



# EMVIES

## — 2019 —

*Celebrating 19 Glorious Years*



**RESULTS SHEET INSIDE**



# 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  
Bhavesht 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



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# 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



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# FINAL ROUND JUDGES



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  
Iyer



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



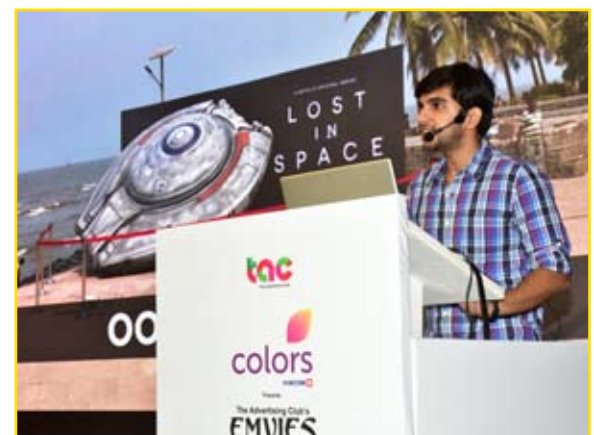
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# CASE-STUDY PRESENTATIONS SNAPSHOTS





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## SHORTLISTED CASE STUDIES FOR PRESENTATIONS

NO.	ENTRANT	BRAND NAME	CAPTION TITLE	CLIENT NAME
<b>01. BEST MEDIA STRATEGY : CONSUMER PRODUCTS - COSMETICS, TOILETRIES, PERSONAL HYGIENE</b>				
1	Initiative	Dettol	The Handwashing Tales	RB
2	Mindshare	Lifebuoy	The Infection Alert System - An Inclusive Media Strategy across the Income Pyramid	Hindustan Unilever Limited
3	Wavemaker	Savlon	Savlon turned mass media into Braille	ITC Ltd.
4	Milestone Brandcom	MAYBELLINE - FITME	MAYBELLINE - FIND YOUR FIT	L'OREAL
<b>02. BEST MEDIA STRATEGY : CONSUMER PRODUCTS - BEVERAGES AND DRINKS</b>				
1	Mindshare	Brooke Bond Red Label	Brooke Bond Red Label : Making India little more Inclusive, One Cup at a Time	Hindustan Unilever Limited
2	Mindshare	Kingfisher	Make your own Beer - Anytime, Anywhere!	United Breweries Limited
<b>03. BEST MEDIA STRATEGY : CONSUMER PRODUCTS - CONFECTIONARY AND FOOD</b>				
1	Madison Media	Tata Salt	The Missing I	Tata Chemicals Ltd.
2	Initiative	Too Yumm	Too Yumm says – “Oil is good for Diyas and not for snacks!” Making more than 1 million “hearts pop out” on Valentine’s Day	Guilfree Industries Ltd. Mondelez India Food Private Limited
4	Initiative	Too Yumm Multigrain Chips	Virat proves to the Nation that Chips can be Healthy too	Guilfree Industries Ltd.
5	PHD Media	TIC TAC	SHARE THE CHEER	FERRERO INDIA LTD.
<b>04. BEST MEDIA STRATEGY : CONSUMER PRODUCTS - OTHERS</b>				
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
<b>05. BEST MEDIA STRATEGY : CONSUMER DURABLES</b>				
1	Mindshare	IKEA INDIA	IKEA says ‘Hej’ India in Style	IKEA INDIA PRIVATE LIMITED
2	Wavemaker	Mercedes-Benz	Rushes - #LiveTheRushes	Daimler India
3	Mindshare	UltraTech Cement Ltd.	The expert home building companion	UltraTech Cement Ltd.
4	WATConsult	Racold	Mind Your Language	Ariston Thermo
<b>06. BEST MEDIA STRATEGY : SERVICES</b>				
1	Wavemaker	Vodafone	Sponsored Unofficially, Buzziest Officially!!!	Vodafone Idea Ltd.
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
<b>07. BEST MEDIA STRATEGY : MEDIA</b>				
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
<b>08. BEST DIGITAL STRATEGY</b>				
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 responsibility	United Breweries Ltd.



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NO.	ENTRANT	BRAND NAME	CAPTION TITLE	CLIENT NAME
6	Mindshare	Hindustan Unilever Limited	Maxima Media Labs : A Giant Leap towards Breaking Digital Wall Gardens	Hindustan Unilever Limited
7	Mindshare	Royal Challenge Sports Drink	Only Men Can play Cricket ?	Diageo India
8	Wavemaker	Red Bull	How Red Bull helped India improve their work-life balance!	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. BEST MEDIA INNOVATION : TELEVISION**

1	Wavemaker	Savlon	A news anchor without a teleprompter	ITC Ltd.
2	Mindshare	Rin	How We Applied The Principles Of Influencer Marketing On TV Planning	Hindustan Unilever Limited
3	Mindshare	Brooke Bond Red Label	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 HAI...CHOOSE WHO YOU BECOME	Netflix
9	Mindshare	McDowell's No1 Soda	LET US SING YOU A MELODY ON FRIENDSHIP & MUSIC	Diageo India

**10. BEST MEDIA INNOVATION : PRINT - DAILIES**

1	Wavemaker	Savlon	When India woke up to Braille Newspaper!	ITC Ltd.
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. BEST MEDIA INNOVATION : PRINT - MAGAZINES**

1	Initiative	Veet	Lights Camera Unpose	RB
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**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 Tottle	FCA India Automobiles Private Limited
4	Street Talk -A division of Signpost India	Nestle India	Bus Shelters that talk Coffee	Nestle

**13. BEST MEDIA INNOVATION : AMBIENT MEDIA**

1	Mindshare	Axe	Mard Ban Yaar	Hindustan Unilever Limited
2	Wavemaker	Vodafone	How Vodafone creates "WHEELS OF CHANGE" in rural Kerala	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	Madison Media	Asian Paints	Cinema Express	Asian Paints
6	Wavemaker	Vodafone	Vodafone helps reunite lost children with their parents using technology	Vodafone Idea Ltd.

**14. BEST MEDIA INNOVATION : CINEMA**

1	Wavemaker	Netflix	Jab Programmatic Met Cinema	Netflix
2	Initiative	USHA INTERNATIONAL	USHA SUI DHAGA MADE IN INDIA	USHA INTERNATIONAL
3	Mindshare	ForeverMark	FOREVER MARK – A LIVE SURPRISE FOR the BETTER HALF WITHIN	ForeverMark Diamonds Private Limited



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NO.	ENTRANT	BRAND NAME	CAPTION TITLE	CLIENT NAME
<b>15. BEST MEDIA INNOVATION : RADIO</b>				
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
<b>16. BEST MEDIA INNOVATION : DIGITAL - SEARCH</b>				
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
<b>17. BEST MEDIA INNOVATION : DIGITAL - SOCIAL MEDIA</b>				
1	WATConsult	Suicide Prevention India Foundation	Give Subtitles To Suicide	Suicide Prevention India Foundation
2	Wavemaker	Vodafone	How Vodafone became the Buzziest brand during IPL on Social Media	Vodafone Idea Ltd.
3	PivotRoots	Amazon Prime Video	Amazon Prime Video - Comicstaan Season 1	Amazon Prime Video
4	Essence	Airtel	Conversations that drive Star War Challenge all that SWAG you got!	Bharti Airtel
5	Mindshare	Pepsi	Gotcha!	PepsiCo
6	Madison Media	MTV India	When Twitter Raced Against the Mercedes-AMGE63S4Matic+	Viacom 18
7	Wavemaker	Mercedes AMG	India swiped right with #LittleThings	Mercedes Benz India Pvt. Ltd.
8	Wavemaker	Netflix	How Shoppers Stop became the First in the World to develop an instore AR experience on Facebook's Spark AR	Netflix
9	Wavemaker	Shoppers Stop	India's first Isspeshal Band	Shoppers Stop Limited
10	Mindshare	Brooke Bond Red Label	When we made India realize that the "I" is missing	Hindustan Unilever Limited
11	Madison Media	Tata salt	WHEN EXTRA KILOS FAUGHT CANCER!	Tata Chemicals Ltd.
12	Wavemaker	Max Bupa Health Insurance		Max Bupa Health Insurance
<b>18. BEST MEDIA INNOVATION : DIGITAL - MOBILE / HAND HELD DEVICES</b>				
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	Mindshare	Kingfisher Radler	Blow Maadi! (Please blow!)	United Breweries Limited
5	Mindshare	Good Knight Activ+	Chota Bheem helps in habit building	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 drug combination straight to your home.	Netflix



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**NO. ENTRANT**

**BRAND NAME**

**CAPTION TITLE**

**CLIENT NAME**

**19. BEST MEDIA INNOVATION : DIGITAL - DISPLAY**

1	Wavemaker	Vodafone	Read Less, Listen More!	Vodafone Idea Ltd.
2	Wavemaker	Netflix	Narcos Mexico delivers the happiest drug combination straight to your home.	Netflix
3	Wavemaker	Netflix	Kabhi Kabhi Lagta Hai, Apun Hi (Innovation Ka) Bhagwaan Hai	Netflix
4	Essence	Google Search App	Making Google your friendly, 'neighbourhood' search through 'Local'	Google India
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

**20. BEST MEDIA INNOVATION : DIGITAL - 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 Quaker	PepsiCo
4	Wavemaker	Cadbury Dairy Milk Silk	Making more than 1 million "hearts pop out" on Valentine's Day	Mondelez India Food Private Limited
5	Mindshare	Brooke Bond Red Label	Bringing Two Rival Nations Together Over a Different 'Cup'	Hindustan Unilever Limited
6	Essence	Google Home	OK Google, let's talk cricket	Google India
7	Mindshare	Junior Horlicks	Chitti's Brain Bulb	GlaxoSmithKline Consumer Healthcare
8	Wavemaker	Cadbury Perk	Cadbury Perk made 81 million Indian youth, re-imagine elections.	Mondelez India Food Private Limited

**21. BEST MEDIA INNOVATION : DIGITAL - MULTIPLE PLATFORM**

1	Wavemaker	Vodafone	Apna raasta khud chuno- befikr with India's first mobile safety service for women	Vodafone Idea Ltd.
2	Mindshare	Brooke Bond Red Label	India's first Isspeshal Band	Hindustan Unilever Limited
3	Mindshare	Brooke Bond Red Label	Bringing Two Rival Nations Together Over a Different 'Cup'	Hindustan Unilever Limited
4	Wavemaker	Vodafone	How Vodafone became the Buzziest brand during IPL	Vodafone Idea Ltd.
5	Wavemaker	Cadbury Dairy Milk Silk	Making more than 1 million "hearts pop out" on Valentine's day	Mondelez India Food 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-AMGE63S4Matic+	Mercedes Benz India Pvt. Ltd.

**22. BEST MEDIA INNOVATION : BEST USE OF EMERGING TECHNOLOGY FOR A MEDIA SOLUTION**

1	Wavemaker	Vodafone	Vodafone helps reunite lost children with their parents using technology	Vodafone Idea Ltd.
2	Mindshare	Horlicks	Engagement in a Media Dark Market, 81% Delivered!	GlaxoSmithKline Consumer Healthcare
3	Madison Media	Colors	When Colors Won Its Fans Back During IPL 2019	Viacom 18
4	Isobar India	Ceat	Use of Blockchain Technology To Reduce Ad Fraud.	Ceat Tyres
5	Madison Media	Asian Paints Royale Atmos	Clean The Air	Asian Paints
6	Wavemaker	Kanan Devan Duet	When Byron Sharp met Mohanlal at a Kerala supermarket shelf – thanks to an IOT device!	Tata Global Beverages Ltd.
7	Mindshare	Star Sport	Sportx - The Sports Experience Zone	Star India Pvt. Ltd.
8	Mindshare	Sensodyne	Hello Sensodyne	GlaxoSmithKline Consumer Healthcare
9	Mindshare	Otrivin	Otrivin - Cold and Flu Predictor	GlaxoSmithKline Consumer Healthcare
10	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
11	Mindshare	Kingfisher Radler	Blow Maadi! (Please Blow!)	United Breweries Limited
12	Wavemaker	NMIMS	How 'Occu-Search' – an intelligent algorithm helped maximize occupancy for NMIMS	SVKM - NMIMS



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NO.	ENTRANT	BRAND NAME	CAPTION TITLE	CLIENT NAME
<b>23. BEST MEDIA INNOVATION : BEST USE OF INFLUENCER MARKETING FOR A BRAND</b>				
1	Essence	Flipkart	How we orchestrated the biggest ever television celebrity collaboration	Flipkart Internet Pvt. Ltd.
2	Mindshare	Kellogg's India Private Limited	Nourish Your Dreams	Kellogg's India Private Limited
3	Wavemaker	Cadbury Dairy Milk Silk	Making more than 1 million "hearts pop out" on Valentine's day	Mondelez India Food Private Limited
4	Initiative	American Tourister	VIRAT INSPIRES YOUTH TO SHOW THEIR SWAG	Samsonite India
5	Wavemaker	Chakra Gold	Breaking traditions can be anyone's cup of tea	Tata Global Beverages Ltd.
6	Essence	Britannia Good Day Chunkies	HOW WE LEVERAGED FOOD INFLUENCERS TO BOOST TRIAL GENERATION	Britannia Industries
7	Mindshare	Brooke Bond Red Label	India's first Isspeshal Band	Hindustan Unilever Limited
8	White Rivers Media	ALTBalaji	Home... It's a Feeling	ALTBalaji
9	Wavemaker	Netflix	PAPA KEHTE HAI...CHOOSE WHO YOU BECOME	Netflix
10	Mindshare	Aditya Birla Health Insurance	#JumpForHealth	Aditya Birla Capital Health Insurance
11	OML Entertainment Pvt. Ltd.	HDFC LIFE	BEHIND THE JOURNEY	HDFC LIFE
12	Mindshare	Volvo Cars	Make Your City Safe	Volvo Cars
13	Essence	Britannia - Marie	How we leveraged regional celebrities to help transform a homemaker into a super homemaker	Britannia Industries
14	MEDIACOM INDIA	Ariel	Now Its time Sons- Share the Load	Procter & Gamble Hygiene and Health care Limited

**24. BEST MEDIA INNOVATION : EVENTS / EXPERIENTIAL MARKETING**

1	Mindshare	Hamam	Safety Starts at School Hamam#GoSafeOutside	Hindustan Unilever Limited
2	Mindshare	Axe	Mard Ban Yaar	Hindustan Unilever Limited
3	Mindshare	Lifebuoy	The Electronic Voting Machine Wins India's Vote for Health	Hindustan Unilever Limited
4	Starcom	Dabur Red Toothpaste	Dant Snan	Dabur India
5	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
6	Initiative	Dettol	Swachhta Ka Maha Kumbh	RB
7	DDB Mudra Group	McDonald's	Make Your Choice	Hardcastle Restaurants Pvt. Ltd.
8	Wavemaker	Savlon	Happy Hands Journey	ITC Ltd.
9	Motivator	Himalaya Companion Care	Purrfect IPL	Himalaya Companion Care
10	Initiative	Dettol	India's First Hygiene Parliament	RB
11	MEDIACOM INDIA	Whisper	Whisper#WingsToFly	Procter & Gamble
12	Mindshare	Pantaloons	A vogue Experience for a common man	Aditya Birla Fashion and Retail Limited (ABFRL)
13	Madison Media	Godrej Nest	Kuch Apna Sa	Godrej Properties
14	Madison Media	Tata Salt	Warm Salt Water Soaks	Tata Chemicals Limited

**25. BEST MEDIA INNOVATION : DIRECT MARKETING**

1	Mindshare	Castrol India	Super Mechanic Contest	Castrol India Limited
2	Madison Media	Asian Paints Adhesives	Choice Tarakki Ki	Asian Paints
3	Mindshare	Pantaloons	No! It's not always about offers and discounts	Aditya Birla Fashion and Retail Limited (ABFRL)

**26. BEST MEDIA INNOVATION : BRANDED CONTENT - USE OF BRANDED CONTENT IN FILM, TV, MUSIC VIDEO, SPONSORSHIP**

1	Mindshare	Castrol CRB	Truck Aasana	Castrol India Limited
2	Mindshare	Castrol India	Super Mechanic Contest	Castrol India Limited
3	Mindshare	BYJU's App (Think & Learn Pvt. Ltd.)	BYJU's 1 Home demonstration that reached 23 million households	Think & Learn Pvt. Ltd.
4	Mindshare	McDowell's No1 Soda	McDowell's No1 Soda : No1 Yaari Jam	Diageo India
5	Essence	Google Home	OK Google! Lets have some Koffee!	Google India
6	Mindshare	Pantaloons	The Style Stage of Swaggers	Aditya Birla Fashion and Retail Limited (ABFRL)
7	Republic Media Network	Ola Cabs	Heroes of Ola	ANI Technologies Pvt. Ltd.
8	Mindshare	Lux	Male influencers for female brands? Yes we did it for #HeForShe	Hindustan Unilever Limited



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NO.	ENTRANT	BRAND NAME	CAPTION TITLE	CLIENT NAME
9	Mindshare	Brooke Bond Red Label	Bringing Two Rival Nations Together Over a Different 'Cup'	Hindustan Unilever Limited
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

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

1	dentsu X	Mutual Funds Sahi Hai	Education with entertainment - Yeh Meri Family	Association of Mutual 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	Wavemaker	Mercedes-Benz	Rushes - #LiveTheRushes	Daimler India
7	DDB Mudra Group	NICOTEX NICOTINE GUM	#EKCIGARETTEKAM - Anthem of Determination. Making India Lung Cancer free – one cigarette at a time	CIPLA HEALTH LIMITED
8	PHD Media	SKODA Auto	Pursuits by SKODA	SKODA Auto
9	Starcom	Dabur Red Toothpaste	Dant Snan	Dabur India

**28. BEST MEDIA INNOVATION : RURAL ACTIVATION**

1	Wavemaker	Vodafone	Vodafone creating "WHEELS OF CHANGE" in rural Kerala	Vodafone Idea Ltd.
2	Wavemaker	Colgate Swarna Ved Shakti	MAKING 3 CRORE PEOPLE IN UP EXPERIENCE THE BEST NATURAL TOOTHPASTE IN 45 DAYS	Colgate Palmolive (India) Ltd.
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. BEST MEDIA INNOVATION : SPONSORSHIPS**

1	Mindshare	Brooke Bond Red Label	Sponsorship with Purpose ---The New Form of Sponsorship	Hindustan Unilever Limited
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 dimension!	Mondelez India Food Private Limited
10	Essence	Britannia Milk Bikis	How we leveraged "Celebrity Super Moms" to help grow penetration & daily consumption	Britannia Industries
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.

**30. BEST MEDIA RESEARCH / ANALYTICS : BEST MEDIA RESEARCH USING PROPRIETARY DATA**

1	Wavemaker	Aashirvad Atta	TV PLANNING WITH PURCHASE BEHAVIOR PRECISION TARGETING	ITC limited
2	Mindshare	Hindustan Unilever Limited	Hitting the bulls-eye with Javelin	Hindustan Unilever Limited
3	Mindshare	Lifebuoy	The Predictive "Bell-Weather" in an "Intent" Driven World	Hindustan Unilever Limited
4	Mindshare	Brooke Bond and Vaseline	The Darwinian Theory of Maximising Portfolio Sales with Media	Hindustan Unilever Limited

**31. BEST MEDIA RESEARCH / ANALYTICS : BEST MEDIA RESEARCH USING EXISTING DATA**

1	Mindshare	ESP Properties India	Box Office Conversion Model	ESP Properties India - GroupM Media India Pvt. Ltd.
2	Wavemaker	Wavemaker	Attribution_Systems that think rationally and dynamically	Wavemaker
3	Havas Media India Pvt. Ltd.	Tata Ace Gold	FIFA Moment Marketing	Tata Motors Limited

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NO.	ENTRANT	BRAND NAME	CAPTION TITLE	CLIENT NAME
<b>32. BEST MEDIA RESEARCH / ANALYTICS : BEST USE OF ANALYTICS / DATA TECHNOLOGY</b>				
1	Mindshare	Hindustan Unilever Limited	Hitting the bulls-eye with Javelin	Hindustan Unilever Limited
2	Essence	Google Duo	Dialing up usage and acquisition with smart data segmentation	Google India
3	Wavemaker	Wavemaker	Imparting Human-Like Decision-Making abilities to Algorithms for predicting performance in Live Sports	Wavemaker
4	Mindshare	Tresemme	How Tresemme got a bee-line of consumers to its Youtube channel!	Hindustan Unilever Limited
5	Mindshare	Hindustan Unilever Limited	Maxima Media Labs : A Giant Leap towards Breaking Digital Wall Gardens	Hindustan Unilever Limited
6	Mindshare	Multi Brand - UltraTech, Tres semme	KYVE 2.0 - Know Your Videos Effectively	UltraTech Cement Ltd.
<b>33. BEST INTEGRATED CAMPAIGN : CONSUMER PRODUCTS - COSMETICS, TOILETRIES, PERSONAL HYGIENE</b>				
1	Wavemaker	Savlon	Savlon turned mass media into Braille	ITC Ltd.
2	Mindshare	Lifebuoy	The Infection Alert System - An Inclusive Media Strategy across the Income Pyramid	Hindustan Unilever Limited
3	Wavemaker	Garnier Micellar water	One Swipe to a New regime	L'Oreal India
<b>34. BEST INTEGRATED CAMPAIGN : CONSUMER PRODUCTS - BEVERAGES AND DRINKS</b>				
1	Mindshare	Brooke Bond Red Label	How we aided the Homemaker to become the Changemaker	Hindustan Unilever Limited
2	Mindshare	Brooke Bond Red Label	Bringing Two Rival Nations Together Over a Different 'Cup'	Hindustan Unilever Limited
3	Mindshare	Brooke Bond Red Label	Apno ko Apnao	Hindustan Unilever Limited
<b>35. BEST INTEGRATED CAMPAIGN : CONSUMER PRODUCTS - CONFECTIONARY AND FOOD</b>				
1	Initiative	Too Yumm Multigrain Chips	Virat proves to the Nation that Chips can be Healthy too	Guiltfree Industries Ltd.
2	Initiative	Too Yumm	Too Yumm says – "Oil is good for Diyas and not for snacks!"	Guiltfree Industries Ltd.
<b>36. BEST INTEGRATED CAMPAIGN : CONSUMER PRODUCTS - OTHERS</b>				
1	Initiative	Dettol Siti Shield	Shield Your Lungs	RB
2	MEDIACOM INDIA	Ariel	Now Its time Sons- Share the Load	Procter & Gamble Hygiene and Health care Limited
3	Mindshare	Castrol - Castrol CRB	Truck Aasana	Castrol India Limited
<b>37. BEST INTEGRATED CAMPAIGN : CONSUMER DURABLES</b>				
1	Initiative	Amazon Echo	How Amazon Echo connected with consumers & Built relevance in their lives	Amazon
2	Mindshare	Volvo Cars	Breath Free	Volvo Cars
3	Madison Media	Asian Paints Ultima Protek	Abhi toh aur chalega	Asian Paints
<b>38. BEST INTEGRATED CAMPAIGN : SERVICES</b>				
1	Wavemaker	Vodafone	How Vodafone became the Buzziest brand during IPL (USoF)	Vodafone Idea Ltd.
2	Wavemaker	Vodafone	Apna raasta khud chuno- befikr with India's first mobile safety service for women	Vodafone Idea Ltd.
3	MEDIACOM INDIA	Adidas India	Real Kashmir	Adidas India Marketing Pvt. Ltd.
4	WATConsult	SBI Life Insurance	Thanks A Dot	SBI Life Insurance
5	Wavemaker	LinkedIn	Empowering 50MN+ professionals to chase their dream	Linkedin.com
<b>39. BEST INTEGRATED CAMPAIGN : MEDIA</b>				
1	Wavemaker	Netflix	Media Ke Bazaar Mein, Sabse Bada Dhanda Hai Integration!	Netflix
2	Wavemaker	Netflix	THE BLOODY MEDIA TAKEOVER!	Netflix
<b>40. BEST ONGOING MEDIA CAMPAIGN</b>				
1	Mindshare	Lifebuoy	The Adaptive Data Lighthouse : Scaling up the Infection Alert System in Rural Area	Hindustan Unilever Limited
2	Initiative	Dettol & Harpic	Mission : Clean India	RB
3	Wavemaker	Eureka Forbes Ltd.	We kept India drink healthy water – Pincode by Pincode!	Eureka Forbes Ltd.
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 and Health care Limited



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**NO. ENTRANT**  
**41. EMVIE FOR GOOD**

NO.	ENTRANT	BRAND NAME	CAPTION TITLE	CLIENT NAME
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**  
**45. YOUNG EMVIE OF THE YEAR**

NO.	ENTRANT	NAME OF THE PERSON	BRAND - CAPTION / TITLE	CLIENT NAME
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 TARGETING MILLIONS OF MILLENNIALS	Mondelez India Food 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.

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# EMVIES 2019

## RESULTS

NO.	ENTRANT	BRAND NAME	CAPTION TITLE	CLIENT NAME	G/S/B
<b>01. BEST MEDIA STRATEGY : CONSUMER PRODUCTS - COSMETICS, TOILETRIES, PERSONAL HYGIENE</b>					
1	Wavemaker	Savlon	Savlon turned mass media into Braille	ITC Ltd.	SILVER
<b>02. BEST MEDIA STRATEGY : CONSUMER PRODUCTS - BEVERAGES AND DRINKS</b>					
1	Mindshare	Kingfisher	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
<b>03. BEST MEDIA STRATEGY : CONSUMER PRODUCTS - CONFECTIONARY AND FOOD</b>					
1	Initiative	Too Yumm Multigrain Chips	Virat proves to the Nation that Chips can be Healthy too	Guiltfree Industries Ltd.	BRONZE
<b>04. BEST MEDIA STRATEGY : CONSUMER PRODUCTS - OTHERS</b>					
1	Mindshare	Rin	The campaign that saved 5000 Mn Litres of Water !!	Hindustan Unilever Limited	SILVER
2	Mindshare	Otrivin	Otrivin - Cold and Flu Predictor	GlaxoSmithKline Consumer Healthcare	BRONZE
<b>05. BEST MEDIA STRATEGY : CONSUMER DURABLES</b>					
1	Mindshare	IKEA INDIA	IKEA says 'Hej' India in Style	IKEA INDIA PRIVATE LIMITED	GOLD
<b>06. BEST MEDIA STRATEGY : SERVICES</b>					
1	Wavemaker	Vodafone	Sponsored Unofficially, Buzziest Officially!!!	Vodafone Idea Ltd.	GOLD
2	Initiative	Amazon Prime Video	Do you think Mass media cannot be customised , think again	Amazon	GOLD
3	Initiative	Amazon India	CUSTOMER OBSESSION AT SCALE - FOR AMAZON INDIA	Amazon India	GOLD
<b>07. BEST MEDIA STRATEGY : MEDIA</b>					
1	Wavemaker	Netflix	Media Ke Bazaar Mein, Sabse Bada Dhanda Hai Strategy	Netflix	SILVER
<b>08. BEST DIGITAL STRATEGY</b>					
1	Mindshare	Brooke Bond Red Label	Brooke Bond Red Label : Making India little more Inclusive, One Cup at a Time	Hindustan Unilever Limited	GOLD
2	Wavemaker	Vodafone	Sponsored Unofficially, Buzziest Officially!	Vodafone Idea Ltd.	GOLD
3	Mindshare	Hindustan Unilever Limited	Maxima Media Labs : A Giant Leap towards Breaking Digital Wall Gardens	Hindustan Unilever Limited	SILVER
4	Wavemaker	Vodafone	Apna raasta khud chuno- befikr with India's first mobile safety service for women	Vodafone Idea Ltd.	SILVER
5	Mindshare	Otrivin	Otrivin - Cold and Flu Predictor	GlaxoSmithKline Consumer Healthcare	BRONZE
<b>09. BEST MEDIA INNOVATION : TELEVISION</b>					
1	Essence	Google Home	OK Google! Lets have some Koffee!	Google India	GOLD
2	Mindshare	Star Sports	Pause & Play	Star India Private Limited	SILVER
3	Wavemaker	Savlon	A news anchor without a teleprompter	ITC Ltd.	BRONZE
4	Mindshare	Brooke Bond Red Label	Bringing Two Rival Nations Together Over a Different 'Cup'	Hindustan Unilever Limited	BRONZE
<b>10. BEST MEDIA INNOVATION : PRINT - DAILIES</b>					
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
<b>11. BEST MEDIA INNOVATION : PRINT - MAGAZINES</b>					
NO METAL AWARDED					



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NO.	ENTRANT	BRAND NAME	CAPTION TITLE	CLIENT NAME	G/S/B
<b>12. BEST MEDIA INNOVATION : OUT OF HOME</b>					
1	Street Talk - A division of Signpost India	Nestle India	Bus Shelters that talk Coffee	Nestle	GOLD
2	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
<b>13. BEST MEDIA INNOVATION : AMBIENT MEDIA</b>					
NO METAL AWARDED					
<b>14. BEST MEDIA INNOVATION : CINEMA</b>					
NO METAL AWARDED					
<b>15. BEST MEDIA INNOVATION : RADIO</b>					
1	Initiative	Amazon Echo	Knock Knock.. Who's There?... Its RJ ALEXA!!	Amazon	GOLD
2	Mindshare	Star Sports	Pangewala Padosi - Asia Cup	Star India Pvt. Limited	SILVER
3	Mindshare	Vaseline Petroleum Jelly	How Radio became a Perfect Grandmother!	Hindustan Unilever Limited	SILVER
4	DDB Mudra Group	NICOTEX NICOTINE GUM	#EKCIGARETTEKAM - Anthem of Determination. Making India Lung Cancer free – one cigarette at a time	CIPLA HEALTH LIMITED	BRONZE
5	Mindshare	Hindustan Unilever	How we used Radio by changing a habit & made India - a little cleaner	Hindustan Unilever Limited	BRONZE
<b>16. BEST MEDIA INNOVATION : DIGITAL - SEARCH</b>					
1	WATConsult	Racold	Mind Your Language	Racold	GOLD
2	Wavemaker	Garnier Micellar Water	One swipe to a new regime	L'Oreal India	GOLD
3	Mindshare	Kurkure	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
<b>17. BEST MEDIA INNOVATION : DIGITAL - SOCIAL MEDIA</b>					
1	Wavemaker	Vodafone	How Vodafone became the Buzziest brand during IPL on Social Media	Vodafone Idea Ltd.	SILVER
2	Madison Media	MTV India	Gotcha!	Viacom 18	SILVER
3	Madison Media	Tata Salt	When we made India realize that the "I" is missing	Tata Chemicals Ltd.	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
<b>18. BEST MEDIA INNOVATION : DIGITAL - MOBILE / HAND HELD DEVICES</b>					
1	Madison Media	MTV India	When India Dared To Stare	Viacom 18	BRONZE
<b>19. BEST MEDIA INNOVATION : DIGITAL - DISPLAY</b>					
1	Wavemaker	Netflix	Kabhi Kabhi Lagta Hai, Apun Hi (Innovation Ka) Bhagwaan Hai	Netflix	SILVER
2	Essence	Google Search App	Making Google your friendly, 'neighbourhood' search through 'Local'	Google India	BRONZE
3	Madison Media	Asian Paints Royale Atmos	Clean The Air	Asian Paints	BRONZE
4	Madison Media	Tata salt	The Day Without an I	Tata Chemicals Ltd.	BRONZE
<b>20. BEST MEDIA INNOVATION : DIGITAL - VIDEO</b>					
1	Mindshare	Brooke Bond Red Label	India's first Isspeshal Band	Hindustan Unilever Limited	GOLD
2	Wavemaker	Cadbury Perk	Cadbury Perk made 81 million Indian youth, re-imagine elections.	Mondelez India Food Private Limited	GOLD
3	Initiative	Amazon India	Echo Youtube Preroll	Amazon India	SILVER
4	Mindshare	Brooke Bond Red Label	Bringing Two Rival Nations Together Over a Different 'Cup'	Hindustan Unilever Limited	SILVER
5	Mindshare	Quaker	Kitchen Khanna Konversations with Quaker	PepsiCo	BRONZE
6	Wavemaker	Cadbury Dairy Milk Silk	Making more than 1 million "hearts pop out" on Valentine's Day	Mondelez India Food Private Limited	BRONZE
<b>21. BEST MEDIA INNOVATION : DIGITAL - MULTIPLE PLATFORM</b>					
1	Wavemaker	Vodafone	Apna raasta khud chuno- befikr with India's first mobile safety service for women	Vodafone Idea Ltd.	SILVER
2	Wavemaker	Cadbury Dairy Milk Silk	Making more than 1 million "hearts pop out" on Valentine's day	Mondelez India Food Private Limited	SILVER
3	Wavemaker	Vodafone	How Vodafone became the Buzziest brand during IPL	Vodafone Idea Ltd.	BRONZE
4	Madison Media	Tata Salt	The Missing I	Tata Chemicals Ltd.	BRONZE
5	Mindhare	Hindustan Unilever Limited	Every Homemaker's ally - Cleanipedia	Hindustan Unilever Limited	BRONZE

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NO.	ENTRANT	BRAND NAME	CAPTION TITLE	CLIENT NAME	G/S/B
<b>22. BEST MEDIA INNOVATION : BEST USE OF EMERGING TECHNOLOGY FOR A MEDIA SOLUTION</b>					
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
<b>23. BEST MEDIA INNOVATION : BEST USE OF INFLUENCER MARKETING FOR A BRAND</b>					
1	Mindshare	Aditya Birla Health Insurance	#JumpForHealth	Aditya Birla Capital Health Insurance	SILVER
2	Wavemaker	Cadbury Dairy Milk Silk	Making more than 1 million “hearts pop out” on Valentine’s day	Mondelez India Food Private Limited	BRONZE
3	Mindshare	Brooke Bond Red Label	India’s first Isspeshal Band	Hindustan Unilever Limited	BRONZE
<b>24. BEST MEDIA INNOVATION : EVENTS / EXPERIENTIAL MARKETING</b>					
1	Mindshare	Lifebuoy	The Electronic Voting Machine Wins India’s Vote for Health	Hindustan Unilever Limited	SILVER
2	DDB Mudra Group	McDonald’s	Make Your Choice	Hardcastle Restaurants Pvt. Ltd.	SILVER
3	Motivator	Himalaya Companion Care	Purrfect IPL	Himalaya Companion Care	SILVER
4	Mindshare	Hamam	Safety Starts at School Hamam #GoSafeOutside	Hindustan Unilever Limited	BRONZE
<b>25. BEST MEDIA INNOVATION : DIRECT MARKETING</b>					
NO METAL AWARDED					
<b>26. BEST MEDIA INNOVATION : BRANDED CONTENT - USE OF BRANDED CONTENT IN FILM, TV, MUSIC VIDEO, SPONSORSHIP</b>					
1	Mindshare	Castrol India	Super Mechanic Contest	Castrol India Limited	SILVER
2	Essence	Google Home	OK Google! Lets have some Koffee!	Google India	BRONZE
<b>27. BEST MEDIA INNOVATION : BRANDED CONTENT - USE OF BRANDED CONTENT CREATED FOR DIGITAL, OTT OR SOCIAL</b>					
NO METAL AWARDED					
<b>28. BEST MEDIA INNOVATION : RURAL ACTIVATION</b>					
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
<b>29. BEST MEDIA INNOVATION : SPONSORSHIPS</b>					
1	Madison Media	Asian Paints Corporate	#PeopleAddColor	Asian Paints	SILVER
2	Mindshare	Axe	Mard Ban yaar	Hindustan Unilever Limited	BRONZE
3	Initiative	Dettol	Mission : Clean India	RB	BRONZE
4	Madison Media	Dominos	No Party Without Dominos	Jubilant Foodworks	BRONZE
<b>30. BEST MEDIA RESEARCH / ANALYTICS : BEST MEDIA RESEARCH USING PROPRIETARY DATA</b>					
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 Portfolio Sales with Media	Hindustan Unilever Limited	SILVER
3	Mindshare	Hindustan Unilever Limited	Hitting the bulls-eye with Javelin	Hindustan Unilever Limited	BRONZE
<b>31. BEST MEDIA RESEARCH / ANALYTICS : BEST MEDIA RESEARCH USING EXISTING DATA</b>					
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
<b>32. BEST MEDIA RESEARCH / ANALYTICS : BEST USE OF ANALYTICS / DATA TECHNOLOGY</b>					
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	Mindshare	Hindustan Unilever Limited	Hitting the bulls-eye with Javelin	Hindustan Unilever Limited	BRONZE
4	Mindshare	Hindustan Unilever Limited	Maxima Media Labs : A Giant Leap towards Breaking Digital Wall Gardens	Hindustan Unilever Limited	BRONZE



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NO.	ENTRANT	BRAND NAME	CAPTION TITLE	CLIENT NAME	G/S/B
<b>33. BEST INTEGRATED CAMPAIGN : CONSUMER PRODUCTS - COSMETICS, TOILETRIES, PERSONAL HYGIENE</b>					
1	Wavemaker	Savlon	Savlon turned mass media into Braille	ITC Ltd.	GOLD
2	Wavemaker	Garnier Micellar water	One Swipe to a New regime	L'Oreal India	GOLD
3	Mindshare	Lifebuoy	The Infection Alert System - An Inclusive Media Strategy across the Income Pyramid	Hindustan Unilever Limited	BRONZE
<b>34. BEST INTEGRATED CAMPAIGN : CONSUMER PRODUCTS - BEVERAGES AND DRINKS</b>					
1	Mindshare	Brooke Bond Red Label	Apno ko Apnao	Hindustan Unilever Limited	BRONZE
<b>35. BEST INTEGRATED CAMPAIGN : CONSUMER PRODUCTS - CONFECTIONARY AND FOOD</b>					
1	Initiative	Too Yumm Multigrain Chips	Virat proves to the Nation that Chips can be Healthy too	Guiltfree Industries Ltd.	GOLD
<b>36. BEST INTEGRATED CAMPAIGN : CONSUMER PRODUCTS - OTHERS</b>					
1	Mindshare	Castrol - Castrol CRB	Truck Aasana	Castrol India Limited	SILVER
<b>37. BEST INTEGRATED CAMPAIGN : CONSUMER DURABLES</b>					
1	Initiative	Amazon Echo	How Amazon Echo connected with consumers & Built relevance in their lives	Amazon	GOLD
<b>38. BEST INTEGRATED CAMPAIGN : SERVICES</b>					
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 brand during IPL (USoF)	Vodafone Idea Ltd.	SILVER
4	MEDIACOM INDIA	Adidas India	Real Kashmir	Adidas India Marketing Pvt. Ltd.	SILVER
<b>39. BEST INTEGRATED CAMPAIGN : MEDIA</b>					
1	Wavemaker	Netflix	Media Ke Bazaar Mein, Sabse Bada Dhanda Hai Integration!	Netflix	GOLD
2	Wavemaker	Netflix	THE BLOODY MEDIA TAKEOVER!	Netflix	GOLD
<b>40. BEST ONGOING MEDIA CAMPAIGN</b>					
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 and Health care Limited	SILVER
5	Mindshare	Lifebuoy	The Adaptive Data Lighthouse : Scaling up the Infection Alert System in Rural Area	Hindustan Unilever Limited	SILVER
<b>41. EMVIE FOR GOOD</b>					
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 : Out of Home	Street Talk - A division of Signpost India	Nestle India - Bus Shelters that talk Coffee	Nestle	GOLD

***Celebrating 19 Glorious Years of EMVIES***

**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 - The storyteller	Myntra Designs Pvt. Ltd.	GOLD
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 TARGETING MILLIONS OF MILLENNIALS	Mondelez India Food Pvt. Ltd.	SILVER
5	Wavemaker	Ayush Doshi	Vodafone - Challenging the taur tarique of media planning	Vodafone Idea Ltd.	BRONZE
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

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## 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
	<b>TOTAL</b>	<b>2</b>	<b>29</b>	<b>38</b>	<b>37</b>	

\*\* 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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