

EFFIE 2019

Judges, Short-Lists, Results and Tally Sheet



EFFIE 2019 ROUND I JUDGES - MUMBAI



Aalhad Wadekar



Adhishree Murdia



Aditi Chakravarty



Ajay Sundaram



Amritraj Thakur



Ananya Ukil



Aniruddha Khandekar



Ankit Desai



Arjun Vedanayagam



Ashish Kohli



Ashish Nair



Atin Wahal



Avinash Janjire



Bhakti Malik



Bhuvnesh Joshi



Bobby Sinha



Debarjyo Nandi



Dhaval Jadwani



Dilpreet Singh Gandhi



Divya Shrivastava



Gautam N. Roy



Girish Kalra



Girish Nilekar



GovindKrishna Seshan



Ishita Chowdhury



Janki Parikh



Jasmeeta Agarwal Mehta



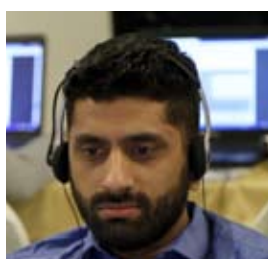
Jaya Jamrani



Josh Kuruvilla Jacob



Kamaljeet Rajani



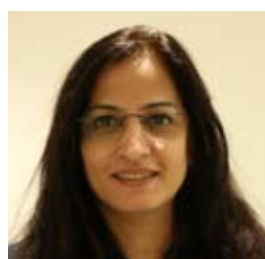
Karanvir Syal



Karina Sudarsan



Karishma Birdy



Kavita Jagtiani



Khyati Sarang



Konark Gaur



Lalit Agrawal



Mallika Suresh



Manisha Sain



Mehak Jaini



Lavanya M. N.



Monami Karmakar



Neerja Goswami



Nihar Pachpandey



Nilotpall Singh



Nishant Saurabh



Nithyalaxmi
Padmanabhan



Pearl Vas



Pragya Bijalwan



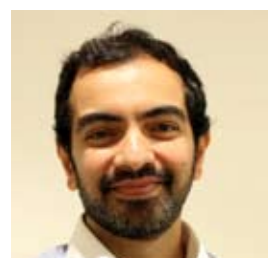
Preetha Vasanthi



Purvi Mishra



Ravindra Jain



Rohit Talwar



Rupali Shrivastava



Ruta Patel



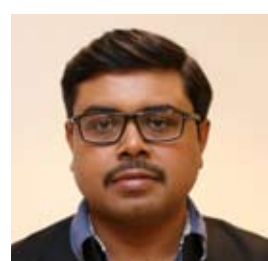
Samir Sagar



Sanjiv Agarwal



Saurabh Nath



Sayantan Bose



Shanu Singh



Sheena Kapoor



Shefali Khalsa



Shivendra Dikshit



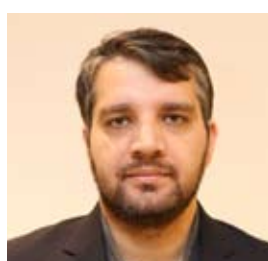
Shweta Dalal



Shweta Tiwari



Siddhant Lahiri



Sidheshwar Sharma



Somesh Surana



Sonal Jhuja



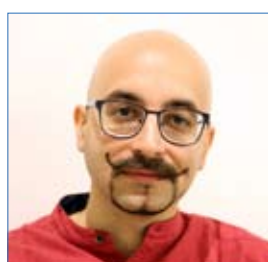
Sonya Misquitta



Sreerupa Banerjee



Sridevi Nair



Sudeep Chawla



Sudhendra Sharma



Sudhir Shukla



Swapneel Naidu



Sweta Mehta



Tanvi Joshi



Toru Jhaveri



Ved Agarwal



Vipasha Bhuptani



Vishal Desai

EFFIE 2019 ROUND I JUDGES - DELHI



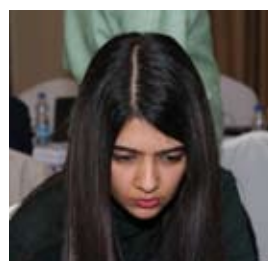
Aakriti Goel



Abhishek Chaturvedi



Aditya Kayastha



Ambica Chaudhry



Amit Garg



Anuja Mishra



Apurv Pandey



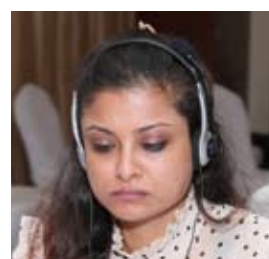
Ashutosh Rampal



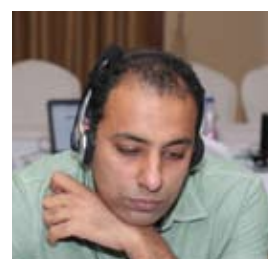
Bhavya Khurana



Bimal Kumar Sahoo



Chandreyee Gogoi



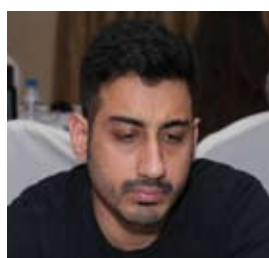
Deepak Venugopal



Devraj Basu



Farah Bashir



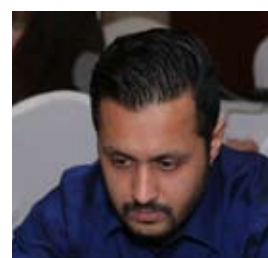
Harshvardhan Sahni



Honey Arun



Jatin Chhikara



Karan Rana



Kush Anand



Lerin Zacharia



Mayank Agarwal



Megha Deorani



Megha Manchanda



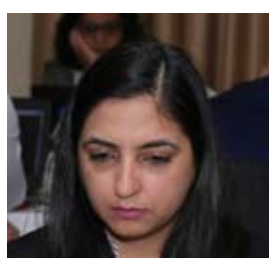
Megha Varma



Nikhit Shetty



Paras Johar



Parul Budhiraja



Prashant Agarwal



Prateek Agarwal



Pritish Mukherjee



Priyanka Walia



Puravansh Maitreya



Rajat Wahi



Rakesh Tahiliani



Ramesh Yadav



Ritu Nakra



Ruchira Jain



Saket Sinha



Sana Ghai



Saumya Baijal



Shikha Sharma



Shobhit Khattar



Shweta Khosla



Subhasis Beura



Sumit Bhatia



Tathagata
Chatterjee



Tushar Handa

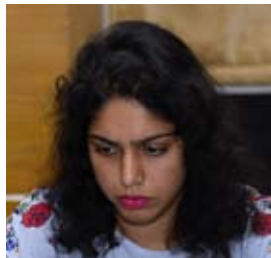


Umma Saini



Vineet Jain

EFFIE 2019 ROUND I JUDGES - BANGALORE



A N Nandini



Anirban Roy



Ankit Sharma



Barani Dharan
Sivaprakasam



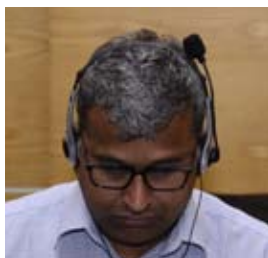
Deepika Sabharwal
Tiwari



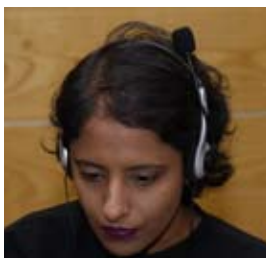
Hima Nandan



Kendraj Joshi



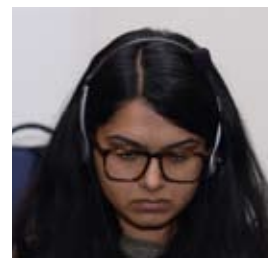
Kishan Kumar M S



Maithili Nair



Mitali Pandey



Mithila Saraf



N Ramamoorthi



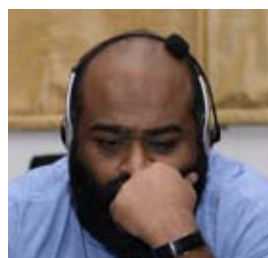
Parvesh Debuka



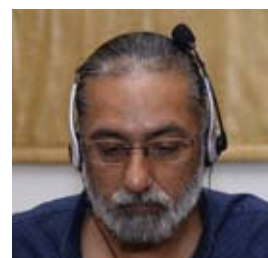
Phalgun Polam
Reddy



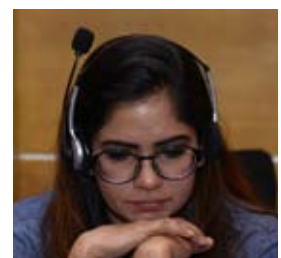
Pranav Tambey



Pratyush Sinha



Ravneet Singh
Phokela



Razia Ali



Sanjeev Shukla



Sharon Ann
Varghese



Silpi Das Vermani



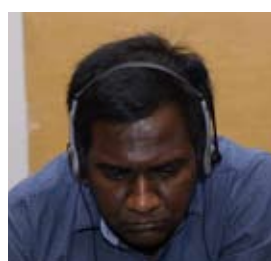
Srinivas Dev
Madala



Srivats TS



Theresa Ronnie



V. Ganesh



Vamsi Rachakonda



Vijay Prakash K.



Vinod Kumar

INTERACTIVE MARKETING SPECIALIST



Amit Sukumaran



Bhavin Desai



Channan Sawhney



Chintan Soni



Mahesh Patil



Neha Ahuja



Sumanta Ganguly



Walter Noronha

HEALTHCARE SPECIALIST



Abhijit Shitut



Brijesh Kapil



Daleep Singh
Manhas



Deepak A. Naik



Dinar Mhatre



Dr. Shraddha
Tawate



Dr. Sujata Mahadik



Jasrita Dhir



Piyush Kumar



Rana Bawa



Samyukta Iyer



Vaishali Iyer

DIRECT MARKETING SPECIALIST



Abigail Dias



Gunjan Pai



Ramesh Iyengar



Reshu Saraf
Pandey



Shwetha Iyer



Sumantra Sengupta

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Aditi Puri



Ahmed Rahimtoola



Akhilesh Nath



Amin Lakhani



Amit Gheji



Amit Kekre



Amit Nair



Anirban Mukherjee



Anup Vishwanathan



Anupam Bokey



Apekshit Khare



Arun Raman



Aseem Kapoor



Dheeraj Sinha



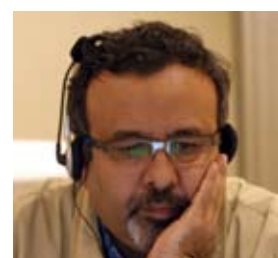
Edward Gunn



Ganapathy
Balagopalan



Gaurav Rajput



Gaurav Suri



Gunjan Srivastava



Hirol Gandhi



Hitesh Patel



Jishnu Sen



Joemon Thaliath



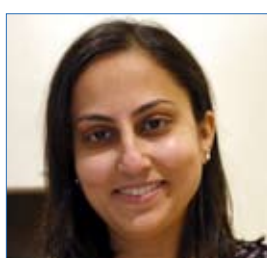
Kaacon Sethi



Kapil Dev Pillai



Kashyap Vadapalli



Kavita Chaturvedi



Kawal Shoor



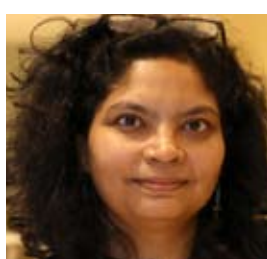
Kedar Apte



Manasi Narasimhan



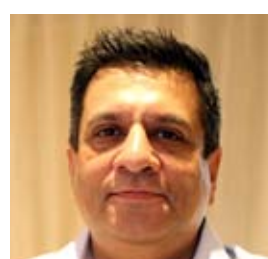
Manish Dubey



Manjari Upadhye



Mehul J. Shah



Mehul Shukla



Navonil Chatterjee



Neeraj Bassi



Praful Akali



Prashant Sarwade



Pratap Singh



Prathyusha Agarwal



Pritika Shah



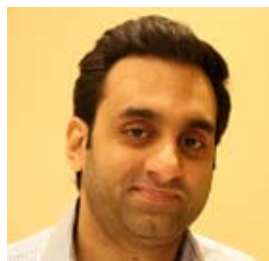
Rajesh Mehta



Ramnik Chhabra



Roopesh Shah



Sahil Gilani



Samir Vora



Samta Datta



Sandhya Srinivasan



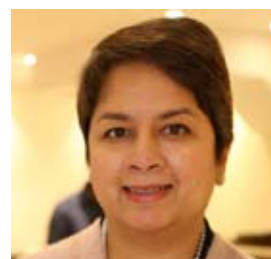
Sanjay Srinivas



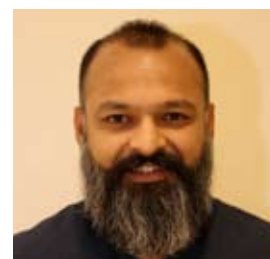
Shabnam Panjwani



Sharmila
Subramaniam



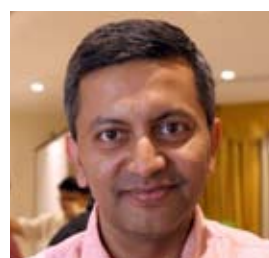
Shaziya Khan



Shekhar Banerjee



Shoma Narayanan



Siddharth Banerjee



Srinivas Adapa



Subash Balar



Suchismita Ganguli



Sudeep Kashyap



Sunil Kumaran



Tarundeep Singh
Rana



Tejas Mehta



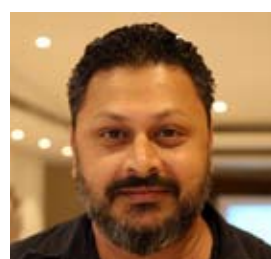
U.T. Ramprasad



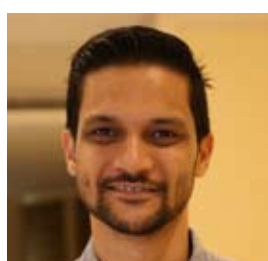
Umesh Shrikhande



Viral Oza



Vishal Chinchankar



Vivek Srivastava

EFFIE 2019 FINAL ROUND JUDGES - DELHI



Alok Lall



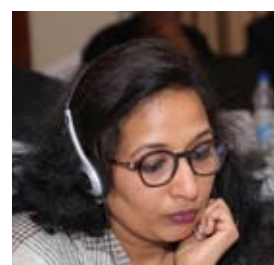
Alok Sinha



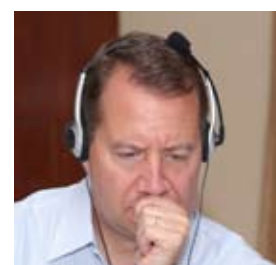
Amarinder Butalia



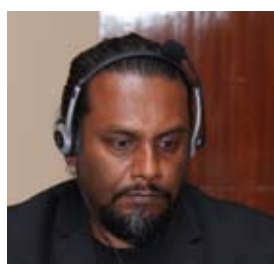
Bikram Bindra



Chandana Agarwal



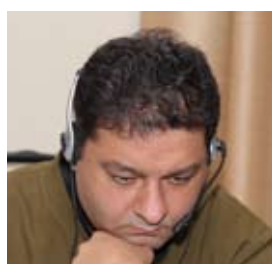
Charles Frump



Charles Victor



Dileep Ashoka



Kapil Arora



Ketan Desai



Kshitij Jain



Mansoor Ali



Naveen Gaur



Nutan Sooda



Pinaki Bhattacharya



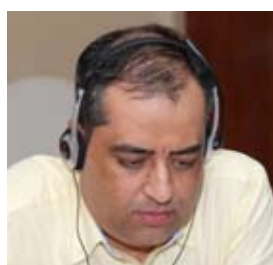
Pooja Baid



Rahul Kansal



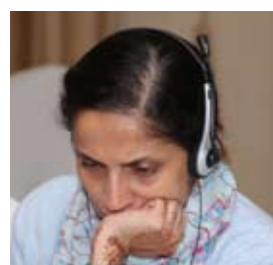
Ravi Bhat



Rohit Mehrotra



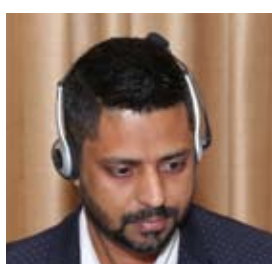
Rohit Ohri



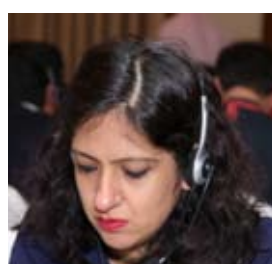
Ruchi Mathur



Ruchira Jaitly



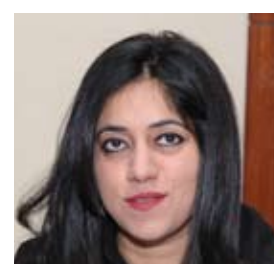
Satish Upadhyay



Shubhra Kalra



Subho Sengupta



Sukhleen Aneja



Tanushree
Radhakrishnan



Vani Gupta



Varun Narayan
Channa



Virat Khullar



Vishal Kaul



Vikram Sakhuja
President, The Advertising Club
& Chairperson, EFFIE Committee



Mitrajit Bhattacharya
Co-Chairperson, EFFIE Committee

AD CLUB SECRETARIAT



Bipin R. Pandit



Mathew Samuel



Smita Khot



Trupti Patkar



Neehar Chury



Suresh Shirke



Gopal Singh

Judging Snapshots









EFFIE 2019 : SHORTLIST

PRODUCTS : COSMETICS AND TOILETRIES, PERSONAL HYGIENE

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME
1	Ogilvy India Group Contributing Agency 1 : Mindshare India Contributing Agency 2 : Rapport Advertising Pvt. Ltd.	Hamam	Helping a braver generation #GoSafeOutside	Hindustan Unilever Limited
2	McCann Worldgroup India	Harpic	Making India Toilet Proud	Reckitt Benckiser India
3	DDB Mudra Group	Clean & Clear	Teen skin? Always on teen minds!	Johnson & Johnson Limited
4	DDB Mudra Group	STAYFREE	IT'S MY TIME, PERIOD	Johnson & Johnson Limited
5	Leo Burnett Group	Whisper	Sit Improper	Procter & Gamble Hygiene & Health Care Limited
6	Mindshare India	Lifebuoy	The Adaptive Data Lighthouse: Activating Infection Alert System in Rural India	Hindustan Unilever Limited

PRODUCTS : BEVERAGES AND DRINKS

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME
1	Ogilvy India Group	Cadbury Bournvita	Bournvita: The Exam Sale	Mondelez India Foods Ltd.
2	Ogilvy India Group	Cadbury Bournvita	Bournvita: Building inner strength beyond school season	Mondelez India Foods Ltd.
3	McCann Worldgroup India	Coca-Cola	Putting a Coca-Cola bottle in the middle of India's relationships	Coca-Cola India Pvt. Ltd.
4	McCann Worldgroup India	Nescafe	Making strong coffee the new rite of passage for Indian Teens	Nestle India Ltd.
5	Leo Burnett Group	Fanta, Limca & Sprite	PiPa	Coca-Cola India Pvt. Ltd.

PRODUCTS : CONFECTIONARY AND FOOD

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME
1	Ogilvy India Group	Cadbury Dairy Milk	Kuch Achha Ho Jaaye, Kuch Meetha Ho Jaaye (Let Something Good Happen, Let Something Sweet Happen)	Mondelez India Foods Ltd.
2	BBDO INDIA	PEDIGREE	SHARE YOUR LOVE NOT YOUR FOOD	MARS INTERNATIONAL INDIA PRIVATE LIMITED
3	McCann Worldgroup India	Saffola	Measuring heart health in inches	Marico Limited

PRODUCTS : OTHERS

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME
1	Ogilvy India Group Contributing Agency 1 : 22Feet Tribal Worldwide Private Limited Contributing Agency 2 : Edelman India Pvt. Ltd.	Titan Raga	Setting a new time for women's watches	Titan Company Limited
2	BBDO INDIA Contributing Agency 1 : EDELMAN Contributing Agency 2 : PHD MEDIA	ALL OUT	STAND BY TOUGH MOMS	SC JOHNSON
3	Hindustan Unilever Limited Contributing Agency 1 : Edelman India Contributing Agency 2 : Jack In The Box	Surf Excel	Haar ko Harao - When losers end up winners	Hindustan Unilever Limited
4	Hindustan Unilever Limited	VIM	FROM DEGREASING TO DEODORIZING	Hindustan Unilever Limited
5	Hindustan Unilever Limited	Wheel 2-in-1	Turning the Wheel of Fortune	Hindustan Unilever Limited
6	J. Walter Thompson	EZEE	Looking New Made Ezee	Godrej Consumer Products Ltd.
7	DDB Mudra Group	PUMA	CELEBRATING INDIA'S STREETS BY WALKING IN ITS SHOES	PUMA Sports India Pvt. Ltd.
8	Ogilvy India Group	Fevikwik	Getting the fixer at home to fix more	Pidilite Industries Limited
9	Mindshare India	RIN	RIN JAL SAMRUDDH	Hindustan Unilever Limited
10	DDB Mudra Group	PUMA x One8	PUMA one8 - Playing your way to fitness	PUMA Sports India Pvt. Ltd.
11	McCann Worldgroup India	Maharashtra Dyslexia Association	DYSLEXIA	Maharashtra Dyslexia Association

DURABLES : AUTOMOBILES AND AUTO PARTS, TWO WHEELERS AND AUTO RELATED

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME
1	Ogilvy India Group Contributing Agency 1 : Mindshare Contributing Agency 2 : Creation: Open Minds	Castrol	Extending the life of the real engine of the truck - The trucker	Castrol India Ltd.
2	Ogilvy India Group	Bajaj Pulsar	Return of the 'Stunt' King	Bajaj Auto Limited
3	Ogilvy India Group	CEAT	Encouraging car owners to pay less attention to their tyres	Ceat Limited

4	GTB India	Ford India- Ford Freestyle	How Ford created a new crossover category with Ford Freestyle in India	FORD INDIA
5	Rediffusion	TATA ACE GOLD	THE TIME TRAVELLING TRUCK	PRIVATE LIMITED
6	J. Walter Thompson	Hero Super Splendor	"Surprise"	TATA Motors Limited
7	McCann Worldgroup India	TVS Apache RR 310	PureRacecraft	Hero MotoCorp Ltd. TVS Motor Company

DURABLES : ELECTRONIC GOODS

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME
1	Ogilvy India Group	Voltas Air Conditioners	Chain ki neend	Voltas Limited
2	Ogilvy India Group	VIVO Mobile India Private Limited	How Vivo made the nation smile and buy	VIVO Mobile India Private Limited
3	McCann Worldgroup India	A.O Smith	Branding a bathroom commodity	A.O.Smith
4	The Womb Communications LLP	Saregama Carvaan	Saregama Carvaan	Saregama India Ltd.
5	The Womb Communications LLP	Honeywell Air Purifier	Honeywell Launch	Honeywell International India Pvt. Ltd.
6	TBWA INDIA PVT. LTD. Contributing Agency 1 : Edelman Digital Contributing Agency 2 : PHD media	HP Back to College	#KARKEDEKH	Hewlett Packard Enterprise India Private Limited

DURABLES : OTHERS

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME
1	Havells India Limited	Havells	5th Wall - Ceiling Art	Havells India Limited
2	BBH Communications India Pvt. Ltd.	Havells India Ltd	Havells RO Water Purifier-Because all ROs are not created equal	Havells India Limited
3	Contract Advertising India Pvt. Ltd.	Orient Aero Series Fans	Creating Noise with Silence!	Orient Electric (A division of Orient paper & industries Ltd.)
4	Sideways Consulting LLP	Borosil Glass Works Ltd.	Every Day Made Better	Borosil Glass Works Ltd.
5	Sideways Consulting LLP	Fevicol	Project Bond	Pidilite Industries Limited
6	DENTSU IMPACT PRIVATE LIMITED	IKEA	I-KYA to IKEA	IKEA India Pvt. Ltd.
7	Titan Company Ltd.	Tanishq Rivaah	Before Happily Ever After	Titan Company Limited
8	McCann Worldgroup India	IKEA	What an Ikea Sirji	IKEA PVT. LTD.

SERVICES : TELECOM AND RELATED PRODUCTS

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME
1	Ogilvy India Group	Vodafone India	How many pugs does it take to make India's most loved network? 101 - Vodafone Stronger Together	Vodafone India Limited
2	Ogilvy India Group	Vodafone India	Vishy and Vodafone checkmate the competition	Vodafone India Limited
3	Ogilvy India Group	Vodafone India	Help has new heroes - Differentiating in a commoditized category	Vodafone India Limited
4	Ogilvy India Group	Vodafone India	Telecom tech to fight sexual harassment - Vodafone Sakhi	Vodafone India Limited
5	Taproot Dentsu India Communication Pvt. Ltd.	Bharati Airtel Ltd.	Airtel TV	Airtel

SERVICES : FINANCIAL SERVICES

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME
1	Cartwheel Creative Consultancy Pvt. Ltd.	Kotak 811	#IndiaInvited	Kotak Mahindra Bank Limited
2	McCann Worldgroup India	IDFC Bank	Don't get played by your bank	IDFC
3	McCann Worldgroup India	IDFC Bank	How a new bank, solved an age old problem	IDFC
4	McCann Worldgroup India	MASTERCARD	ACCESS CARD TO BETTER LIVING	MASTERCARD INDIA SERVICES PVT. LTD.
5	McCann Worldgroup India	Paytm	Paytm UPI -How Paytm Beat Paytm	One97 Communication Limited

SERVICES : MEDIA & ENTERTAINMENT COMPANIES

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME
1	TOASTER INDIA PRIVATE LIMITED	Google Photos	The Lost Box	Google India Pvt. Ltd.
2	Publicis Communications Private Limited	Zee TV	The Great Indian Middle Class Awakening	Zee Entertainment Enterprises Ltd.
3	Star India Pvt. Ltd.	VIVO IPL	VIVO IPL reimagined – Best v Best delivers the best ever results	Star India Pvt. Ltd.

SERVICES : OTHERS

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME
1	Ogilvy India Group	Uber	Badhte Chalein	Uber Technologies Inc.
2	McCann Worldgroup India	Incredible India	From the Incredible in India to the Incredible in You	Ministry Of Tourism, Government of India
3	McCann Worldgroup India	Luftansa German Airlines-Gurgaon	From Flyers to Travellers	Lufthansa German Airlines
4	BBH Communications India Pvt. Ltd.	Bookmyshow	How a movie ticketing app won fan love by joining their favorite conversations.	Big Tree Entertainment Pvt. Ltd.
5	J. Walter Thompson	Naukri.com	Naukri.com – The place to find the Coolest Jobs	Info Edge (India) Limited
6	McCann Worldgroup India	NSDC-Skill India	Pitching Skills against the stars	National Skill Development Corporation
7	Dentsu Webchutney	Swiggy	Swiggy: from “thank you”, to “you’re hired!”	Bundl Technologies Private Limited

ENTERTAINMENT & SPORTS

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME
1	Sideways Consulting LLP	Incredibles 2	Incredibles 2 - A family connection	The Walt Disney Company (India) Private Limited
2	Star India Pvt. Ltd.	ISL	Future hai football	Star India Pvt. Ltd.
3	DDB Mudra Group Contributing Agency 1 : HOTSTAR INTERNAL COMMUNICATIONS	HOTSTAR	ENDING AN ERA OF PASSIVE CRICKET WATCHING	Novi Digital Entertainment Private Limited
4	Star India Pvt. Ltd.	VIVO IPL 2018	VIVO IPL reimagined – World’s biggest cricket league becomes bigger than ever	Star India Pvt. Ltd.

RETAIL

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME
1	McCann Worldgroup India	Paytm	Paytm Gold: India’s Digital Tijori	One97 Communication Limited
2	Law Kenneth Saatchi Saatchi	Big Bazaar	“From Eyeballs to Footfalls” - Turning the retail tide to win the shoppers of tomorrow.	Future Retail Limited
3	DDB Mudra Group Contributing Agency 1 : Law & Kenneth Saatchi & Saatchi	Big Bazaar	Shaadi ka Ghar - The Wedding Home	Future Retail Limited
4	FlipKart Internet Pvt. Ltd.	Flipkart Internet Pvt. Ltd.	Be FurniSure	FlipKart Internet Pvt. Ltd.
5	DDB Mudra Group Contributing Agency 1 : Prime Focus India Contributing Agency 2 : Mediacom Contributing Agency 3 : L&K Saatchi & Saatchi	BIG BAZAAR	HAR TYOHAAR MEIN BIG BAZAAR	Future Retail Limited
6	FlipKart Internet Pvt. Ltd.	Flipkart	Brand Tales	FlipKart Internet Pvt. Ltd.
7	Dentsu Webchutney	Flipkart Internet Pvt. Ltd.	Penguin Dad	FlipKart Internet Pvt. Ltd.
8	J. Walter Thompson	Forevermark (De Beers)	Forevermark is a trust mark	Forever Mark Diamonds Pvt. Ltd.
9	DDB Mudra Group Contributing Agency 1 : L&K Saatchi & Saatchi	Big Bazaar	Ghar Aaiyye Na	Future Retail Limited
10	Leo Burnett Group	Amazon India	Ab Sehan Kyun Karna?	Amazon Seller Services
11	Raymond Limited	Raymond	Raymond Khadi - The Story Respun	Raymond Limited

HEALTHCARE

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME
1	Ogilvy India Group	Nicotex	I Can You Can	Cipla Limited
2	Ogilvy India Group	Godrej HIT	How brand HIT & Apollo Hospitals created a new Platelet Access Channel	Godrej Consumer Products Ltd.
3	McCann Worldgroup India	Kwality Dairy	Making Vitamin D a part of Children’s Timetables	Kwality Limited
4	Grey Group India	Cipla	Berok Zindagi	Cipla
5	FCBULKA ADVERTISING PRIVATE LTD.	Horlicks	Exam Time	GlaxoSmithKline
6	TBWA INDIA PVT. LTD.	NeuroGen Brain and Spine Institute	Blink to Speak	Consumer Healthcare Ltd. NeuroGen Brain & Spine Institute, Stem Asia Hospital & Research Centre
7	Siriti	Dharma Life	Dharma Chef	Client Company 2 : Asha Ek Hope Foundation Dharma Life Foundation

CORPORATE ADVERTISING / REPUTATION

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME
1	McCann Worldgroup India	MASTERCARD	INVITATION CARD TO EVERYONE	MASTERCARD INDIA SERVICES PVT. LTD.
2	Publicis Communications Private Limited	Zee TV	The Great Indian Middle Class Awakening	Zee Entertainment Enterprises Ltd.
3	FCB INTERFACE COMMUNICATIONS PVT. LTD. Contributing Agency 1 : Interactive Avenues	Mahindra HO Corporate	Capturing Share of Heart	Mahindra & Mahindra Ltd. (Auto)
4	Dentsu Webchutney	Swiggy	Swiggy: from “thank you”, to “you’re hired!”	Bundl Technologies Private Limited
5	McCann Worldgroup India	Paytm	Paytm UPI -How Paytm Beat Paytm	One97 Communication Limited

B2B

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME
1	The Womb Communications LLP	Saregama Carvaan	Saregama Carvaan	Saregama India Ltd.
2	The Womb Communications LLP	Axis Mutual Fund	Axis Mutual Fund - Responsible	Axis Asset Management Company Ltd.
3	DDB Mudra Group	Gulf Oil	TEACHING LIKE THEY LEARN	Gulf Oil Lubricants India Limited

INTERACTIVE MARKETING

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME
1	Ogilvy India Group	Vodafone India	Owning the IPL without sponsoring it - Vodafone Fantastic Breaks	Vodafone India Limited
2	McCann Worldgroup India	Paytm	Paytm Gold: India’s Digital Tijori	One97 Communication Limited
3	Ogilvy India Group	Amazon Echo	Easier Said Than Done: Introducing India to Smart Speaker	Amazon Seller Services
4	DDB Mudra Group Contributing Agency 2 : Mindshare Contributing Agency 3 : Experience Commerce	McDowell’s No. 1	Flipping the narrative on drunk driving	United Spirits Ltd. (A Diageo Company)
5	DDB Mudra Group Contributing Agency 1 : HOTSTAR	HOTSTAR	ENDING AN ERA OF PASSIVE CRICKET WATCHING	Novi Digital Entertainment Private Limited
6	McCann Worldgroup India	IKEA	The World’s Longest Drive-Through Furniture Catalogue	IKEA PVT. LTD.
7	McCann Worldgroup India	Nescafe’	When Nescafe became part of the college fresher’s backpack	Nestle India Ltd.
8	Ogilvy India Group	Love Matters	#LForLove	Love Matters India/ Development Consortium
9	Ogilvy India Group	Godrej HIT	Procrastination Hacking- The key to building an online donor pool!	Godrej Consumer Products Ltd.

SMALL TOWN & RURAL MARKETING

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME
1	Ogilvy India Group	Vodafone India	Telecom tech to fight sexual harassment - Vodafone Sakhi	Vodafone India Limited
2	Ogilvy India Group	Savlon	Savlon Swasth India Mission - when kids and play helped us grow faster	ITC Limited
3	McCann Worldgroup India	Bill & Melinda Gates Foundation	WHEN FAMILY PLANNING HAD A BETTER PLAN	Bill & Melinda Gates Foundation (Supported by Ministry of Urban Development)
4	McCann Worldgroup India	IDFC Bank	How a new bank, solved an age old problem	IDFC
5	Ogilvy India Group	Fevikwik	Giving women their appreciation dues	Pidilite Industries Limited
6	Mindshare India	Lifebuoy	The Adaptive Data Lighthouse: Activating Infection Alert System in Rural India	Hindustan Unilever Limited

REGIONAL

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME
1	Ogilvy India Group	Fevikwik	Giving women their appreciation dues	Pidilite Industries Limited
2	McCann Worldgroup India	Complan	Complete Meal vs Piecemeal	Kraft Heinz Pvt. Ltd.
3	FCB ULKA ADVERTISING PRIVATE LTD.	The Times of India	Sindoor-Khela “No Conditions Apply”	The Times Of India

4	Ogilvy India Group	McNroe - Wild Stone	Wild Stone - Log Toh Notice Kareng	McNroe Consumer Products Pvt. Ltd.
5	Titan Company Ltd.	Tanishq Rivaah	Before Happily Ever After - SOUTH	Titan Company Limited
6	McCann Worldgroup India	IKEA	When the whole of Hyderabad turned into a furniture store	IKEA PVT. LTD.
7	Mindshare India	Lifebuoy	The Adaptive Data Lighthouse: Activating Infection Alert System in Rural India	Hindustan Unilever Limited
8	Mindshare India	RIN	RIN JAL SAMRUDDH	Hindustan Unilever Limited
9	McCann Worldgroup India	Coca-Cola	How a Coke Can carried the love in 12 Indian languages	Coca-Cola India Pvt. Ltd.

DIRECT MARKETING

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME
1	Ogilvy India Group	Godrej HIT	How brand HIT used procrastination hacking for donor acquisition	Godrej Consumer Products Ltd.
2	Ogilvy India Group	Vodafone India	Telecom tech to fight sexual harassment - Vodafone Sakhi	Vodafone India Limited
3	Ogilvy India Group	Cadbury Dairy Milk	Wrapper That Gives	Mondelez India Foods Ltd.
4	Ogilvy India Group	Savlon	Savlon Swasth India Mission - when kids and play helped us grow faster	ITC Limited
5	Ogilvy India Group	ICICI Lombard	Tension nahin, insurance lijiye	ICICI Lombard General Insurance Company
6	McCann Worldgroup India	Maharashtra Dyslexia Association	DYSLEXIA	Maharashtra Dyslexia Association
7	Grey Group India	Mahindra Rise	Sehat Ka Batua	Mahindra & Mahindra Ltd.
8	McCann Worldgroup India	Ikea	When Ikea delivered the most unforgettable invitation card	IKEA PVT. LTD.
9	Famous Innovations	Livpure	Rivers in a bottle	Livpure Private Limited

EXPERIENTIAL MARKETING / BRAND EXPERIENCE

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME
1	Ogilvy India Group	Cadbury Bournvita	Bournvita: The Exam Sale	Mondelez India Foods Ltd.
2	Ogilvy India Group	Castrol	Extending the life of the real engine of the truck - The trucker	Castrol India Ltd.
3	Contributing Agency 1 : Mindshare Contributing Agency 2 : Creation: Open Minds Ogilvy India Group	Savlon	Savlon Swasth India Mission - when kids and play helped us grow faster	ITC Limited
4	McCann Worldgroup India	Dettol	Making the Invisible Visible	Reckitt Benckiser India
5	McCann Worldgroup India	Bill & Melinda Gates Foundation	CONVERSATIONAL CONTRACEPTIVES	Bill & Melinda Gates Foundation (Supported by Ministry of Urban Development)
6	McCann Worldgroup India	IKEA	The World's Longest Drive-Through Furniture Catalogue	IKEA PVT. LTD.
7	Ogilvy India Group	Bajaj Pulsar	Return of the 'Stunt' King	Bajaj Auto Limited
8	McCann Worldgroup India	Saffola	Measuring heart health in inches	Marico Limited
9	The Womb Communications LLP	Saregama Carvaan	Saregama Carvaan	Saregama India Ltd.
10	McCann Worldgroup India	Complan	Complete Meal vs Piecemeal	Kraft Heinz Pvt. Ltd.
11	Ogilvy India Group LEAD Agency 2 : Mindshare India Contributing Agency 1 : Rapport Advertising Pvt. Ltd.	Hamam	Helping a braver generation #GoSafeOutside	Hindustan Unilever Limited
12	DDB Mudra Group	Mahindra & Mahindra	WALK TO THE FUTURE	Mahindra & Mahindra Ltd. (Auto)
13	J. Walter Thompson	KitKat	#mytravelbreak	Nestle India Ltd.
14	McCann Worldgroup India	Paytm	Paytm Gold: India's Digital Tijori	One97 Communication Limited
15	DDB Mudra Group	Stayfree	BREAKING DOWN INDIA'S BIGGEST BIAS WITH ONE BRAND'S BELIEF	Johnson & Johnson Limited

POSITIVE CHANGE: ENVIRONMENTAL - BRANDS

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME
1	Ogilvy India Group	Vodafone India	The Good in Goodbyes - Vodafone Eco-Pond	Vodafone India Limited
2	DDB Mudra Group	Mahindra & Mahindra	Mahindra Powerpath: A Step Into A Brighter Future	Mahindra & Mahindra Ltd. (Auto)

POSITIVE CHANGE: ENVIRONMENTAL - NON-PROFIT

NO SHORTLIST

POSITIVE CHANGE: SOCIAL GOOD - BRANDS

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME
1	Ogilvy India Group Contributing Agency 1 : Mindshare India Contributing Agency 2 : Rapport Advertising Pvt. Ltd.	Hamam	Breaking Stereotypes to Help Girls #GoSafeOutside	Hindustan Unilever Limited
2	Ogilvy India Group	Cadbury Bournvita	Bournvita: The Exam Sale	Mondelez India Foods Ltd.
3	Ogilvy India Group Contributing Agency 1 : Mindshare Contributing Agency 2 : Creation: Open Minds	Castrol	Extending the life of the real engine of the truck - The trucker	Castrol India Ltd.
4	Ogilvy India Group	Vodafone India	Telecom tech to fight sexual harassment - Vodafone Sakhi	Vodafone India Limited
5	McCann Worldgroup India	Dettol	Making the Invisible Visible	Reckitt Benckiser India
6	McCann Worldgroup India	Harpic	Making India Toilet Proud	Reckitt Benckiser India
7	McCann Worldgroup India	Harpic	Harpic: India's Newest Matchmaker	Reckitt Benckiser India
8	Rediffusion	TATA ACE GOLD	HOW A TRUCK FROM THE PAST CREATED THE FUTURE OF MILLIONS	TATA Motors Limited
9	Hindustan Unilever Limited Contributing Agency 1 : Edelman India Contributing Agency 2 : Jack In The Box	Surf Excel	Haar ko Harao - When losers end up winners	Hindustan Unilever Limited
10	Hindustan Unilever Limited Contributing Agency 1 : Edelman India Contributing Agency 2 : Jack In The Box	Surf Excel	When Embracing Dirt Became An Act Of Faith – Ek Neki Rozana	Hindustan Unilever Limited
11	McCann Worldgroup India	Saffola	Measuring heart health in inches	Marico Limited
12	McCann Worldgroup India	IDFC Bank	How a new new bank, solved an age old problem	IDFC
13	The Womb Communications LLP	Saregama Carvaan	Saregama Carvaan	Saregama India Ltd.
14	Asatsu-DK-Fortune Communications Pvt. Ltd.	Manforce Condoms	#ShutThePhoneUp	Mankind Pharma Private Limited
15	DDB Mudra Group	Stayfree	AN UNLIKELY TALE OF TWO TABOOS	Johnson & Johnson Limited
16	EDELMAN INDIA PVT. LTD.	Surf Excel	THE FALLING TEST - EMBRACING THE DIRT OF FAILURE	Hindustan Unilever Limited
17	FCBULKA ADVERTISING PRIVATE LTD.	The Times of India	Sindoor-Khela "No Conditions Apply"	The Times Of India
18	ZEE Entertainment Enterprises Limited	Zee TV	#ChangeHerNot	Zee Entertainment Enterprises Ltd.
19	ZEE Entertainment Enterprises Limited	Zee Entertainment Enterprises Limited	The Real Power of Banana Chips!	Zee Entertainment Enterprises Ltd.

POSITIVE CHANGE: SOCIAL GOOD - NON-PROFIT

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME
1	McCann Worldgroup India	Maharashtra Dyslexia Association	DYSLEXIA	Maharashtra Dyslexia Association
2	Grey Group India	Mahindra Rise	Sehat Ka Batua	Mahindra & Mahindra Ltd.
3	Dentsu Webchutney	The Colour of Grey Cells	Project Re-search - Beyond the Blue Whale Challenge	The Colour of Grey Cells
4	WATConsult	Project Nanhi Kali	#PowerlessQueen	Project Nanhi Kali by Mahindra Rise
5	TBWA INDIA PVT. LTD.	NeuroGen Brain and Spine Institute	Blink to Speak	NeuroGen Brain & Spine Institute, Stem Asia Hospital & Research Centre Client Company 2 : Asha Ek Hope Foundation
6	McCann Worldgroup India	BMGF	WHEN FAMILY PLANNING HAD A BETTER PLAN	Bill & Melinda Gates Foundation (Supported by Ministry of Urban Development)

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NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME
1	Ogilvy India Group	McNroe - Wild Stone	Wild Stone - Log toh notice karenge	McNroe Consumer Products Pvt. Ltd.
2	Wieden + Kennedy India Private Limited	Airbnb India Private Limited	The Spirit of Travel taking on the power of mega-dollars	Airbnb India Private Limited
3	McCann Worldgroup India	Saffola Active Soups	What no soup ever did	Marico Limited
4	McCann Worldgroup India	IDFC Bank	Don't get played by your bank	IDFC
5	McCann Worldgroup India	IDFC Bank	How a new new bank, solved an age old problem	IDFC
6	McCann Worldgroup India	Complan	Standing tall amongst giants	Kraft heinz Pvt. Ltd.
7	The Womb Communications LLP	Saregama Carvaan	Saregama Carvaan	Saregama India Ltd.
8	FCBULKA ADVERTISING PRIVATE LTD.	The Times of India	Sindoor-Khela "No Conditions Apply"	The Times Of India
9	McCann Worldgroup India	Paytm	Challenging the Stature of Cash through Wealth Creation	One97 Communication Limited

INTEGRATED ADVERTISING CAMPAIGN

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME
1	Ogilvy India Group	Cadbury Dairy Milk	Kuch Achha Ho Jaaye, Kuch Meetha Ho Jaaye (Let Something Good Happen, Let Something Sweet Happen)	Mondelez India Foods Ltd.
2	Ogilvy India Group	Livon Serum	Mind Over Might: Livon's Breakthrough Saga	Marico Limited
3	Ogilvy India Group Contributing Agency 1 : Mindshare India Contributing Agency 2 : Rapport Advertising Pvt. Ltd.	Hamam	Resurrecting Hamam in modern Tamil Nadu	Hindustan Unilever Limited
4	Ogilvy India Group	McNroe - Wild Stone	Wild Stone - Log Toh Notice Karenge	McNroe Consumer Products Pvt. Ltd.
5	Ogilvy India Group	Amazon Echo	Easier Said Than Done: Introducing India to Smart Speaker	Amazon Seller Services
6	Ogilvy India Group Contributing Agency 1 : 22Feet Tribal Worldwide Private Limited Contributing Agency 2 : Edelman India Pvt. Ltd. Contributing Agency 3 : Wavemaker	Titan Raga	Setting a new time for women's watches	Titan Company Limited
7	McCann Worldgroup India	Harpic	Harpic: India's Newest Matchmaker	Reckitt Benckiser India
8	J. Walter Thompson Contributing Agency 1 : Mirum Digital Pvt. Limited	Association of Mutual Funds in India	"Mutual Funds Sahi Hai"... lekin, kintu, parantu	Association of Mutual Funds in India
9	McCann Worldgroup India	Coca-Cola	Putting a Coca-Cola bottle in the middle of India's relationships	Coca-Cola India Pvt. Ltd.
10	McCann Worldgroup India	Nescafe	Making strong coffee the new rite of passage for Indian Teens	Nestle India Ltd.
11	McCann Worldgroup India	NSDC-Skill India	Pitching Skills against the stars	National Skill Development Corporation
12	McCann Worldgroup India	Bill & Melinda Gates Foundation	WHEN FAMILY PLANNING HAD A BETTER PLAN	Bill & Melinda Gates Foundation (Supported by Ministry of Urban Development)
13	Wieden + Kennedy India Private Limited	Airbnb India Private Limited	When a brand challenged a mindset instead of a competition	Airbnb India Private Limited
14	Hindustan Unilever Limited Contributing Agency 1 : Edelman India Contributing Agency 2 : Jack In The Box	Surf Excel	Haar ko Harao - When losers end up winners	Hindustan Unilever Limited
15	McCann Worldgroup India	Saffola	Measuring heart health in inches	Marico Limited
16	The Womb Communications LLP	Saregama Carvaan	Saregama Carvaan	Saregama India Ltd.
17	Publicis Communications Private Limited	Zee TV	The Great Indian Middle Class Awakening	Zee Entertainment Enterprises Ltd.
18	McCann Worldgroup India	Complan	Complete Meal vs Piecemeal	Kraft heinz Pvt. Ltd.
19	McCann Worldgroup India	Nestle Nesplus	Nesplus: Kickstarting India's Mornings	Nestle India Ltd.
20	FCBULKA ADVERTISING PRIVATE LTD.	Horlicks	Horlicks Exam Time	GlaxoSmithKline Consumer Healthcare Ltd.
21	DDB Mudra Group	Stayfree	It's My Time, Period!	Johnson & Johnson Limited
22	McCann Worldgroup India Contributing Agency 1 : J. Walter Thompson	Britannia Treat	How Treat reclaimed ownership of the cream	Britannia Industries Limited
23	DDB Mudra Group Contributing Agency 1 : HOTSTAR CREATIVE COMMUNICATIONS	HOTSTAR	ENDING AN ERA OF PASSIVE CRICKET WATCHING	Novi Digital Entertainment Private Limited
24	McCann Worldgroup India	Dettol	Dettol Antiseptic, Reborn	Reckitt Benckiser India
25	McCann Worldgroup India	Kwality Dairy	Making Vitamin D a part of Children's Timetables	Kwality Limited
26	Havas Worldwide India Pvt. Ltd.	Durex	Durex Air - The Condom for Condom Haters.	Reckitt Benckiser India
27	Havas Worldwide India Pvt. Ltd.	Durex Kohinoor	How Durex Kohinoor's desi flavours brought roleplay to Indian bedrooms.	Reckitt Benckiser India
28	DDB Mudra Group Contributing Agency 1 : Prime Focus India Contributing Agency 2: Mediacom Contributing Agency 3 : L&K Saatchi & Saatchi	BIG BAZAAR	HAR TYOHAAR MEIN BIG BAZAAR - INTEGRATING THE COMPLEXITY OF INDIA'S FESTIVALS	Future Retail Limited
29	DDB Mudra Group	PUMA	CELEBRATING INDIA'S STREETS BY WALKING IN ITS SHOES	PUMA Sports India Pvt. Ltd.
30	McCann Worldgroup India	Incredible India	From the incredible in india to the incredible in you	Ministry Of Tourism, Government of India

BEST ON-GOING CAMPAIGN (SUSTAINED SUCCESS)

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME
1	Ogilvy India Group	Brooke Bond Red Label	Taste of Togetherness	Hindustan Unilever Limited
2	Ogilvy India Group	Cadbury Bournvita	Bournvita Tayyari Jeet Ki	Mondelez India Foods Ltd.
3	McCann Worldgroup India	Paytm	How we added a Verb to India's Vocabulary	One97 Communication Limited
4	McCann Worldgroup India	Harpic	Mission Harpic: Making Toilets Matter to India	Reckitt Benckiser India

5	Ogilvy India Group	The Akanksha Foundation	THE JOY EXCHANGE	Akanksha Foundation
6	McCann Worldgroup India	Britannia Good Day	Creating Smiles Through the Joy of Snacking	Britannia Industries Limited
7	Hindustan Unilever Limited	Surf Excel	Giving fight against dirt a karmic perspective	Hindustan Unilever Limited
8	Contributing Agency 1 : Edelman India Contributing Agency 2 : Jack In The Box	Surf Excel	Ramzan – When embracing dirt became an act of faith	Hindustan Unilever Limited
9	Hindustan Unilever Limited	BOOST	PLAY THE BIGGER GAME	GlaxoSmithKline Consumer Healthcare Ltd.
	Contributing Agency 1 : Edelman India Contributing Agency 2 : Jack In The Box J. Walter Thompson			

NEW PRODUCT OR SERVICE

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME
1	Ogilvy India Group	Amazon Echo	Easier Said Than Done: Introducing India to Smart Speaker	Amazon Seller Services
2	McCann Worldgroup India	Saffola Active Soups	What no soup ever did	Marico Limited
3	The Womb Communications LLP	Saregama Carvaan	Why Not an Innovation for the old ?	Saregama India Ltd.
4	Guiltfree Industries Ltd	Too Yumm	National Launch of Too Yumm Snacks	Guiltfree Industries Ltd.

INFLUENCER MARKETING

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME
1	Ogilvy India Group	Nicotex	I Can You Can	Cipla Limited
2	Dentsu Webchutney	Wildcraft India Pvt. Ltd.	Wildcraft Wildlings	Wildcraft India Pvt. Ltd.
3	Ogilvy India Group	Titan Raga	Setting a new time for women's watches	Titan Company Limited
	Contributing Agency 1 : 22Feet Tribal Worldwide Private Limited			
	Contributing Agency 2 : Edelman India Pvt. Ltd.			
	Contributing Agency 3 : Wavemaker			
4	TOASTER INDIA PRIVATE LIMITED	Google Photos	The Lost Box	Google India Pvt. Ltd.
5	DDB Mudra Group	Johnson's Baby	THE PURSUIT OF INFLUENCE, NOT JUST THE INFLUENCER	Johnson & Johnson Limited
6	Ogilvy India Group	Love Matters	#LForLove	Love Matters India/ Development Consortium
7	WATConsult	Project Nanhi Kali	#PowerlessQueen	Project Nanhi Kali
8	DDB Mudra Group	PUMA	50 INFLUENCERS. 1 PIECE OF CONTENT	PUMA Sports India Pvt. Ltd.
9	ZEE Entertainment Enterprises Limited	Zee TV	#ChangeHerNot	Zee Entertainment Enterprises Ltd.
10	Mindshare India	Kissan	Kissan Tiffin Timetable	Hindustan Unilever Limited
	Contributing Agency 2 : India Food Network			

BEST USE OF DATA

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME
1	Ogilvy India Group	ICICI Lombard	Tension nahin, insurance lijiye	ICICI Lombard General Insurance Company
2	The Womb Communications LLP	Saregama Carvaan	Saregama Carvaan	Saregama India Ltd.
3	Dentsu Webchutney	The Colour of Grey Cells	Project Re-search - Beyond the Blue Whale Challenge	The Colour of Grey Cells
4	Mindshare India	Lifebuoy	The Adaptive Data Lighthouse: Activating Infection Alert System in Rural India	Hindustan Unilever Limited

EFFIE 2019 RESULTS

PRODUCTS : COSMETICS AND TOILETRIES, PERSONAL HYGIENE

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME	G/S/B/F
1	Mindshare India	Lifebuoy	The Adaptive Data Lighthouse: Activating Infection Alert System in Rural India	Hindustan Unilever Limited	SILVER
2	Ogilvy India Group Contributing Agency 1 : Mindshare India Contributing Agency 2 : Rapport Advertising Pvt. Ltd.	Hamam	Helping a braver generation #GoSafeOutside	Hindustan Unilever Limited	SILVER
3	DDB Mudra Group	STAYFREE	IT'S MY TIME, PERIOD	Johnson & Johnson Limited	BRONZE
4	McCann Worldgroup India	Harpic	Making India Toilet Proud	Reckitt Benckiser India	BRONZE
5	DDB Mudra Group	Clean & Clear	Teen skin? Always on teen minds!	Johnson & Johnson Limited	FINALIST
6	Leo Burnett Group	Whisper	Sit Improper	Procter & Gamble Hygiene & Health Care Limited	FINALIST

PRODUCTS : BEVERAGES AND DRINKS

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME	G/S/B/F
1	McCann Worldgroup India	Coca-Cola	Putting a Coca-Cola bottle in the middle of India's relationships	Coca-Cola India Pvt. Ltd.	SILVER
2	Ogilvy India Group	Cadbury Bournvita	Bournvita: Building inner strength beyond school season	Mondelez India Foods Ltd.	BRONZE
3	McCann Worldgroup India	Nescafe	Making strong coffee the new rite of passage for Indian Teens	Nestle India Ltd.	BRONZE
4	Ogilvy India Group	Cadbury Bournvita	Bournvita: The Exam Sale	Mondelez India Foods Ltd.	BRONZE
5	Leo Burnett Group	Fanta, Limca & Sprite	PiPa	Coca-Cola India Pvt. Ltd.	FINALIST

PRODUCTS : CONFECTIONARY AND FOOD

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME	G/S/B/F
1	McCann Worldgroup India	Saffola	Measuring heart health in inches	Marico Limited	SILVER
2	BBDO INDIA	PEDIGREE	SHARE YOUR LOVE NOT YOUR FOOD	MARS INTERNATIONAL INDIA PRIVATE LIMITED	SILVER
3	Ogilvy India Group	Cadbury Dairy Milk	Kuch Achha Ho Jaaye, Kuch Meetha Ho Jaaye (Let Something Good Happen, Let Something Sweet Happen)	Mondelez India Foods Ltd.	FINALIST

PRODUCTS : OTHERS

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME	G/S/B/F
1	BBDO INDIA Contributing Agency 1 : EDELMAN Contributing Agency 2 : PHD MEDIA	ALL OUT	STAND BY TOUGH MOMS	SC JOHNSON	SILVER
2	J. Walter Thompson	EZEE	Looking New Made Ezee	Godrej Consumer Products Ltd.	BRONZE
3	Mindshare India	RIN	RIN JAL SAMRUDDH	Hindustan Unilever Limited	BRONZE
4	Hindustan Unilever Limited Contributing Agency 1 : Edelman India Contributing Agency 2 : Jack In The Box	Surf Excel	Haar ko Harao - When losers end up winners	Hindustan Unilever Limited	BRONZE
5	McCann Worldgroup India	Maharashtra Dyslexia Association	DYSLEXIA	Maharashtra Dyslexia Association	BRONZE
6	Ogilvy India Group Contributing Agency 1 : 22Feet Tribal Worldwide Private Limited Contributing Agency 2 : Edelman India Pvt. Ltd.	Titan Raga	Setting a new time for women's watches	Titan Company Limited	BRONZE
7	Hindustan Unilever Limited	VIM	FROM DEGREASING TO DEODORIZING	Hindustan Unilever Limited	FINALIST
8	DDB Mudra Group	PUMA	CELEBRATING INDIA'S STREETS BY WALKING IN ITS SHOES	PUMA Sports India Pvt. Ltd.	FINALIST
9	DDB Mudra Group	PUMA x One8	PUMA one8 - Playing your way to fitness	PUMA Sports India Pvt. Ltd.	FINALIST
10	Hindustan Unilever Limited	Wheel 2-in-1	Turning the Wheel of Fortune	Hindustan Unilever Limited	FINALIST

DURABLES : AUTOMOBILES AND AUTO PARTS, TWO WHEELERS AND AUTO RELATED

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME	G/S/B/F
1	Rediffusion	TATA ACE GOLD	THE TIME TRAVELLING TRUCK	TATA Motors Limited	GOLD
2	Ogilvy India Group Contributing Agency 1 : Mindshare Contributing Agency 2 : Creation: Open Minds	Castrol	Extending the life of the real engine of the truck - The trucker	Castrol India Ltd.	SILVER
3	GTB India	Ford India- Ford Freestyle	How Ford created a new crossover category with Ford Freestyle in India	FORD INDIA PRIVATE LIMITED	FINALIST
4	Ogilvy India Group	Bajaj Pulsar	Return of the 'Stunt' King	Bajaj Auto Limited	FINALIST
5	Ogilvy India Group	CEAT	Encouraging car owners to pay less attention to their tyres	Ceat Limited	FINALIST
6	McCann Worldgroup India	TVS Apache RR 310	PureRacecraft	TVS Motor Company	FINALIST
7	J. Walter Thompson	Hero Super Splendor	"Surprise"	Hero MotoCorp Ltd.	FINALIST

DURABLES : ELECTRONIC GOODS

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME	G/S/B/F
1	The Womb Communications LLP	Saregama Carvaan	Saregama Carvaan	Saregama India Ltd.	GOLD
2	McCann Worldgroup India	AO Smith	Branding a bathroom commodity	A.O.Smith	BRONZE
3	Ogilvy India Group	Voltas Air Conditioners	Chain ki neend	Voltas Limited	FINALIST
4	The Womb Communications LLP	Honeywell Air Purifier	Honeywell Launch	Honeywell International India Pvt. Ltd.	FINALIST
5	TBWA INDIA PVT. LTD. Contributing Agency 1 : Edelman Digital Contributing Agency 2 : PHD media	HP Back to College	#KARKEDEKH	Hewlett Packard Enterprise India Private Limited	FINALIST
6	Ogilvy India Group	VIVO Mobile India Private Limited	How Vivo made the nation smile and buy	VIVO Mobile India Private Limited	FINALIST

DURABLES : OTHERS

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME	G/S/B/F
1	McCann Worldgroup India	IKEA	What an Ikea Sirji	IKEA PVT. LTD.	GOLD
2	Titan Company Ltd.	Tanishq Rivaah	Before Happily Ever After	Titan Company Limited	GOLD
3	Sideways Consulting LLP	Fevicol	Project Bond	Pidilite Industries Limited	BRONZE
4	Havells India Limited	Havells	5th Wall - Ceiling Art	Havells India Limited	BRONZE
5	Sideways Consulting LLP	Borosil Glass Works Ltd.	Every Day Made Better	Borosil Glass Works Ltd.	FINALIST
6	Contract Advertising India Pvt. Ltd.	Orient Aero Series Fans	Creating Noise with Silence!	Orient Electric (A division of Orient paper & industries Ltd.)	FINALIST
7	DENTSU IMPACT PRIVATE LIMITED	IKEA	I-KYA to IKEA	IKEA India Pvt. Ltd.	FINALIST
8	BBH Communications India Pvt. Ltd.	Havells India Ltd	Havells RO Water Purifier-Because all ROs are not created equal	Havells India Limited	FINALIST

SERVICES : TELECOM AND RELATED PRODUCTS

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME	G/S/B/F
1	Ogilvy India Group	Vodafone India	Telecom tech to fight sexual harassment - Vodafone Sakhi	Vodafone India Limited	BRONZE
2	Ogilvy India Group	Vodafone India	How many pugs does it take to make India's most loved network? 101 - Vodafone Stronger Together	Vodafone India Limited	FINALIST
3	Ogilvy India Group	Vodafone India	Vishy and Vodafone checkmate the competition	Vodafone India Limited	FINALIST
4	Taproot Dentsu India Communication Pvt. Ltd.	Bharti Airtel Ltd.	Airtel TV	Airtel	FINALIST
5	Ogilvy India Group	Vodafone India	Help has new heroes - Differentiating in a commoditized category	Vodafone India Limited	FINALIST

SERVICES : FINANCIAL SERVICES

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME	G/S/B/F
1	McCann Worldgroup India	Paytm	Paytm UPI -How Paytm Beat Paytm	One97 Communication Limited	BRONZE
2	Cartwheel Creative Consultancy Pvt. Ltd.	Kotak 811	#IndiaInvited	Kotak Mahindra Bank Limited	FINALIST
3	McCann Worldgroup India	IDFC Bank	How a new bank, solved an age old problem	IDFC	FINALIST
4	McCann Worldgroup India	IDFC Bank	Don't get played by your bank	IDFC	FINALIST
5	McCann Worldgroup India	MASTERCARD	ACCESS CARD TO BETTER LIVING	MASTERCARD INDIA SERVICES PVT. LTD.	FINALIST

SERVICES : MEDIA & ENTERTAINMENT COMPANIES

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME	G/S/B/F
1	Publicis Communications Private Limited	Zee TV	The Great Indian Middle Class Awakening	Zee Entertainment Enterprises Ltd.	FINALIST
2	Star India Pvt. Ltd.	VIVO IPL	VIVO IPL reimagined – Best v Best delivers the best ever results	Star India Pvt. Ltd.	FINALIST
3	TOASTER INDIA PRIVATE LIMITED	Google Photos	The Lost Box	Google India Pvt. Ltd.	FINALIST

SERVICES : OTHERS

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME	G/S/B/F
1	McCann Worldgroup India	NSDC-Skill India	Pitching Skills against the stars	National Skill Development Corporation	BRONZE
2	BBH Communications India Pvt. Ltd.	Bookmyshow	How a movie ticketing app won fan love by joining their favorite conversations.	Big Tree Entertainment Pvt. Ltd.	BRONZE
3	McCann Worldgroup India	Incredible India	From the Incredible in India to the Incredible in You	Ministry Of Tourism, Government of India	BRONZE
4	J. Walter Thompson	Naukri.com	Naukri.com – The place to find the Coolest Jobs	Info Edge (India) Limited	FINALIST
5	Dentsu Webchutney	Swiggy	Swiggy: from “thank you”, to “you’re hired!”	Bundl Technologies Private Limited	FINALIST
6	McCann Worldgroup India	Luftansa German Airlines-Gurgaon	From Flyers to Travellers	Lufthansa German Airlines	FINALIST
7	Ogilvy India Group	Uber	Badhte Chalein	Uber Technologies Inc.	FINALIST

ENTERTAINMENT & SPORTS

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME	G/S/B/F
1	DDB Mudra Group Contributing Agency 1 : HOTSTAR INTERNAL COMMUNICATIONS	HOTSTAR	ENDING AN ERA OF PASSIVE CRICKET WATCHING	Novi Digital Entertainment Private Limited	GOLD
2	Sideways Consulting LLP	Incredibles 2	Incredibles 2 - A family connection	The Walt Disney Company (India) Private Limited	BRONZE
3	Star India Pvt. Ltd.	VIVO IPL 2018	VIVO IPL reimagined – World’s biggest cricket league becomes bigger than ever	Star India Pvt. Ltd.	BRONZE
4	Star India Pvt. Ltd.	ISL	Future hai football	Star India Pvt. Ltd.	FINALIST

RETAIL

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME	G/S/B/F
1	FlipKart Internet Pvt. Ltd.	Flipkart Internet Pvt. Ltd.	Be FurniSure	FlipKart Internet Pvt. Ltd.	SILVER
2	McCann Worldgroup India	Paytm	Paytm Gold: India’s Digital Tijori	One97 Communication Limited	SILVER
3	Dentsu Webchutney	Flipkart Internet Pvt. Ltd.	Penguin Dad	FlipKart Internet Pvt. Ltd.	SILVER
4	Leo Burnett Group	Amazon India	Ab Sehan Kyun Karna?	Amazon Seller Services	BRONZE
5	J. Walter Thompson	Forevermark (De Beers)	Forevermark is a trust mark	Forever Mark Diamonds Pvt. Ltd.	BRONZE
6	DDB Mudra Group Contributing Agency 1 : Law & Kenneth Saatchi & Saatchi	Big Bazaar	Shaadi ka Ghar - The Wedding Home	Future Retail Limited	BRONZE
7	DDB Mudra Group Contributing Agency 1 : Prime Focus India Contributing Agency 2 : Mediacom Contributing Agency 3 : L&K Saatchi & Saatchi	BIG BAZAAR	HAR TYOHAAR MEIN BIG BAZAAR	Future Retail Limited	BRONZE
8	FlipKart Internet Pvt. Ltd.	Flipkart	Brand Tales	FlipKart Internet Pvt. Ltd.	FINALIST
9	DDB Mudra Group Contributing Agency 1 : L&K Saatchi & Saatchi	Big Bazaar	Ghar Aaiyye Na	Future Retail Limited	FINALIST
10	Raymond Limited	Raymond	Raymond Khadi - The Story Respun	Raymond Limited	FINALIST
11	Law Kenneth Saatchi Saatchi	Big Bazaar	“From Eyeballs to Footfalls” - Turning the retail tide to win the shoppers of tomorrow.	Future Retail Limited	FINALIST

HEALTHCARE

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME	G/S/B/F
1	TBWA INDIA PVT. LTD.	NeuroGen Brain and Spine Institute	Blink to Speak	NeuroGen Brain & Spine Institute, Stem Asia Hospital & Research Centre Client Company 2 : Asha Ek Hope Foundation	GOLD
2	McCann Worldgroup India	Dairy	Making Vitamin D a part of Children’s Timetables	Kwality Limited	GOLD
3	Ogilvy India Group	Godrej HIT	How brand HIT & Apollo Hospitals created a new Platelet Access Channel	Godrej Consumer Products Ltd.	SILVER
4	Ogilvy India Group	Nicotex	I Can You Can	Cipla Limited	BRONZE
5	Grey Group India	Cipla	Berok Zindagi	Cipla	BRONZE
6	FCBULKA ADVERTISING PRIVATE LTD.	Horlicks	Exam Time	GlaxoSmithKline Consumer Healthcare Ltd.	FINALIST
7	Siriti	Dharma Life	Dharma Chef	Dharma Life Foundation	FINALIST

CORPORATE ADVERTISING / REPUTATION

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME	G/S/B/F
1	McCann Worldgroup India	Paytm	Paytm UPI -How Paytm Beat Paytm	One97 Communication Limited	GOLD
2	FCB INTERFACE COMMUNICATIONS PVT. LTD. Contributing Agency 1 : Interactive Avenues	Mahindra HO Corporate	Capturing Share of Heart	Mahindra & Mahindra Ltd. (Auto)	SILVER
3	McCann Worldgroup India	MASTERCARD	INVITATION CARD TO EVERYONE	MASTERCARD INDIA SERVICES PVT. LTD.	SILVER
4	Publicis Communications Private Limited	Zee TV	The Great Indian Middle Class Awakening	Zee Entertainment Enterprises Ltd.	SILVER
5	Dentsu Webchutney	Swiggy	Swiggy: from “thank you”, to “you’re hired!”	Bundl Technologies Private Limited	BRONZE

B2B

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME	G/S/B/F
1	DDB Mudra Group	Gulf Oil	TEACHING LIKE THEY LEARN	Gulf Oil Lubricants India Limited	SILVER
2	The Womb Communications LLP	Saregama Carvaan	Saregama Carvaan	Saregama India Ltd.	BRONZE
3	The Womb Communications LLP	Axis Mutual Fund	Axis Mutual Fund - Responsible	Axis Asset Management Company Ltd.	BRONZE

INTERACTIVE MARKETING

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME	G/S/B/F
1	DDB Mudra Group Contributing Agency 1 : HOTSTAR CREATIVE COMMUNICATIONS	HOTSTAR	ENDING AN ERA OF PASSIVE CRICKET WATCHING	Novi Digital Entertainment Private Limited	SILVER
2	McCann Worldgroup India	IKEA	The World’s Longest Drive-Through Furniture Catalogue	IKEA PVT. LTD.	SILVER
3	Ogilvy India Group	Godrej HIT	Procrastination Hacking- The key to building an online donor pool!	Godrej Consumer Products Ltd.	BRONZE
4	McCann Worldgroup India	Paytm	Paytm Gold: India’s Digital Tijori	One97 Communication Limited	BRONZE
5	Ogilvy India Group	Amazon Echo	Easier Said Than Done: Introducing India to Smart Speaker	Amazon Seller Services	BRONZE
6	Ogilvy India Group	Vodafone India	Owning the IPL without sponsoring it - Vodafone Fantastic Breaks	Vodafone India Limited	BRONZE
7	DDB Mudra Group Contributing Agency 2 : Mindshare Contributing Agency 3 : Experience Commerce	McDowell’s No. 1	Flipping the narrative on drunk driving	United Spirits Ltd. (A Diageo Company)	FINALIST
8	Ogilvy India Group	Love Matters	#LForLove	Love Matters India/ Development Consortium	FINALIST
9	McCann Worldgroup India	Nescafe’	When Nescafe became part of the college fresher’s backpack	Nestle India Ltd.	FINALIST

SMALL TOWN & RURAL MARKETING

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME	G/S/B/F
1	Ogilvy India Group	Vodafone India	Telecom tech to fight sexual harassment - Vodafone Sakhi	Vodafone India Limited	GOLD
2	Ogilvy India Group	Fevikwik	Giving women their appreciation dues	Pidilite Industries Limited	SILVER
3	Ogilvy India Group	Savlon	Savlon Swasth India Mission - when kids and play helped us grow faster	ITC Limited	SILVER
4	Mindshare India	Lifebuoy	The Adaptive Data Lighthouse: Activating Infection Alert System in Rural India	Hindustan Unilever Limited	SILVER
5	McCann Worldgroup India	IDFC Bank	How a new bank, solved an age old problem	IDFC	BRONZE
6	McCann Worldgroup India	Bill & Melinda Gates Foundation	WHEN FAMILY PLANNING HAD A BETTER PLAN	Bill & Melinda Gates Foundation (Supported by Ministry of Urban Development)	BRONZE

REGIONAL

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME	G/S/B/F
1	FCB ULKA ADVERTISING PRIVATE LTD.	The Times of India	Sindoor-Khela “No Conditions Apply”	The Times Of India	GOLD
2	Ogilvy India Group	Fevikwik	Giving women their appreciation dues	Pidilite Industries Limited	SILVER
3	McCann Worldgroup India	IKEA	When the whole of Hyderabad turned into a furniture store	IKEA PVT. LTD.	SILVER
4	McCann Worldgroup India	Coca-Cola	How a Coke Can carried the love in 12 Indian languages	Coca-Cola India Pvt. Ltd.	BRONZE
5	Mindshare India	Lifebuoy	The Adaptive Data Lighthouse: Activating Infection Alert System in Rural India	Hindustan Unilever Limited	BRONZE
6	Titan Company Ltd.	Tanishq Rivaah	Before Happily Ever After - SOUTH	Titan Company Limited	BRONZE
7	Ogilvy India Group	McNroe - Wild Stone	Wild Stone - Log Toh Notice Kareng	McNroe Consumer Products Pvt. Ltd.	FINALIST
8	McCann Worldgroup India	Complan	Complete Meal vs Piecemeal	Kraft Heinz Pvt. Ltd.	FINALIST
9	Mindshare India	RIN	RIN JAL SAMRUDDH	Hindustan Unilever Limited	FINALIST

DIRECT MARKETING

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME	G/S/B/F
1	Ogilvy India Group	Vodafone India	Telecom tech to fight sexual harassment - Vodafone Sakhi	Vodafone India Limited	GOLD
2	McCann Worldgroup India	Ikea	When Ikea delivered the most unforgettable invitation card	IKEA PVT. LTD.	GOLD
3	Famous Innovations	Livpure	Rivers in a bottle	Livpure Private Limited	SILVER
4	McCann Worldgroup India	Maharashtra Dyslexia Association	DYSLEXIA	Maharashtra Dyslexia Association	SILVER
5	Grey Group India	Mahindra Rise	Sehat Ka Batua	Mahindra & Mahindra Ltd.	BRONZE
6	Ogilvy India Group	Godrej HIT	How brand HIT used procrastination hacking for donor acquisition	Godrej Consumer Products Ltd.	FINALIST
7	Ogilvy India Group	Cadbury Dairy Milk	Wrapper That Gives	Mondelez India Foods Ltd.	FINALIST
8	Ogilvy India Group	Savlon	Savlon Swasth India Mission - when kids and play helped us grow faster	ITC Limited	FINALIST
9	Ogilvy India Group	ICICI Lombard	Tension nahin, insurance lijiye	ICICI Lombard General Insurance Company	FINALIST

EXPERIENTIAL MARKETING / BRAND EXPERIENCE

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME	G/S/B/F
1	McCann Worldgroup India	IKEA	The World's Longest Drive-Through Furniture Catalogue	IKEA PVT. LTD.	GOLD
2	The Womb Communications LLP	Saregama Carvaan	Saregama Carvaan	Saregama India Ltd.	GOLD
3	DDB Mudra Group	Stayfree	BREAKING DOWN INDIA'S BIGGEST BIAS WITH ONE BRAND'S BELIEF	Johnson & Johnson Limited	GOLD
4	Ogilvy India Group	Cadbury Bournvita	Bournvita: The Exam Sale	Mondelez India Foods Ltd.	SILVER
5	McCann Worldgroup India	Paytm	Paytm Gold: India's Digital Tijori	One97 Communication Limited	SILVER
6	McCann Worldgroup India	Bill & Melinda Gates Foundation	CONVERSATIONAL CONTRACEPTIVES	Bill & Melinda Gates Foundation (Supported by Ministry of Urban Development)	SILVER
7	McCann Worldgroup India	Saffola	Measuring heart health in inches	Marico Limited	BRONZE
8	Ogilvy India Group Contributing Agency 1 : Mindshare Contributing Agency 2 : Creation: Open Minds	Castrol	Extending the life of the real engine of the truck - The trucker	Castrol India Ltd.	BRONZE
9	McCann Worldgroup India	Dettol	Making the Invisible Visible	Reckitt Benckiser India	FINALIST
10	Ogilvy India Group	Bajaj Pulsar	Return of the 'Stunt' King	Bajaj Auto Limited	FINALIST
11	J. Walter Thompson	KitKat	#mytravelbreak	Nestle India Ltd.	FINALIST
12	Ogilvy India Group	Savlon	Savlon Swasth India Mission - when kids and play helped us grow faster	ITC Limited	FINALIST
13	Ogilvy India Group LEAD Agency 2 : Mindshare India Contributing Agency 1 : Rapport Advertising Pvt. Ltd.	Hamam	Helping a braver generation #GoSafeOutside	Hindustan Unilever Limited	FINALIST
14	DDB Mudra Group	Mahindra & Mahindra	WALK TO THE FUTURE	Mahindra & Mahindra Ltd. (Auto)	FINALIST
15	McCann Worldgroup India	Complan	Complete Meal vs Piecemeal	Kraft Heinz Pvt. Ltd.	FINALIST

POSITIVE CHANGE: ENVIRONMENTAL - BRANDS

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME	G/S/B/F
1	Ogilvy India Group	Vodafone India	The Good in Goodbyes - Vodafone Eco-Pond	Vodafone India Limited	SILVER
2	DDB Mudra Group	Mahindra & Mahindra	Mahindra Powerpath: A Step Into A Brighter Future	Mahindra & Mahindra Ltd. (Auto)	BRONZE

POSITIVE CHANGE: ENVIRONMENTAL - NON-PROFIT

NO METAL AWARDED

POSITIVE CHANGE: SOCIAL GOOD - BRANDS

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME	G/S/B/F
1	FCBULKA ADVERTISING PRIVATE LTD.	The Times of India	Sindoor-Khela "No Conditions Apply"	The Times Of India	GOLD
2	DDB Mudra Group	Stayfree	AN UNLIKELY TALE OF TWO TAB00S	Johnson & Johnson Limited	GOLD
3	Ogilvy India Group Contributing Agency 1 : Mindshare India Contributing Agency 2 : Rapport Advertising Pvt. Ltd.	Hamam	Breaking Stereotypes to Help Girls #GoSafeOutside	Hindustan Unilever Limited	GOLD
4	Ogilvy India Group	Vodafone India	Telecom tech to fight sexual harassment - Vodafone Sakhi	Vodafone India Limited	SILVER
5	McCann Worldgroup India	IDFC Bank	How a new new bank, solved an age old problem	IDFC	SILVER

6	Hindustan Unilever Limited Contributing Agency 1 : Edelman India Contributing Agency 2 : Jack In The Box	Surf Excel	Haar ko Harao - When losers end up winners	Hindustan Unilever Limited	BRONZE
7	The Womb Communications LLP	Saregama Carvaan	Saregama Carvaan	Saregama India Ltd.	BRONZE
8	McCann Worldgroup India	Saffola	Measuring heart health in inches	Marico Limited	BRONZE
9	McCann Worldgroup India	Dettol	Making the Invisible Visible	Reckitt Benckiser India	FINALIST
10	McCann Worldgroup India	Harpic	Making India Toilet Proud	Reckitt Benckiser India	FINALIST
11	ZEE Entertainment Enterprises Limited	Zee Entertainment Enterprises Limited	The Real Power of Banana Chips!	Zee Entertainment Enterprises Ltd.	FINALIST
12	Asatsu-DK-Fortune Communications Pvt. Ltd.	Manforce Condoms	#ShutThePhoneUp	Mankind Pharma Private Limited	FINALIST
13	Ogilvy India Group Contributing Agency 1 : Mindshare Contributing Agency 2 : Creation: Open Minds	Castrol	Extending the life of the real engine of the truck - The trucker	Castrol India Ltd.	FINALIST
14	Ogilvy India Group	Cadbury Bournvita	Bournvita: The Exam Sale	Mondelez India Foods Ltd.	FINALIST
15	McCann Worldgroup India	Harpic	Harpic: India's Newest Matchmaker	Reckitt Benckiser India	FINALIST
16	ZEE Entertainment Enterprises Limited	Zee TV	#ChangeHerNot	Zee Entertainment Enterprises Ltd.	FINALIST
17	Hindustan Unilever Limited Contributing Agency 1 : Edelman India Contributing Agency 2 : Jack In The Box	Surf Excel	When Embracing Dirt Became An Act Of Faith – Ek Neki Rozana	Hindustan Unilever Limited	FINALIST
18	Rediffusion	TATA ACE GOLD	HOW A TRUCK FROM THE PAST CREATED THE FUTURE OF MILLIONS	TATA Motors Limited	FINALIST
19	EDELMAN INDIA PVT. LTD.	Surf Excel	THE FALLING TEST - EMBRACING THE DIRT OF FAILURE	Hindustan Unilever Limited	FINALIST

POSITIVE CHANGE: SOCIAL GOOD - NON-PROFIT

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME	G/S/B/F
1	TBWA INDIA PVT. LTD.	NeuroGen Brain and Spine Institute	Blink to Speak	NeuroGen Brain & Spine Institute, Stem Asia Hospital & Research Centre Client Company 2 : Asha Ek Hope Foundation	GOLD
2	Grey Group India	Mahindra Rise	Sehat Ka Batua	Mahindra & Mahindra Ltd.	SILVER
3	WATConsult	Project Nanhi Kali	#PowerlessQueen	Project Nanhi Kali by Mahindra Rise	SILVER
4	McCann Worldgroup India	Maharashtra Dyslexia Association	DYSLEXIA	Maharashtra Dyslexia Association	SILVER
5	McCann Worldgroup India	BMGF	WHEN FAMILY PLANNING HAD A BETTER PLAN	Bill & Melinda Gates Foundation (Supported by Ministry of Urban Development)	SILVER
6	Dentsu Webchutney	The Colour of Grey Cells	Project Re-search - Beyond the Blue Whale Challenge	The Colour of Grey Cells	FINALIST

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NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME	G/S/B/F
1	The Womb Communications LLP	Saregama Carvaan	Saregama Carvaan	Saregama India Ltd.	SILVER
2	Ogilvy India Group	McNroe - Wild Stone	Wild Stone - Log toh notice karenge	McNroe Consumer Products Pvt. Ltd.	BRONZE
3	McCann Worldgroup India	Complan	Standing tall amongst giants	Kraft heinz Pvt. Ltd.	BRONZE
4	FCBULKA ADVERTISING PRIVATE LTD.	The Times of India	Sindoor-Khela “No Conditions Apply”	The Times Of India	BRONZE
5	McCann Worldgroup India	Paytm	Challenging the Stature of Cash through Wealth Creation	One97 Communication Limited	BRONZE
6	McCann Worldgroup India	IDFC Bank	Don't get played by your bank	IDFC	FINALIST
7	McCann Worldgroup India	IDFC Bank	How a new new bank, solved an age old problem	IDFC	FINALIST
8	McCann Worldgroup India	Saffola Active Soups	What no soup ever did	Marico Limited	FINALIST
9	Wieden + Kennedy India Private Limited	Airbnb India Private Limited	The Spirit of Travel taking on the power of mega-dollars	Airbnb India Private Limited	FINALIST

INTEGRATED ADVERTISING CAMPAIGN

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME	G/S/B/F
1	The Womb Communications LLP	Saregama Carvaan	Saregama Carvaan	Saregama India Ltd.	GOLD
2	Ogilvy India Group Contributing Agency 1 : Mindshare India Contributing Agency 2 : Rapport Advertising Pvt. Ltd.	Hamam	Resurrecting Hamam in modern Tamil Nadu	Hindustan Unilever Limited	SILVER

3	McCann Worldgroup India	Saffola	Measuring heart health in inches	Marico Limited	SILVER
4	McCann Worldgroup India	Complan	Complete Meal vs Piecemeal	Kraft heinz Pvt. Ltd.	SILVER
5	Hindustan Unilever Limited	Surf Excel	Haar ko Harao - When losers end up winners	Hindustan Unilever Limited	BRONZE
	Contributing Agency 1 : Edelman India				
	Contributing Agency 2 : Jack In The Box				
6	McCann Worldgroup India	Kwality Dairy	Making Vitamin D a part of Children's Timetables	Kwality Limited	BRONZE
7	McCann Worldgroup India	Bill & Melinda Gates Foundation	WHEN FAMILY PLANNING HAD A BETTER PLAN	Bill & Melinda Gates Foundation (Supported by Ministry of Urban Development)	BRONZE
8	DDB Mudra Group	HOTSTAR	ENDING AN ERA OF PASSIVE CRICKET WATCHING	Novi Digital Entertainment Private Limited	BRONZE
	Contributing Agency 1 : HOTSTAR CREATIVE COMMUNICATIONS				
9	McCann Worldgroup India	Nescafe	Making strong coffee the new rite of passage for Indian Teens	Nestle India Ltd.	BRONZE
10	McCann Worldgroup India	Incredible India	From the incredible in india to the incredible in you	Ministry Of Tourism, Government of India	FINALIST
11	McCann Worldgroup India	Britannia Treat	How Treat reclaimed ownership of the cream	Britannia Industries Limited	FINALIST
	Contributing Agency 1 : J. Walter Thompson				
12	Havas Worldwide	Durex	Durex Air - The Condom for Condom Haters.	Reckitt Benckiser India	FINALIST
	India Pvt. Ltd.				
13	McCann Worldgroup India	Nestle Nesplus	Nesplus: Kickstarting India's Mornings	Nestle India Ltd.	FINALIST
14	DDB Mudra Group	Stayfree	It's My Time, Period!	Johnson & Johnson Limited	FINALIST
15	McCann Worldgroup India	NSDC-Skill India	Pitching Skills against the stars	National Skill Development Corporation	FINALIST
16	Havas Worldwide	Durex Kohinoor	How Durex Kohinoor's desi flavours brought roleplay to Indian bedrooms.	Reckitt Benckiser India	FINALIST
17	Ogilvy India Group	Cadbury Dairy Milk	Kuch Achha Ho Jaaye, Kuch Meetha Ho Jaaye (Let Something Good Happen, Let Something Sweet Happen)	Mondelez India Foods Ltd.	FINALIST
18	Publicis Communications	Zee TV	The Great Indian Middle Class Awakening	Zee Entertainment Enterprises Ltd.	FINALIST
	Private Limited				
19	Ogilvy India Group	McNroe - Wild Stone	Wild Stone - Log Toh Notice Karenge	McNroe Consumer Products Pvt. Ltd.	FINALIST
20	J. Walter Thompson	Association of Mutual Funds in India	"Mutual Funds Sahi Hai"... Iekin, kintu, parantu	Association of Mutual Funds in India	FINALIST
	Contributing Agency 1 : Mirum Digital Pvt. Limited				
21	McCann Worldgroup India	Harpic	Harpic: India's Newest Matchmaker	Reckitt Benckiser India	FINALIST
22	FCBULKA ADVERTISING	Horlicks	Horlicks Exam Time	GlaxoSmithKline Consumer Healthcare Ltd.	FINALIST
	PRIVATE LTD.				
23	McCann Worldgroup India	Coca-Cola	Putting a Coca-Cola bottle in the middle of India's relationships	Coca-Cola India Pvt. Ltd.	FINALIST
24	McCann Worldgroup India	Dettol	Dettol Antiseptic, Reborn	Reckitt Benckiser India	FINALIST
25	DDB Mudra Group	PUMA	CELEBRATING INDIA'S STREETS BY WALKING IN ITS SHOES	PUMA Sports India Pvt. Ltd.	FINALIST
26	Ogilvy India Group	Titan Raga	Setting a new time for women's watches	Titan Company Limited	FINALIST
	Contributing Agency 1 : 22Feet Tribal Worldwide Private Limited				
	Contributing Agency 2 : Edelman India Pvt. Ltd.				
	Contributing Agency 3 : Wavemaker				
27	DDB Mudra Group	BIG BAZAAR	HAR TYOHAAR MEIN BIG BAZAAR - INTEGRATING THE COMPLEXITY OF INDIA'S FESTIVALS	Future Retail Limited	FINALIST
	Contributing Agency 1 : Prime Focus India				
	Contributing Agency 2: Mediacom				
	Contributing Agency 3 : L&K Saatchi & Saatchi				
28	Ogilvy India Group	Livon Serum	Mind Over Might: Livon's Breakthrough Saga	Marico Limited	FINALIST
29	Ogilvy India Group	Amazon Echo	Easier Said Than Done: Introducing India to Smart Speaker	Amazon Seller Services	FINALIST
30	Wieden + Kennedy	Airbnb India Private Limited	When a brand challenged a mindset instead of a competition	Airbnb India Private Limited	FINALIST
	India Private Limited				

BEST ON-GOING CAMPAIGN (SUSTAINED SUCCESS)

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME	G/S/B/F
1	McCann Worldgroup India	Paytm	How we added a Verb to India's Vocabulary	One97 Communication Limited	GOLD
2	Ogilvy India Group	Brooke Bond Red Label	Taste of Togetherness	Hindustan Unilever Limited	GOLD
3	Hindustan Unilever Limited	Surf Excel	Giving fight against dirt a karmic perspective	Hindustan Unilever Limited	GOLD
	Contributing Agency 1 : Edelman India				
	Contributing Agency 2 : Jack In The Box				

4	Hindustan Unilever Limited Contributing Agency 1 : Edelman India Contributing Agency 2 : Jack In The Box	Surf Excel	Ramzan – When embracing dirt became an act of faith	Hindustan Unilever Limited	SILVER
5	Ogilvy India Group	Cadbury Bournvita	Bournvita Tayyari Jeet Ki	Mondelez India Foods Ltd.	SILVER
6	Ogilvy India Group	The Akanksha Foundation	THE JOY EXCHANGE	Akanksha Foundation	SILVER
7	McCann Worldgroup India	Harpic	Mission Harpic: Making Toilets Matter to India	Reckitt Benckiser India	BRONZE
8	J. Walter Thompson	BOOST	PLAY THE BIGGER GAME	GlaxoSmithKline Consumer Healthcare Ltd.	FINALIST
9	McCann Worldgroup India Contributing Agency 1 : J Walter Thompson	Britannia Good Day	Creating Smiles Through the Joy of Snacking	Britannia Industries Limited	FINALIST

NEW PRODUCT OR SERVICE

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME	G/S/B/F
1	The Womb Communications LLP	Saregama Carvaan	Why Not an Innovation for the old ?	Saregama India Ltd.	SILVER
2	Ogilvy India Group	Amazon Echo	Easier Said Than Done: Introducing India to Smart Speaker	Amazon Seller Services	BRONZE
3	Guiltfree Industries Ltd	Too Yumm	National Launch of Too Yumm Snacks	Guiltfree Industries Ltd.	FINALIST
4	McCann Worldgroup India	Saffola Active Soups	What no soup ever did	Marico Limited	FINALIST

INFLUENCER MARKETING

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME	G/S/B/F
1	Mindshare India Contributing Agency 2 : India Food Network	Kissan	Kissan Tiffin Timetable	Hindustan Unilever Limited	SILVER
2	DDB Mudra Group	PUMA	50 INFLUENCERS. 1 PIECE OF CONTENT	PUMA Sports India Pvt. Ltd.	BRONZE
3	TOASTER INDIA PRIVATE LIMITED	Google Photos	The Lost Box	Google India Pvt. Ltd.	FINALIST
4	Ogilvy India Group	Love Matters	#LForLove	Love Matters India/ Development Consortium	FINALIST
5	Dentsu Webchutney	Wildcraft India Pvt. Ltd.	Wildcraft Wildlings	Wildcraft India Pvt. Ltd.	FINALIST
6	Ogilvy India Group	Nicotex	I Can You Can	Cipla Limited	FINALIST
7	DDB Mudra Group	Johnson's Baby	THE PURSUIT OF INFLUENCE, NOT JUST THE INFLUENCER	Johnson & Johnson Limited	FINALIST
8	Ogilvy India Group Contributing Agency 1 : 22Feet Tribal Worldwide Private Limited Contributing Agency 2 : Edelman India Pvt. Ltd. Contributing Agency 3 : Wavemaker	Titan Raga	Setting a new time for women's watches	Titan Company Limited	FINALIST
9	WATConsult	Project Nanhi Kali	#PowerlessQueen	Project Nanhi Kali	FINALIST
10	ZEE Entertainment Enterprises Limited	Zee TV	#ChangeHerNot	Zee Entertainment Enterprises Ltd.	FINALIST

BEST USE OF DATA

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME	G/S/B/F
1	Mindshare India	Lifebuoy	The Adaptive Data Lighthouse: Activating Infection Alert System in Rural India	Hindustan Unilever Limited	GOLD
2	The Womb Communications LLP	Saregama Carvaan	Saregama Carvaan	Saregama India Ltd.	GOLD
3	Ogilvy India Group	ICICI Lombard	Tension nahin, insurance Ijiye	ICICI Lombard General Insurance Company	SILVER
4	Dentsu Webchutney	The Colour of Grey Cells	Project Re-search - Beyond the Blue Whale Challenge	The Colour of Grey Cells	SILVER

GRAND EFFIE

PRODUCTS : OTHERS

NO.	ENTRANT NAME	BRAND NAME	CAMPAIGN TITLE	CLIENT NAME
1	Ogilvy India Group	Fevikwik	Getting the fixer at home to fix more	Pidilite Industries Limited

EFFIE INDIA CLIENT OF THE YEAR - HINDUSTAN UNILEVER LIMITED

EFFIE INDIA AGENCY OF THE YEAR - MCCANN WORLDGROUP INDIA

EFFIE 2019 - TALLY SHEET

EFFIE INDIA AGENCY OF THE YEAR

No.	ENTRANT	GRAND EFFIE (12Pts) {No.of Metals}	GOLD (8Pts) {No.of Metals}	SILVER (6Pts) {No.of Metals}	BRONZE (4Pts) {No.of Metals}	FINALIST (2Pts)	LEAD 2 / CONTRIB- UTING AGENCY 1,2,3,4 (Actual Points)	TOTAL POINTS
1	McCann Worldgroup India		6	14	19	24		256
2	Ogilvy India Group	1	4	13	11	28		222
3	DDB Mudra Group		3	2	6	10		80
4	The Womb Communications LLP		4	2	3	1		58
5	Mindshare India		1	3	2	1	19	55
6	Hindustan Unilever Limited		1	1	3	3		32
7	FCB ULKA ADVERTISING PRIVATE LTD.		2		1	2		24
8	EDELMAN INDIA PVT. LTD.					1	21	23
9	Dentsu Webchutney			2	1	3		22
10	J. Walter Thompson				2	5	2	20
11	TBWA INDIA PVT. LTD.		2			1		18
12	Grey Group India			1	2			14
13	Jack in the Box						14	14
14	BBD0 INDIA			2				12
15	Titan Company Ltd.		1		1			12
16	Rapport Advertising Pvt. Ltd.						11	11
17	Publicis Communications Private Limited			1		2		10
18	Rediffusion		1			1		10
19	Sideways Consulting LLP				2	1		10
20	FlipKart Internet Pvt. Ltd.			1		1		8
21	Leo Burnett Group				1	2		8
22	Star India Pvt. Ltd.				1	2		8
23	WATConsult			1		1		8
24	Law Kenneth Saatchi Saatchi					1	6	8
25	BBH Communications India Pvt. Ltd.				1	1		6
26	Famous Innovations			1				6
27	FCB INTERFACE COMMUNICATIONS PVT. LTD.			1				6
28	ZEE Entertainment Enterprises Limited					3		6

Contd..2..

EFFIE 2019 - TALLY SHEET

EFFIE INDIA AGENCY OF THE YEAR (contd)

No.	ENTRANT	GRAND EFFIE (12Pts) {No.of Metals}	GOLD (8Pts) {No.of Metals}	SILVER (6Pts) {No.of Metals}	BRONZE (4Pts) {No.of Metals}	FINALIST (2Pts)	LEAD 2 / CONTRIB- UTING AGENCY 1,2,3,4 (Actual Points)	TOTAL POINTS
29	Creation: Open Minds						6	6
30	Hotstar Creative Communications						5	5
31	Hotstar Internal Communications						4	4
32	Havas Worldwide India Pvt. Ltd.					2		4
33	Havells India Limited				1			4
34	TOASTER INDIA PRIVATE LIMITED					2		4
35	Wieden + Kennedy India Private Limited					2		4
36	PHD Media						4	4
37	22Feet Tribal Worldwide Private Limited						4	4
38	Prime Focus India						3	3
39	Mediacom						3	3
40	Interactive Avenues						3	3
41	India Food Network						3	3
42	Asatsu-DK-Fortune Communications Pvt. Ltd.					1		2
43	Cartwheel Creative Consultancy Pvt. Ltd.					1		2
44	Contract Advertising India Pvt. Ltd.					1		2
45	DENTSU IMPACT PRIVATE LIMITED					1		2
46	GTB India					1		2
47	Guiltfree Industries Ltd.					1		2
48	Raymond Limited					1		2
49	Siriti					1		2
50	Taproot Dentsu India Communication Pvt. Ltd.					1		2
51	Wavemaker						2	2
52	Edelman Digital						1	1
53	Experience Commerce						1	1
54	Mirum Digital Pvt. Ltd.						1	1
	TOTAL	1	25	45	57	109		

EFFIE 2019 - TALLY SHEET

EFFIE INDIA CLIENT OF THE YEAR

No.	ENTRANT	GRAND EFFIE (12Pts) {No.of Metals}	GOLD (8Pts) {No.of Metals}	SILVER (6Pts) {No.of Metals}	BRONZE (4Pts) {No.of Metals}	FINALIST (2Pts)	TOTAL POINTS
1	Hindustan Unilever Limited		4	6	5	6	100
2	Saregama India Ltd.		4	2	2		52
3	Vodafone India Limited		2	2	2	3	42
4	One97 Communication Limited		2	2	3		40
5	IKEA PVT. LTD.		3	2		1	38
6	Mondelez India Foods Ltd.			2	2	4	28
7	Pidilite Industries Limited	1		2	1		28
8	Johnson & Johnson Limited		2		1	3	26
9	Marico Limited			2	2	3	26
10	Reckitt Benckiser India				2	8	24
11	Mahindra & Mahindra Ltd.			2	2	1	22
12	Bill & Melinda Gates Foundation (Supported by Ministry of Urban Development)			2	2		20
13	The Times Of India		2		1		20
14	Titan Company Limited		1		2	2	20
15	IDFC			1	1	4	18
16	Novi Digital Entertainment Private Limited		1	1	1		18

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