                                                                      |
| 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                                                |
| <b>43. Best Media Research / Analytics using proprietary data</b>                    |                                              |                                                                                                                                                                   |
| <b>Entry</b>                                                                         | <b>Brand</b>                                 | <b>Title</b>                                                                                                                                                      |
| 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” |

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| 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                                               |