

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

<b>Category</b>	<b>Sub Category</b>	<b>Entry ID</b>	<b>Brand</b>	<b>Title / Caption</b>	<b>Agency / Organisation</b>	<b>Metal</b>
Direct	12A: Direct Response - Press	TAC-11985	The Times of India	Times Out & Proud Classifieds	FCB Group India	Silver
Direct	12A: Direct Response - Press	TAC-10608	Sakal Media Group	My Bappa My Makhar	Setu Advertising Private Limited	Bronze
Direct	12A: Direct Response - Press	TAC-12417	Tadoba Wildlife Sanctuary and Irai Safari	Avoid Humans	Famous Innovations	Bronze
Direct	12B: Direct Response - AV (TV Film / YouTube Film / Infomercial)	TAC-12084	Tata Trusts	Two Bins Life Wins	FCB Group India	Gold
Direct	12B: Direct Response - AV (TV Film / YouTube Film / Infomercial)	TAC-12810	Whisper	The Missing Chapter	TLG India Private Limited	Silver
Direct	12B: Direct Response - AV (TV Film / YouTube Film / Infomercial)	TAC-11847	Burger King	#LonelyNoMore	Famous Innovations	Silver
Direct	12B: Direct Response - AV (TV Film / YouTube Film / Infomercial)	TAC-11986	The Times of India	Times Out & Proud Classifieds	FCB Group India	Bronze
Direct	12B: Direct Response - AV (TV Film / YouTube Film / Infomercial)	TAC-12384	Truecaller	#ItsnotOK	Wirality Media Private Limited	Bronze
Direct	12B: Direct Response - AV (TV Film / YouTube Film / Infomercial)	TAC-12438	Brand Factory	Free Shopping Weekend 2019	IdeateLabs	Bronze
Direct	12B: Direct Response - AV (TV Film / YouTube Film / Infomercial)	TAC-12214	Mumbai Police	The Punishing Signal	FCB Group India	Merit
Direct	12B: Direct Response - AV (TV Film / YouTube Film / Infomercial)	TAC-12792	HP	Diye Se Diya Ja	HP India Sales Private Limited	Merit
Direct	12C: Direct Response - Dimensional Mail (3D Pieces)	TAC-11808	Radio Zindagi	The Applegram	Famous Innovations	Grand Prix
Direct	12C: Direct Response - Dimensional Mail (3D Pieces)	TAC-10800	adidas	The Unreal Fans of Real Kashmir	Cheil India Private Limited	Silver
Direct	12C: Direct Response - Dimensional Mail (3D Pieces)	TAC-11561	Reliance General Insurance	The Won't Work+ Range	^atom network	Silver

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Direct	12C: Direct Response - Dimensional Mail (3D Pieces)	TAC-12024	Communiti Brewery	The Micro Newsary	Famous Innovations	Bronze
Direct	12C: Direct Response - Dimensional Mail (3D Pieces)	TAC-10928	Maxx Flash	The Killer Pack	VMLY&R	Merit
Direct	12D: Direct Response - Flat Mail (without bulky enclosures)	TAC-11684	Tadoba Wildlife Sanctuary and Irai Safari	Avoid Humans	Famous Innovations	Bronze
Direct	12D: Direct Response - Flat Mail (without bulky enclosures)	TAC-12021	Monster.com	The Sunsets-I-Wish-I-Saw Calendar	Famous Innovations	Bronze
Direct	12D: Direct Response - Flat Mail (without bulky enclosures)	TAC-12532	Burger King	#ColourIsForHoliNotFood	Famous Innovations	Bronze
Direct	12F: Direct Campaign using any two of the above.	TAC-11987	The Times of India	Times Out & Proud Classifieds	FCB Group India	Bronze
Direct	12F: Direct Campaign using any two of the above.	TAC-10748	National Geographic India	Your Lens Campaign	RAN Ideas Private Limited	Bronze
Direct	12G: Work done for Social Awareness or Charity Causes	TAC-12215	Mumbai Police	The Punishing Signal	FCB Group India	Gold
Direct	12G: Work done for Social Awareness or Charity Causes	TAC-11814	Radio Zindagi	The Applegram	Famous Innovations	Gold
Direct	12G: Work done for Social Awareness or Charity Causes	TAC-12086	Tata Trusts	Two Bins Life Wins	FCB Group India	Silver
Direct	12G: Work done for Social Awareness or Charity Causes	TAC-11284	Samsung	Samsung Goodvibes	Cheil India Private Limited	Silver
Direct	12G: Work done for Social Awareness or Charity Causes	TAC-11988	The Times of India	Times Out & Proud Classifieds	FCB Group India	Silver
Direct	12G: Work done for Social Awareness or Charity Causes	TAC-11940	UNAIDS	The Mirror - #Seemeasiam	FCB Group India	Bronze
Direct	12G: Work done for Social Awareness or Charity Causes	TAC-11908	Political Shakti + The Times Of India	The Nominate Me Selfie	FCB Group India	Bronze
Direct	12G: Work done for Social Awareness or Charity Causes	TAC-12362	DSM	Project Streedhan	FCB Group India	Bronze
Direct	12H: Direct response digital	TAC-11845	Burger King	#LonelyNoMore	Famous Innovations	Silver
Direct	12H: Direct response digital	TAC-12435	Domex	Disinfection Alert System	Mindshare	Silver
Direct	12H: Direct response digital	TAC-11941	UNAIDS	The Mirror - #Seemeasiam	FCB Group India	Bronze
Direct	12H: Direct response digital	TAC-11909	Political Shakti + The Times Of India	The Nominate Me Selfie	FCB Group India	Bronze

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Direct	12H: Direct response digital	TAC-11685	Burger King	#BailMeOutBK	Famous Innovations	Bronze
Direct	12H: Direct response digital	TAC-12217	Mumbai Police	The Punishing Signal	FCB Group India	Merit
Direct	12H: Direct response digital	TAC-11172	Marico Limited's Nihar Shanti Amla Hair Oil	Re-teach The Teachers	BBH India	Merit