

THE ADVERTISING CLUB

solus

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December 2012

EFFIE 2012 - A PREVIEW

Date: Tuesday, December 4, 2012.
Venue: Royal Western India Turf Club,
Enclosure II, Race Course,
Mahalakshmi, Mumbai
Time: 6.30 p.m. onwards
For Tickets: +91-22-2381 0213 / 2389 4091
Website: www.adclubbombay.com

“Youth Speak”

Malhaar Rao, Brand Partner, BBH.



The Effie Awards are important because they recognize work that works. It's great for an agency to know that its efforts are succeeding in building brands and helping its clients' businesses, and equally great for the industry to award such agencies and learn from their success.

Cedric D'Souza, Business Brand Manager, Curry-Nation Brand Conversations Pvt. Ltd.



The EFFIES as they are called stand for advertising effectiveness. They award those pieces of communication that actually have proved themselves and those that have worked in the market place. This is what advertising is supposed to do. Most other awards reward just creativity and that has lead to a lot of controversies and what we call today "scams". You can't get away with that in the EFFIES. It

needs to be a solid case study and the relevant support data or you don't stand a chance. For any person in advertising who takes pride in the business of brand building the EFFIES is by far much bigger award than any other.

Adhish Zaveri, Deputy Manager- Marketing, Birla Sun Life Asset Management Company Ltd.



confidence amongst clients. Through the years, it has also proven to be a great source of learning.

Effie Awards is a unique platform in Indian Advertising and is also ahead of its times. While most others have recently started using 'effectiveness' as a yard stick to judge, Effie Awards have been focused towards awarding strategically sound and result oriented advertising ever since its inception. Pure and effective brand work has been at the heart of the Effie Awards, and hence plays an important role in building

Nikhil Verma, Brand Partner – Technology, BBH



The Effie's are a great measure for us in India to understand the campaign's results and gauge outstanding work in that light. As an agency, winning an Effie defines your capability to deliver actual results for the business that chose you for the brief. It puts the spotlight on what is able to achieve the right mixture of the magic and the intelligence.

Amit Malik, Art Director, Beehive Communications.



The consumer today - more than ever, is bombarded with communication across all media. Today if advertising has to be effective; it not only has to break clutter and capture eyeballs, but also has to meet the client's brand objectives. The EFFIE awards own a significant place in the Indian Advertising Industry, mainly because they recognize the effectiveness of an advertising piece in relation to its message. These awards encourage agencies to design communication that not only wins awards but also wins a place

in the customer's hearts. Winning an EFFIE is an important milestone for any Indian advertising agency, as it honors their commitment of having successfully married creativity with effectiveness.

Shradha Agarwal, Head – Digital Engagemet, Bharti Airtel Ltd.



Effie awards are the perfect pat in the back for clients, agencies & new advertising bachas who burn the mid night oil for various campaigns. Cheers to Advertising club Bombay for bringing in to India.

Avni Chinoy, Copy Supervisor, Grey Digital India



With the Effie awards being pioneers in recognizing the most effective marketing communication ideas, it would be great if they had more categories within the Digital realm. Social media, display, web and mobile applications, micro sites, integrated digital campaigns, etc. are all very distinct categories and it would be great to see them pitted as such.

Lavina Shahani, Copywriter, Alonk Nanda and Company



An award always validates a creative. The idea of winning an Effie is not just about doing a great creative but also helping a brand improve its sales. It's a blend of a good creative and strategic sensibility which when put together works for the target audience.

Monica Mayur, Brand Manager, Bajaj Allianz Life & General Insurance Co. Ltd



The Effie award truly judges not only creative excellence & talent but the overall effectiveness of a campaign. This award actually looks at impact on brand measures and takes into account innovative strategic thinking.

Mayoori Sangmeshwar, Accounts Director, BBDO India.



why they exist. To come out with ideas that work for the brand. Making it matter.

My take on awards is that it is an important medium of gratification for one's work. In advertising, where an idea in its various degrees of potential are brought alive, an award and that too, like Effies owing to its global equity, is considered a reward. Sometimes, the lure of such a reward can also get the better of hungry minds. Human truth :) Agencies that rejoice the victory do it rightly so as it is like the authentication of its beliefs, efforts and reasons

Gitanjali Saxena, Manager Brand Communications, DDB Mudra Group.



In terms of awards I think Effies is one of the most respected ones, as it rewards creativity which delivered results. Only a campaign which ensured that the thinking, the idea and creative work, and all the partners - Client, Media, PR etc. Worked together to achieve the objectives, wins. That's why winning an Effie is considered extremely prestigious by any agency as it demonstrates not an individual's caliber but that of its teams.

Deepa Totad, Consumer Marketing, Essilor India Pvt Ltd.



Today in advertising industry there are only few occasions when success is celebrated and Effie's is one such platform where work with proven results gets recognition. It adds great value to agencies as well as to marketers in showcasing their best work among the stakeholders. Its not just an award event it's a wonderful opportunity to showcase the best of the ideas implemented in the best way.

Rahul Gadi, Deputy Manager, Birlasunlife.



Globally, the EFFIEs are the most coveted platform for measuring marketing and communication effectiveness and they have steadily become significant in India as well. This is reflected both in the quality and the number of entries which the awards has been attracting every year – a startling increase from 53 in 2001 to 300 in 2011 in India! In fact EFFIEs is the only award that is bestowed on both the client and agency, to jointly celebrate the in-market effectiveness of their campaigns. Taking learning from its international format they represent a formidable jury, comprising a majority of clients for effectiveness in the market place.

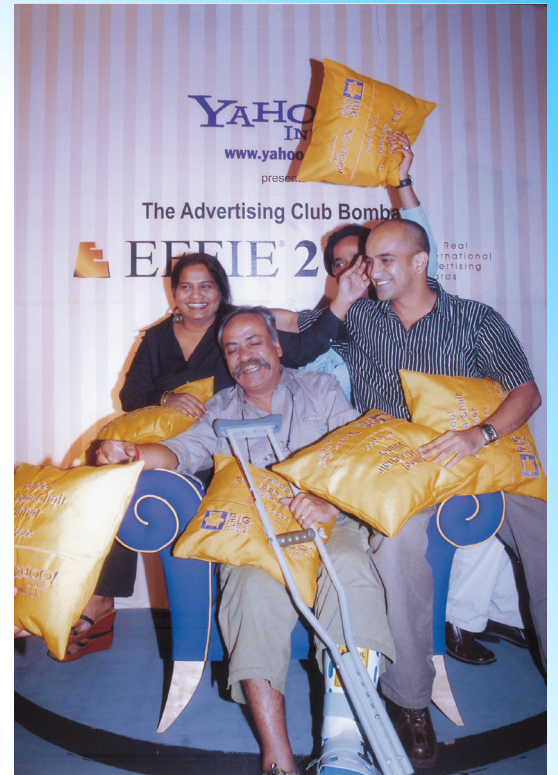
Vipin Sharma, Senior Brand Manager - Corporate Brand Strategy, HCL Corporation Pvt Ltd.

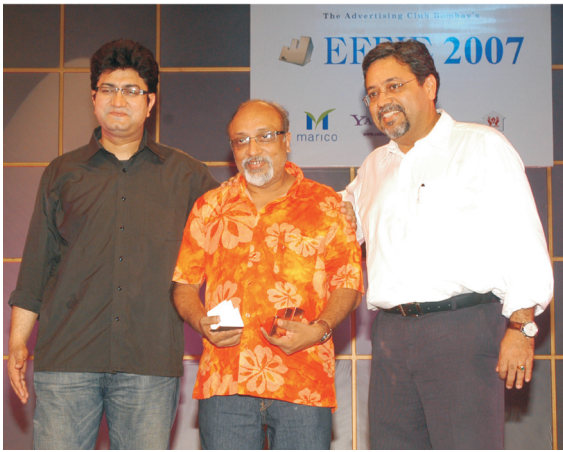


ROI is vital for any marketing effort. The Effie Awards honor the most significant achievement in marketing communications. Looking forward for a great show.....as ever.

Clicks











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EFFIES 2012

JUDGES SPEAK

“Judges Speak”

Venkat Mallik, President, Rapp



visible– the results seemed to be more because of either client marketing effort or product innovation rather than a communication strategy or creative breakthrough. The Effies judging process was very well organized. The presentation bias was minimized and therefore the overall judging was fairer to the work and the results. That is one better than before.

One clear pattern over the last few years has been the increasing width & quality of Digital entries across award shows and the Effies this year was no exception. Direct had a few strong entries and one could see the growing influence of digital delivery on direct entries. However, the B2B and Healthcare categories had very few strong entries in which the role for communication in building success was clearly

Ashwini Pable, Group Product Head – Skincare, Marico Ltd.



ity of work happening in the country, especially in a very dynamic, fragmented and challenging media environment. For me personally it was also a very rich learning experience.

Judging for the Effies has really been a very rich experience and definitely not an easy one. Beginning with the judging process which was made extremely simple and user friendly with enough time given to read every entry. Most of the entries rested on very sound strategies and sharp consumer insights. The fantastic business results just goes on to talk about an exceptional raise in the qual-

Vikas Dadoo, Sr. Analytics & Insights Manager, Digital Marketing, Asia Pacific



Competition was really tough and close in the categories I had judged. Enthralled to see that most brands are taking 360 degree integrated approach with Digital and Social as key components of their marketing strategy. Judging process was highly professional and of international standards with professionals from various fields. Computerized judging process was very user friendly and fast.

Ajay Row, Executive Director, AIMIA



A fantastic judging experience – compares and beats the best, the world has to offer. Some absolutely brilliant work, some good and some not so good, but a very enjoyable experience over all with much learning from each and every unit of work judged.

Vaishakhi Bharucha, Director, Capgemini India Pvt Ltd.



The new process of using pdfs and online entries on the laptops was indeed really good. What I did miss in the first round was a level of interaction amongst the judges on what worked and what didn't. This does make a difference. As usual we had a huge number of entries in the digital space but I am surprised that the healthcare is still low. I wish we could have had more in the healthcare category that was not just effective but path-breaking as well. I think there's much scope in that.

Jyoti Shiralee, Strategic Head Marketing, Abbot Nutrition



I think the judging process followed for the Awards was pretty robust and rigorous and gave equal weightage to strategy, power of the creative idea and its effectiveness in terms of commercial impact on the business and in the market place. However on the flip side, the number of entries were too many, given the time available to assess them. Feel this needs to be looked into to enhance the effectiveness of the judging process.

Rajat Mendhi, AVP – Planning, BBDO India



Judging the Effies is always such a privilege. The quality of the entries and the hard work put behind them this year was fantastic. As a planner myself, it is inspiring to see this. The new electronic judging process really made a big difference. The process gave each case a chance to be ready at a comfortable pace allowing each one to shine through. Kudos to the Ad Club and Effie's team on this.

Manish Dubey, Senior Vice President & Head – Marketing, ICICI Prudential Life Insurance



The cases showcased a wide spectrum of marketing challenges and newer ways of dealing with them. Digital and social media experiments were the flavor of the season with every other brand using them in its marketing mix. I felt that these newer media helped bring an edge to the activation of the core brand ideas and helped the customers experience them properly. The judging process was electronic and paperless -- this allowed optimal time allocation and freedom to choose the order of judging. The entire experience led to opening up of my marketing mind to new thoughts and ideas. The supreme quality of the cases and ideas were a testimony to the amazing marketing talent that our country has.

Sukhpreet Singh, Vice-President (Sales & Marketing), Kansai Nerolac Paints Ltd.



At the Effies one expects an exposition of good campaigns. But what was gratifying to see was substantially more entries with a holistic brand perspective. 'Brand strategy' and 'giving life to ideas' were as much centre-stage as the ideas itself. Adding to this was the paper less judging process – it attempted to create a 'zone' for the jury member, within the precincts of which was a relatively more 'level playing field' with focus on content. The process enabled revisits, re-evaluation and cross comparisons between entries. A little amusing though .. (with the jury hall looking more like call centre with 'headphoned' jury members staring intently into computer screens) but very effective I must say !

Aditi Patwardhan , Regional Account Director & Planner, Leo Burnett



True to the spirit of the Effies. It was effectiveness. effectiveness. effectiveness all the way. All of us have come to believe that ours is an industry of the charm of story- telling. But this was the day dedicated to the science and maths behind the story telling. I was happy to see that the charming campaigns that we have come to love were backed by rigour & robustness of business results. I am proud to be associated with the Effies as it goes on to create a greater culture of accountability.

**Sumeet Singh, Senior VP Mktg Corp.
Comm & Alliances, Naukri.com**



you guys really make us work hard.

It was good to know that the number of entries this year were higher than the previous year, as for the quality, the entries under the categories assigned to me were good quality, there will always be some cases written and presented better than the others. Overall I thought the entire process was managed well and it was good to have paper less judging. Personally an enriching experience,

Nirupam Sahay, President, Philips Lighting India



campaigns – it was heartening to see some great examples of the effective use of social media. It was also great that half the Effie Awards were being decided in Delhi for the first time, with a jury which was evenly split between clients and agencies.

It was a great experience going through the 37 finalists across different categories. There were some brilliant examples of great ideas which were effectively executed and delivered very strong results. I was a little wary of cases where it took a full page to explain the idea itself – the best ideas can be (and should be) captured in a couple of lines. I was also looking for execution which went beyond just the traditional TV and print

**Amit Taneja, Sr. Brand Manager-Dhara,
Mother Dairy Fruit & Vegetable Pvt. Ltd.**



getting ample time to evaluate the entries.

The Advertising Club did a commendable job in the selection of the judge's panel with representation from Creative, Media, Planning and the Business. The heterogeneity of the groups ensured that the entries were evaluated comprehensively on all parameters. Also, this time the judging process was effective and convenient with the explorer / server based application with each judge

**Amitesh Rao, Director - Brand and Media,
MTS (Sistema Shyam TeleServices Ltd.)**



was extremely smooth; especially the digital platform which made it particularly convenient to go through what could have otherwise been a daunting list of entries. Great to see that Delhi was a key part of the Effie award judging process this year – a move that was long coming and clearly much required for a balanced representation of the Indian marketing fraternity.

At Delhi we reviewed 37 entries across several categories, covering a wide spectrum of market challenges and several interesting approaches to tackle them. The quality of the entries themselves fluctuated fairly widely, with a few standout entries that distinguished themselves not only through their innovativeness and efficiency, but also in the way the cases were presented. The judging process itself

**Sanjeev Handa, General Manager –
Marketing, Maruti Suzuki**



only made it simple for the jury to pace the process without rush but also to keep track of one's approach and progress. Ability to review one's scoring ensured that despite a very huge amount of cases to review, the fatigue or bias did not come in the way of making a comparative evaluation and judgment. The day long experience of judging was both exciting and invigorating. I look forward to be a part again next year.

The Effie's judging process was both exciting and worthy of the prestigious award it decides. The best part of the judging was that it was single-mindedly focused on 'effectiveness' of not just the entry, but also making the process absolutely fair and free of any 'group bias'. The apt use of technology not only saved paper, but was both user friendly and saved time. Being user guided not

**Lakshmi Seth, Chief Executive Officer,
Quantum Consumer Solutions Private Limited**



It was great to see 37 entries in the final shortlist, across so many categories and brands. One also got to see the campaign as a whole, which one does not always see as a consumer and outsider. The judging process was comprehensive but it also gave the judges the privacy they need to view, read on and then judge and mark the entries. It took about three-quarters of a working day but it was time well-spent, I thought.

Kunal Malhotra, Marketing Manager – NESCAFÉ, Nestle India Limited



Being a part of the Jury for the prestigious Effies Awards is a huge honor and I am extremely delighted to get this experience. The overall judging process was mind blowing, with complete clarity and more than enough support (Technical and manpower) on the whole process. The entries this year were excellent in quality and it was extremely difficult to decide which ones should go up (to the next round) and which ones should be eliminated. Overall, it was a very enriching experience for me – meeting and talking to marketing talent from the industry and also reading about (and judging) some superlative work happening in the industry. A superb experience all in all.

Arindam Sarkar, VP – Strategic Planning Commission, Grey



The sheer presence of many brands gunning for effectiveness this year is phenomenal. I loved reading the cases, it was hard to miss that a lot of people behind the scenes put their heart and soul to be inventive and intriguing to bring their cases to life. I think it was brilliantly organized and probably well timed to go digital with the case entries, it made the whole experience quite easy.

Rohit Kripalani, AVP Brand Marketing & Corporate Communication, Tata Capital Financial Services Ltd.



I would say that the experience was very unique, very transparent and very fair. The entries were of very high quality across categories. The cases also gave me some insights of consumer behavior in categories which I have not been previously associated with.

Sunita Bangard, Sr. Vice President – Marketing, Idea Cellular Ltd.



It was my first experience at judging the Effies and one that I thoroughly enjoyed. The judging process has been designed very well to reduce any personal bias or subjectivity. The campaigns are judged on key elements that are essential for a brand to justify the ROI on advertising investments. The cases were well drafted and since all followed a prescribed format, made the judging process easy. The videos allowed to showcase the translation of the idea and the surround activity to bring the campaign alive. It was interesting to see similar challenges and objectives of brands in a category being approached on different consumer insights resulting in varying results. However one area that could improve the effectiveness on the judging process would be to restrict the entries per person to a max of 25.

Mythili Chandrasekar, Senior VP and Executive Planning Director, JWT Delhi



The judging process was extremely well organized, and professional. It's always good to read the backstory and see if it matches with what you thought it must be. While many had captured and articulated the challenge well, and the creative was an answer to it, but didn't take a leap. In some cases the objective and challenge itself had not really zeroed in and picked a clear problem to solve. The results in some cases were actually micro and marginal but dressed up a little too much. On the whole an enlightening day.

Sandeep Kataria, GM – Pizza Hut Dine In (India Subcontinent) & CMO, Yum Restaurants (India) Pvt. Ltd.



The judging this year was a really tough exercise.. I can't remember working this hard in a long time. The entries across the genres were of an extremely high standard – proving that it is possible to be creative, entertaining and very effective at the same time. Also, some great case studies of brands using digital and activation to break free from TV. I came away with a head full of high quality ideas to take back to the office !”

Judging Session Snapshots





The Advertising Club

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**EFFIE 2012
RESULTS**

Result Sheet

EFFIE 2012 ROUND I JUDGES - MUMBAI



ABRAHAM ALAPATT



ADITI PATWARDHAN



AMIT KEKRE



ANURADHA
NARASIMHAN



ANURADHA
SEHGAL



ARINDAM SARKAR



ARUN MALKANI



ASHWINI PABLE



BHAVNA DARIRA



CHHAYA B. AIYER



DEEPAI NAAIR



FARIDA SABNAVIS



G. AJAY ROW



HARISH NAIR



HARPREET SINGH
TIBB



IMRAAN SURVE



JASRAVEE
KAUR CHANDRA



JYOTI SHIRALEE



KAWAL SHOOR



KUMAR
SUBRAMANIAN



LEENA BASRUR



MADAN SANGLIKAR



MANISH DUBEY



MANJARI UPADHYE



MEHUL SHAH



MINAKSHI HANDA



NAMRATA NANDAN



NEERAJ GOYAL



NEETI CHOPRA



RAJAT MENDHI



RAKSHIN PATEL



RASIKA TYAGI



RISHI KAKAR



ROHIT KRIPALANI



S. SWAMINATHAN



SAJI ABRAHAM



SHANTANU SIROHI



SHAZIYA KHAN



SHEKHAR KHANNA



SHIVA
KRISHNAMURTHY



SNEHI JHA MEHTA



SOMA GHOSH



SOMPRABH K. SINGH



SOURABH MISHRA



SUKHPREET SINGH



SUNITA BANGARD



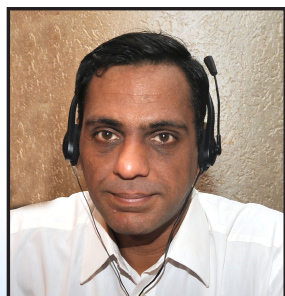
VAISHAKHI
BHARUCHA



VENKATARAMAN
MALLIKARJUNAN



VIDYADHAR
WABGAONKAR



VIKAS DADOO



VIKAS TANDON



VINOD SALVI



YOUSUF
RANGOONWALA

EFFIE 2012 FINAL ROUND JUDGES MUMBAI



AJAI JHALA



AJOY CHAWLA



ANIL JAYARAJ



D. RAJAPPA



DANISH KHAN



DHEERAJ SINHA



GOVIND PANDEY



GOVIND RAJAN



HARSHA JOSHI



HEPHZIBAH PATHAK



JOSEPH GEORGE



KAVITA NAIR



MOHIT ANAND



NITIN KARKARE



PARTHA SINHA



PRATAP BOSE



RAJEEV SHARMA



RAMEET ARORA



ROHIT SRIVASTAVA



SHILPA TALREJA



SUJIT GANGULI



SURAJA KISHORE



SUSHRUT PANT

EFFIE 2012 ROUND I JUDGES - DELHI



ADITYA MEHRISH



AMIT KUMAR TANEJA



AMIT NANDA



ANURAG MEHROTRA



ANURAG PRASAD



ANURAG SINGH



ARUN SHARMA



BALACHANDER
SEKHAR



BASANT RATHORE



BIKRAM BINDRA



DHEERAJ TAURO



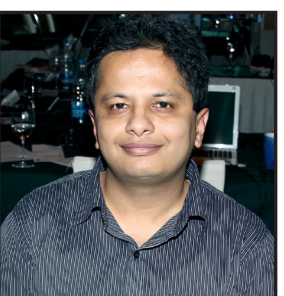
HARNEET SINGH
RAJPAL



JITENDER DABAS



K J SINGH



KUNAL MALHOTRA



MEGHA DEORANI



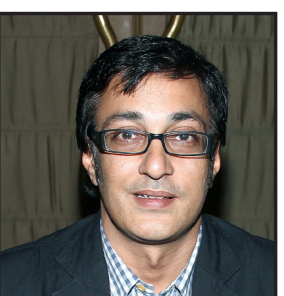
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CHANDRASEKAR



NEERAJ BASSI



NIKHIL RUNGTA



PRASHANT PANDEY



PRAVEEN JAIPURIAR



RAJIV MATHRANI



RASHI GOEL



RITESH GHOSAL



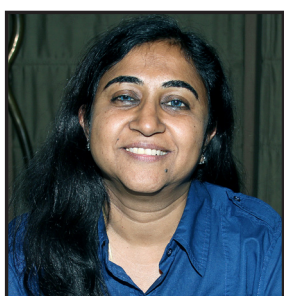
SANJEEV HANDA



SUMEET SINGH



TARUNDEEP SINGH
RANA



VANDANA DAS



VIKRAM DHALIWAL



VINEET TRAKROO

EFFIE 2012 FINAL ROUND JUDGES DELHI



ALOK LALL



AMITESH RAO



ANIL DUA



ARUNABH DAS
SHARMA



BHASKAR GHOSH



BINDU SETHI



DEEPIKA WARRIER



LAKSHMI SETH



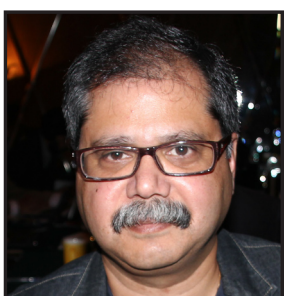
MAYANK PAREEK



NAVEEN GAUR



NIRUPAM SAHAY



PRASHANT
MATHUR



RAJAN BHALLA



SAMIR GANGAHAR



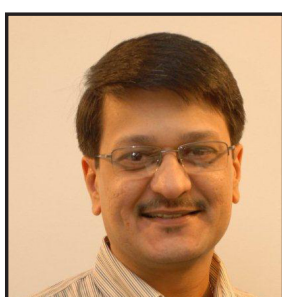
SANDEEP KATARIA



SATBIR SINGH



SUDHIR SAHNI



VIRAL OZA



SHASHI SINHA
PRESIDENT



AJAY KAKAR
CHAIRPERSON, EFFIE
COMMITTEE



SAMEER SATPATHY
CO-CHAIRPERSON, EFFIE
COMMITTEE



SPECIAL THANKS
N. RAJARAM
MANAGING COMMITTEE
MEMBER

AD CLUB SECRETARIAT



BIPIN PANDIT



ARATI SHIRODKAR



KETAN TRIVEDI



SMITA KHOT

EFFIE 2012 - SHORT LISTED CASE STUDIES

CATEGORY : CONSUMER PRODUCTS A: COSMETICS AND TOILETRIES

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	Lowe Lintas and Partners	Fair & Lovely Multi-Vitamin Fairness Cream	Science in a tube	Hindustan Unilever Limited
2	Saatchi & Saatchi	Pampers	Pampers Good Morning Baby	Procter & Gamble
3	Interface Communications (Draft FCB)	Nivea Whitening Deodorant	Go Sleeveless	Nivea India
4	McCann Worldgroup	Parachute Advanced Body Lotion	Making Body The New Face	Marico Limited
5	Mindshare	Axe Shower Gel	MTV VJ JOSE KIDNAPPED FOR AXE SHOWER GEL LAUNCH	Hindustan Unilever Limited
6	DDB Mudra Group	Clean & Clear	An alarm clock for your skin	Johnson & Johnson
7	BBH Communications India Pvt. Ltd	Vaseline Petroleum Jelly	Vaseline - The Voice of a nation	Hindustan Unilever Limited

CATEGORY : CONSUMER PRODUCTS B: BEVERAGES / DRINK, CONFECTIONARY AND FOOD

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	DRAFTFCB Ulka Advertising Pvt. Ltd.	Amul Milk	The World's Original Energy Drink	Gujarat Cooperative Milk Marketing Federation Limited
2	Lowe Lintas and Partners	Kissan	Kissanpur	Hindustan Unilever Limited
3	JWT	Slice	Katrina In A Bottle	PepsiCo India Holdings Pvt. Ltd.
4	Leo Burnett	Maaza	Har Mausam Aam	Coca-Cola India Pvt. Ltd.
5	McCann Worldgroup	Coca-Cola	When we made Anna take on Dhoni to win the teen Battle	Coca-Cola India Pvt. Ltd.
6	McCann Worldgroup	Coca-Cola	Coca-Cola Chorus : When Coca-Cola gave India its 2012 New Year Card	Coca-Cola India Pvt. Ltd.
7	Contract Advertising India Pvt. Ltd.	Cadbury Celebrations	Iss Diwali aap kisse khush karenge?	Cadbury India Limited
8	Ogilvy and Mather	Bournvita	Tayyari Jeet Ki	Cadbury India Limited
9	Ogilvy and Mather	Cadbury Bournville	Have you earned it?	Cadbury India Limited
10	Ogilvy and Mather	Cadbury Dairy Milk Silk	Have you felt Silk lately?	Cadbury India Limited
11	Ogilvy and Mather	Sprite	Sprite Rasta Clear Hai	Coca-Cola India Pvt. Ltd.

CATEGORY : CONSUMER PRODUCTS C: OTHERS

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	Ogilvy and Mather	Titan	As Aamir steals light, Titan steals a march over competition	Titan Industries Ltd.
2	Havas Worldwide India	Harpic	Hard to Reach	Reckitt Benckiser India
3	Lowe Lintas and Partners	Godrej Hit	Kill Mosquitoes. Kill Malaria.	Godrej Industries
4	JWT	Helix	WASTE TIME - Because you will never be young again	Timex Group India Limited
5	Leo Burnett	Tide	Tide Naturals Husband & Wife	P & G International Operations Pte.Ltd.SA Singapore Branch
6	McCann Worldgroup	Stayfree Advanced	Making Whisper Scream	Johnson & Johnson
7	BBH Communications India Pvt. Ltd	World Gold Council	This Diwali, Don't Just Spend. Invest.	World Gold Council

CATEGORY : CONSUMER DURABLES A: AUTOMOBILES AND AUTO PARTS, TWO WHEELERS AND AUTO RELATED

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	Rediffusion Dentsu Young & Rubcam Pvt.Ltd.	Tata Ace Zip	The Power of the Fourth Wheel	Tata Motors Ltd. (Commercial Vehicles Unit)
2	DRAFTFCB Ulka Advertising Pvt. Ltd.	Tata Motors Passenger Cars	How Tata Motors knocked Maruti off the Mileage Mountain	Tata Motors Ltd. (Passenger Car Unit)
3	Lowe Lintas and Partners	Maruti Suzuki Ertiga	LUV	Maruti Suzuki India Limited
4	Ogilvy & Mather	Amaron	A Long lasting Battery is a 'Life Saver'	Amararaja Batteries Ltd.
5	Ogilvy & Mather	Bajaj Discover	Chalta Nahin Daudta Hai	Bajaj Auto Limited

CATEGORY : CONSUMER DURABLES B: ELECTRONIC GOODS

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	Meridian Communication Pvt. Ltd.	Voltas	Voltas All Weather AC	Voltas Limited

CATEGORY : CONSUMER DURABLES C: OTHERS

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	Lowe Lintas and Partners	Greenply Plywood	Always Hoyenga	Greenply Industries Limited
2	McCann Worldgroup	Dulux	DULUX : When colors got an attitude	AkzoNobel India Limited

CATEGORY : SERVICES A: TELECOM AND RELATED PRODUCTS

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	DRAFTFCB Ulka Advertising Pvt. Ltd.	Tata Docomo	No Getting Away	Tata Teleservices Ltd.
2	DRAFTFCB Ulka Advertising Pvt. Ltd.	Tata Docomo	Fair always	Tata Teleservices Ltd.
3	JWT	Airtel Money	Baat sirf paison ki nahin hain	Bharati Airtel Limited
4	McCann Worldgroup	Aircel	Upload Anything : How Aircel brought 3G up, close and personal to youth	Aircel Limited
5	Ogilvy & Mather	Vodafone India	Network Campaign-the retelling of a classic tale	Vodafone India Limited
6	Taproot India Communication Pvt. Ltd	Airtel	Har Ek Friend Zaroori Hota Hai	Bharati Airtel Limited
7	Grey Worldwide (India) Pvt. Ltd.	Reliance Communications Ltd.	"Just 3G vs Reliance 3G"	Reliance Communications Ltd.
8	Grey Worldwide (India) Pvt. Ltd.	Reliance Communications Ltd.	"The Blue Bot"	Reliance Communications Ltd.
9	Grey Worldwide (India) Pvt. Ltd.	Reliance Communications Ltd.	Building a Better Network	Reliance Communications Ltd.

CATEGORY : SERVICES B: FINANCIAL SERVICES

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	Ogilvy & Mather	Max Life Insurance, formerly known as Max New York Life	Aapke Sachche Advisors	Max Life Insurance Company Limited
2	Lowe Lintas and Partners	ICICI Prudential Life Insurance	Life Insurance in Just 10 Minutes	ICICI Prudential Insurance
3	Cartwheel Creative Consultancy Pvt. Ltd.	Kotak Mahindra Bank	Kotak Mahindra Bank Subbu 6%	Kotak Mahindra Bank Limited
4	JWT	Kotak Life Insurance	Kotak Assured Income Plan - Second Income	Kotak Mahindra Old Mutual Life Insurance Ltd.
5	Leo Burnett	Tata Capital	Providing homes for the migrant imagination	Tata Capital Financial Services Ltd.
6	JWT	Birla Sun Life Insurance (BSLI)	Even Gods can feel insecure	Birla Sun Life Insurance
7	Ogilvy and Mather	IDBI Federal	Be the Dad, your dad never was	IDBI Federal Life Insurance Co. Ltd.

CATEGORY : SERVICES C: OTHERS

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	Ogilvy & Mather	The Hindu	'Undumb India'	The Hindu Group Of Publications
2	Rediffusion Dentsu Young & Rubicam Pvt.Ltd.	Vivanta by Taj, Bekal	Discovering God's best kept secret	Indian Hotels Corporation Ltd.
3	Leo Burnett	Indian Idol 6 on Sony Entertainment Television	Har Idol Ke Peeche Hote Hai Najaane Kitne Idols	Multi Screen India Pvt. Ltd.
4	Leo Burnett	Kaun Banega Crorepati on Sony	Koi Bhi Insaan Chhota Nahi Hota	Sony Entertainment Television
5	McCann Worldgroup	CNBC AWAAZ	Dispelling the Mastercard Lie	SGA NEWS Ltd.
6	Ogilvy and Mather	'Satyameva Jayate'	Satyameva Jayate- Managing A Billion Expectations	Star India Pvt. Ltd.
7	Ogilvy and Mather	Tata Sky	Poochne Mein Kya Jata Hai	Tata Sky Limited

CATEGORY : CORPORATE ADVERTISING A: CORPORATE REPUTATION

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	BBDO India	P&G	Thank You Mom - Because the Toughest Job in the World is the Best Job in the World	P & G / Gillete India
2	Lowe Lintas and Partners	ABP NEWS	Winning Despite Loosing the Star	Media Content & Communications Services (I) Pvt. Ltd.
3	Law & Kenneth Communications(I) Pvt. Ltd	Hero MotoCorp	Breathing Life into a Billion Heroes	Hero MotoCorp Ltd.

4	McCann Worldgroup	Dainik Jagran	Creating Opinion Leadership for a Hindi Daily	Jagran Prakashan Ltd.
5	Taproot India Communication Pvt. Ltd	Mumbai Mirror	I Am Mumbai	Bennett Coleman & Co Ltd
6	DDB Mudra Group	Union Bank of India	Your Dreams Are Not Yours Alone	Union Bank of India
7	Ogilvy & Mather	Tata Steel	Values Stronger Than Steel	Tata Steel Limited

CATEGORY : CORPORATE ADVERTISING B: SOCIAL CAUSE

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	Lowe Lintas and Partners	Hindustan Times	You Read They Learn	HT Media Limited
2	Saatchi & Saatchi	Springwel	Springwel Sleep Exchange Offer	Springwel Mattresses Pvt. Ltd
3	McCann Worldgroup	Maitri Foundation	Vanquishing death by befriending life	Maitri Foundation
4	McCann Worldgroup	Stayfree Woman For Change	Women for Women	Johnson & Johnson
5	DDB Mudra Group	Nirmal	Marks for Sports	Nirmal Lifestyle Ltd
6	McCann Worldgroup	Saffola	Gifting India a Young Heart	Marico Limited

CATEGORY : DIGITAL ADVERTISING (ONLINE / MOBILE COMMUNICATION)

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	Jubilant Foodworks Ltd	Domino's	Online ordering	Jubilant Foodworks Ltd
2	Jack in the Box Worldwide	Kolaveri Di	Why this Kolaveri Di	Sony Music Entertainment India Pvt. Ltd.
3	Taproot India Communication Pvt. Ltd	Airtel	Har Ek Friend Zaroori Hota Hai	Bharati Airtel Limited
4	DDB Mudra Group	Star Movies	Being Bond	Star India Pvt. Ltd.
5	Ogilvy & Mather	Fox Crime	The Photographs Case	Star India Pvt. Ltd.
6	Ogilvy & Mather	5 Star	The Date Fillum	Cadbury India Limited
7	Ogilvy & Mather	Mumbai Indians	'Loving 'em Back''	Indiawin Sports Pvt. Ltd.

CATEGORY : RETAIL ADVERTISING

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	Ogilvy and Mather	KFC	Sets You on Fire	Yum! Restaurants India Pvt. Ltd.
2	Lowe Lintas and Partners	Tanishq	Diamonds Are Man's Best Friend	Titan Industries Ltd
3	Leo Burnett	McDonald's Happy Price Menu	Making the Happy Price Menu Happier	HardCastle Restaurants Pvt. Ltd.
4	Leo Burnett	McDonald's McValue Lunch	Putting the Break in Lunch Break	HardCastle Restaurants Pvt. Ltd.
5	Leo Burnett	McDonald's McFlurry	Taking the Fast out of Fast food	HardCastle Restaurants Pvt. Ltd.
6	Leo Burnett	McDonald's SpiceFest	Open up a World of Spices	HardCastle Restaurants Pvt. Ltd.
7	Happy Creative Services	Flipkart.com	No Kidding. No Worries	Flipkart India Pvt. Ltd.

CATEGORY : HEALTHCARE

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	Lowe Lintas and Partners	Britannia Nutrigochoice Diabetic Friendly Essentials	The Sweetest Thing You Can Tell A Diabetic	Britannia Industries Limited

CATEGORY : B2B ADVERTISING

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	McCann Worldgroup	Dainik Jagran	Casino Grande - Media Buying Made Exciting	Jagran Prakashan Ltd.
2	Ogilvy and Mather	Vodafone India	Drive into the Big League	Vodafone India Limited

CATEGORY : RURAL ADVERTISING

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	Publicis Communications Pvt. Ltd	Escorts Inverter Tractors	Ab Roshani Se Seecho... Desh Ki Buniyaad	Escorts Limited
2	Leo Burnett	Tide	Tide Naturals Husband & Wife	P & G International Operations Pte.Ltd.SA Singapore Branch
3	BBH Communications India Pvt. Ltd	Mediker	Pyaar se Suljhaye, Sar Na Khujlaye	Marico Limited
4	Ogilvy & Mather	Hindustan Unilever Ltd (HUL), Corporate Multibrand	Project "Swasthya Chetna" (Quest for Health)	Hindustan Unilever Limited

CATEGORY : REGIONAL ADVERTISING

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	ABP One	Cadbury Dairy Milk	Cadbury Mishti Shera Shrishti	Cadbury India Limited
2	Rediffusion Dentsu Young & Rubicam Pvt.Ltd.	Tata Nano	The Battle of Bangalore	Tata Motors Ltd.
3	JWT	Horlicks Oats	Horlicks Oats - Bringing Life to Oats	(Passenger Car Unit) Glaxo SmithKline Consumer Healthcare Ltd.
4	McCann Worldgroup	Saffola Masala Oats	Conquering the Kingdom of Oats	Marico Limited
5	McCann Worldgroup	Ashirvaad	AAROGYAM ANANDAM AASHIRVAAD	ITC Foods Ltd.
6	McCann Worldgroup	NESCAFE Sunrise	when NESCAFE Sunrise owned the most momentous morning of the year in tamil nadu	Nestle India Ltd.
7	BBH Communications India Pvt. Ltd	Parachute Advansed Ayurvedic	Recommended by Sufferers	Marico Limited

CATEGORY : Direct Marketing

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	Jubilant Foodworks Ltd	Domino's	Pizza Signs	Jubilant Foodworks Ltd
2	Mindshare	HSBC Bank	The Day You Were Born	HSBC India
3	BBDO India	Plan India	The World's Youngest Job Applicant	Plan India

CATEGORY : DAVID V/S GOLIATH

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	McCann Worldgroup	Parachute Advansed Body Lotion	Putting Some Body Back Into Body Care	Marico Limited
2	Grey Worldwide (I) Pvt. Ltd	Sensodyne	Taking on the 'dada' of the oral care	Glaxo SmithKline Consumer Healthcare Ltd.
3	Taproot India Communication Pvt. Ltd	The Times of India, Chennai Edition	Wake Up To The Times of India	Bennett Coleman & Co Ltd
4	Ogilvy & Mather	Fox Crime	The Photographs Case	Star India Pvt. Ltd.
5	Ogilvy & Mather	Bosch and Siemens Home Appliances	Bosch : Genetically German	BSH Household Appliances Manufacturing Pvt. Ltd.

CATEGORY : INTEGRATED ADVERTISING CAMPAIGN

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	ABP One	Cadbury Dairy Milk	Cadbury Mishti Shera Shrishti	Cadbury India Ltd.
2	DRAFTFCB Ulka Advertising Pvt. Ltd.	Tata Docomo	No Getting Away	Tata Teleservices Ltd.
3	Lowe Lintas and Partners	Godrej Hit	Kill Mosquitoes. Kill Malaria.	Godrej Industries
4	JWT	Pepsi	Taking on the religion called cricket	PepsiCo India Holdings Pvt. Ltd.
5	Leo Burnett	McDonald's McValue Lunch	Putting the Break in Lunch Break	HardCastle Restaurants Pvt. Ltd.
6	Interface Communications (Draft FCB)	Nivea Whitening Deodorant	Go Sleeveless	Nivea India
7	McCann Worldgroup	Parachute Advansed Body Lotion	Making Body The New Face	Marico Limited
8	Taproot India Communication Pvt. Ltd	Airtel	Har Ek Friend Zaroori Hota Hai	Bharati Airtel Limited
9	Mindshare	Axe Shower Gel	MTV VJ Jose Kidnapped for Axe Shower Gel Launch	Hindustan Unilever Limited
10	Ogilvy and Mather	Fox Crime	THE PHOTOGRAPHS CASE	Star India Pvt. Ltd.
11	Ogilvy and Mather	Satyameva Jayate	Satyameva Jayate	Star India Pvt. Ltd.
12	Ogilvy and Mather	Vodafone India	- Managing A Billion Expectations Drive into The Big League	Vodafone India Limited

CATEGORY : Best On-going Campaign

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	Lowe Lintas and Partners	Tata Tea	Jaago Re!	Tata Global Beverages Limited
2	McCann Worldgroup	Saffola	The First 7 Steps	Marico Limited
3	Ogilvy & Mather	Madhya Pradesh Tourism	How Madhya Pradesh became INCREDIBLE In Incredible India	Madhya Pradesh State Tourism Development Corporation Ltd.
4	Ogilvy & Mather	Asian Paints Apex	Yeh Badhiya hai	Asian Paints Ltd.
5	Ogilvy & Mather	Cadbury Dairy Milk	Kuch Meetha Ho Jaaye- Cadbury Dairy Milk's growth story from 2005-2012	Cadbury India Limited
6	Ogilvy & Mather	Fevicol	The Ultimate bond - 20 years and Still Going Strong	Pidilite Industries Limited
7	Ogilvy & Mather	Sprite	Seedhi Baat No Bakwaas, Freshology- First Drink Then Think & Rasta Clear Hai	Coca-Cola India Pvt. Ltd.

CATEGORY : Lenovo Tech-Doers Award

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	JWT	Pepsi	Pass-Click-Goal	PepsiCo India Holdings Pvt. Ltd.
2	Saatchi & Saatchi	Pampers	Pampers Good Morning Baby	Procter & Gamble
3	Creativeland Asia Pvt. Ltd.	Hippo	Hippo Momline	Parle Agro Pvt. Ltd.
4	Ogilvy & Mather	Fox Crime	The Photographs Case	Star India Pvt. Ltd.

EFFIE 2012 - RESULT

CATEGORY : CONSUMER PRODUCTS A: COSMETICS AND TOILETRIES

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B
1	BBH Communications India Pvt. Ltd..	Vaseline Petroleum Jelly	Vaseline - The Voice of a nation	Hindustan Unilever Limited	SILVER
2	McCann Worldgroup	Parachute Advansed Body Lotion	Making Body The New Face	Marico Limited	BRONZE
3	Mindshare	Axe Shower Gel	MTV VJ Jose Kidnapped For Axe Shower Gel Launch	Hindustan Unilever Limited	BRONZE

CATEGORY : CONSUMER PRODUCTS B: BEVERAGES / DRINK, CONFECTIONARY AND FOOD

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B
1	Ogilvy & Mather	Cadbury Dairy Milk Silk	Have you felt Silk lately?	Cadbury India Limited	SILVER
2	Ogilvy & Mather	Bournvita	Tayyari Jeet Ki	Cadbury India Limited	SILVER
3	Contract Advertising India Pvt. Ltd.	Cadbury Celebrations	Iss Diwali aap kise khush karenge?	Cadbury India Limited	SILVER
4	McCann Worldgroup	Coca-Cola	When we made Anna take on Dhoni to win the teen Battle	Coca-Cola India Pvt. Ltd.	BRONZE
5	Ogilvy & Mather	Cadbury Bournville	Have you earned it?	Cadbury India Limited.	BRONZE
6	Leo Burnett	Maaza	Har Mausam Aam	Coca-Cola India Pvt. Ltd.	BRONZE
7	Lowe Lintas and Partners	Kissan	Kissanpur	Hindustan Unilever Limited	BRONZE

CATEGORY : CONSUMER PRODUCTS C: OTHERS

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B
1	Ogilvy & Mather	Titan	As Aamir steals light, Titan steals a march over competition	Titan Industries Ltd	SILVER
2	JWT	Helix	WASTE TIME - Because you will never be young again	Timex Group India Limited	BRONZE

CATEGORY : CONSUMER DURABLES A: AUTOMOBILES AND AUTO PARTS, TWO WHEELERS AND AUTO RELATED

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B
1	Ogilvy and Mather	Bajaj Discover	Chalta Nahin Daudta Hai	Bajaj Auto Limited	SILVER
2	Rediffusion Dentsu Young & Rubicam Pvt. Ltd.	Tata Ace Zip	The Power of the Fourth Wheel	Tata Motors Ltd. (Commercial Vehicles Unit)	SILVER
3	Lowe Lintas and Partners	Maruti Suzuki Ertiga	LUV	Maruti Suzuki India Limited	BRONZE

CATEGORY : CONSUMER DURABLES B: ELECTRONIC GOODS

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B
1	Meridian Communication Pvt. Ltd.	Voltas	Voltas All Weather AC	Voltas Limited	GOLD

CATEGORY : CONSUMER DURABLES C: OTHERS

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B
1	McCann Worldgroup	Dulux	DULUX : When colors got an attitude	AkzoNobel India Limited	BRONZE

CATEGORY : SERVICES A: TELECOM AND RELATED PRODUCTS

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B
1	Taproot India Communication Pvt. Ltd	Airtel	Har Ek Friend Zaroori Hota Hai	Bharati Airtel Limited	GOLD
2	DRAFTFCB Ulka Advertising Pvt. Ltd.	Tata Docomo	Fair always	Tata Teleservices Ltd.	SILVER
3	JWT	Airtel Money	Baat sirf paison ki nahin hain	Bharati Airtel Limited	SILVER

CATEGORY : SERVICES B: FINANCIAL SERVICES

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B
1	Cartwheel Creative Consultancy Pvt. Ltd.	Kotak Mahindra Bank	Kotak Mahindra Bank Subbu 6%	Kotak Mahindra Bank Limited	SILVER
2	Ogilvy and Mather	Max Life Insurance, formerly known as Max New York Life	Aapke Sachche Advisors	Max Life Insurance Company Limited	SILVER
3	JWT	Birla Sun Life Insurance (BSLI)	Even Gods can feel insecure	Birla Sun Life Insurance	BRONZE
4	Lowe Lintas and Partners	ICICI Prudential Life Insurance	Life Insurance in Just 10 Minutes	ICICI Prudential Insurance	BRONZE

CATEGORY : SERVICES C: OTHERS

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B
1	Ogilvy & Mather	'Satyameva Jayate'	Satyameva Jayate - Managing A Billion Expectations	Star India Pvt. Ltd.	GOLD
2	Ogilvy & Mather	The Hindu	'Undumb India'	The Hindu Group Of Publications	GOLD
3	Ogilvy & Mather	Tata Sky	Poochne Mein Kya Jata Hai	Tata Sky Limited	SILVER
4	Leo Burnett	Kaun Banega Crorepati on Sony Entertainment Television	Koi Bhi Insaan Chhota Nahi Hota	Sony Entertainment Television	BRONZE
5	Leo Burnett	Indian Idol 6 on Sony Entertainment Television	Har Idol Ke Peeche Hote Hai Najaane Kitne Idols	Multi Screen India Pvt. Ltd.	BRONZE

CATEGORY : CORPORATE ADVERTISING A: CORPORATE REPUTATION

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B
1	Lowe Lintas and Partners	ABP NEWS	Winning Despite Loosing the Star	Media Content & Communications Services (I) Pvt. Ltd.	BRONZE

CATEGORY : CORPORATE ADVERTISING B: SOCIAL CAUSE

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B
1	McCann Worldgroup	Maitri Foundation	Vanquishing death by befriending life	Maitri Foundation	SILVER
2	Saatchi & Saatchi	Springwel	Springwel Sleep Exchange Offer	Springwel Mattresses Pvt. Ltd	SILVER
3	McCann Worldgroup	Stayfree Woman For Change	Women for Women	Johnson & Johnson	BRONZE
4	Lowe Lintas and Partners	Hindustan Times	You Read They Learn	HT Media Limited	BRONZE
5	McCann Worldgroup	Saffola	Gifting India a Young Heart	Marico Limited	BRONZE
6	DDB Mudra Group	Nirmal	Marks for Sports	Nirmal Lifestyle Ltd	BRONZE

CATEGORY : DIGITAL ADVERTISING (ONLINE / MOBILE COMMUNICATION)

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B
1	Ogilvy & Mather	Fox Crime	The Photographs Case	Star India Pvt. Ltd.	GOLD
2	Taproot India Communication Pvt. Ltd.	Airtel	Har Ek Friend Zaroori Hota Hai	Bharati Airtel Limited	GOLD
3	Ogilvy & Mather	5 Star	The Date Fillum	Cadbury India Limited	SILVER
4	Jubilant Foodworks Ltd	Domino's	Online ordering	Jubilant Foodworks Ltd	SILVER
5	Ogilvy & Mather	Mumbai Indians	'Loving 'em Back'	Indiawin Sports Pvt. Ltd.	SILVER
6	DDB Mudra Group	Star Movies	Being Bond	Star India Pvt. Ltd.	BRONZE
7	Jack in the Box Worldwide	Kolaveri Di	Why this Kolaveri Di	Sony Music Entertainment India Pvt. Ltd.	BRONZE

CATEGORY : RETAIL ADVERTISING

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B
1	Happy Creative Services	Flipkart.com	No Kidding. No Worries.	Flipkart India Pvt. Ltd.	GOLD
2	Lowe Lintas and Partners	Tanishq	Diamonds Are Man's Best Friend	Titan Industries Ltd	SILVER
3	Leo Burnett	McDonald's SpiceFest	Open up a World of Spices	HardCastle Restaurants Pvt. Ltd.	BRONZE
4	Leo Burnett	McDonald's Happy Price Menu	Making the Happy Price Menu Happier	HardCastle Restaurants Pvt. Ltd.	BRONZE
5	Leo Burnett	McDonald's McFlurry	Taking the Fast out of Fast food	HardCastle Restaurants Pvt. Ltd.	BRONZE
6	Leo Burnett	McDonald's McValue Lunch	Putting the Break in Lunch Break	HardCastle Restaurants Pvt. Ltd..	BRONZE

CATEGORY : HEALTHCARE

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B
1	Lowe Lintas and Partners	Britannia Nutrigochoice Diabetic Friendly Essentials	The Sweetest Thing You Can Tell A Diabetic	Britannia Industries Limited	SILVER

CATEGORY : B2B ADVERTISING

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B
1	Ogilvy and Mather	Vodafone India	Drive into the Big League	Vodafone India Limited	GOLD

CATEGORY : RURAL ADVERTISING

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B
1	BBH Communications India Pvt. Ltd.	Mediker	Pyaar se Suljhaye, Sar Na Khujlaye	Marico Limited	BRONZE
2	Ogilvy & Mather	Hindustan Unilever Ltd. (HUL), Corporate Multibrand	Project "Swasthya Chetna" (Quest for Health)	Hindustan Unilever Limited	BRONZE

CATEGORY : REGIONAL ADVERTISING

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B
1	ABP One	Cadbury Dairy Milk	Cadbury Mishti Shera Shrishti	Cadbury India Limited	SILVER
2	McCann Worldgroup	NESCAFE Sunrise	when NESCAFE Sunrise owned the most momentous morning of the year in Tamil Nadu	Nestle India Ltd.	BRONZE

CATEGORY : DIRECT MARKETING

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B
1	Jubilant Foodworks Ltd	Domino's	Pizza Signs	Jubilant Foodworks Ltd	GOLD
2	Mindshare	HSBC Bank	The Day You Were Born	HSBC India	BRONZE
3	BBD0 India	Plan India	The World's Youngest Job Applicant	Plan India	BRONZE

CATEGORY : DAVID V/S GOLIATH

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B
1	Ogilvy & Mather	Fox Crime	The Photographs Case	Star India Pvt. Ltd.	SILVER
2	McCann Worldgroup	Parachute Advansed Body Lotion	Putting Some Body Back Into Body Care	Marico Limited	BRONZE
3	Ogilvy & Mather	Bosch and Siemens Home Appliances	Bosch : Genetically German	BSH Household Appliances Manufacturing Pvt. Ltd.	BRONZE

CATEGORY : INTEGRATED ADVERTISING CAMPAIGN

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B
1	Ogilvy and Mather	Satyameva Jayate	Satyameva Jayate - Managing A Billion Expectations	Star India Pvt. Ltd.	GOLD
2	Taproot India Communication Pvt. Ltd.	Airtel	Har Ek Friend Zaroori Hota Hai	Bharati Airtel Limited	GOLD
3	Ogilvy & Mather	Fox Crime	The Photographs Case	Star India Pvt. Ltd.	GOLD
4	Ogilvy & Mather	Vodafone India	Drive into The Big League	Vodafone India Limited	SILVER
5	McCann Worldgroup	Parachute Advansed Body Lotion	Making Body The New Face	Marico Limited	SILVER
6	ABP One	Cadbury Dairy Milk	Cadbury Mishti Shera Shrishti	Cadbury India Limited	SILVER
7	DRAFTFCB Ulka Advertising Pvt. Ltd.	Tata Docomo	No Getting Away	Tata Teleservices Ltd.	BRONZE
8	JWT	Pepsi	Taking on the religion called cricket	PepsiCo India Holdings Pvt. Ltd.	BRONZE
9	Lowe Lintas and Partners	Godrej Hit	Kill Mosquitoes. Kill Malaria.	Godrej Industries	BRONZE

10	Leo Burnett	McDonald's McValue Lunch	Putting the Break in Lunch Break	HardCastle Restaurants Pvt. Ltd.	BRONZE
11	Interface Communications (Draft FCB)	Nivea Whitening Deodorant	Go Sleeveless	Nivea India	BRONZE
12	Mindshare	Axe Shower Gel	MTV VJ Jose Kidnapped for Axe Shower Gel Launch	Hindustan Unilever Limited	BRONZE

CATEGORY : BEST ON-GOING CAMPAIGN

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT	G/S/B
1	Ogilvy & Mather	Madhya Pradesh Tourism	How Madhya Pradesh became INCREDIBLE In Incredible India	Madhya Pradesh State Tourism Development Corporation Ltd.	GOLD
2	Ogilvy & Mather	Asian Paints Apex	YEH Badhiya hai	Asian Paints Ltd.	GOLD
3	Ogilvy & Mather	Fevicol	The Ultimate bond - 20 years and Still Going Strong	Pidilite Industries Limited	GOLD
4	Ogilvy & Mather	Sprite	Seedhi Baat No Bakwaas, Freshology	Coca-Cola India Pvt. Ltd.	SILVER
5	Lowe Lintas and Partners	Tata Tea	- First Drink Then Think & Rasta Clear Hai Jaago Re!	Tata Global Beverages Limited	SILVER
6	McCann Worldgroup	Saffola	The First 7 Steps	Marico Limited	SILVER

CATEGORY : LENOVO TECH-DOERS AWARD

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	Ogilvy and Mather	Fox Crime	The Photographs Case	Star India Pvt. Ltd.

MARICO UNCOMMON SENSE AWARD

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	Ogilvy and Mather	Satyameva Jayate	Satyameva Jayate - Managing A Billion Expectations	Star India Pvt. Ltd.

GRAND EFFIE

No.	AGENCY	BRAND NAME	CAMPAIGN TITLE	CLIENT
1	Ogilvy & Mather	Cadbury Dairy Milk	Kuch Meetha Ho Jaaye- Cadbury Dairy Milk's growth story from 2005-2012	Cadbury India Limited

EFFIE CLIENT OF THE YEAR - CADBURY INDIA LTD.

EFFIE AGENCY OF THE YEAR - OGILVY AND MATHER

EFFIE 2012 - TALLY SHEET

EFFIE CLIENT OF THE YEAR

Client Name	Grand Effie Pts.20	GOLD Pts.15	SILVER Pts.10	BRONZE Pts.5	Total Points
Cadbury India Limited	1	0	6	1	85
Star India Pvt. Ltd.	0	4	1	1	75
Bharati Airtel Limited	0	3	1	0	55
Marico Limited	0	0	2	4	40
Hindustan Unilever Limited	0	0	1	4	30
Jubilant Foodworks Ltd.	0	1	1	0	25
Vodafone India Limited	0	1	1	0	25
HardCastle Restaurants Pvt. Ltd.	0	0	0	5	25
Titan Industries Ltd.	0	0	2	0	20
Coca-Cola India Pvt. Ltd.	0	0	1	2	20

EFFIE AGENCY OF THE YEAR

Client Name	Grand Effie Pts.20	GOLD Pts.15	SILVER Pts.10	BRONZE Pts.5	Total Points
Ogilvy & Mather	1	9	11	3	280
McCann Worldgroup	0	0	3	7	65
Lowe Lintas and Partners	0	0	3	6	60
Taproot India Communication Pvt. Ltd.	0	3	0	0	45
Leo Burnett	0	0	0	8	40
Jubilant Foodworks Ltd.	0	1	1	0	25
JWT	0	0	1	3	25
ABP One	0	0	2	0	20
Happy Creative Services	0	1	0	0	15
Meridian Communication Pvt. Ltd.	0	1	0	0	15
BBH Communications India Pvt. Ltd.	0	0	1	1	15
DRAFTFCB Ulka Advertising Pvt. Ltd.	0	0	1	1	15
Mindshare	0	0	0	3	15

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A FLASHBACK

Feedback

Rajeev Sharma, National Director Brand Planning, Leo Burnett



I think both the judging process and the awards night are becoming bigger and better with each passing year. The introduction of technology into the judging process this year has made things easier and extremely efficient. Bringing the fraternity from Delhi into the fold has made the process far more representative. Perhaps coming years will bring the Southern centres into the action

Danish Khan, Sr. VP Marketing, SET, Multi Screen Media Pvt. Ltd.



night.

This year, the Paperless or the On-line judging process was a great experience. As far as the entries are concerned, I was pleased to see the width and the quality in this year's entries. It was extremely competitive across all categories and I was delighted to witness some of the most cutting edge and effective advertising/marketing campaigns being celebrated on the awards

Ajoy Chawla, Vice President Watches and Accessories Division, Titan Industries Ltd



all the winners and keep it up for all the finalists to have participated with such gusto!

I was happy to see several different metrics being quoted, indicating an increased consciousness amongst clients and agencies towards "Ad effectiveness"! Was delighted to see significant efforts to leverage digital media. Found the judging process unique that allowed to capture individual jury members evaluations without influence by other panel members. Enjoyed the experience as it gave some interesting insights into other industries & brands. Congrats to

Dheeraj Sinha, Chief Strategy Officer, South & South East Asia, Grey Group



ally happened on the ground.

The width of entries were a reflection of the quality of work which has happened during the year. I personally feel that the quality of case writing has improved over a period of years and many of the cases were put together quite well. The adclub's initiative at paperless judging is a great idea. Though I missed the debates and the conversations around the cases, at times they do help build a perspective around what re-

Govind Rajan, Vice President Skin Cleansing - South Asia, Hindustan Unilever Ltd.



smooth.

I found the judging process to be very energizing. The quality of the content in the presentations was very good (and many things for me to learn). The manner in which the process was run was very professional, the complete information was available on tap, guidelines were clear. On the whole a benchmark on how these should be run – exercising judgment in a framework that was clear and a process that was

Suraja Kishore, National Planning Director, Publicis Ambience



nity.

The judging process for the Effies was my best experience so far; it was managed seamlessly by putting technology in place in a way that human error and bias was minimized. I feel we are confident now to host world Effies at our own turf. I want to congratulate the entire ad club team for their effort in making Effies much look forward gathering for the advertising and marketing fraternity.

Mohit Anand, VP Refreshments, South Asia & Africa, Hindustan Unilever Limited



about creativity that goes into it, but then at the end of the day what makes it different is the accountability that goes with it. Was personally inspired to see some outstanding brand building that improve people's lives in a manner that they earn loyalty beyond reason! Keep it up and look forward to being there next year too.

Overall it was a very refreshing experience at the Effie's. Mind opening in many ways, energizing in others! It was wonderful to see that we are recognizing the art of creating magic in marketing, which was so wonderfully evident in almost all the finalists that I saw. But what was even more encouraging was to see the logic that went behind the magic and in many cases worked hand in hand to deliver the great work with great results. Marketing is nothing if not

Shilpa Talreja, Advertising Manager - India Corp Comms, Emirates



The quality of cases presented this year was impressive and I would say even better than last year making the judging a rich and delightful experience. What impressed me even more was the process. The entire online evaluation system worked like clockwork. The judgement was purely based on personal evaluation leaving little room for any bias to creep in thus making the decision extremely fair.

Hephzibah Pathak, Head of Advertising, India, Ogilvy & Mather



The Effies received a record number of entries this year, a testimony to how important they are. The online judging process was a delight. You could judge at your own pace and time, enhancing the overall ease and accuracy of the process. The awards night was truly a celebration of great ideas that worked.

D. Rajappa, President (India & Sri Lanka), Rediffusion DY & R Pvt. Ltd.



the brands. Overall, the quality of work was impressive and consistent and I compliment the winners.

Being on the jury for the Effies was a delightful experience. The judging process made good use of technology by moving the entire process online. This ensured transparency in the process and gave judges the privacy and freedom to evaluate the entries purely on the basis of merit. A uniform guideline also ensured that entries were evaluated on the quality of content and the impact it had on delivering growth for

Glimpses







