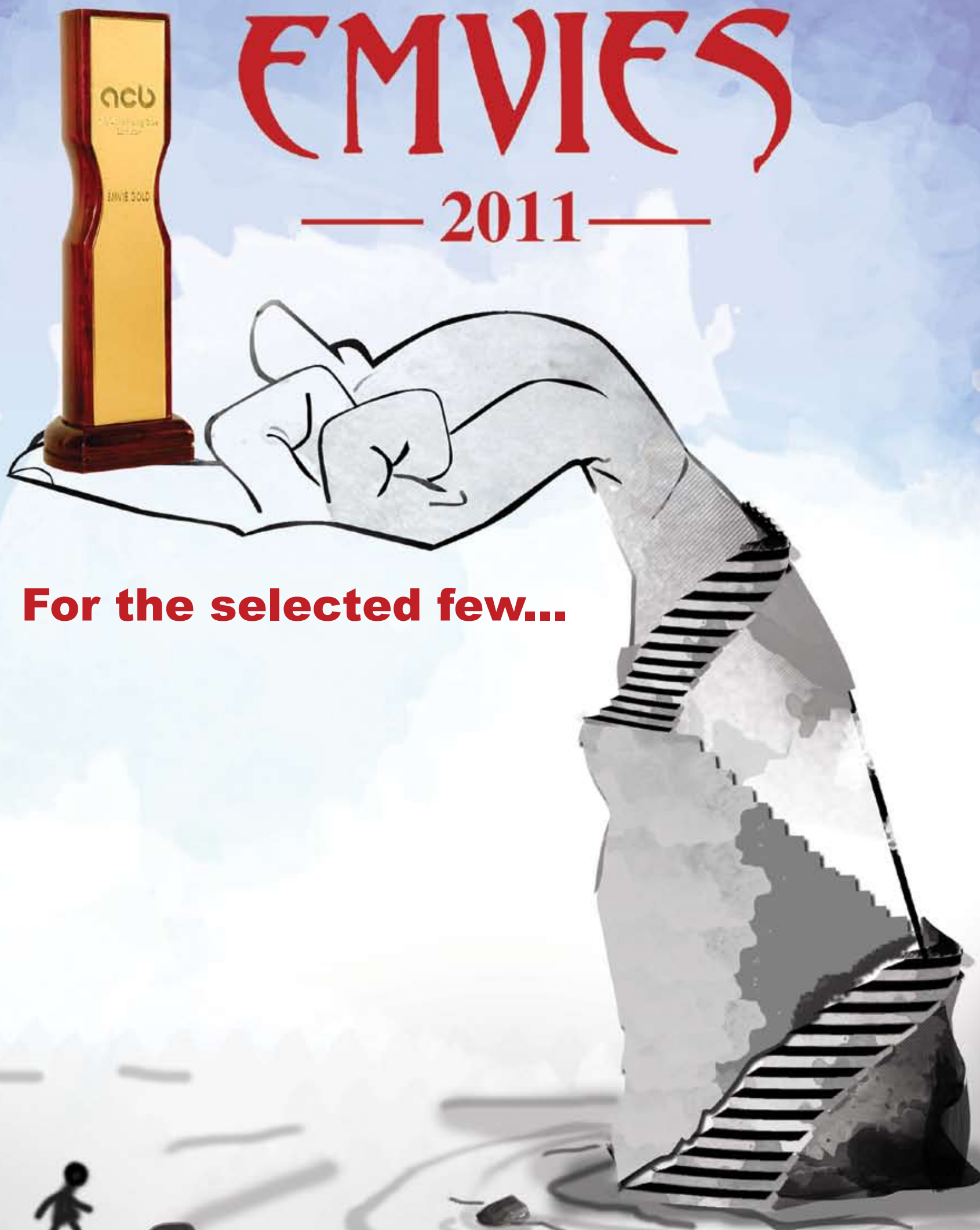


# EMMIES

— 2011 —



**For the selected few...**

**Result Sheet Inside** ➡



# ROUND JUDGES

## BEST MEDIA STRATEGY - CONSUMER PRODUCTS & CONSUMER DURABLES



Anita Kotwani



Jyoti Kumar Bansal



Nandini Dias



Punitha Arumugam



Raghav Subramanian



Samir Khanna



Shripad Kulkarni



T. Gangadhar

## BEST MEDIA STRATEGY - SERVICES & MEDIA PROPERTY



Ajit Varghese



Avinash Hegde



Dnyanada Chaudhari



Latish Nair



Mallikarjunadas CR



Pat Vinayak

## BEST MEDIA RESEARCH & BEST MEDIA INNOVATION - PRINT



Anita Karnik



Arpita Menon



Kartik Sharma



Neelkamal Sharma



P. M. Balakrishna



Samhita Bakre



Tanvi Garg



Vandana Ramkrishna

## BEST INTEGRATED CAMPAIGN



Harish Shriyan



Navin Shah



Pratap Bose



Priti Murthy



Ravi Rao





Sujata Pawar



Zubin Tatna

## BEST MEDIA INNOVATION - EVENTS



Aneil Deepak



Deepak Jayaram



Habeeb Nizamudin



Lalit Agrawal



Maneesh Mathur



Manoj Malkani



Sanjay Shah



Sushma Jhaveri



V. Narayanan

## BEST MEDIA INNOVATION - TV & OUT OF HOME



Amin Lakhani



Bhavesh Shah



Girish Upadhyay



Harsha Joshi



Mamatha Morvankar

## BEST MEDIA INNOVATION - BRANDED / SCRIPTED CONTENT



Amandeep Singh Khurana



Madan Sanglikar



Mayank Bhatnagar



Rajesh Iyer



Sumita Das



Vandana Ramkrishna



Vidyadhar Kale

## BEST MEDIA INNOVATION - RADIO & CINEMA



Anurag Gupta



Arun Tyagi



Deepak Netram



Dinesh Singh Rathore



Hiren Pandit



Kunal Jamuar



Rachna Narain



Sanjay Pareek

## BEST MEDIA INNOVATION - DIGITAL (SEARCH, SOCIAL MEDIA, MOBILE & WEB)



Amar Deep Singh



Bharat Wadhwa



Hemen Desai



Satish Ramchandran



Sherry Thomas



Unny Radhakrishnan



Vinod Thadani

## BEST MEDIA INNOVATION - AMBIENT MEDIA & DIRECT MARKETING



Aneil Deepak



Dhruv Jha



Farida Sabnavis



Rajneesh Chaturvedi



Rakhshin Patel



Sanchayeeta Verma



Vanita Keswani



# ROUND JUDGES

16th August - Tuesday



Bhavna Darira



Nilanjan Mukherjee



Sanjay Tripathy



Sukhpreet Singh



Sushrut Pant



V. Narayanan



Vinay Bhatia



Vivek Nayer

17th August - Wednesday



Deepali Naair



L. V. Krishnan



Lakshmi Goyal



Sanjay Tripathy



Siddhartha Loiwal



Tarun Arora

18th August - Thursday



Anil Jayaraj



Bhavna Darira



Deepali Naair



Govind Shrikhande



Sanjay Tripathy



Snehi Jha Mehta



Sumit Sahay



Bhaskar Das  
President



Sunil Lulla  
Chairperson, EMVIES Committee



**SHORTLISTED CASE STUDIES PRESENTED ON TUESDAY, 16th, AUGUST, 2011  
AT THE WELINGKAR INSTITUTE OF MANAGEMENT DEVELOPMENT &  
RESEARCH, MATUNGA - Shortlisted Case Studies: 40**

**NO. AGENCY NAME**

**CASE STUDY**

**BEST MEDIA STRATEGY- CONSUMER PRODUCTS**

1	Maxus	Arvind Mills- Arrow - Presidents Collection : Phas Gaya Re OBAMA!!!
2	Madison Media Infinity	Cadbury Dairy Milk - Shubh Aarambh - In chase of a new Beginning
3	Maxus	Tanishq Jewellery - Tanishq Wedding - Pati, Patni aur Woh
4	Mindshare	Kwality Wall's - Cornetto 'Luv Reels'
5	Lodestar UM	Amul - Amul takes the road less travelled ...
6	Mindshare	Brooke Bond 3Roses - 3 Roses 'tea'ses Taste buds
7	Lodestar UM	Garnier - World's 1st 100% Recycled Newspaper

**BEST MEDIA STRATEGY-CONSUMER DURABLES**

1	Mediacom Communications Pvt. Ltd.	Volkswagen - From challenger to champion in just 365 days!
2	Lodestar UM	Whirlpool Washing Machines - Ek Jodi Kapda
3	Mediacom Communications Pvt. Ltd.	Volkswagen Phaeton - A fitting welcome to the latest royal entrant
4	Lodestar UM	Tata Nano - Bringing back happiness to the nation ...
5	Mediacom Communications Pvt. Ltd.	Skoda Auto India - Skoda Yeti: Right Of Way Expedition

**BEST MEDIA STRATEGY- SERVICES**

1	Maxus	Tata Sky Ltd. - From Reel Life to Real Life
2	Madison Media Plus	Airtel - The Idiot Box turns into Box Office
3	Maxus	Tata Sky Ltd. - Angrezi Ki Pathshala
4	Mindshare	HSBC Premier - Around the World:The HSBC Premier Way
5	Maxus	IDBI Bank - India's First "Cine Brochure"
6	Maxus	Tata Sky Ltd. - We Mixed India! A content swapping story

**BEST MEDIA STRATEGY - MEDIA / MEDIA PROPERTY**

1	Mindshare	Kwality Wall's - Cornetto 'Luv Reels'
2	Lodestar UM	Garnier - World's 1st 100% Recycled Newspaper
3	Mindshare	Surf Excel - The ROI on infusing UGC with SCALE
4	Mudra Max	Big Cinemas - The Silent Revolution
5	Lodestar UM	Mahindra Samriddhi - Celebrating Indian Agriculture

**BEST MEDIA RESEARCH**

1	Lodestar UM	Radioscope - A tool to predict Radio GRPs in new FM markets
2	Mindshare	Fritolay - India's first ever property tracker for Sponsorship Evaluation
3	Lodestar UM	Smartphones Live! - The science of Smartphone Marketing
4	Maxus	Tata Sky Ltd. - Stop the crime before it is committed
5	Lodestar UM	Digital Navigator - A Tool for Planning on Digital Television
6	Lodestar UM	Mastermind 360 - A Guide to Contact Point Planning

**BEST MEDIA INNOVATION - AMBIENT MEDIA**

1	MEC	Colgate Dental Cream - The Night Hammer
2	Mindshare	Nike - Write the future
3	Madison Media Infinity	Saffola Life - Co-Creating the World Heart Day Anthem
4	Mindshare	Idea Cellular Ltd. - Pocket translator
5	Mudra Max	Philips - Philips Moodlighting
6	JWT	Birla Sun Life Insurance - Coffin

**BEST MEDIA INNOVATION - EVENTS**

1	Maxus	Nokia Corporate - Imagine Woodstock Music Festival on Facebook
2	Mediacom Communications Pvt. Ltd.	Volkswagen Polo ( Polo Cup) - Zooming to the top !!!
3	Mindshare	Lay's - "Lay's ka Anna Hazare Kaun?"
4	ZenithOptimedia India	Aviva Great Wall of Education - "Stepping Stone to Education"
5	Mindshare	Quaker Oats - 'Super Cops'

**SHORTLISTED CASE STUDIES PRESENTED ON WEDNESDAY, 17th, AUGUST, 2011  
AT THE WELINGKAR INSTITUTE OF MANAGEMENT DEVELOPMENT &  
RESEARCH, MATUNGA - Shortlisted Case Studies: 41**

**NO. AGENCY NAME CASE STUDY**

**BEST MEDIA INNOVATION - DIGITAL (SEARCH)**

1	Mindshare	Yahoo - Yahoo cricket-Real time Score Search
2	Optima Advertising Pvt. Ltd.	Kaya Skin Clinic
3	Mindshare	Castrol Index - Castrol-Kept it simple silly

**BEST MEDIA INNOVATION - DIGITAL (SOCIAL MEDIA)**

1	Interface Business Solutions (I) Pvt. Ltd.	Tata Docomo - A Million Fans Monetized
2	Mindshare	Kwality Wall's - Cornetto 'Luv Reels'
3	Maxus	Bausch + Lomb - Let your eyes talk
4	Mindshare	Lay's - Of The People. By The People.. For The People...
5	Lodestar UM	Durex - World AIDS Day Song
6	Madison Media Plus	Airtel - airtel iSinger : Become a singing star!
7	Lodestar UM	Tata Vista 90 - The Vista 90 Experience

**BEST MEDIA INNOVATION - DIGITAL (MOBILE)**

1	Maxus	Bausch + Lomb - Let your eyes talk
2	Mindshare	Idea Cellular Ltd. - "Breaking Language Barrier"
3	Maxus	Bausch + Lomb High Definition Lenses - Rub your phone & not your eyes for clearer vision!
4	Madison Media Infinity	Cadbury Dairy Milk - New Connection, New Beginning
5	Maxus	Nokia N8 - Over 30,000 personalized demos CONCURRENTLY!
6	Mindshare	Be Beautiful - Your Trusted Beauty Companion

**BEST MEDIA INNOVATION - DIGITAL (WEB)**

1	Mindshare	Lay's - Tum Hamein Flavor Do, Hum Tumhe Fame Denge..
2	Lodestar UM	Tata Manza - Taking over with class
3	Mindshare	Nike - India Bleeds Blue !
4	Omnicom Media Group	Dove - Real Beauty
5	Mindshare	Nike - Write the future-Virtual Jersey
6	Mindshare	Kwality Wall's - Cornetto 'Luv Reels'

**BEST MEDIA INNOVATION - PRINT**

1	Madison Media Infinity	Saffola Life - "TOI Ka Dil Toh Baccha Hain Ji"
2	OMD	Listerine - The Incomplete Newspaper
3	Madison Media Infinity	Parachute Advansed Ayurvedic Hair Oil - Turning Print into Social Media
4	MEC	Colgate Dental Cream - The Night Hammer
5	Mediacom Communications Pvt. Ltd.	Volkswagen Vento (Talking Newspaper) - People read newspapers. Till we made the newspa per talk!
6	Lodestar UM	Garnier - World's 1st 100% Recycled Newspaper

**BEST MEDIA INNOVATION - RADIO**

1	Madison Media Infinity	Cadbury Celebrations - "Chain of Mithaas"
2	Mindshare	Pepsi - Top Indian Cricketers QUIT before the ICC World Cup 2011!
3	Madison Media Infinity	Cadbury Bournvita - The Radio Time Machine
4	Maxus	Tata Sky Ltd. - We Mixed India! A content swapping story
5	Madison Media Plus	Airtel - Radio Station goes out on a Road Trip!
6	Mindshare	Domex - Germ Maaro Germ
7	Maxus	Tata Sky Ltd. - Angrezi Ki Pathshala
8	Lodestar UM	All Out - All Out Macchar Jockey

**BEST MEDIA INNOVATION - DIRECT MARKETING**

1	M&C Saatchi Direct & Digital Communications	Children's Future Solutions - Birla Sun Life Insurance - Flipside
2	Lodestar UM	Microsoft:Cloud Power - Creating Custom Media - From Thought Leader to million Dollars
3	M&C Saatchi Direct & Digital Communications	Promoter Funding Solutions - Aditya Birla Finance - Triptych
4	MEC	Colgate Dental Cream - The Night Hammer
5	Mudra Max	Union Bank of India - UBI Bouncing Mails

**SHORTLISTED CASE STUDIES PRESENTED ON THURSDAY, 18th, AUGUST, 2011  
AT THE WELINGKAR INSTITUTE OF MANAGEMENT DEVELOPMENT &  
RESEARCH, MATUNGA - Shortlisted Case Studies: 37**

**NO. AGENCY NAME**

**CASE STUDY**

**BEST MEDIA INNOVATION - TV**

1	Madison Media Infinity	Cadbury Dairy Milk - Chocolate Chases A Car... & a Bike... & a TV... & a Fridge
2	Maxus	Hero Honda - World's First Friendisode
3	Mindshare	Pond's White Beauty - 'Romancing the Consumers'
4	Madison Media Plus	Airtel - The Idiot Box turns into Box Office
5	Mindshare	Idea Cellular Ltd. - First Language Blackout on 6th Oct 2010
6	Maxus	Center Fruit - Sachin bats for CenterFruit!
7	Mindshare	Pepsi - Pepsi creates India's BIGGEST evergame !
8	Lodestar UM	Virgin Mobile India - Heart-Breaker
9	Mindshare	Surf Excel - Rewriting category conventions-Surf Excel Little Big Film Maker
10	Maxus	Tata Sky Ltd. - We Mixed India! A content swapping story

**BEST MEDIA INNOVATION - OUT OF HOME**

1	Mediacom Communications Pvt. Ltd.	Volkswagen Polo - No Terrain Too Tough
2	GroupM - Dialogue Factory	Mumbai District AIDS Control Society - Back Tagging
3	Lodestar UM	Kansai Nerolac - Largest Everlasting OOH site
4	Mudra Max	Hindustan Times - HT Daily
5	Lodestar UM	Microsoft:Cloud Power - Creating Story On the Cloud
6	Mudra Max	Uninor - Music
7	Platinum Communications Pvt. Ltd.	Pernod Ricard - Blender's Pride 'Paparazzi' - Seagrams-Click
8	Mudra Max	Videocon - Egg story

**BEST MEDIA INNOVATION - CINEMA**

1	Mindshare	Cervarix - The Three Hour Commercial
2	Maxus	IDBI Bank - India's First "Cine Brochure"
3	Lodestar UM	Nestle Kit Kat - "Break ke Baad - A movie like an AFP"
4	Mudra Max	Lay's - Classic Film Festival

**BEST MEDIA INNOVATION - BRANDED / SCRIPTED CONTENT**

1	Mindshare	Kwality Wall's - Cornetto 'Luv Reels'
2	MEC	Colgate Dental Cream - The Night Hammer
3	Mindshare	Be Beautiful - Your Trusted Beauty Companion
4	Maxus	Center Fruit - Sachin bats for CenterFruit!
5	Mindshare	Surf Excel - Rewriting category conventions-Surf Excel Little Big Film Maker
6	Lodestar UM	Amul - Amul MasterChef India - "Tasty Dish Verna Game Finish"
7	Mindshare	Cervarix - Sculpting A Script For Humanity

**BEST INTEGRATED CAMPAIGN**

1	Madison Media Infinity	Saffola Life - "SAFFOLALIFE: Young at Heart"
2	MEC	Colgate Dental Cream - Making of a Guinness World Record
3	Mediacom Communications Pvt. Ltd.	Volkswagen 2010 - From challenger to champion in just 365 days !
4	Maxus	Tata Sky Ltd. - We Mixed India! A content swapping story
5	Mindshare	Lay's - Boss Kaun Hai? Maloom Hai Kya?!
6	Lodestar UM	Tata Nano - In the pursuit of a nation's <i>happyness</i> ...
7	Mindshare	Pepsi - Changing the game... for Youth Cricket and Pepsi!
8	Mudra Max	7UP - 7UP Allu Non - Stop



# EMVIES 2011 RESULTS

NO.	AGENCY NAME	CASE STUDY	G/S/B
BEST MEDIA STRATEGY- CONSUMER PRODUCTS			
1	Madison Media Infinity	Cadbury Dairy Milk - Shubh Aarambh - In chase of a new Beginning	GOLD
2	Lodestar UM	Amul - Amul takes the road less travelled ...	GOLD
3	Maxus	Tanishq Jewellery - Tanishq Wedding - Pati, Patni aur Woh	BRONZE
4	Mindshare	Kwality Wall's - Cornetto 'Luv Reels'	BRONZE
5	Lodestar UM	Garnier - World's 1st 100% Recycled Newspaper	BRONZE
BEST MEDIA STRATEGY-CONSUMER DURABLES			
1	Mediacom Communications Pvt. Ltd.	Volkswagen - From challenger to champion in just 365 days!	SILVER
2	Lodestar UM	Whirlpool Washing Machines - Ek Jodi Kapda	BRONZE
3	Lodestar UM	Tata Nano - Bringing back happiness to the nation ...	BRONZE
4	Mediacom Communications Pvt. Ltd.	Skoda Auto India - Skoda Yeti: Right Of Way Expedition	BRONZE
BEST MEDIA STRATEGY- SERVICES			
1	Maxus	Tata Sky Ltd. - We Mixed India! A content swapping story	SILVER
2	Madison Media Plus	Airtel - The Idiot Box turns into Box Office	BRONZE
3	Maxus	Tata Sky Ltd. - Angrezi Ki Pathshala	BRONZE
4	Mindshare	HSBC Premier - Around the World:The HSBC Premier Way	BRONZE
BEST MEDIA STRATEGY - MEDIA / MEDIA PROPERTY			
1	Mudra Max	Big Cinemas - The Silent Revolution	GOLD
2	Mindshare	Surf Excel - The ROI on infusing UGC with SCALE	SILVER
3	Lodestar UM	Garnier - World's 1st 100% Recycled Newspaper	BRONZE
BEST MEDIA RESEARCH			
1	Mindshare	Fritolay - India's first ever property tracker for Sponsorship Evaluation	SILVER
2	Lodestar UM	Mastermind 360 - A Guide to Contact Point Planning	SILVER
3	Lodestar UM	Radioscope - A tool to predict Radio GRPs in new FM markets	BRONZE
4	Lodestar UM	Smartphones Live! - The science of Smartphone Marketing	BRONZE
5	Maxus	Tata Sky Ltd. - Stop the crime before it is committed	BRONZE
6	Lodestar UM	Digital Navigator - A Tool for Planning on Digital Television	BRONZE
BEST MEDIA INNOVATION - AMBIENT MEDIA			
1	Mindshare	Idea Cellular Ltd. - Pocket translator	BRONZE
2	Madison Media Infinity	Saffola Life - Co-Creating the World Heart Day Anthem	BRONZE
3	JWT	Birla Sun Life Insurance - Coffin	BRONZE
BEST MEDIA INNOVATION - EVENTS			
1	Mindshare	Lay's - "Lay's ka Anna Hazare Kaun?"	SILVER
2	ZenithOptimedia India	Aviva Great Wall of Education - "Stepping Stone to Education"	BRONZE
3	Maxus	Nokia Corporate - Imagine Woodstock Music Festival on Facebook	BRONZE
4	Mediacom Communications Pvt. Ltd.	Volkswagen Polo ( Polo Cup) - Zooming to the top !!!	BRONZE
5	Mindshare	Quaker Oats - 'Super Cops'	BRONZE
BEST MEDIA INNOVATION - DIGITAL (SEARCH)			
NO AWARD			
BEST MEDIA INNOVATION - DIGITAL (SOCIAL MEDIA)			
1	Interface Business Solutions (I) Pvt. Ltd.	Tata Docomo - A Million Fans Monetized	SILVER
2	Lodestar UM	Durex - World AIDS Day Song	SILVER
3	Lodestar UM	Tata Vista 90 - The Vista 90 Experience	BRONZE
BEST MEDIA INNOVATION - DIGITAL (MOBILE)			
1	Mindshare	Be Beautiful - Your Trusted Beauty Companion	GOLD
2	Madison Media Infinity	Cadbury Dairy Milk - New Connection, New Beginning	SILVER
BEST MEDIA INNOVATION - DIGITAL (WEB)			
1	Mindshare	Nike - India Bleeds Blue !	GOLD
2	Lodestar UM	Tata Manza - Taking over with class	BRONZE

NO.	AGENCY NAME	CASE STUDY	G/S/B
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### BEST MEDIA INNOVATION - PRINT

1	Mediacom Communications Pvt. Ltd.	Volkswagen Vento (Talking Newspaper) - People read newspapers. Till we made the newspaper talk!	GOLD
2	Madison Media Infinity	Parachute Advansed Ayurvedic Hair Oil - Turning Print into Social Media	GOLD
3	MEC	Colgate Dental Cream - The Night Hammer	BRONZE
4	Lodestar UM	Garnier - World's 1st 100% Recycled Newspaper	BRONZE

### BEST MEDIA INNOVATION - RADIO

1	Mindshare	Pepsi - Top Indian Cricketers QUIT before the ICC World Cup 2011!	SILVER
2	Maxus	Tata Sky Ltd. - Angrezi Ki Pathshala	SILVER
3	Madison Media Infinity	Cadbury Celebrations - "Chain of Mithaas"	BRONZE
4	Maxus	Tata Sky Ltd. - We Mixed India! A content swapping story	BRONZE
5	Madison Media Plus	Airtel - Radio Station goes out on a Road Trip!	BRONZE

### BEST MEDIA INNOVATION - DIRECT MARKETING

1	Mudra Max	Union Bank of India - UBI Bouncing Mails	GOLD
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### BEST MEDIA INNOVATION - TV

1	Mindshare	Surf Excel - Rewriting category conventions-Surf Excel Little Big Film Maker	SILVER
2	Maxus	Tata Sky Ltd. - We Mixed India! A content swapping story	SILVER
3	Madison Media Infinity	Cadbury Dairy Milk - Chocolate Chases A Car... & a Bike... & a TV... & a Fridge	BRONZE
4	Madison Media Plus	Airtel - The Idiot Box turns into Box Office	BRONZE
5	Mindshare	Idea Cellular Ltd. - First Language Blackout on 6th Oct 2010	BRONZE
6	Mindshare	Pepsi - Pepsi creates India's BIGGEST evergame !	BRONZE

### BEST MEDIA INNOVATION - OUT OF HOME

1	GroupM - Dialogue Factory	Mumbai District AIDS Control Society - Back Tagging	GOLD
2	Mudra Max	Uninor - Music	SILVER
3	Mediacom Communications Pvt. Ltd.	Volkswagen Polo - No Terrain Too Tough	BRONZE
4	Lodestar UM	Kansai Nerolac - Largest Everlasting OOH site	BRONZE

### BEST MEDIA INNOVATION - CINEMA

1	Mindshare	Cervarix - The Three Hour Commercial	SILVER
2	Maxus	IDBI Bank - India's First "Cine Brochure"	BRONZE

### BEST MEDIA INNOVATION - BRANDED / SCRIPTED CONTENT

1	Lodestar UM	Amul - Amul MasterChef India - "Tasty Dish Verna Game Finish"	GOLD
2	Mindshare	Surf Excel - Rewriting category conventions-Surf Excel Little Big Film Maker	SILVER
3	Mindshare	Cervarix - Sculpting A Script For Humanity	SILVER
4	Mindshare	Kwality Wall's - Cornetto 'Luv Reels'	BRONZE

### BEST INTEGRATED CAMPAIGN

1	Mindshare	Pepsi - Changing the game... for Youth Cricket and Pepsi!	GOLD
2	Mediacom Communications Pvt. Ltd.	Volkswagen 2010 - From challenger to champion in just 365 days !	GOLD
3	Maxus	Tata Sky Ltd. - We Mixed India! A content swapping story	SILVER
4	Lodestar UM	Tata Nano - In the pursuit of a nation's <i>happyness</i> ...	BRONZE
5	Madison Media Infinity	Saffola Life - "SAFFOLALIFE: Young at Heart"	BRONZE
6	Mudra Max	7UP - 7UP Allu Non - Stop	BRONZE

**GRAND EMVIE : Mediacom Communications Pvt. Ltd. - Volkswagen Vento (Talking Newspaper) - People read newspapers. Till we made the newspaper talk!**

**THE PEOPLE'S CHOICE AWARD FOR THE BEST CASE STUDY PRESENTED ON 16TH AUGUST, 2011**  
**BEST MEDIA STRATEGY - MEDIA / MEDIA PROPERTY: Lodestar UM - Mahindra Samriddhi - Celebrating Indian Agriculture**

**THE PEOPLE'S CHOICE AWARD FOR THE BEST CASE STUDY PRESENTED ON 17TH AUGUST, 2011**  
**BEST MEDIA INNOVATION - PRINT: MEC - Colgate Dental Cream - The Night Hammer**

**THE PEOPLE'S CHOICE AWARD FOR THE BEST CASE STUDY PRESENTED ON 18TH AUGUST, 2011**  
**BEST MEDIA INNOVATION - TV: Mindshare - Pond's White Beauty - 'Romancing the Consumers'**

**BEST MEDIA AGENCY OF THE YEAR : MINDSHARE**



## BEST MEDIA AGENCY OF THE YEAR

NO.	NAME OF THE AGENCY	GRAND EMVIE 25 POINTS	GOLD 15 POINTS	SILVER 10 POINTS	BRONZE 5 POINTS	TOTAL POINTS
1	Mindshare	0	3	8	7	160
2	Lodestar UM	0	2	2	12	110
3	Maxus	0	0	4	6	70
4	Mediacom Communications Pvt.Ltd.	1	1	1	3	65
5	Madison Media Infinity	0	2	1	4	60
6	Mudra Max	0	2	1	1	45
7	GroupM-Dialogue Factory	0	1	0	0	15
8	Madison Media Plus	0	0	0	3	15
9	Interface Business Solutions (I) Pvt. Ltd.	0	0	1	0	10
10	JWT	0	0	0	1	5
11	MEC	0	0	0	1	5
12	ZenithOptimedia India	0	0	0	1	5
	<b>TOTAL</b>	1	11	18	39	



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(BEST MEDIA INNOVATION - RADIO)  
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(BEST MEDIA INNOVATION - BRANDED / SCRIPTED CONTENT)

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THE ADVERTISING  
CLUB BOMBAY



Vol. 136 No. 99  
September 2011



# EMVIES

— 2011 —

*A celebration of ideas*







# FEEDBACK



**Rajesh Iyer, Business Director, Liquid Threat, India.**



Judging the entries at the Emvies is becoming a gargantuan task; the quality of the work, as well as the presentation, has improved by leaps and bounds. Work on Volkswagen and the Silent National Anthem were comparable to the best we see from anywhere in the world. Another highlight was the non-partisan nature of the evaluation of entries by the jury.

**Anita Karnik, Principal Partner, Invention, Mindshare.**



With the judging spread over 3 days, it's less taxing for the Jury and true justice is done. Many more entries this time with newer categories keeping up with how media and communication is evolving. Good content along with Packaging/story telling is here to stay! Surprise was the search category with no awards though.

**Bharat Wadhwa, AVP- Digital & Mobility Services, OmnicomMediaGroup, Gurgaon.**



This time the digital entries were almost double in Emvies. It shows that digital is becoming an integral part of the media mix. I have seen couple of innovative concept/creative which gives a promise of a bright future of digital industry in India. Although I feel that more work can be done in social media and mobile domain. Emvies team had put in a very good process of judging the entries to ensure the quality of awards. I would like to see more participation of judges from other regions as well.

**Samir Khanna, Executive Vice-President, Mudra Max Pvt. Ltd.**



**The judging process:** With number of entries showing an increase year-on-year, it becomes tough for the judges in round 1 to complete the judging for a given category within the stipulated time of few hours without compromising on the quality of the process. This year was no different. Need to have a two pronged process for round 1: qualifying round and pre-final round for effective judging.

**Quality of entries:** While some were outstandingly brilliant, some were down at the bottom. Overall, in my view, 2/3rd of the entries were worth it while 1/3rd didn't deserve to be there.

**Winning entries:** With the exception of a few entries (10-12%), who in my view were either over-rated or under-rated, the rest were all worthy winners.

**Maneesh Mathur, Joint Managing Director, EMC Solutions Worldwide.**



I think the number of entries this year was the highest. Also I think the quality of the entries was much better than last year. Although I feel that the quality of entries can go up in a big way. Also it was nice to see that Digital was a medium that was used by most of the clients. Overall I think much better than last year but the quality of the entries needs to improve.

**Sanchayeeta Verma, GM South, Maxus, India.**



As usual the work shared was excellent. In terms of judging – people take immense effort in preparing entries, so may not be a bad idea to stipulate a minimum time per entry for judges – ensuring they spend quality time on them. Also rules should be standardized, instead of different judges interpreting them differently. Overall, the quality of the Emvies continues to improve year on year. And that's very heartening.



### Anurag Gupta, WPP Team P&G.



It is always an honour to be part of Emvies. While in many mainstream categories the qualities of entries have improved over the years, I feel a stagnation of thinking in categories like cinema. A country which produces maximum number of movies in the world this is unfortunate.

### Jyoti Kumar Bansal, Senior Vice President, OMD India.



The involvement of advertisers in the second round of judging is a key factor in setting the Emvies apart from other award shows. However, Round 1 processes can definitely be made more balanced to ensure that one agency Group is not over-represented in any category judging. The quantity of entries has definitely gone up. The quality can of course always be

improved. Clearer guidelines on what kind of work can be entered in each category would help here. The winning entries of course deserve to win; I'm sure there are many more which represent the good work being done by the industry and probably deserve to win as much too, maybe not for their bigness, but for their strategic thinking.

### Aneil Deepak, Head of Ideas, Mudra Max.



Forget the final scoreboard. This was the most tightly contested Emvies ever. The most endearing aspect was that Emvies is no more a competition; it's become a celebration – amazing presentations, the-here-to-stay Band Baaja and the noisiest crowds in India. Whoaaaaa!!

### Unny Radhakrishnan, National Director - Digital, Maxus.



The volume of entries clearly shows that digital is becoming main stream. We are seeing that quality is also improving. Content and technology play is also increasingly important and some of the entries validate that well.

### Ravi Rao, Leader: Team Unilever South Asia, Mindshare, Mumbai.

It was an amazing contest spread over three days of high-adrenalin presentations of the shortlisted entries. Compared to the previous editions of Emvies, there was a visible improvement in the way of storytelling and idea; not just this, the written entries were well presented. What were heartening are the intensity, passion and excitement among all those present lead-



ing to a great camaraderie on the Awards night. This year the initial judging process was very well streamlined with no fatigue factor setting in for most judges. Kudos to Sunil, Bipin and the entire Ad club team in having done a stellar job this year. Look forward to an even more cracker of an event in 2012.

### Vidyadhar Kale, General Manager, Maxus, Mumbai.



It was a wonderful and enriching experience, to be part of the judging process of the most significant industry award in the country. There weren't many entries where the thought of 'I wish I had thought of this or done this' came to my mind, however, the quality of award writing has definitely improved significantly.

### Zubin Tatna, National Director, MEC, Mumbai.



This was the first time that I was judging the EMVIES and I must say that some of the work entered was very, very good. We had some real 'innovation' and 'excellence' in the truest sense of the word. In my opinion, the way to make the EMVIES bigger is to make sure the quality of entries is so great that the judging process becomes

really challenging and difficult.

### Girish Upadhyay, General Manager, Starcom Worldwide.



There is no more satisfaction than seeing some of the best works produced by the budding young talents of the industry & kudos to Ad Club for making this event bigger year on year. The quality of entries have improved by leaps & bounds & many congratulations to all the deserving winners.

### Lalit Agrawal, General Manager, OMD, Mumbai.



Emvies celebrates work that causes the industry to stop in its tracks and reconsider the way forward. This year too, the entries have broken old boundaries and set new benchmarks for the industry. The high quality standards of the entries made judging a very challenging task and I really look forward to next

year to see how the industry now takes it to the next level.



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