

PUBLISHER ABBY Awards - 2022**RESULTS ARE EMBARGOED TILL END OF AWARD CEREMONY**

Category	Sub Category	Entry ID	Brand	Title / Caption	Agency	Metal
Publisher	22a: Best marketing of a printed newspaper / edition	TAC-10305	The Times of India	The Trust of India	Bennett Coleman and Company Limited	Gold
Publisher	22a: Best marketing of a printed newspaper / edition	TAC-10108	The Times of India	Phirey Esho	Bennett Coleman and Company Limited	Bronze
Publisher	22a: Best marketing of a printed newspaper / edition	TAC-10368	The Times Group	#Count on Print	Bennett Coleman and Company Limited	Bronze
Publisher	22a: Best marketing of a printed newspaper / edition	TAC-11992	The Times of India	Times Out & Proud Classifieds	FCB Group India	Merit
Publisher	22c: Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	TAC-11993	The Times of India	Times Out & Proud Classifieds	FCB Group India	Gold
Publisher	22c: Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	TAC-10485	Dainik Jagran	Leave No One Behind	Jagran Prakashan Ltd	Silver
Publisher	22c: Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	TAC-10481	Dainik Jagran	Clothes to Dye For	Jagran Prakashan Ltd	Silver
Publisher	22c: Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	TAC-10483	Dainik Jagran	People of No Land	Jagran Prakashan Ltd	Bronze
Publisher	22c: Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	TAC-10443	Dainik Jagran	India's Acid Test	Jagran Prakashan Ltd	Merit
Publisher	22d: Best client-brand activation or display advertising innovation by a publisher	TAC-12507	Hindustan Times	Hindustan Times - Newspaper as a Collectable	HT Media Limited	Gold
Publisher	22d: Best client-brand activation or display advertising innovation by a publisher	TAC-12464	Volkswagen Taigun	'Triple Bookmark' Innovation for VW Taigun launch	Bennett Coleman and Company Limited	Bronze

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Publisher	22d: Best client-brand activation or display advertising innovation by a publisher	TAC-10654	Reliance Trends	Trends Saaj Parbon	ABP Pvt. Ltd.	Bronze
Publisher	22d: Best client-brand activation or display advertising innovation by a publisher	TAC-10622	Cadbury Dairy Milk	Cadbury Gaane Mishti	ABP Pvt. Ltd.	Merit
Publisher	22d: Best client-brand activation or display advertising innovation by a publisher	TAC-10627	Coca Cola	Coke e Food e Pujor Mood e	ABP Pvt. Ltd.	Merit
Publisher	22e: Best use of Native or Branded Content for client brand-marketing by a publisher	TAC-11024	SAMSUNG	#UncoverTheEpic : Samsung x Nat Geo Traveller	Cheil India Private Limited	Gold
Publisher	22e: Best use of Native or Branded Content for client brand-marketing by a publisher	TAC-10506	SAMSUNG	The First Ever Cover Photo From A Video	Cheil India Private Limited	Silver
Publisher	22e: Best use of Native or Branded Content for client brand-marketing by a publisher	TAC-11611	Google	The TOI-Google 'Common Sense' comic strips	Bennett Coleman and Company Limited	Bronze
Publisher	22f: Best Digital Publication Advertising & marketing by a publisher via Web/App/Social	TAC-10328	Dailyhunt	Dailyhunt & Red FM present VibeCheck	Eterno Infotech Private Limited	Bronze
Publisher	22g: Best launch marketing of a new title of newspaper / magazine / digital publication	TAC-11994	The Times of India	Times Out & Proud Classifieds	FCB Group India	Gold