



ROUND 1 JUDGES

Abhik Banerjee
Abhishek Mehta
Ajay Mehta
Ajay Varghese
Akhilesh Sabharwal

Akila Jayaraman

Aman Kochhar

Ambica Chaudhry

Ameya S. Khandekar

Amit Kumar

Amit Lall

Amrita Choudhary

Anadi Sah

Anand Kumar

Anindita Kundu

Anita Kotwani

Anjali Malthankar

Ankesh Bansal D.

Ankit Agrawal

Ankita Chauhan

Ankur Bhartiya

Anoop Mondal

Anubhav Sonthalia

Anubhav Tyagi

Anuj Madan

Anurag Sultania

Anushka Gujadhur

Aparna Tadikonda

Ashwini Kamat

Asmita Reelkar

Averill Sequeira

Avinash Hegde

Bhavesh Shah

Brajesh Dwivedi

Chanchal Shaktawat

Chintan Soni

Chirag Galundia

Chirag Shah

Deleise Ross

Dheeraj Kummar

Dhiraj Khanna

Dhirendra Singh

Dhruv Jha

Dinesh Vyas

Dipika Bhasin

Eshwari Pandit

Faizal Haq

Farah Siddiqui

Girish Upadhyay

Gurjot Shah Singh

Harbir Singh Rai

Harshdeep Chhabra

Himanshu Phutela

Imran Khatri

Jasmine Sachdeva

Jatin Punamiya

Jhumka Saha

Jigar Rambhia

Jignesh Ghelani

Johnsy Quadras

Jolene Fernandes Solanki

Jugal Kathuria

K Srinivas Rao

K Vasantha

Kamlesh Balasubramanian

Kanika Anand

Karamjeet Singh Gidda

Karthik Hariharan

Kewal Lohia

Kosal Malladi

Kousttav Chatterjee

Krishna Kumar Menon

Kush Loothra

Lalit Agrawal

Latish Nair

Mac Machaiah

Madhurima Chatterjee

Mahesh Singh

Mamatha Morvankar

Manika Juneja

Manish Bharil

Mayank Bhatnagar

Mohit Sharma

Monaz Todywalla

Mufaddal Mahabaleshwarwala

Mushahid Abbas

ROUND 1 JUDGES

Navin Kathuria

Nikshep Nair

Pallavi Patil

Parag Mhatre

Payal Singhal

Peter Nadar

Poonam Goel

Poulamee Ghosh

Prachi Karan

Pradeep A J

Prakash Acharya

Pratik Hatankar

Pratik Rathod

Praveen Pandey

Preeti Mascarenhas

Premjeet Sodhi

Priya Iyer

Priyanka Kapur

Priyanka Mohanty Nayudu

Radhika Ramani

Radhika Subberwal Sidhu

Rahul K Shah

Rahul Marwaha

Rahul Nagarkatti

Rahul Shinde

Rajesh Kotenkar

Rajit Desai

Rajiv Darshi

Rajiv Khurana

Ranjeet Kumar

Ranjit Nair

Rashmi Sehgal

Ravi Rajotia

Rishabh Khatter

Rishika Shetty

Ritu Trivedi

Rituparna Dasgupta

Rohan Chincholi

Roopali Sharma

Ruchi Mathur

Rupali Chavan

Sabiha NS Khan

Sachin Raina

Saheb Kumar Parida

Sahil Shah

Sahil Siddiqui

Saif Shaikh

Saikat Das Mohanty

Sairam Ranganathan

Saket Sinha

Sam Thomas

Samir Asher

Sanjeev Kumar

Satish Ramachandran

Shankar Narasimhan

Sharon Misra

Shekhar Banerjee

Shrikant Deokar

Shrikant Shenoy

Shveta Singh

Snigdha Gupta

Somnath Sarkar

Sonal Jadhav

Sonali Malaviya

Srinivas Kanchapu

Subhamay Mukhopadhyay

Sujata Dwibedy

Suraj Nambiar

Suraj S. Talaulikar

Surbhi Arora

Tanpreet Singh Saini

Unmisha Bhatt

Urvashi Khanna

Urvesh Amit Bhatt

Vandana Ramkrishna

Vanita Keswani

Varuni Vij

Vasim Ahmad

Vinay Hegde

Vinit Kumar

Vinod Thadani

Vipul Arora

Vishal Chinchankar

Yash Desai

Yatin Balyan

Zubin Tatna

BEST MEDIA BUYING TEAM OF THE YEAR

Aditya Swamy
Ajit Nair
Avinash Pandey
Gulshan Verma
Nandan Srinath
P. M. Balakrishna
Ranjeet Kate

FINAL ROUND JUDGES



Ajay Mohan Dang



Amit Gheji



Anil V. Kaushal



Anirudh Pandharkar



Anuj Arora



Anupam Bokey



Anupam Katheriya



Anuradha Bose



Archana Aggarwal



Ashish Bajaj



Atit Mehta



Bhavana Mittal



Bishwajeet Samal



Bruce Gonsalves



Deepen Shah



Deepshikha Vasishta



Girish Shah



Hardee Shah



Hitesh Patel



Jaikishin Chhaproo



K A Bobby



Kavita Jagtiani



Kedar Apte



L. V. Krishnan



Lalit Parmar



Loveleen Sahrawat



Madhavan Parthasarathy



Mohit Kapoor



Mrigaban Ray



Nandagopal Nair



Pradnya Somesh Popade



Praveen Tripathi



Pravin Kulkarnii



Pritika Shah



Puja Chandna



R Kedarnath Sharma



Rahul Pansare



Ravi Santhanam



Richa Singh



Rishi Walli



Rohini Haldea



Rohit Malkani



Sagar Boke



Sanjay Srinivas



Sanjeev Mantri



Seema Paul



Sheena Kapoor



Shireesh Mukund Joshi



Shoma Narayanan



Shweta Shah



Sreerupa Banerjee



Subash Balar



Subha Sreenivasan



Sujata Singh



Sumeet Singh



Swati Rathi



Tarun Jha



UT Ramprasad



Vipul Mathur



Vishnu Ganga Amancharla



Vivek Chandra



Partho Dasgupta President



Partha Sinha Chairperson, EMVIEs Committee



Punitha Arumugam Managing Committee Member

THE AD CLUB SECRETARIAT



Bipin R. Pandit



Mathew Samuel



Smita Khot



Trupti Patkar



Neehar Chury



Suresh Shirke



Gopal Singh



Amol Patil

CASE-STUDY PRESENTATIONS SNAPSHOTS























































































EMVIES 2019

SHORTLISTED CASE STUDIES FOR PRESENTATIONS

| NO. 01. B | ENTRANT EST MEDIA STRATEGY : CONSUM | BRAND NAME MER PRODUCTS - COSMET | CAPTION TITLE ICS, TOILETRIES, PERSONAL HY | CLIENT NAME |
|--------------|---|--|--|--|
| 1 2 | Initiative Mindshare | Dettol Lifebuoy | The Handwashing Tales The Infection Alert System - An Inclusive Media Strategy | RB Hindustan Unilever Limited |
| 3 4 | Wavemaker Milestone Brandcom | Savlon MAYBELLINE - FITME | across the Income Pyramid Savlon turned mass media into Braille MAYBELLINE - FIND YOUR FIT | ITC Ltd. L'OREAL |
| 02. B | EST MEDIA STRATEGY: CONSUM Mindshare | MER PRODUCTS - BEVERA Brooke Bond Red Label | Brooke Bond Red Label : Making India | Hindustan Unilever Limited |
| 2 | Mindshare | Kingfisher | little more Inclusive, One Cup at a Time Make your own Beer - Anytime, Anywhere! | United Breweries Limited |
| | EST MEDIA STRATEGY : CONSUM | | | Tata Obanaisala Ltd |
| 1 2 | Madison Media Initiative | Tata Salt Too Yumm | The Missing I Too Yumm says – "Oil is good | Tata Chemicals Ltd. Guiltfree Industries Ltd. |
| 3 | Wavemaker | Cadbury Dairy Milk Silk | for Diyas and not for snacks!" Making more than 1 million "hearts pop out" on Valentine's Day | Mondelez India Food Private Limited |
| 4 | Initiative | Too Yumm Multigrain Chips | Virat proves to the Nation that Chips can be Healthy too | Guiltfree Industries Ltd. |
| 5 | PHD Media | TIC TAC | SHARE THE CHEER | FERRERO INDIA LTD. |
| 04. B | EST MEDIA STRATEGY: CONSUM | MER PRODUCTS - OTHERS | | |
| 1 | MEDIACOM INDIA | Ariel | Now Its time Sons Share the load | Procter & Gamble Hygiene and Health care Limited |
| 2 | Mindshare | Rin | The campaign that saved 5000 Mn Litres of Water!! | Hindustan Unilever Limited |
| 3 | Mindshare | Otrivin | Otrivin - Cold and Flu Predictor | GlaxoSmithKline Consumer Healthcare |
| 05 B | EST MEDIA STRATEGY : CONSUM | /FR DURΔBLES | | |
| 1 | Mindshare | IKEA INDIA | IKEA says `Hej' India in Style | IKEA INDIA PRIVATE LIMITED |
| 2 | Wavemaker | Mercedes-Benz | Rushes - #LiveTheRushes | Daimler India |
| 3 4 | Mindshare WATConsult | UltraTech Cement Ltd. Racold | The expert home building companion Mind Your Language | UltraTech Cement Ltd. Ariston Thermo |
| | | | | |
| 06. B | EST MEDIA STRATEGY : SERVIC Wavemaker | LS Vodafone | Sponsored Unofficially, | Vodafone Idea Ltd. |
| _ | | | Buzziest Officially!!! | |
| 2 | Wavemaker | Dream11 | Dividing 100 MN IPL Viewers to re-unite them on Dream11 | Sporta Technologies Private Ltd. |
| 3 | Initiative | Amazon Prime Video | Do you think Mass media cannot be customised , think again | Amazon |
| 4 | Wavemaker | One97 communications | How Paytm helping India to become a cashless Economy | Paytm |
| 5 | Initiative | Amazon India | CUSTOMER OBSESSION AT SCALE - FOR AMAZON INDIA | Amazon India |
| 6 | Essence | Airtel | Airtel the torch bearer of fastest network | Bharti Airtel |
| 07. B | EST MEDIA STRATEGY : MEDIA | | | |
| 1 | Wavemaker | Netflix | It takes a Netflix to Chill! | Netflix |
| 2 | Wavemaker | Netflix | Media Ke Bazaar Mein, Sabse Bada Dhanda Hai Strategy | Netflix |
| 3 | Wavemaker | Netflix | Jab Programmatic Met Cinema | Netflix |
| 08. B | EST DIGITAL STRATEGY | | | |
| 1 | Mindshare | Sensodyne | Hello Sensodyne | GlaxoSmithKline Consumer Healthcare |
| 2 | Madison Media | Godrej Nest | Kuch Apna Sa | Godrej Properties |
| 3 | Mindshare | Brooke Bond Red Label | Brooke Bond Red Label: Making India little more Inclusive, One Cup at a Time | Hindustan Unilever Limited |
| 4 | Motivator | Sennheiser Electronics Pvt. Ltd. | Sennheiser #DaretoDisconnect | Sennheiser Electronics India Private Limited |
| 5 | Mindshare | Kingfisher | With Great pranks comes great | United Breweries Ltd. |

responsibility

| NO. 6 | ENTRANT Mindshare | BRAND NAME Hindustan Unilever Limited | CAPTION TITLE Maxima Media Labs : A Giant Leap towards Breaking Digital Wall Gardens | CLIENT NAME Hindustan Unilever Limited | | |
|---|---|--|--|--|--|--|
| 7 8 | Mindshare Wavemaker | Royal Challenge Sports Drink Red Bull | Only Men Can play Cricket ? How Red Bull helped India improve their work-life balance! | Diageo India Red Bull India Pvt. Ltd. | | |
| 9 | Wavemaker | Vodafone | Sponsored Unofficially, Buzziest Officially! | Vodafone Idea Ltd. | | |
| 10 | Wavemaker | Vodafone | Apna raasta khud chuno- befikr with India's first mobile safety service for women | Vodafone Idea Ltd. | | |
| 11 | Mindshare | Johnnie Walker | Keep Walking India | Diageo | | |
| 12 | Mindshare | Otrivin | Otrivin - Cold and Flu Predictor | GlaxoSmithKline Consumer Healthcare | | |
| 13 | Essence | Google Photo | When you save a photo, you save a story | Google India | | |
| 14 | MEDIACOM INDIA | Dell India Pvt. Ltd. | Dell Start-up Challenge | Dell India Pvt. Ltd. | | |
| 09. E | SEST MEDIA INNOVATION : TELE | VISION | | | | |
| 1 | Wavemaker | Savlon | A news anchor without a teleprompter | ITC Ltd. | | |
| 2 | Mindshare | Rin | How We Applied The Principles Of | Hindustan Unilever Limited | | |
| 3 | Mindshare | Brooke Bond Red Label | Influencer Marketing On TV Planning Bringing Two Rival Nations Together Over a Different 'Cup' | Hindustan Unilever Limited | | |
| 4 | Madison Media | Asian Paints Corporate | #PeopleAddColor | Asian Paints | | |
| 5 | Mindshare | Star Sports | Pause & Play | Star India Private Limited | | |
| 6 | Essence | Google Home | OK Google! Lets have some Koffee! | Google India | | |
| 7 | Essence | Airtel | Fastest 'two for Tango' | Bharti Airtel | | |
| 8 | Wavemaker | Netflix | PAPA KEHTE HAICHOOSE WHO YOU BECOME | Netflix | | |
| 9 | Mindshare | McDowell's Nol Soda | LET US SING YOU A MELODY ON FRIENDSHIP & MUSIC | Diageo India | | |
| 10 B | SEST MEDIA INNOVATION : PRIN | T_DAILIES | | | | |
| 10. L | Wavemaker | Savlon | When India woke up to Braille | ITC Ltd. | | |
| | | | Newspaper! | | | |
| 2 | Madison Media | Tata Salt | Missing "I" | Tata Chemicals | | |
| 3 | Wavemaker | Myntra | OUTSMARTing the jacket with India's first 'editorial' Advertisement | Myntra Design Pvt. Ltd. | | |
| 11. B | SEST MEDIA INNOVATION: PRIN | Γ - MAGAZINES | | | | |
| 1 | Initiative | Veet | Lights Camera Unpose | RB | | |
| 12. BEST MEDIA INNOVATION : OUT OF HOME | | | | | | |
| 1 | Street Talk -A division of Signpost India | Future Retail Ltd. | World's First Glam Tram | Future Retail Ltd. (FBB) | | |
| 2 | Wavemaker | Cadbury Bournvita | #LookBeyondMarks | Mondelez India Food Private Limited | | |
| 3 | Laqshya | Jeep | Jeep- Creating India's largest Installation-Asia Book Of Records Totle | FCA India Automobiles Private Limited | | |
| 4 | Street Talk -A division of Signpost India | Nestle India | Bus Shelters that talk Coffee | Nestle | | |
| 13. B | SEST MEDIA INNOVATION : AMBI | ENT MEDIA | | | | |
| 1 2 | Mindshare Wavemaker | Axe Vodafone ` | Mard Ban Yaar How Vodafone creates "WHEELS OF CHANGE" in rural Kerala | Hindustan Unilever Limited Vodafone Idea Ltd. | | |
| 3 | Starcom | Dabur Red Toothpaste | Dant Snan | Dabur India | | |
| 4 | Wavemaker | Vodafone | How Vodafone stores became a digital maidaan during Uttarayan | Vodafone Idea Ltd. | | |
| 5 6 | Madison Media Wavemaker | Asian Paints Vodafone | Cinema Express Vodafone helps reunite lost children with their parents using technology | Asian Paints Vodafone Idea Ltd. | | |
| 14. B | SEST MEDIA INNOVATION : CINE | MA | | | | |
| 1 | Wavemaker | Netflix | Jab Programmatic Met Cinema | Netflix | | |
| 2 | Initiative Mindshare | USHA INTERNATIONAL ForeverMark | USHA SUI DHAGA MADE IN INDIA FOREVER MARK – A LIVE SURPRISE FOR the BETTER HALF WITHIN | USHA INTERNATIONAL | | |

| | | Celebrating 17 Giorious | Tears of Emviles | |
|--------|--------------------------------|--|--|---|
| NO. | ENTRANT | BRAND NAME | CAPTION TITLE | CLIENT NAME |
| 15. E | BEST MEDIA INNOVATION : RADIO |) | | |
| 1 | Initiative | Amazon Echo | Knock Knock Who's There? Its RJ ALEXA!! | Amazon |
| 2 | DDB Mudra Group | NICOTEX NICOTINE GUM | #EKCIGARETTEKAM - Anthem of Determination. Making India Lung Cancer free – one cigarette at a time | CIPLA HEALTH LIMITED |
| 3 | Mindshare | Star Sports | Pangewala Padosi - Asia Cup | Star India Pvt. Limited |
| 4 | Mindshare | Hindustan Unilever | How we used Radio by changing a habit & made India - a little cleaner | Hindustan Unilever Limited |
| 5 | Wavemaker | Vodafone | Vodafone FanBus – A FANtastic way to get to the stadium | Vodafone Idea Ltd. |
| 6 | Mindshare | Keo Karpin Hair Oil | Hair Insurance Kiya Kya | Dey's Medical Stores Pvt. Ltd. |
| 7 | Mindshare | Vaseline Petroleum Jelly | How Radio became a Perfect Grandmother | ! Hindustan Unilever Limited |
| 16. F | BEST MEDIA INNOVATION : DIGIT. | AL - SEARCH | | |
| 1 | WATConsult | Racold | Mind Your Language | Racold |
| 2 | Publicis Media-Equinox Digital | ZEE Entertainment Enterprise Limited (ZEE5) | How ZEE5 turned Google Search Ads into Real-Time News Portal during assembly election results? | ZEE Entertainment Enterprise Limited (ZEE5) |
| 3 | Wavemaker | Vodafone | Decoding the generic search behavior of female audience to create awareness and increase adoption of Sakhi | Vodafone Idea Ltd. |
| 4 | Wavemaker | Garnier Micellar Water | One swipe to a new regime | L'Oreal India |
| 5 | Mindshare | Kurkure | Kurkure Contains Plastic? | PepsiCo |
| | | | | |
| 17. E | BEST MEDIA INNOVATION: DIGIT | AL - SOCIAL MEDIA | | |
| 1 | WATConsult | Suicide Prevention India | Give Subtitles To Suicide | Suicide Prevention India |
| | | Foundation | | Foundation |
| 2 | Wavemaker | Vodafone | How Vodafone became the Buzziest | Vodafone Idea Ltd. |
| 3 | PivotRoots | Amazon Prime Video | brand during IPL on Social Media Amazon Prime Video - Comicstaan Season 1 | Amazon Prime Video |
| 4 | Essence | Airtel | Conversations that drive Star War | Bharti Airtel |
| 5 | Mindshare | Pepsi | Challenge all that SWAG you got! | PepsiCo |
| 6 | Madison Media | MTV India | Gotcha! | Viacom 18 |
| 7 | Wavemaker | Mercedes AMG | When Twitter Raced Against the Mercedes-AMGE63S4Matic+ | Mercedes Benz India Pvt. Ltd. |
| 8 | Wavemaker | Netflix | India swiped right with #LittleThings | Netflix |
| 9 | Wavemaker | Shoppers Stop | How Shoppers Stop became the First in the World to develop an instore AR experience on Facebook's Spark AR | Shoppers Stop Limited |
| 10 | Mindshare | Brooke Bond Red Label | India's first Isspeshal Band | Hindustan Unilever Limited |
| 11 | Madison Media | Tata salt | When we made India realize that the "I" is missing | Tata Chemicals Ltd. |
| 12 | Wavemaker | Max Bupa Health Insurance | WHEN EXTRA KILOS FAUGHT CANCER! | Max Bupa Health Insurance |
| | | | | |
| 18. E | BEST MEDIA INNOVATION : DIGIT | AL - MOBILE / HAND HEL | D DEVICES | |
| 1 | Mindshare | Sensodyne | Hello Sensodyne | GlaxoSmithKline Consumer Healthcare |
| 2 | Mindshare | Horlicks | Engagement in a media dark market, 81% Delivered! | GlaxoSmithKline Consumer Healthcare |
| 3 | Wavemaker | Netflix | "A story that shook the nation" | Netflix |
| 4 5 | Mindshare Mindshare | Kingfisher Radler Good Knight Activ+ | Blow Maadi! (Please blow!) Chota Bheem helps in habit building | United Breweries Limited GODREJ CONSUMER PRODUCTS LIMITED |
| 6 | Wavemaker | Netflix | India swiped right with #LittleThings | Netflix |
| 7 | MEDIACOM INDIA | Royal Enfield | Guess The Price Game with Google Assistant | Eicher Motors |
| 8 | Wavemaker | Vodafone | FANtastic Breaks — Hacking TV ad breaks to ambush Jio!!! | Vodafone Idea Ltd. |
| 9 | Mindshare | Idea Cellular | Idea 4G- Power of Live Video | Vodafone Idea Ltd. |
| 10 | Madison Media | MTV India | When India Dared To Stare | Viacom 18 |
| 11 | Wavemaker | Netflix | Narcos Mexico delivers the happiest | Netflix |

drug combination straight to your home.

| NO. | ENTRANT | BRAND NAME | CAPTION TITLE | CLIENT NAME |
|--------|-------------------------------------|----------------------------|--|--|
| 19. B | EST MEDIA INNOVATION: DIGITA | AL - DISPLAY | | |
| 1 | Wavemaker | Vodafone | Read Less, Listen More! | Vodafone Idea Ltd. |
| 2 | Wavemaker | Netflix | Narcos Mexico delivers the happiest drug | Netflix |
| | | | combination straight to your home. | |
| 3 | Wavemaker | Netflix | Kabhi Kabhi Lagta Hai, Apun Hi (Innovation Ka) Bhagwaan Hai | Netflix |
| 4 | Essence | Google Search App | Making Google your friendly, | Google India |
| · | | 3.0 3.0 Com. 5.1 7 App | 'neighbourhood' search through 'Local' | a construction of the cons |
| 5 | Mindshare | Idea Cellular | Idea 4G- Power of Live Video | Vodafone Idea Ltd. |
| 6 | Wavemaker | Vodafone | Are You a Fan or a Fanatic? | Vodafone Idea Ltd. |
| 7 | Madison Media | Asian Paints Royale Atmos | Clean The Air | Asian Paints |
| 8 | Madison Media | Tata salt | The Day Without an I | Tata Chemicals Ltd. |
| 9 | WATConsult | Snapdeal | Kids Not For Sale | Snapdeal |
| , | vv, ti consult | Tiapacai | Trial rest for Said | - Tapacai |
| 20 B | EST MEDIA INNOVATION: DIGITA | VI - VIDEO | | |
| 1 | Initiative | Amazon India | Echo Youtube Preroll | Amazon India |
| 2 | Mindshare | Brooke Bond Red Label | India's first Isspeshal Band | Hindustan Unilever Limited |
| 3 | Mindshare | Quaker | Kitchen Khanna Konversations with | PepsiCo |
| | Williasiare | Quarer | Quaker | 1 cp3100 |
| 4 | Wavemaker | Cadbury Dairy Milk Silk | Making more than 1 million "hearts | Mondelez India Food |
| 7 | vvavemaker | caddary barry with one | pop out" on Valentine's Day | Private Limited |
| 5 | Mindshare | Brooke Bond Red Label | Bringing Two Rival Nations Together | Hindustan Unilever Limited |
| 3 | Williashare | Brooke Bond Red Edger | Over a Different 'Cup' | Timadatan omever Emitted |
| 6 | Essence | Google Home | OK Google, let's talk cricket | Google India |
| 7 | Mindshare | Junior Horlicks | Chitti's Brain Bulb | GlaxoSmithKline Consumer |
| , | windshare | Julior Horners | omta s brain bais | Healthcare |
| 8 | Wavemaker | Cadbury Perk | Cadbury Perk made 81 million Indian | Mondelez India Food |
| O | Wavemaker | Cadbary Ferk | youth, re-imagine elections. | Private Limited |
| | | | youth, to magne elections. | Tivate Elimited |
| 21 R | EST MEDIA INNOVATION: DIGITA | AL MILITIDLE DI ATEODIA | | |
| | Wavemaker | Vodafone | Apna raasta khud chuno- befikr with | Vodafone Idea Ltd. |
| 1 | vvavernaker | vodatorie | · | Vodatone Idea Ltd. |
| | | | India's first mobile safety service | |
| 2 | Mindshare | Brooke Bond Red Label | for women India's first Isspeshal Band | Hindustan Unilever Limited |
| 2 3 | Mindshare | Brooke Bond Red Label | · | Hindustan Unilever Limited |
|) | willushare | Brooke Bolla Rea Label | Bringing Two Rival Nations Together Over a Different 'Cup' | Hilldustan Offilever Liffiled |
| 1 | Wavemaker | Vodafone | How Vodafone became the Buzziest | Vodafone Idea Ltd. |
| 4 | vvavernaker | Vodatotie | brand during IPL | vodatone rdea Ltd. |
| 5 | Wavemaker | Cadbury Dairy Milk Silk | Making more than 1 million "hearts | Mondelez India Food |
| 5 | vvavernaker | Caubury Dairy Will Slik | pop out" on Valentine's day | Private Limited |
| 6 | Madison Media | MTV India | Gotcha! | Viacom 18 |
| 7 | Madison Media | Tata salt | The Missing I | Tata Chemicals Ltd. |
| 8 | Mindshare | Brooke Bond Red Label | Apno ko Apnao | Hindustan Unilever Limited |
| 9 | Mindshare | Hindustan Unilever Limited | Every Homemaker's ally - Cleanipedia | Hindustan Unilever Limited |
| 10 | Madison Media | MTV India | When India Dared To Stare | Viacom 18 |
| 11 | Wavemaker | Mercedes AMG | Racing Against the | Mercedes Benz India |
| 11 | vvavernaker | Wercedes Alvid | Mercedes-AMGE63S4Matic+ | Pvt. Ltd. |
| | | | Wercedes-AWGE0534Wattc+ | rvi. Liu. |
| | | | | |
| | EST MEDIA INNOVATION : BEST | | | |
| 1 | Wavemaker | Vodafone | Vodafone helps reunite lost children with | Vodafone Idea Ltd. |
| _ | | | their parents using technology | |
| 2 | Mindshare | Horlicks | Engagement in a Media Dark Market, | GlaxoSmithKline Consumer |
| | | | 81% Delivered! | Healthcare |
| 3 | Madison Media | Colors | When Colors Won Its Fans Back | Viacom 18 |
| | | | During IPL 2019 | _ |
| 4 | Isobar India | Ceat | Use of Blockchain Technology To | Ceat Tyres |
| | | | Reduce Ad Fraud. | |
| 5 | Madison Media | Asian Paints Royale Atmos | Clean The Air | Asian Paints |
| 6 | Wavemaker | Kanan Devan Duet | When Byron Sharp met Mohanlal at a | Tata Global Beverages Ltd. |
| | | | Kerala supermarket shelf – thanks to an | |
| _ | | | IOT device! | |
| 7 | Mindshare | Star Sport | Sportx - The Sports Experience Zone | Star India Pvt. Ltd. |
| 8 | Mindshare | Sensodyne | Hello Sensodyne | GlaxoSmithKline Consumer |
| | NA to to to to to to | 0.4.1.1 | 0.11. | Healthcare |
| 9 | Mindshare | Otrivin | Otrivin - Cold and Flu Predictor | GlaxoSmithKline Consumer |
| | | | | Healthcare |
| 10 | Wavemaker | Shoppers Stop | How Shoppers Stop became the First | Shoppers Stop Limited |
| | | | in the World to develop an instore AR | |
| | No. of the con- | IXI of Galacia Balli | experience on Facebook's Spark AR | Harris I B |
| 11 | Mindshare | Kingfisher Radler | Blow Maadi! (Please Blow!) | United Breweries Limited |
| 12 | Wavemaker | NMIMS | How 'Occu-Search' – an intelligent | SVKM - NMIMS |
| | | | algorithm helped maximize occupancy for NMIMS | |
| | | | TOP INTUITION | |

for NMIMS

| CAPTION TITLE KETING FOR A BRAND How we orchestrated the biggest ever television celebrity collaboration Nourish Your Dreams Making more than 1 million "hearts pop out" on Valentine's day VIRAT INSPIRES YOUTH TO SHOW THEIR SWAG Breaking traditions can be anyone's cup of tea HOW WE LEVERAGED FOOD INFLUENCERS TO BOOST TRIAL GENERATION India's first Isspeshal Band Home It's a Feeling PAPA KEHTE HAICHOOSE WHO YOU BECOME #JumpForHealth Wake Your City Safe How we leveraged regional celebrities to help transform a homemaker into a super homemaker Now Its time Sons- Share the Load ETING Safety Starts at School Hamam#GoSafeOutside Mard Ban Yaar Hhe Electronic Voting Machine Wins India's Vote for Health Dant Snan How Shoppers Stop became the First in the World to develop an instore AR experience on Facebook's Spark AR Swachhta Ka Maha Kumbh Make Your Choice Happy Hands Journey Purrfect IPL India's First Hygiene Parliament Whisper#WingsToFly A vogue Experience for a common man Kellogg's India Private Limited Mondelez India Food Private Limited Andeley Limited ALTBalaji Netflix Volue Cars Britannia Industries Wolvo Cars Britannia Industries Britannia Industries Wolvo Cars Britannia Industries Hindustan Unilever Limited Health Insurance Hort Bruited Hindustan Unilever Limited Hindustan Unilever Limite |
|--|
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| Home It's a Feeling PAPA KEHTE HAICHOOSE WHO YOU BECOME #JumpForHealth BEHIND THE JOURNEY Make Your City Safe How we leveraged regional celebrities to help transform a homemaker into a super homemaker Now Its time Sons- Share the Load ETING Safety Starts at School Hamam#GoSafeOutside Mard Ban Yaar Hindustan Unilever Limited Wins India's Vote for Health Dant Snan How Shoppers Stop became the First in the World to develop an instore AR experience on Facebook's Spark AR Swachhta Ka Maha Kumbh Make Your Choice Happy Hands Journey Purrfect IPL Happy Hands Journey Purrfect IPL India's First Hygiene Parliament Whisper#WingsToFly A vogue Experience for a common man Kuch Apna Sa ALTBalaji Netflix Haelth Insurance HDFC LIFE Volvo Cars Britannia Industries Hindustan Unilever Limited |
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| YOU BECOME #JumpForHealth #JumpForHealth #BEHIND THE JOURNEY Make Your City Safe How we leveraged regional celebrities to help transform a homemaker into a super homemaker Now Its time Sons- Share the Load ### Procter & Gamble Hygiene and Health care Limited #### Procter & Gamble Hygiene and Health care Limited ################################### |
| Health Insurance BEHIND THE JOURNEY Make Your City Safe How we leveraged regional celebrities to help transform a homemaker into a super homemaker Now Its time Sons- Share the Load Frocter & Gamble Hygiene and Health care Limited FING Safety Starts at School Hamam#GoSafeOutside Mard Ban Yaar Hindustan Unilever Limited Hindustan Unil |
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| ETING Safety Starts at School Hamam#GoSafeOutside Mard Ban Yaar Hindustan Unilever Limited Hindustan |
| Safety Starts at School Hamam#GoSafeOutside Mard Ban Yaar Hindustan Unilever Limited Houstan Unilever Limited |
| Safety Starts at School Hamam#GoSafeOutside Mard Ban Yaar Hindustan Unilever Limited Houstan Unilever Limited Hous |
| Hamam#GoSafeOutside Mard Ban Yaar The Electronic Voting Machine Wins India's Vote for Health Dant Snan How Shoppers Stop became the First in the World to develop an instore AR experience on Facebook's Spark AR Swachhta Ka Maha Kumbh Make Your Choice Happy Hands Journey Purrfect IPL India's First Hygiene Parliament Whisper#WingsToFly A vogue Experience for a common man Kuch Apna Sa Hindustan Unilever Limited Hindustan Unilever Limited Hindustan Unilever Limited Hindustan Unilever Limited Handustan Unilever Limited Hindustan Unilever Limited Handustan Uni |
| Mard Ban Yaar The Electronic Voting Machine Wins India's Vote for Health Dant Snan How Shoppers Stop became the First in the World to develop an instore AR experience on Facebook's Spark AR Swachhta Ka Maha Kumbh Make Your Choice Hardcastle Restaurants Pvt. Ltd. Happy Hands Journey Purrfect IPL Himalaya Companion Care India's First Hygiene Parliament Whisper#WingsToFly A vogue Experience for a common man Kuch Apna Sa Hindustan Unilever Limited |
| The Electronic Voting Machine Wins India's Vote for Health Dant Snan How Shoppers Stop became the First in the World to develop an instore AR experience on Facebook's Spark AR Swachhta Ka Maha Kumbh Make Your Choice Hardcastle Restaurants Pvt. Ltd. Happy Hands Journey Furrfect IPL Himalaya Companion Care India's First Hygiene Parliament Whisper#WingsToFly A vogue Experience for a common man Kuch Apna Sa Hindustan Unilever Limited Hindustan Unilever Limited Hindustan Unilever Limited Hindustan Unilever Limited Hindustan Unilever Limited Hindustan Unilever Limited Hindustan Unilever Limited Adoptor Stop Limited Hindustan Unilever Limited Adoptor Limited Adoptor Stop Limited Hindustan Unilever Limited Adoptor Stop Limited Proctate Restaurants Pvt. Ltd. Himalaya Companion Care RB Procter & Gamble Aditya Birla Fashion and Retail Limited (ABFRL) Godrej Properties |
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| Happy Hands Journey Purrfect IPL Himalaya Companion Care India's First Hygiene Parliament Whisper#WingsToFly A vogue Experience for a common man Retail Limited (ABFRL) Kuch Apna Sa ITC Ltd. Himalaya Companion Care RB Procter & Gamble Aditya Birla Fashion and Retail Limited (ABFRL) |
| Purrfect IPL Himalaya Companion Care India's First Hygiene Parliament RB Whisper#WingsToFly Procter & Gamble A vogue Experience for a common man Retail Limited (ABFRL) Kuch Apna Sa Godrej Properties |
| Whisper#WingsToFly Procter & Gamble A vogue Experience for a common man Aditya Birla Fashion and Retail Limited (ABFRL) Kuch Apna Sa Godrej Properties |
| A vogue Experience for a common man Aditya Birla Fashion and Retail Limited (ABFRL) Kuch Apna Sa Godrej Properties |
| Retail Limited (ABFRL) Kuch Apna Sa Godrej Properties |
| |
| Warm Salt Water Soaks Tata Chemicals Limited |
| |
| |
| Super Mechanic Contest Castrol India Limited |
| Choice Tarakki Ki Asian Paints |
| No! It's not always about offers and Aditya Birla Fashion and discounts Retail Limited (ABFRL) |
| Choice Tarakki Ki No! It's not always a |

Male influencers for female brands? Yes Hindustan Unilever Limited

we did it for #HeForShe

Lux

8

Mindshare

| | | Celebrating 19 Glorious Years of EMVIES | | |
|--------|------------------------------|---|---|---------------------------------------|
| NO. | ENTRANT | BRAND NAME | CAPTION TITLE | CLIENT NAME |
| 9 | Mindshare | Brooke Bond Red Label | Bringing Two Rival Nations Together | Hindustan Unilever Limited |
| | | | Over a Different 'Cup' | |
| 10 | Mindshare | Pepsi | Har Ghoonth Main Swag Hai | PepsiCo |
| 11 | Essence | Google Home | OK Google, let's talk cricket | Google India |
| 12 | Essence | Google Duo | Missing your loved ones- #bethere (Duo - India Idol) | Google India |
| | | | # Detriere (Duo - Iliula Iuol) | |
| 27. F | REST MEDIA INNOVATION : BRAN | IDED CONTENT - USE OF | BRANDED CONTENT CREATED FO | R DIGITAL |
| | OR SOCIAL | 15 25 COLUTENT COL C. | BIANTED CONTENT ONE, TEB TO | 11 51317.12/ |
| 1 | dentsu X | Mutual Funds Sahi Hai | Education with entertainment - Yeh | Association of Mutual |
| _ | | | Meri Family | Funds in India |
| 2 | Mindshare | Women's Horlicks | Stories of Strength | GlaxoSmithKline Consumer |
| | | | | Healthcare |
| 3 | Mindshare | Kurkure | Kurkure Contains Plastic? | PepsiCo |
| 4 | Mindshare | Brooke Bond Red Label | India's first Isspeshal band | Hindustan Unilever Limited |
| 5 | Wavemaker | Netflix | "A story that shook the nation" | Netflix |
| 6 7 | Wavemaker DDB Mudra Group | Mercedes-Benz NICOTEX NICOTINE GUM | Rushes - #LiveTheRushes #EKCIGARETTEKAM - Anthem of | Daimler India CIPLA HEALTH LIMITED |
| / | DDB Mudra Group | NICOTEX NICOTINE GOW | Determination. Making India Lung | CIPLA REALIA LIWITED |
| | | | Cancer free – one cigarette at a time | |
| 8 | PHD Media | SKODA Auto | Pursuits by SKODA | SKODA Auto |
| 9 | Starcom | Dabur Red Toothpaste | Dant Snan | Dabur India |
| • | | | | 2 |
| 28 F | BEST MEDIA INNOVATION : RURA | LACTIVATION | | |
| 20. L | Wavemaker | Vodafone | Vodafone creating "WHEELS OF | Vodafone Idea Ltd. |
| 1 | vvavemaker | Vodatorie | CHANGE" in rural Kerala | Vodarone raea Eta. |
| 2 | Wavemaker | Colgate Swarna Ved Shakti | MAKING 3 CRORE PEOPLE IN UP | Colgate Palmolive |
| _ | V av a mante. | oorgado ottarria voa orianti. | EXPERIENCE THE BEST NATURAL | (India) Ltd. |
| | | | TOOTHPASTE IN 45 DAYS | |
| 3 | Initiative | Dettol | India's First Hygiene Parliament | RB |
| 4 | Initiative | Harpic | Making India Toilet Proud | RB |
| 5 | Mindshare | Brooke Bond Red Label | Apno ko Apnao | Hindustan Unilever Limited |
| | | | | |
| 29. E | BEST MEDIA INNOVATION: SPON | SORSHIPS | | |
| 1 | Mindshare | Brooke Bond Red Label | Sponsorship with Purpose —-The New | Hindustan Unilever Limited |
| | | | Form of Sponsorship | |
| 2 | Mindshare | Axe | Mard Ban yaar | Hindustan Unilever Limited |
| 3 | Initiative | Dettol | Mission: Clean India | RB |
| 4 | Motivator | Himalaya Companion Care | Purrfect IPL | Himalaya Herbals |
| 5 | Essence | Google Home | OK Google! Lets have some Koffee! | Google India |
| 6 | DENTSU X | NEXA | CELEBRATING NEXA'S LIFESTYLE WITH IIFA | MARUTI SUZUKI INDIA LIMITED |
| 7 | Starcom | Dabur | DABUR PARIVAAR TIME | Dabur India |
| 8 | Madison Media | Asian Paints Corporate | #PeopleAddColor | Asian Paints |
| 9 | Wavemaker | Cadbury 5 Star | Getting "Lost" gained a new | Mondelez India Food |
| , | vavemaker | oaddary 5 otar | dimension! | Private Limited |
| 10 | Essence | Britannia Milk Bikis | How we leveraged "Celebrity Super | Britannia Industries |
| | | | Moms" to help grow penetration & | |
| | | | daily consumption | |
| 11 | Wavemaker | Nippon paint | The Bigg Boss of Paint | NIPPON PAINT (INDIA) |
| | | | | PRIVATE LIMITED |
| 12 | Essence | Airtel | Fastest "two for Tango" | Bharti Airtel |
| 13 | Madison Media | Dominos | No Party Without Dominos | Jubilant Foodworks |
| 14 | Havas Media India Pvt. Ltd. | Swiggy | Swiggy IPL Campaign | Bundl Technologies Pvt. Ltd. |
| | | | | PVI. LIG. |
| 20 5 | DEST MEDIA DESEADOU / ANALV | TICC - DEST MEDIA DESI | TARCH LISTNIC PROPRIETARY DAT | -^ |
| | Wavemaker | Aashirvad Atta | EARCH USING PROPRIETARY DAT TV PLANNING WITH PURCHASE | ITC limited |
| 1 | vvavernaker | Adsilir vadi Atta | BEHAVIOR PRECISION TARGETING | 110 milited |
| 2 | Mindshare | Hindustan Unilever Limited | Hitting the bulls-eye with Javelin | Hindustan Unilever Limited |
| 3 | Mindshare | Lifebuoy | The Predictive "Bell-Weather" in | Hindustan Unilever Limited |
| | Williamare | Enesacy | an "Intent" Driven World | Timadatan omlever Emilied |
| 4 | Mindshare | Brooke Bond and Vaseline | The Darwinian Theory of Maximising | Hindustan Unilever Limited |
| | | | Portfolio Sales with Media | |
| | | | | |
| 31. E | BEST MEDIA RESEARCH / ANALY | TICS: BEST MEDIA RESE | EARCH USING EXISTING DATA | |
| 1 | Mindshare | ESP Properties India | Box Office Conversion Model | ESP Properties India - |
| | | | | GroupM Media India |
| _ | | | And the second second second | Pvt. Ltd. |
| 2 | Wavemaker | Wavemaker | Attribution_Systems that think rationally and dynamically | Wavemaker |
| | | | rationally and gynamically | |

Tata Ace Gold

3

Havas Media India Pvt. Ltd.

rationally and dynamically

FIFA Moment Marketing

Tata Motors Limited

| No. ENTRANTS BRAND NAME CAPTION TITLE CAPTION TITLE Difference Disease D | | | | · · | |
|--|-------|-----------------------------|----------------------------|--|--|
| Mindshare Hindustan Unilever Limited Cooper India Cooper I | | | | | CLIENT NAME |
| Mindshare Movementer Impacting Human-Like Decision-Moving Awarensker Mindshare Tresemme Hindustration for predictions for prediction Hindustration Hindustration Hindustration Hindustration Hindustration Hindustration Movementer Movemen | 1 | Mindshare | Hindustan Unilever Limited | Hitting the bulls-eye with Javelin Dialing up usage and acquisition with | |
| Minoshare | 3 | Wavemaker | Wavemaker | Imparting Human-Like Decision-Making abilities to Algorithms for predicting | Wavemaker |
| Ministrature Multi Stand - UterTech, Tres serume 33. BEST INTEGRATED CAMPAIGN : CONSUMER PRODUCTS - COSMETICS, TOILETRIES, PERSONAL HYGIENE 1 Wavemaker 2 Ministrature 3 Wavemaker 3 Wavemaker 3 Wavemaker 3 Ministrature 4 Ministrature 3 Ministrature 4 Ministrature 4 Ministrature 5 Ministrature 5 Ministrature 5 Ministrature 6 Ministrature 6 Ministrature 6 Ministrature 6 Ministrature 7 Ministrature 7 Ministrature 8 Ministrature 8 Ministrature 8 Ministrature 8 Ministrature 8 Ministrature 9 Ministrature 1 Ministrature 1 Ministrature 1 Ministrature 1 Ministrature 1 Ministrature 2 Ministrature 2 Ministrature 2 Ministrature 3 Ministrature 2 Ministrature 3 Ministrature 2 Ministrature 3 Ministrature 2 Ministrature 3 Ministrature 4 Wavemaker 1 Ministrature 2 Ministrature 3 Ministrature 3 Ministrature 3 Ministrature 4 Wavemaker 2 Wavemaker 2 Wavemaker 2 Wavemaker 3 Ministrature 4 Wavemaker 4 Veolatione 8 Ministrature 1 Ministrature 8 Ministrature 1 Ministrature 1 Ministrature 1 Ministrature 2 Ministrature 3 Ministrature 3 Ministrature 4 Wavemaker 4 Wavemaker 4 Wavemaker 5 Meeli Strober Boat Beat Light monaste Straling 1 Ministrature 2 Ministrature 3 Ministrature 3 Ministrature 4 Wavemaker 4 Ministrature 5 Meeli Strober Boat Beat Light monaste Straling 1 Ministrature 2 Ministrature 3 Ministrature 4 Ministrature 5 Ministrature 6 Ministrature 6 Ministrature 8 Ministrature 8 Ministrature 8 Ministrature 8 Ministrature 8 Ministrature 1 Ministrature 8 Ministrature 1 Ministrature 1 Ministrature 1 Ministrature 2 Ministrature 3 Ministrature 3 Ministrature 4 Ministrature 3 Ministrature 4 Ministrature 6 Ministrature 8 Ministrature 8 Ministrature 8 Ministrature 8 Mini | 4 | Mindshare | Tresemme | How Tresemme got a bee-line of | Hindustan Unilever Limited |
| Minishare Mini | 5 | Mindshare | Hindustan Unilever Limited | Maxima Media Labs : A Giant Leap | Hindustan Unilever Limited |
| Wavemaker Frebury The Infection Alert's System - An Indicative Hindustan Univer Limited Media Strategy across the Locome Pyramid Locom | 6 | Mindshare | • | KYVE 2.0 - Know Your Videos Effectively | UltraTech Cement Ltd. |
| Wavemaker Frebury The Infection Alert's System - An Indicative Hindustan Univer Limited Media Strategy across the Locome Pyramid Locom | 22 D | FOT INTECDATED CAMPAICN . C | ONCUMED DOODUCTS O | OCMETICS TOUETDIES DEDOOR | IAL HYCIENE |
| Mindshare Lifebuoy The Infection Alert System - An Inclusive Hindustan Uniteder Limited Media Strategy across Medi | | | | | |
| Mindshare | | | | The Infection Alert System - An Inclusive Media Strategy across the | |
| Mindshare | 3 | Wavemaker | Garnier Micellar water | One Swipe to a New regime | L'Oreal India |
| Mindshare Brooke Bond Red Label Bringing Two Rival Nations Together Over a Different 'Cup' Apno ko Apnao Hindustan Unitever Limited | | | | How we aided the Homemaker to | Hindustan Unilever Limited |
| 3 | 2 | Mindshare | Brooke Bond Red Label | Bringing Two Rival Nations Together | Hindustan Unilever Limited |
| Initiative Too Yumm Multigrain Chips Can be Healthy too Too Yumm says — "Oll is good for Diyas and not for snacks!" 36. BEST INTEGRATED CAMPAIGN: CONSUMER PRODUCTS - OTHERS I Initiative Dettol Siti Shield Now Its time Sons- Share the Load MEDIACOM INDIA Ariel Now Its time Sons- Share the Load Health care Limited Castrol India Limited 37. BEST INTEGRATED CAMPAIGN: CONSUMER DURABLES 1 Initiative Amazon Echo Truck Assana Relination of their lives Sons- Share the Load Asian Paints Ultima Protek Ability India's first mobile safety service for women Real Kashmir Addisa India Marketing Pvt. Ltd. 38. BEST INTEGRATED CAMPAIGN: SERVICES Vodafone Protective Castrol MIDIA Adidas India Marketing Pvt. Ltd. 39. MEDIACOM INDIA Adidas India Real Kashmir Adidas India Marketing Pvt. Ltd. 40. WAYCOnsult SIL Ife Insurance Empowering SOMN+ professionals to chase their dream 39. BEST INTEGRATED CAMPAIGN: MEDIA Netflix The BLOODY MEDIA TAKEOVER! Netflix 40. Wavemaker Netflix The BLOODY MEDIA TAKEOVER! Netflix 40. BEST ONGOING MEDIA CAMPAIGN 1 Wavemaker Netflix The BLOODY MEDIA TAKEOVER! Netflix 40. BEST ONGOING MEDIA CAMPAIGN 1 Marwamaker Netflix The BLOODY MEDIA TAKEOVER! Netflix 40. BEST ONGOING MEDIA CAMPAIGN 1 Mindshare Lifebuoy The Adaptive Data Lighthouse: Scaling up the Infection Alert System in Rural Area Mission: Clean India Rel Wavemaker Euroke Borooke Bond Red Label Media Hail metagration! The Price of By Proceter & Gamble Hygiene Profess Family Hygiene 4 Mindshare Brooke Bond Red Label Mow Mindshare Hindustan Unilever Limited Weep Infection Alert System in Rural Area Mission: Clean India drink healthy water — Plincode By Proceter & Gamble Hygiene Profess Family Hygiene 4 Mindshare Brooke Bond Red Label Ariel Mindshare Hindustan Unilever Limited Proceter & Gamble Hygiene | 3 | Mindshare | Brooke Bond Red Label | • | Hindustan Unilever Limited |
| 2 | _ | | | Virat proves to the Nation that Chips | Guiltfree Industries Ltd. |
| Initiative | 2 | Initiative | Too Yumm | Too Yumm says – "Oil is good for Diyas | Guiltfree Industries Ltd. |
| Initiative | 36 B | EST INTEGRATED CAMPAIGN · C | ONSUMER PRODUCTS - O | THERS | |
| 37. BEST INTEGRATED CAMPAIGN : CONSUMER DURABLES 1 Initiative | _ | | | | RB |
| 37. BEST INTEGRATED CAMPAIGN: CONSUMER DURABLES 1 | 2 | | Ariel | Now Its time Sons- Share the Load | Procter & Gamble Hygiene and Health care Limited |
| Initiative Amazon Echo How Amazon Echo connected with consumers & Built relevance in their lives Mindshare Volvo Cars Breath Free Volvo Cars | 3 | Mindshare | Castrol - Castrol CRB | Truck Aasana | Castrol India Limited |
| 2 Mindshare Volvo Cars Asian Paints Ultima Protek Breath Free Volvo Cars Asian Paints Ultima Protek Abhi toh aur chalega Asian Paints 38. BEST INTEGRATED CAMPAIGN : SERVICES 1 Wavemaker Vodafone How Vodafone became the Buzziest brand during IPL (USoF) 2 Wavemaker Vodafone Apna raasta khud chuno- befikr with India's first mobile safety service for women 3 MEDIACOM INDIA Adidas India Real Kashmir Adidas India Adidas India Real Kashmir Adidas India Marketing Pvt. Ltd. 5 Wavemaker LinkedIn Empowering 50MN+ professionals Linkedin.com 39. BEST INTEGRATED CAMPAIGN : MEDIA 1 Wavemaker Netflix Media Ke Bazaar Mein, Sabse Bada Dhanda Hai Integration! 2 Wavemaker Netflix THE BLOODY MEDIA TAKEOVER! Netflix 40. BEST ONGOING MEDIA CAMPAIGN 1 Mindshare Lifebuoy The Adaptive Data Lighthouse : Scaling up the Infection Alert System in Rural Area Wavemaker Eureka Forbes Ltd. We kept India drink healthy water — Pincode by Pincode! 4 Mindshare Brooke Bond Red Label The 6 Pack Band Hindustan Unilever Limited Hygiene 5 MEDIACOM INDIA Ariel Novo Its time Sons- Share the Load Hindustan Unilever Limited 4 Mindshare Brooke Bond Red Label The 6 Pack Band Hindustan Unilever Limited 5 MEDIACOM INDIA Ariel Novo Its time Sons- Share the Load Procter & Gamble Hygiene | 37. B | EST INTEGRATED CAMPAIGN : C | ONSUMER DURABLES | | |
| 38. BEST INTEGRATED CAMPAIGN: SERVICES 1 Wavemaker Vodafone How Vodafone became the Buzziest brand during IPL (USOF) 2 Wavemaker Vodafone Apna raasta khud chuno- befikr with India's first mobile safety service for women 3 MEDIACOM INDIA Adidas India Real Kashmir Adidas India Marketing Pvt. Ltd. 4 WATConsult SBI Life Insurance Thanks A Dot SBI Life Insurance Empowering 50MN+ professionals to chase their dream 39. BEST INTEGRATED CAMPAIGN: MEDIA 1 Wavemaker Netflix Media Ke Bazaar Mein, Sabse Bada Dhanda Hai Integration! 2 Wavemaker Netflix THE BLOODY MEDIA TAKEOVER! Netflix 40. BEST ONGOING MEDIA CAMPAIGN 1 Mindshare Lifebuoy The Adaptive Data Lighthouse: Scaling up the Infection Alert System in Rural Area Wavemaker Dettol & Harpic Wavemaker Eureka Forbes Ltd. 4 Mindshare Brooke Bond Red Label Mission: Clean India RB STONGOING MINDIA Ariel Hindustan Unilever Limited Wavemaker Eureka Forbes Ltd. We kept India drink healthy water — Picncode by Pincode! Hindustan Unilever Limited | 1 | Initiative | Amazon Echo | consumers & Built relevance in | Amazon |
| 38. BEST INTEGRATED CAMPAIGN : SERVICES 1 Wavemaker Vodafone How Vodafone became the Buzziest brand during IPL (USoF) 2 Wavemaker Vodafone Apna raasta khud chuno- befikr with India's first mobile safety service for women 3 MEDIACOM INDIA Adidas India Real Kashmir Adidas India Marketing Pvt. Ltd. 4 WATConsult SBI Life Insurance Inhanks A Dot SBI Life Insurance Empowering 50MN+ professionals to chase their dream 39. BEST INTEGRATED CAMPAIGN : MEDIA 1 Wavemaker Netflix Media Ke Bazaar Mein, Sabse Bada Dhanda Hai Integration! 2 Wavemaker Netflix THE BLOODY MEDIA TAKEOVER! Netflix 40. BEST ONGOING MEDIA CAMPAIGN 1 Mindshare Lifebuoy The Adaptive Data Lighthouse : Scaling up the Infection Alert System in Rural Area 3 Mindshare Eureka Forbes Ltd. We kept India drink healthy water Pincode by Pincode! 4 Mindshare Brooke Bond Red Label MeDIACOM INDIA Ariel Now Its time Sons- Share the Load Procter & Gamble Hygiene | | | | | |
| Wavemaker | | | | , and the second | |
| 2 Wavemaker Vodafone Apna raasta khud chuno- befikr with India's first mobile safety service for women 3 MEDIACOM INDIA Adidas India Real Kashmir Adidas India Marketing Pvt. Ltd. 4 WATConsult SBI Life Insurance Thanks A Dot SBI Life Insurance Empowering 50MN+ professionals to chase their dream 39. BEST INTEGRATED CAMPAIGN: MEDIA 1 Wavemaker Netflix Media Ke Bazaar Mein, Sabse Bada Dhanda Hai Integration! 2 Wavemaker Netflix THE BLOODY MEDIA TAKEOVER! Netflix 40. BEST ONGOING MEDIA CAMPAIGN 1 Mindshare Lifebuoy The Adaptive Data Lighthouse: Scaling up the Infection Alert System in Rural Area 2 Initiative Dettol & Harpic in Rural Area 3 Wavemaker Eureka Forbes Ltd. We kept India drink healthy water — Pincode by Pincode! 4 Mindshare Brooke Bond Red Label The 6 Pack Band MEDIACOM INDIA Ariel Now Its time Sons- Share the Load Procter & Gamble Hygiene | | | | | Vodafone Idea Ltd. |
| MEDIACOM INDIA Adidas India Real Kashmir Adidas India Marketing Pvt. Ltd. BBI Life Insurance Thanks A Dot Empowering 50MN+ professionals to chase their dream 39. BEST INTEGRATED CAMPAIGN: MEDIA Wavemaker Netflix Media Ke Bazaar Mein, Sabse Bada Dhanda Hai Integration! Wavemaker Netflix THE BLOODY MEDIA TAKEOVER! Netflix 40. BEST ONGOING MEDIA CAMPAIGN Mindshare Lifebuoy The Adaptive Data Lighthouse: Scaling up the Infection Alert System in Rural Area Initiative Mindshare Dettol & Harpic Wavemaker Dettol & Harpic Wavemaker Mission: Clean India RB Wavemaker Brooke Bond Red Label The 6 Pack Band MEDIACOM INDIA Ariel Now Its time Sons- Share the Load Procter & Gamble Hygiene | 2 | Wavemaker | Vodafone | Apna raasta khud chuno- befikr with India's first mobile safety | Vodafone Idea Ltd. |
| 4 WATConsult 5 Wavemaker LinkedIn Empowering 50MN+ professionals to chase their dream 39. BEST INTEGRATED CAMPAIGN: MEDIA 1 Wavemaker Netflix Media Ke Bazaar Mein, Sabse Bada Dhanda Hai Integration! 2 Wavemaker Netflix THE BLOODY MEDIA TAKEOVER! Netflix 40. BEST ONGOING MEDIA CAMPAIGN 1 Mindshare Lifebuoy The Adaptive Data Lighthouse: Scaling up the Infection Alert System in Rural Area 1 Initiative Netflix Mindshare Dettol & Harpic Mission: Clean India Wavemaker We kept India drink healthy water — Pincode by Pincode! Mindshare Brooke Bond Red Label MEDIACOM INDIA Ariel Now Its time Sons- Share the Load Procter & Gamble Hygiene | 3 | MEDIACOM INDIA | Adidas India | | _ |
| 39. BEST INTEGRATED CAMPAIGN : MEDIA 1 Wavemaker Netflix Media Ke Bazaar Mein, Sabse Bada Dhanda Hai Integration! 2 Wavemaker Netflix THE BLOODY MEDIA TAKEOVER! Netflix 40. BEST ONGOING MEDIA CAMPAIGN 1 Mindshare Lifebuoy The Adaptive Data Lighthouse : Scaling up the Infection Alert System in Rural Area 2 Initiative Dettol & Harpic Mission : Clean India RB 3 Wavemaker Eureka Forbes Ltd. We kept India drink healthy water — Pincode by Pincode! 4 Mindshare Brooke Bond Red Label The 6 Pack Band Hindustan Unilever Limited 5 MEDIACOM INDIA Ariel Now Its time Sons- Share the Load Procter & Gamble Hygiene | 4 | | | | |
| 1WavemakerNetflixMedia Ke Bazaar Mein, Sabse Bada Dhanda Hai Integration!Netflix2WavemakerNetflixTHE BLOODY MEDIA TAKEOVER!Netflix40. BEST ONGOING MEDIA CAMPAIGN1MindshareLifebuoyThe Adaptive Data Lighthouse : Scaling up the Infection Alert System in Rural AreaHindustan Unilever Limited2InitiativeDettol & HarpicMission : Clean IndiaRB3WavemakerEureka Forbes Ltd.We kept India drink healthy water — Pincode by Pincode!Eureka Forbes Ltd.4MindshareBrooke Bond Red LabelThe 6 Pack Band Now Its time Sons- Share the LoadHindustan Unilever Limited Procter & Gamble Hygiene | 5 | Wavemaker | LinkedIn | | Linkedin.com |
| 1WavemakerNetflixMedia Ke Bazaar Mein, Sabse Bada Dhanda Hai Integration!Netflix2WavemakerNetflixTHE BLOODY MEDIA TAKEOVER!Netflix40. BEST ONGOING MEDIA CAMPAIGN1MindshareLifebuoyThe Adaptive Data Lighthouse : Scaling up the Infection Alert System in Rural AreaHindustan Unilever Limited2InitiativeDettol & HarpicMission : Clean IndiaRB3WavemakerEureka Forbes Ltd.We kept India drink healthy water — Pincode by Pincode!Eureka Forbes Ltd.4MindshareBrooke Bond Red LabelThe 6 Pack Band Now Its time Sons- Share the LoadHindustan Unilever Limited Procter & Gamble Hygiene | 39. B | EST INTEGRATED CAMPAIGN : M | IEDIA | | |
| 40. BEST ONGOING MEDIA CAMPAIGN 1 Mindshare Lifebuoy The Adaptive Data Lighthouse : Scaling up the Infection Alert System in Rural Area 2 Initiative Dettol & Harpic Mission : Clean India RB 3 Wavemaker Eureka Forbes Ltd. We kept India drink healthy water — Pincode by Pincode! 4 Mindshare Brooke Bond Red Label The 6 Pack Band Hindustan Unilever Limited Now Its time Sons- Share the Load Procter & Gamble Hygiene | | | | | Netflix |
| The Adaptive Data Lighthouse : Scaling up the Infection Alert System in Rural Area Initiative Dettol & Harpic Wavemaker Dettol & Harpic We kept India drink healthy water — Eureka Forbes Ltd. Pincode by Pincode! Mindshare Brooke Bond Red Label MEDIACOM INDIA Ariel Now Its time Sons- Share the Load Procter & Gamble Hygiene | 2 | Wavemaker | Netflix | THE BLOODY MEDIA TAKEOVER! | Netflix |
| up the Infection Alert System in Rural Area Initiative Dettol & Harpic Mission: Clean India Wavemaker Eureka Forbes Ltd. We kept India drink healthy water — Eureka Forbes Ltd. Pincode by Pincode! Mindshare Brooke Bond Red Label The 6 Pack Band Hindustan Unilever Limited MEDIACOM INDIA Ariel Now Its time Sons- Share the Load Procter & Gamble Hygiene | 40. B | | | | |
| Wavemaker Eureka Forbes Ltd. Pincode by Pincode! Mindshare Brooke Bond Red Label MEDIACOM INDIA Eureka Forbes Ltd. Pincode by Pincode! The 6 Pack Band MEDIACOM INDIA Ariel Now Its time Sons- Share the Load Procter & Gamble Hygiene | | | | up the Infection Alert System in Rural Area | |
| 4 Mindshare Brooke Bond Red Label The 6 Pack Band Hindustan Unilever Limited 5 MEDIACOM INDIA Ariel Now Its time Sons- Share the Load Procter & Gamble Hygiene | | | | We kept India drink healthy water – | |
| | | | | The 6 Pack Band | Procter & Gamble Hygiene |

| NO. | ENTRANT | BRAND NAME | CAPTION TITLE | CLIENT NAME |
|-------|------------------------|-----------------------|--|-------------------------------------|
| 41. E | MVIE FOR GOOD | | | |
| 1 | Wavemaker | Savlon | Savlon turned mass media into Braille | ITC Ltd. |
| 2 | WATConsult | SBI Life Insurance | Thanks A Dot | SBI LIfe Insurance |
| 3 | Essence | Google | Democratising internet through India's lifeline | Google India |
| 4 | MEDIACOM INDIA | Adidas India | Real Kashmir | Adidas India Marketing Pvt. Ltd. |
| 5 | Starcom | Axis Bank | A Million Thanks | Axis Bank |
| 6 | Wavemaker | Vodafone | How Vodafone creates "WHEELS OF CHANGE" in rural Kerala | Vodafone Idea Ltd. |
| 7 | DDB Mudra Group | McDonald's | Make Your Choice | Hardcastle Restaurants Pvt. Ltd. |
| 8 | Initiative | Dettol & Harpic | Mission: Clean India | RB |
| 9 | Initiative | Harpic . | Making India Toilet Proud | RB |
| 10 | Mindshare | Brooke Bond Red Label | Apno Ko Apnao | Hindustan Unilever Limited |
| NO. | ENTRANT | NAME OF THE PERSON | BRAND - CAPTION / TITLE | CLIENT NAME |
| 45. Y | OUNG EMVIE OF THE YEAR | | | |
| 1 | Madison Media | Rishab Aggarwal | Tata Salt - Worth the Salt | Tata Chemicals Ltd. |
| 2 | Wavemaker | Sampan Kamble | Netflix - Love Sex Bhookha | Netflix |
| 3 | Initiative | Rajat Jha | Dettol - Prof. Rajat Jha - MHW (Master of Hand-wash) | RB |
| 4 | Wavemaker | Ayush Doshi | Vodafone - Challenging the taur tarike of media planning | Vodafone Idea Ltd. |
| 5 | Wavemaker | Satya Sourabh | Netflix - NETFLIX AND CHILLS | Netflix |
| 6 | Wavemaker | Abhishek Mehrotra | Myntra Designs Pvt. Ltd., Tata Global Beverages Ltd The jack of all trades; Master of some | Myntra Designs Pvt. Ltd. |
| 7 | Wavemaker | Melwin Rodrigues | Vodafone - Media Technologist - Trying to make the world a better place | Vodafone Idea Ltd. |
| 8 | Wavemaker | Hem Shah | Mondelez - ONE MILLENNIAL | Mondelez India Food |
| | | | TARGETING MILLIONS OF MILLENNIALS | Pvt. Ltd. |
| 9 | Wavemaker | Kanishi Desai | Mondelez - Delivering experiences, be it "travel" or "campaigns" | Mondelez |
| 10 | Wavemaker | Ananya Sengupta | Myntra - Piedpiper of content - The storyteller | Myntra Designs Pvt. Ltd. |

EMVIES 2019 RESULTS

| NO. | ENTRANT | BRAND NAME | CAPTION TITLE | CLIENT NAME | G/S/B |
|------------------|--|---|--|--|------------------------------------|
| 01. B | BEST MEDIA STRATE Wavemaker | EGY: CONSUMER PRODUC Savion | TS - COSMETICS, TOILETRIES, P Savlon turned mass media into Braille | ERSONAL HYGIENE ITC Ltd. | SILVER |
| 02. B | BEST MEDIA STRATE Mindshare | EGY: CONSUMER PRODUC Kingfisher | TS - BEVERAGES AND DRINKS Make your own Beer - Anytime, Anywhere! | United Breweries Limited | GOLD |
| 2 | Mindshare | Brooke Bond Red Label | Brooke Bond Red Label : Making India little more Inclusive, One Cup at a Time | Hindustan Unilever Limited | SILVER |
| 03. B | SEST MEDIA STRATE Initiative | EGY: CONSUMER PRODUC Too Yumm Multigrain Chips | Virat proves to the Nation that Chips can be Healthy too | Guiltfree Industries Ltd. | BRONZE |
| 04. B | BEST MEDIA STRATE Mindshare | EGY: CONSUMER PRODUC | The campaign that saved 5000 | Hindustan Unilever Limited | SILVER |
| 2 | Mindshare | Otrivin | Mn Litres of Water !! Otrivin - Cold and Flu Predictor | GlaxoSmithKline Consumer Healthcare | BRONZE |
| 05 B | EST MEDIA STRATE | EGY : CONSUMER DURABL | FS | | |
| 1 | Mindshare | IKEA INDIA | IKEA says `Hej' India in Style | IKEA INDIA PRIVATE LIMITED | GOLD |
| 06. B | SEST MEDIA STRATE | EGY: SERVICES | | | |
| 1 | Wavemaker | Vodafone | Sponsored Unofficially, Buzziest Officially!!! | Vodafone Idea Ltd. | GOLD |
| 2 | Initiative | Amazon Prime Video | Do you think Mass media cannot be | Amazon | GOLD |
| 3 | Initiative | Amazon India | customised , think again CUSTOMER OBSESSION AT SCALE - FOR AMAZON INDIA | Amazon India | GOLD |
| 07 B | SEST MEDIA STRATE | FGV·MEDIA | | | |
| 1 | Wavemaker | Netflix | Media Ke Bazaar Mein, Sabse Bada Dhanda Hai Strategy | Netflix | SILVER |
| 08. B | SEST DIGITAL STRAT | TEGY | | | |
| 1 | Mindshare | Brooke Bond Red Label | Brooke Bond Red Label: Making India | Hindustan Unilever Limited | GOLD |
| 2 | Wavemaker | Vodafone | little more Inclusive, One Cup at a Time Sponsored Unofficially, Buzziest Officially! | Vodafone Idea Ltd. | GOLD |
| 3 | Mindshare | Hindustan Unilever Limited | Maxima Media Labs : A Giant Leap | Hindustan Unilever Limited | SILVER |
| 4 | Wavemaker | Vodafone | towards Breaking Digital Wall Gardens Apna raasta khud chuno- befikr with India's first mobile safety service for | Vodafone Idea Ltd. | SILVER |
| 5 | Mindshare | Otrivin | women Otrivin - Cold and Flu Predictor | GlaxoSmithKline Consumer Healthcare | BRONZE |
| 09. B | SEST MEDIA INNOVA | ATION: TELEVISION | | | |
| 1 2 3 4 | Essence Mindshare Wavemaker Mindshare | Google Home Star Sports Savlon Brooke Bond Red Label | OK Google! Lets have some Koffee! Pause & Play A news anchor without a teleprompter Bringing Two Rival Nations Together | Google India Star India Private Limited ITC Ltd. Hindustan Unilever Limited | GOLD SILVER BRONZE BRONZE |
| | | | Over a Different 'Cup' | | |
| 10. B | SEST MEDIA INNOVA | ATION: PRINT - DAILIES | | | |
| 1 | Madison Media | Tata Salt | Missing "I" | Tata Chemicals | SILVER |
| 2 | Wavemaker | Myntra | OUTSMARTing the jacket with India's first 'editorial' Advertisement | Myntra Design Pvt. Ltd. | SILVER |

11. BEST MEDIA INNOVATION: PRINT - MAGAZINES

NO METAL AWARDED

| | | | Celebrating | 19 Glorious Years of EMVIES | | |
|--------|--|-------------------------------------|-------------|--|---|------------------|
| NO. | ENTRANT | BRAND NAME | | CAPTION TITLE | CLIENT NAME | G/S/B |
| 12. B | EST MEDIA INNOVA Street Talk - A division | ATION : OUT OF Nestle India | HOME | Bus Shelters that talk Coffee | Nestle | GOLD |
| 2 | of Signpost India Street Talk - A division of Signpost India | Future Retail Ltd. | | World's First Glam Tram | Future Retail Ltd. (FBB) | SILVER |
| 3 | Laqshya | Jeep | | Jeep- Creating India's largest Installation-Asia Book Of Records Totle | FCA India Automobiles Private Limited | BRONZE |
| | EST MEDIA INNOVA | ATION : AMBIEN | NT MEDIA | | | |
| | EST MEDIA INNOVA | ATION : CINEMA | A | | | |
| 15. B | EST MEDIA INNOVA | | | | | |
| 1 | Initiative | Amazon Echo | | Knock Knock Who's There? Its RJ ALEXA!! | Amazon | GOLD |
| 2 3 | Mindshare Mindshare | Star Sports Vaseline Petroleum | n Jelly | Pangewala Padosi - Asia Cup How Radio became a Perfect | Star India Pvt. Limited Hindustan Unilever Limited | SILVER SILVER |
| | | | - | Grandmother! | | |
| 4 | DDB Mudra Group | NICOTEX NICOTI | NE GUM | #EKCIGARETTEKAM - Anthem of Determination. Making India Lung Cancer free – one cigarette at a time | CIPLA HEALTH LIMITED | BRONZE |
| 5 | Mindshare | Hindustan Unileve | r | How we used Radio by changing a habit & made India - a little cleaner | Hindustan Unilever Limited | BRONZE |
| 16. B | EST MEDIA INNOVA | TION : DIGITAL | - SEARCH | | | |
| 1 2 | WATConsult Wavemaker | Racold Garnier Micellar V | Nater | Mind Your Language One swipe to a new regime | Racold L'Oreal India | GOLD GOLD |
| 3 | Mindshare | Kurkure | vater | Kurkure Contains Plastic? | PepsiCo | SILVER |
| 4 | Wavemaker | Vodafone | | Decoding the generic search behavior of female audience to create awareness and increase adoption of Sakhi | Vodafone Idea Ltd. | BRONZE |
| 17. B | EST MEDIA INNOVA | TION : DIGITAL | - SOCIAL N | /IEDIA | | |
| 1 | Wavemaker | Vodafone | | How Vodafone became the Buzziest brand during IPL on Social Media | Vodafone Idea Ltd. | SILVER |
| 2 | Madison Media Madison Media | MTV India Tata Salt | | Gotcha! When we made India realize that the "I" is missing | Viacom 18 Tata Chemicals Ltd. | SILVER SILVER |
| 4 | Wavemaker | Netflix | | India swiped right with #LittleThings | Netflix | BRONZE |
| 5 | Wavemaker | Max Bupa Health | Insurance | WHEN EXTRA KILOS FAUGHT CANCER! | Max Bupa Health Insurance | BRONZE |
| 18. B | EST MEDIA INNOVA Madison Media | TION : DIGITAL MTV India | - MOBILE | / HAND HELD DEVICES When India Dared To Stare | Viacom 18 | BRONZE |
| 19. B | EST MEDIA INNOVA | TION : DIGITAL | DISPLAY | | | |
| 1 | Wavemaker | Netflix | | Kabhi Kabhi Lagta Hai, Apun Hi (Innovation Ka) Bhagwaan Hai | Netflix | SILVER |
| 2 | Essence | Google Search App | 0 | Making Google your friendly, 'neighbourhood' search through 'Local' | Google India | BRONZE |
| 3 4 | Madison Media Madison Media | Asian Paints Royal Tata salt | le Atmos | Clean The Air The Day Without an I | Asian Paints Tata Chemicals Ltd. | BRONZE BRONZE |
| • | | | | The Day Without all I | Tata Offerficats Etu. | BRONZE |
| 20. Bl | EST MEDIA INNOVA Mindshare | TION : DIGITAL Brooke Bond Red I | | India's first Isspeshal Band | Hindustan Unilever Limited | GOLD |
| 2 | Wavemaker | Cadbury Perk | Label | Cadbury Perk made 81 million Indian youth, re-imagine elections. | Mondelez India Food Private Limited | GOLD |
| 3 4 | Initiative Mindshare | Amazon India Brooke Bond Red I | Label | Echo Youtube Preroll Bringing Two Rival Nations Together | Amazon India Hindustan Unilever Limited | SILVER SILVER |
| 5 | Mindshare | Quaker | | Over a Different `Cup' Kitchen Khanna Konversations with | PepsiCo | BRONZE |
| 6 | Wavemaker | Cadbury Dairy Mil | lk Silk | Quaker Making more than 1 million "hearts pop out" on Valentine's Day | Mondelez India Food Private Limited | BRONZE |
| 21. B | EST MEDIA INNOVA Wavemaker | TION: DIGITAL Vodafone | MULTIPL | E PLATFORM Apna raasta khud chuno- befikr with India's first mobile safety service for | Vodafone Idea Ltd. | SILVER |
| 2 | Wavemaker | Cadbury Dairy Mil | lk Silk | women Making more than 1 million "hearts pop | Mondelez India Food | SILVER |
| 3 | Wavemaker | Vodafone | | out" on Valentine's day How Vodafone became the Buzziest brand | Private Limited Vodafone Idea Ltd. | BRONZE |
| 4 | Madison Media | Tata Salt | | during IPL The Missing I | Tata Chemicals Ltd. | BRONZE |
| 5 | Mindhare | Hindustan Unileve | r Limited | Every Homemaker's ally - Cleanipedia | Hindustan Unilever Limited | BRONZE |

| | | | 3 | | |
|--------|--|--|---|--|------------------|
| NO. | ENTRANT | BRAND NAME | CAPTION TITLE | CLIENT NAME | G/S/B |
| | | | RGING TECHNOLOGY FOR A MED | | COLD |
| 1 | Mindshare | Horlicks | Engagement in a Media Dark Market, 81% Delivered! | GlaxoSmithKline Consumer Healthcare | GOLD |
| 2 | Madison Media | Colors | When Colors Won Its Fans Back During IPL 2019 | Viacom 18 | GOLD |
| 3 | Isobar India | Ceat | Use of Blockchain Technology To Reduce Ad Fraud. | Ceat Tyres | BRONZE |
| 4 | Mindshare | Otrivin | Otrivin - Cold and Flu Predictor | GlaxoSmithKline Consumer Healthcare | BRONZE |
| 22 R | EST MEDIA INNOVA | TION · REST USE OF INFLI | UENCER MARKETING FOR A BRA | AND | |
| 29. B | Mindshare | Aditya Birla Health Insurance | #JumpForHealth | Aditya Birla Capital | SILVER |
| 2 | Wavemaker | Cadbury Dairy Milk Silk | Making more than 1 million "hearts | Health Insurance Mondelez India Food | BRONZE |
| 3 | Mindshare | Brooke Bond Red Label | pop out" on Valentine's day India's first Isspeshal Band | Private Limited Hindustan Unilever Limited | BRONZE |
| 24. B | EST MEDIA INNOVA Mindshare | TION: EVENTS / EXPERIE Lifebuoy | The Electronic Voting Machine Wins | Hindustan Unilever Limited | SILVER |
| 2 | DDB Mudra Group | McDonald's | India's Vote for Health Make Your Choice | Hardcastle Restaurants Pvt. Ltd. | SILVER |
| 3 | Motivator Mindshare | Himalaya Companion Care Hamam | Purrfect IPL Safety Starts at School Hamam #GoSafeOutside | Himalaya Companion Care Hindustan Unilever Limited | SILVER BRONZE |
| | | TION : DIRECT MARKETIN | | | |
| | TAL AWARDED | | | | |
| | EST MEDIA INNOVA O, SPONSORSHIP | TION : BRANDED CONTEN | T - USE OF BRANDED CONTENT I | N FILM, TV, MUSIC | |
| 1 2 | Mindshare Essence | Castrol India Google Home | Super Mechanic Contest OK Google! Lets have some Koffee! | Castrol India Limited Google India | SILVER BRONZE |
| DIGIT | EST MEDIA INNOVA AL, OTT OR SOCIAL TAL AWARDED | TION: BRANDED CONTEN | T - USE OF BRANDED CONTENT (| REATED FOR | |
| 28. B | EST MEDIA INNOVA | TION : RURAL ACTIVATION | J | | |
| 1 | Wavemaker | Vodafone | Vodafone creating "WHEELS OF CHANGE" in rural Kerala | Vodafone Idea Ltd. | GOLD |
| 2 | Wavemaker | Colgate Swarna Ved Shakti | MAKING 3 CRORE PEOPLE IN UP EXPERIENCE THE BEST NATURAL TOOTHPASTE IN 45 DAYS | Colgate Palmolive (India) Ltd. | GOLD |
| 3 | Initiative | Dettol | India's First Hygiene Parliament | RB | GOLD |
| 4 | Initiative | Harpic | Making India Toilet Proud | RB | BRONZE |
| 29. B | EST MEDIA INNOVA | TION: SPONSORSHIPS | | | |
| 1 | Madison Media | Asian Paints Corporate | #PeopleAddColor | Asian Paints | SILVER |
| 2 | Mindshare | Axe | Mard Ban yaar | Hindustan Unilever Limited | BRONZE |
| 3 4 | Initiative Madison Media | Dettol Dominos | Mission : Clean India No Party Without Dominos | RB Jubilant Foodworks | BRONZE BRONZE |
| 30 B | EST MEDIA DESEAG | PCH / ANAIVTICS · REST M | IEDIA RESEARCH USING PROPR | IETA DV DATA | |
| 1 | Mindshare | Lifebuoy | The Predictive "Bell-Weather" in an "Intent" Driven World | Hindustan Unilever Limited | SILVER |
| 2 | Mindshare | Brooke Bond and Vaseline | The Darwinian Theory of Maximising | Hindustan Unilever Limited | SILVER |
| 3 | Mindshare | Hindustan Unilever Limited | Portfolio Sales with Media Hitting the bulls-eye with Javelin | Hindustan Unilever Limited | BRONZE |
| 31 R | FST MEDIA RESEAR | RCH / ANALYTICS · BEST M | IEDIA RESEARCH USING EXISTI | Νς ΝΔΤΔ | |
| 1 | Mindshare | ESP Properties India | Box Office Conversion Model | ESP Properties India - GroupM Media India Pvt. Ltd. | SILVER |
| 2 | Wavemaker | Wavemaker | Attribution_Systems that think rationally and dynamically | Wavemaker | BRONZE |
| | | | SE OF ANALYTICS / DATA TECHN | | |
| 1 | Mindshare | Tresemme | How Tresemme got a bee-line of consumers to its Youtube channel! | Hindustan Unilever Limited | SILVER |
| 2 | Mindshare | Multi Brand - UltraTech, Tres semme | KYVE 2.0 - Know Your Videos Effectively | UltraTech Cement Ltd. | SILVER |
| 3 4 | Mindshare Mindshare | Hindustan Unilever Limited Hindustan Unilever Limited | Hitting the bulls-eye with Javelin Maxima Media Labs : A Giant Leap towards Breaking Digital Wall Gardens | Hindustan Unilever Limited Hindustan Unilever Limited | BRONZE BRONZE |
| | | | | | |

| NO. | ENTRANT | BRAND NAME | CAPTION TITLE | CLIENT NAME | G/S/B |
|----------------------|---|--|---|--|------------------------|
| 33. B 1 2 3 | EST INTEGRATED C Wavemaker Wavemaker Mindshare | CAMPAIGN: CONSUMER P Savlon Garnier Micellar water Lifebuoy | RODUCTS - COSMETICS, TOILETR Savion turned mass media into Braille One Swipe to a New regime The Infection Alert System - An Inclusive Media Strategy across the Income Pyramid | IES, PERSONAL HYGIENE ITC Ltd. L'Oreal India Hindustan Unilever Limited | GOLD GOLD BRONZE |
| 34. B | EST INTEGRATED C Mindshare | CAMPAIGN : CONSUMER P Brooke Bond Red Label | RODUCTS - BEVERAGES AND DRI Apno ko Apnao | NKS Hindustan Unilever Limited | BRONZE |
| 35. B | EST INTEGRATED C Initiative | CAMPAIGN : CONSUMER P Too Yumm Multigrain Chips | RODUCTS - CONFECTIONARY AND Virat proves to the Nation that Chips can be Healthy too | FOOD Guiltfree Industries Ltd. | GOLD |
| 36. B | EST INTEGRATED O | CAMPAIGN : CONSUMER P | RODUCTS - OTHERS | | |
| 1 | Mindshare | Castrol - Castrol CRB | Truck Aasana | Castrol India Limited | SILVER |
| 37. B | EST INTEGRATED O | CAMPAIGN : CONSUMER D | URABLES | | |
| 1 | Initiative | Amazon Echo | How Amazon Echo connected with consumers & Built relevance in their lives | Amazon | GOLD |
| 38. B | EST INTEGRATED O | CAMPAIGN : SERVICES | | | |
| 1 | WATConsult | SBI Life Insurance | Thanks A Dot | SBI LIfe Insurance | GOLD |
| 2 | Wavemaker | Vodafone | Apna raasta khud chuno- befikr with India's first mobile safety service for women | Vodafone Idea Ltd. | GOLD |
| 3 | Wavemaker | Vodafone | How Vodafone became the Buzziest | Vodafone Idea Ltd. | SILVER |
| 4 | MEDIACOM INDIA | Adidas India | brand during IPL (USoF) Real Kashmir | Adidas India Marketing Pvt. Ltd. | SILVER |
| 39. B | EST INTEGRATED O | CAMPAIGN : MEDIA | | | |
| 1 | Wavemaker | Netflix | Media Ke Bazaar Mein, Sabse Bada | Netflix | GOLD |
| 2 | Wavemaker | Netflix | Dhanda Hai Integration! THE BLOODY MEDIA TAKEOVER! | Netflix | GOLD |
| 40 B | EST ONGOING MED | IA CAMPAICN | | | |
| 1 | Initiative | Dettol & Harpic | Mission : Clean India | RB | GOLD |
| 2 | Wavemaker | Eureka Forbes Ltd. | We kept India drink healthy water – Pincode by Pincode! | Eureka Forbes Ltd. | GOLD |
| 3 | Mindshare | Brooke Bond Red Label | The 6 Pack Band | Hindustan Unilever Limited | SILVER |
| 4 | MEDIACOM INDIA | Ariel | Now Its time Sons- Share the Load | Procter & Gamble Hygiene | SILVER |
| 5 | Mindshare | Lifebuoy | The Adaptive Data Lighthouse : Scaling up the Infection Alert System in Rural Area | and Health care Limited Hindustan Unilever Limited | SILVER |
| 41 F | MVIE FOR GOOD | | | | |
| 1 | Initiative | Dettol & Harpic | Mission : Clean India | RB | BRONZE |

JOINT WINNERS OF THE GRAND EMVIE ARE:
a. MEDIACOM INDIA & Procter & Gamble Hygiene and Health care Limited

Ariel - Now Its time Sons - Share the Load {Best Integrated Campaign : Consumer Products - Others}

b. WATConsult & Ariston Thermo Racold - Mind Your Language

{Best Media Strategy : Consumer Durables}

BEST MEDIA CLIENT OF THE YEAR:

HINDUSTAN UNILEVER LIMITED

BEST MEDIA AGENCY OF THE YEAR:

MINDSHARE

The following categories will not feature in computation of Best Media Agency of the Year and Best Media Client of the Year Award.

42. BEST IMPLEMENTATION TEAM OF THE YEAR

| NO. | CATEGORY | AGENCY NAME | BRAND NAME / CAPTION TITLE | CLIENT NAME | G/S/B |
|-----|------------------------|--------------------------|---------------------------------------|-------------|-------|
| 1 | Best Media Innovation: | Street Talk - A division | Nestle India - Bus Shelters that talk | Nestle | GOLD |
| | Out of Home | of Signpost India | Coffee | | |

43. BEST MEDIA BUYING TEAM OF THE YEAR

| NO. | ENTRANT | BRAND | CAPTION/TITLE | CLIENT NAME | G/S/B |
|-----|----------------|----------------------------|---|---|--------|
| 1 | Mindshare | Hindustan Unilever Limited | Choreographing Investments | Hindustan Unilever Limited | GOLD |
| 2 | MEDIACOM INDIA | Corporate | Innovation & thought leadership to drive riskless hedge against inflation | Procter & Gamble Hygiene and Health care Limited | SILVER |
| 3 | Initiative | RB | 5 Brave men | RB | BRONZE |

44. BEST MEDIA INNOVATION FROM MEDIA AGENCIES NOT EXCEEDING RS.50 CRORES ANNUAL BILLING

NO METAL AWARDED

45. YOUNG EMVIE OF THE YEAR

| NO. | ENTRANT | NAME OF THE PERSON | BRAND - CAPTION / TITLE | CLIENT NAME | G/S/B |
|-----|---------------|--------------------|---------------------------------|--------------------------|--------|
| 1 | Wavemaker | Ananya Sengupta | Myntra - Piedpiper of content - | Myntra Designs Pvt. Ltd. | GOLD |
| | | | The storyteller | | |
| 2 | Madison Media | Rishab Aggarwal | Tata Salt - Worth the Salt | Tata Chemicals Ltd. | SILVER |
| 3 | Wavemaker | Sampan Kamble | Netflix - Love Sex Bhookha | Netflix | SILVER |
| 4 | Wavemaker | Hem Shah | Mondelez - ONE MILLENNIAL | Mondelez India Food | SILVER |
| | | | TARGETING MILLIONS OF | Pvt. Ltd. | |
| | | | MILLENNIALS | | |
| 5 | Wavemaker | Ayush Doshi | Vodafone - Challenging the taur | Vodafone Idea Ltd. | BRONZE |
| | | | tarike of media planning | | |
| 6 | Wavemaker | Satya Sourabh | Netflix - NETFLIX AND CHILLS | Netflix | BRONZE |

46. BEST MEDIA PARTNER OF THE YEAR

BEST MEDIA PARTNER OF THE YEAR: TELEVISION - STAR WORLD

BEST MEDIA PARTNER OF THE YEAR: PRINT - HINDUSTAN TIMES & THE TIMES OF INDIA

BEST MEDIA PARTNER OF THE YEAR: CINEMA - NOT AWARDED BEST MEDIA PARTNER OF THE YEAR: RADIO - RADIO ONE BEST MEDIA PARTNER OF THE YEAR: DIGITAL - FACEBOOK

BEST MEDIA PARTNER OF THE YEAR: OUT OF HOME / AMBIENT MEDIA - JAGRAN

THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 23RD SEPTEMBER, 2019

BEST MEDIA INNOVATION: RURAL ACTIVATION

Wavemaker Colgate Swarna Ved Shakti - MAKING 3 CRORE PEOPLE IN UP EXPERIENCE

THE BEST NATURAL TOOTHPASTE IN 45 DAYS

THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 24TH SEPTEMBER, 2019

BEST MEDIA INNOVATION: BRANDED CONTENT - USE OF BRANDED CONTENT CREATED FOR DIGITAL, OTT OR SOCIAL

Wavemaker Netflix - "A story that shook the nation"

THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 25TH SEPTEMBER, 2019 (MORNING SESSION)

BEST ONGOING MEDIA CAMPAIGN

Mediacom India Ariel - Now Its time Sons - Share the Load

THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 25TH SEPTEMBER, 2019 (AFTERNOON SESSION)

BEST MEDIA INNOVATION: EVENTS / EXPERIENTIAL MARKETING

Mindshare Pantaloons - A vogue Experience for a common man

THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 26TH SEPTEMBER, 2019 (MORNING SESSION)

BEST INTEGRATED CAMPAIGN : SERVICES

WATConsult SBI Life Insurance - Thanks A Dot

THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 26TH SEPTEMBER, 2019 (AFTERNOON SESSION)

BEST INTEGRATED CAMPAIGN: CONSUMER PRODUCTS - OTHERS

Mediacom India Ariel - Now Its time Sons - Share the Load

THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 27TH SEPTEMBER, 2019 (MORNING SESSION)

BEST MEDIA INNOVATION: DIGITAL - SOCIAL MEDIA

Mindshare Pepsi - Challenge all that SWAG you got!

THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 27TH SEPTEMBER, 2019 (AFTERNOON SESSION)

BEST MEDIA INNOVATION: BEST USE OF INFLUENCER MARKETING FOR A BRAND

Mindshare Aditya Birla Health Insurance - #JumpForHealth

EMVIES 2019 : BEST MEDIA CLIENT OF THE YEAR (TOP 17)

| NO. | NAME OF THE CLIENT | GRAND EMVIE 20 POINTS | GOLD 15 POINTS | SILVER 10 POINTS | BRONZE 5 POINTS | TOTAL POINTS |
|-----|--|--------------------------|-------------------|---------------------|--------------------|-----------------|
| 1 | Hindustan Unilever Limited | | 2 | 11 | 11 | 195 |
| 2 | Vodafone Idea Ltd. | | 4 | 4 | 2 | 110 |
| 3 | Amazon India | | 4 | 1 | | 70 |
| 4 | Netflix | | 2 | 2 | 1 | 55 |
| 5 | RB | | 2 | | 3 | 45 |
| 6 | Mondelez India Food Private Limited | | 1 | 1 | 2 | 35 |
| 7 | GlaxoSmithKline Consumer Healthcare | | 1 | | 3 | 30 |
| 8 | ITC Ltd. | | 1 | 1 | 1 | 30 |
| 9 | L'Oreal India | | 2 | | | 30 |
| 10 | Procter & Gamble Hygiene and Health care Limited | 1 | | 1 | | 30 |
| 11 | Tata Chemicals Ltd. | | | 2 | 2 | 30 |
| 12 | Viacom 18 | | 1 | 1 | 1 | 30 |
| 13 | Google India | | 1 | | 2 | 25 |
| 14 | Ariston Thermo | 1 | | | | 20 |
| 15 | Castrol India Limited | | | 2 | | 20 |
| 16 | Guiltfree Industries Ltd. | | 1 | | 1 | 20 |
| 17 | Star India Private Limited | | | 2 | | 20 |

EMVIES 2019: BEST MEDIA AGENCY OF THE YEAR

| NO. | NAME OF THE AGENCY | GRAND EMVIE 20 POINTS | GOLD 15 POINTS | SILVER 10 POINTS | BRONZE 5 POINTS | TOTAL POINTS |
|-----|---|--------------------------|-------------------|---------------------|--------------------|-----------------|
| 1 | Mindshare | | 5 | 19 | 15 | 340 |
| 2 | Wavemaker | | 12 | 9 | 8 | 310 |
| 3 | Initiative | | 7 | 1 | 4 | 135 |
| 4 | Madison Media | | 1 | 4 | 5 | 80 |
| 5 | WATConsult | 1 | 2 | | | 50 |
| 6 | MEDIACOM INDIA | 1 | | 2 | | 40 |
| 7 | Essence | | 1 | | 2 | 25 |
| 8 | Street Talk - A Division of Signpost India | | 1 | 1 | | 25 |
| 9 | DDB Mudra Group | | | 1 | 1 | 15 |
| 10 | Motivator | | | 1 | | 10 |
| 11 | Isobar India | | | | 1 | 5 |
| 12 | Laqshya | | | | 1 | 5 |
| | TOTAL | 2 | 29 | 38 | 37 | |

^{**} NOTE: The following categories will not feature in computation of Best Media Agency of the Year and Best Media Client of the Year Award.

BEST IMPLEMENTATION TEAM OF THE YEAR

BEST MEDIA INNOVATION FROM MEDIA AGENCIES NOT EXCEEDING 50 CRORES ANNUAL BILLING

YOUNG EMVIE OF THE YEAR

BEST MEDIA PARTNER OF THE YEAR

BEST BUYING TEAM OF THE YEAR

THERE IS NO EMVIE AWARDED IN THE FOLLOWING CATEGORIES

Best Media Innovation : Print - Magazines
Best Media Innovation : Ambient Media

Best Media Innovation: Cinema

Best Media Innovation: Direct Marketing

Best Media Innovation From Media Agencies Not Exceeding 50 Crores Annual Billing

Best Media Innovation : Branded Content - Use of Branded Content Created for Digital, OTT or Social

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