



**SHORT LISTED CASE STUDIES PRESENTED ON
21ST & 22ND JULY, 2008
AT THE WELINGKAR INSTITUTE OF
MANAGEMENT DEVELOPMENT & RESEARCH,
MATUNGA**

Shortlisted Case Studies: 53

Shortlists

No.	ENTRANT	CASE STUDY
BEST MEDIA RESEARCH		
1	MindShare	Motorola - Live 3.0
2	Starcom Worldwide	The Mobile Store -2008-09 expansion plans in terms of retail outlets
3	MindShare	English Premiere League - The Engagement Quotient Tester
4	Lodestar Universal	Westside Index - A guide to Business expansion for Trent Ltd.
BEST MEDIA INNOVATION - AMBIENT MEDIA / OUT OF HOME		
1	MindShare	Kurkure - India's First Brand Train - Kurkure Express
2	Rediffusion DYR	Juice Salon - Juice Escalator
3	Ogilvy & Mather Pvt. Ltd.	Lifebuoy Soap - Lifebuoy Gurudwara Activation
BEST MEDIA INNOVATION - CINEMA		
1	Mediaedge:CIA	Nivea Soft Moisturizer - Stay Simply Beautiful
2	MPG	Good Year - Tara Rum Pum (TRRP) Association
3	MindShare	Castrol GTX - Castrol GTX Drives Bollywood
4	Maxus	Reebok - Reebok Hitting the Winning Goal
BEST MEDIA INNOVATION - PRINT		
1	MindShare	Kurkure - Kurkure with a difference
2	MindShare	AXE Deodorant - Check Mate - 'S'
3	Madison Communications Pvt. Ltd.	Axis Bank - Everything is the same except one change
4	MindShare	Rin Supreme Bar:Now Becomes Surf Excel Bar - Good News
BEST MEDIA INNOVATION - DIGITAL		
1	MindShare	BRU Cappuccino - One is not enough
2	Mudra Marketing Services (Tribal DDB)	Big 92.7 FM - Voice Scrapping
3	MindShare	HSBC Premier Re-Launch -The new HSBC Premier Mobile Handset
4	Madison Media	Cadbury Dairy Milk - A Twist in the story
BEST MEDIA INNOVATION - EVENTS		
1	Percept D'Mark	Hercules Cycle - Mumbai-Pune Cycle Race
2	MindShare	Wheel - Phir Se Khoj Jaari Hai
3	Maxus	Chivas Regal - "Chivas" Effectively reaches out to 8MN Core consumers...
4	MindShare	Lifebuoy - Mission Safai
BEST INTEGRATED CAMPAIGN		
1	MindShare	ENO - Relief in 6 seconds at key acidity occasions and locations
2	Lodestar Universal	Club Mahindra - A formula to spread Happiness
3	MindShare	Dove Haircare - Beautiful
4	Maxus India	Vodafone - Inventing the "Power of Day One"
BEST MEDIA STRATEGY - CONSUMER PRODUCTS		
1	MindShare	Rin Supreme Bar:Now Becomes Surf Excel Bar - Good News
2	MindShare	Dove Haircare - Redefining the depiction of real beauty
3	Lodestar Universal	Amul - Going Against the flow & Succeeding
4	MindShare	Clinic Plus - Adventures of Chulbuli
BEST MEDIA STRATEGY - CONSUMER DURABLES		
1	MindShare	Motorola - Mr. Mani or Mr. Moneybags? The great Indian Marketer's dilemma
2	Lodestar Universal	Microsoft Windows Vista - Windows 'WOW'-The breakthrough VISTA Launch

No.	ENTRANT	CASE STUDY
BEST MEDIA STRATEGY - SERVICES		
1	MindShare	HSBC Corporate - Green Solutions for Green People
2	Maxus India	Tata Sky - Tata Sky opens up new sources of revenue through media tie-ups
3	Lodestar Universal	Tata Tele Services - VASonomics
4	Maxus India	Vodafone - Vodafone Launch in India
BEST MEDIA STRATEGY - MEDIA / MEDIA PROPERTY		
1	MindShare	English Premiere League - Scoring the goal-for ESPN
2	Red FM	Red FM - A day in the life of the listener
3	MindShare	Star Movies - Jack out of the Box
BEST MEDIA INNOVATION - TV		
1	Mudra (Radar)	Reliance Power IPO - Reliance Power On, India On
2	TME	Parle Hide & Seek - Who can dance the Hide-n-Seek dance?
3	MindShare	Venus Water Heaters - The heat is on...
4	Maxus India	Vodafone - Even God took 7 days to create earth
5	MindShare	Wheel - Wheel Smart Shrimati Ke Nuske
BEST MEDIA INNOVATION - DIRECT MARKETING		
1	Rediffusion DYR	Kaya Skin Clinic- Painless Hair Removal
2	OgilvyOne Worldwide	Reliance Systematic Investment Plan - SIP Retail Plan
3	Lodestar Universal	Brufen Softra - The art of writing!
4	Ogilvy & Mather Advertising	Asian Paints - Cinderella-Glow in dark paint
BEST MEDIA INNOVATION - RADIO		
1	Lodestar Universal	Tata Indica Xeta Peppy - RJ Test Drive
2	Madison Communications Pvt. Ltd.	McDonald's Home Delivery - McDelivery-Breakfast with Malishka & Nitin
3	Maxus India	Vodafone - Song Tagging-From Exposure to Revenue
4	Madison Communications Pvt. Ltd.	Saffola (World Heart Day) - Radio Mumbai-Bringing Mumbai together

EMVIES 2008 RESULTS

No.	ENTRANT	CASE STUDY	G/S
BEST MEDIA RESEARCH			
1	MindShare	English Premiere League - The Engagement Quotient Tester	GOLD
BEST MEDIA INNOVATION - AMBIENT MEDIA / OUT OF HOME			
1	MindShare	Kurkure - India's First Brand Train - Kurkure Express	SILVER
2	Rediffusion DYR	Juice Salon - Juice Escalator	GOLD
3	Ogilvy & Mather Pvt. Ltd.	Lifebuoy Soap - Lifebuoy Gurudwara Activation	GOLD
BEST MEDIA INNOVATION - CINEMA			
1	Mediaedge: CIA	Nivea Soft Moisturizer - Stay Simply Beautiful	SILVER
2	Maxus	Reebok - Reebok Hitting the Winning Goal	GOLD
BEST MEDIA INNOVATION - PRINT			
1	MindShare	AXE Deodorant - Check Mate - 'S'	SILVER
2	MindShare	Rin Supreme Bar: Now Becomes Surf Excel Bar - Good News	SILVER
BEST MEDIA INNOVATION - DIGITAL			
1	MindShare	BRU Cappuccino - One is not enough	SILVER
2	Madison Media	Cadbury Dairy Milk - A Twist in the story	SILVER
3	MindShare	HSBC Premier Re-Launch - The new HSBC Premier Mobile Handset	GOLD
BEST MEDIA INNOVATION - EVENTS			
1	MindShare	Wheel - Phir Se Khoj Jaari Hai	SILVER
2	Maxus	Chivas Regal - "Chivas" Effectively reaches out to 8MN Core consumers....	SILVER
3	MindShare	Lifebuoy - Mission Safai	GOLD

No.	ENTRANT	CASE STUDY	G/S
BEST INTEGRATED CAMPAIGN			
1	MindShare	ENO - Relief in 6 seconds at key acidity occasions and locations	SILVER
2	Maxus India	Vodafone - Inventing the "Power of Day One"	GOLD
BEST MEDIA STRATEGY - CONSUMER PRODUCTS			
1	MindShare	Clinic Plus - Adventures of Chulbuli	SILVER
2	Lodestar Universal	Amul - Going Against the flow & Succeeding	GOLD
BEST MEDIA STRATEGY - CONSUMER DURABLES			
1	Lodestar Universal	Microsoft Windows Vista - Windows 'WOW' - The breakthrough VISTA Launch	SILVER
BEST MEDIA STRATEGY - SERVICES			
1	Lodestar Universal	Tata Tele Services - VASonomics	SILVER
2	Maxus India	Vodafone - Vodafone Launch in India	GOLD
BEST MEDIA STRATEGY - MEDIA / MEDIA PROPERTY			
1	MindShare	Star Movies - Jack out of the Box	SILVER
BEST MEDIA INNOVATION - TV			
1	Maxus India	Vodafone - Even God took 7 days to create earth	SILVER
2	MindShare	Wheel - Wheel Smart Shrimati Ke Nuske	GOLD
BEST MEDIA INNOVATION - DIRECT MARKETING			
1	Lodestar Universal	Brufen Softra - The art of writing!	GOLD
BEST MEDIA INNOVATION - RADIO			
1	Madison Communications Pvt. Ltd.	McDonald's Home Delivery - McDelivery-Breakfast with Malishka & Nitin	SILVER
2	Maxus India	Vodafone - Song Tagging-From Exposure to Revenue	GOLD
3	Madison Communications Pvt. Ltd.	Saffola (World Heart Day) - Radio Mumbai-Bringing Mumbai together	GOLD
TAM AWARD			
1	MindShare	English Premiere League - The Engagement Quotient Tester	
RAM AWARD			
1	Madison Communications Pvt. Ltd.	Saffola (World Heart Day) - Radio Mumbai-Bringing Mumbai together	
GRAND EMVIE			
	Madison Communications Pvt. Ltd.	Saffola (World Heart Day) - Radio Mumbai-Bringing Mumbai together	
THE PEOPLE'S CHOICE AWARD FOR THE BEST CASE STUDY PRESENTED ON MONDAY, 21st July, 2008			
BEST MEDIA RESEARCH:			
1	Lodestar Universal	Westside Index - A guide to Business expansion for Trent Ltd.	
THE PEOPLE'S CHOICE AWARD FOR THE BEST CASE STUDY PRESENTED ON TUESDAY, 22nd July, 2008			
BEST MEDIA STRATEGY - CONSUMER PRODUCTS:			
1	Lodestar Universal	Amul - Going Against the flow & Succeeding	
BEST MEDIA AGENCY OF THE YEAR			
MINDSHARE			



BEST MEDIA AGENCY OF THE YEAR

	NAME OF THE AGENCY	GOLD 10 Pts	SILVER 5Pts	FINALIST 1 Point	POINTS
1	MindShare	4	8	10	90
2	Maxus India	4	2	1	51
3	Lodestar Universal	2	2	3	33
4	Madison Communications Pvt. Ltd.	1	2	1	21
5	Ogilvy & Mather Pvt. Ltd.	1	0	1	11
6	Rediffusion DYR	1	0	1	11
7	Mediaedge:CIA	0	1	0	5
8	MPG	0	0	1	1
9	Mudra Marketing Services (Tribal DDB)	0	0	1	1
10	Mudra (Radar)	0	0	1	1
11	OgilvyOne Worldwide	0	0	1	1
12	Percept D'Mark	0	0	1	1
13	Red FM	0	0	1	1
14	Starcom Worldwide	0	0	1	1
15	TME	0	0	1	1



OTHER EMVIE AWARDS

GRAND EMVIE : Madison Communications Pvt. Ltd.

BEST MEDIA AGENCY OF THE YEAR : MindShare

PEOPLE'S CHOICE AWARD

Best Case Study Presentation on 21.07.2008 : Lodestar Universal

Best Case Study Presentation on 22.07.2008 : Lodestar Universal

Special Award Sponsored by TAM MEDIA RESEARCH PVT. LTD.

Award that comprised of a Gold Medal, Cash Prize of Rs.50,000/- and a certificate for the BEST TV RESEARCH

TAM AWARD : Mindshare

Special Prize given by RAM for the first time for the Best Radio Innovation

This was a Cash Prize of Rs.25,000/-.

RAM AWARD : Madison Communications Pvt. Ltd.

