

MEDIA ABBY ONE SHOW AWARDS - 2024

RESULTS ARE EMBARGOED TILL THE END OF AWARD CEREMONY

Category	Sub Category	Entry ID	Title	Brand	Winner	Metal
A. Use Of Media	01. Innovative Use of Audio Visual	MA-0181	Airtel 5G Plus Ultimate Fans: Look Maa! I am on TV	Airtel 5G Plus	EssenceMediacom	Gold
A. Use Of Media	01. Innovative Use of Audio Visual	MA-0115	#Unstoppable21	The Times of India	Bennett Coleman & Co Ltd	Silver
A. Use Of Media	01. Innovative Use of Audio Visual	MA-0157	Bole Mere Lips I love Uncle Chipps ft Yash Raj Mukhate	Uncle Chips	Publicis Media	Bronze
A. Use Of Media	02. Innovative Use of Print	MA-246	Missing Elephants: Provocative Creativity shaking Humanity	Amazon Prime Video	Initiative Media	Gold
A. Use Of Media	02. Innovative Use of Print	MA-212	MAAROOO! Newspaper se nahi, Laal HIT se!	HIT CIK	Madison Media	Silver
A. Use Of Media	02. Innovative Use of Print	MA-241	The Archies - Peeling Nostalgia!	Netflix	Wavemaker India	Bronze
A. Use Of Media	02. Innovative Use of Print	MA-232	Expect the Expected with TATA AIG Health Insurance	TATA AIG Health Insurance	Publicis Media	Bronze
A. Use Of Media	03. Innovative Use of Activation	MA-386	A Divine 'AR' Intervention	Lifebuoy	Mindshare	Gold
A. Use Of Media	03. Innovative Use of Activation	MA-350	Sound Sleep Symphony: Crafting Tranquil Sleep Experiences - Centuary Mattress	Centuary Mattress	Initiative Media	Silver
A. Use Of Media	03. Innovative Use of Activation	MA-336	GREEN CORRIDOR by MANIPAL HOSPITALS	Manipal Hospitals	Social Panga	Silver
A. Use Of Media	03. Innovative Use of Activation	MA-355	Skoda Single Wicket	Skoda Auto	Omnicom Media Group	Bronze
A. Use Of Media	03. Innovative Use of Activation	MA-357	Har Maa Durga	ITC Sunfeast Moms Magic	Xperia Group	Bronze
A. Use Of Media	04. Innovative Use of Out of Home	MA-462	Megh Santoor	Wah Taj	Rapport	Gold
A. Use Of Media	04. Innovative Use of Out of Home	MA-434	Hyundai Creta 4D Billboard Activation	Hyundai Creta	Communique Marketing Solutions	Silver
A. Use Of Media	04. Innovative Use of Out of Home	MA-430	How Sprite asked Cricket Fans to #ThandRakh	Sprite	EssenceMediacom	Silver
A. Use Of Media	04. Innovative Use of Out of Home	MA-441	Its all in the Boot!	Tata Altroz iCNG	Madison Media	Bronze
A. Use Of Media	04. Innovative Use of Out of Home	MA-463	The Insta Smart Billboard	Swiggy Instamart	Tribes Communication Pvt Ltd	Bronze

A. Use Of Media	06. Innovative Use of Radio	MA-629	Melodic Milestone: SBI Card Gifts 25 Hours of Ad-Free Music on FM to Celebrate 25th Anniversary!	SBI Card	Wavemaker India	Silver
A. Use Of Media	06. Innovative Use of Radio	MA-627	Radio Bana Azaadi ka Maidan	Amazon Prime Video	Initiative Media	Bronze
A. Use Of Media	06. Innovative Use of Radio	MA-614	Celerio Mileage Challenge	Maruti Suzuki	Mindshare	Bronze
A. Use Of Media	07. Innovative Use of Branded Content - Integration	MA-732	Airtel 5G Plus Ultimate Fans: Look Maa! I am on TV	Airtel 5G Plus	EssenceMediacom	Grand prix
A. Use Of Media	07. Innovative Use of Branded Content - Integration	MA-724	Reshaping Insurance: Empowering Women with #Don'tBePlus1 Content: Future Generali	Future Generali	Initiative Media	Silver
A. Use Of Media	07. Innovative Use of Branded Content - Integration	MA-7125	Words of Pride	Star Corporate	Mindshare	Silver
A. Use Of Media	07. Innovative Use of Branded Content - Integration	MA-750	Stay at the latest addition to MMT Homestays - Bigg Boss House	Make my trip	EssenceMediacom	Bronze
A. Use Of Media	08. Innovative Use of Branded Content - Creation	MA-897	5Star #NothingUniversity	Cadbury 5Star	Wavemaker India	Gold
A. Use Of Media	08. Innovative Use of Branded Content - Creation	MA-857	Skoda Responsible Exploration	Skoda Auto	Omnicom Media Group	Silver
A. Use Of Media	08. Innovative Use of Branded Content - Creation	MA-840	When GenZs took a breaking love break!	Kitkat	Publicis Media	Bronze
A. Use Of Media	09. Innovative Use of Digital Search SEO	MA-902	Asian Paints' Beautiful Homes achieves 2X growth in Monthly Leads through interactive Customer Engagement Tools	Asian Paints	Publicis Media	Gold
A. Use Of Media	09. Innovative Use of Digital Search SEO	MA-924	The Race to Win SEO	BMW Motorrad India	Sociowash Media Pvt. Ltd.	Silver
A. Use Of Media	09. Innovative Use of Digital Search SEO	MA-922	Driving Success: Savaari's Innovative SEO Odyssey	Savaari	Hiveminds Innovative Market Solutions Pvt Ltd	Bronze
A. Use Of Media	10. Innovative Use of Paid Search	MA-1037	Adidas D2C	Adidas	EssenceMediacom	Gold
A. Use Of Media	10. Innovative Use of Paid Search	MA-1031	Intra Search Campaign with 91trucks	Tata Motors	Havas Media Network India	Silver

A. Use Of Media	10. Innovative Use of Paid Search	MA-1034	Max Life Insurance	Max life Insurance	Hiveminds Innovative Market Solutions Pvt Ltd	Bronze
A. Use Of Media	11. Innovative Use of Social Media	MA-11119	Cadbury 5Star - #erasevday	Cadbury 5 Star	Wavemaker India	Gold
A. Use Of Media	11. Innovative Use of Social Media	MA-1143	You Make My Break	KitKat India	Social Panga	Silver
A. Use Of Media	11. Innovative Use of Social Media	MA-11118	Cadbury Dairy Milk #SitTogether	Cadbury Dairy Milk	Wavemaker India	Silver
A. Use Of Media	11. Innovative Use of Social Media	MA-11107	Empowering India by championing health with Saffola life	Saffola Life	Madison Media	Bronze
A. Use Of Media	11. Innovative Use of Social Media	MA-11123	Call me Arpita and Not Arpit	Tata Starbucks	Wavemaker India	Bronze
A. Use Of Media	12. Innovative Use of Digital Display	MA-1289	The Insta Smart Billboard	Swiggy Instamart	Tribes Communication Pvt Ltd	Gold
A. Use Of Media	12. Innovative Use of Digital Display	MA-1274	#ThisAdIsMyStore	Cadbury Celebrations	Wavemaker India	Gold
A. Use Of Media	13. Innovative Use of Mobile	MA-1370	Cadbury #MyBirthdaySong: Transforming classic birthday melody into personalized harmonies with the fusion of Generative Ai for 8 Billion people.	Cadbury Celebrations	Wavemaker India	Gold
A. Use Of Media	13. Innovative Use of Mobile	MA-1386	Indian Police Force and AI gets action fans into the Copverse	Amazon Prime Video	Initiative Media	Silver
A. Use Of Media	14. Innovative Use of Commerce	MA-1410	CIRCUIT BOLEGA TOH SUNEGA INDIA	HUL SHIKHAR	Mindshare	Silver
A. Use Of Media	14. Innovative Use of Commerce	MA-1427	Cadbury Chocobakes - Are you related to Santa? Christmas Campaign	Cadbury Cocobakes	Wavemaker India	Silver
A. Use Of Media	14. Innovative Use of Commerce	MA-1404	From Clicks to Bricks: LEGO's ecommerce journey through passion points	The LEGO Group	Initiative Media	Bronze
A. Use Of Media	14. Innovative Use of Commerce	MA-1437	Love Emergencies	Swiggy Instamart	Tribes Communication Pvt Ltd	Bronze
A. Use Of Media	15. Innovative Use of Gaming	MA-1506	When Saffola Munchiez Crunched on the IPL	Saffola Munchiez	Madison Media	Bronze

A. Use Of Media	15. Innovative Use of Gaming	MA-1519	When Hero Challenged Gamers to the Extreme	Hero Xtreme 125R	Publicis Media	Bronze
A. Use Of Media	16. Moment Marketing	MA-16101	Megh Santoor	Wah Taj	Rapport	Gold
A. Use Of Media	16. Moment Marketing	MA-1683	Cadbury Silk - Story of Us	Cadbury Silk	Wavemaker India	Silver
A. Use Of Media	16. Moment Marketing	MA-1694	Oreo Bola Mat Bol - Making Billions of Indians Manifest India Winning The World Cup By Not Jinxing It!	Oreo	Wavemaker India	Silver
A. Use Of Media	16. Moment Marketing	MA-1695	Cup of Care	Red Label Natural Care	Mindshare	Bronze
A. Use Of Media	16. Moment Marketing	MA-16106	Cadbury 5Star - #erasevday	Cadbury 5 Star	Wavemaker India	Bronze
A. Use Of Media	17. Innovative Use of Integrated Media	MA-1750	Breaking Boundaries: Synchronizing efforts to manifest #DontBePlus1: Future Generali	Future Generali	Initiative Media	Silver
A. Use Of Media	17. Innovative Use of Integrated Media	MA-1785	Bubbles of Laughter	Sprite	EssenceMediacom	Bronze
B. Specialist Categories	18. Cause Marketing	MA-1860	Yippee! Create Magic - Plastic to Parks	Sunfeast Yippee!	Initiative Media	Gold
B. Specialist Categories	18. Cause Marketing	MA-1863	Call me Arpita and Not Arpit	Tata Starbucks	Wavemaker India	Silver
B. Specialist Categories	18. Cause Marketing	MA-1858	Cadbury Dairy Milk #CheerForAllSports	Cadbury Dairy Milk	Wavemaker India	Silver
B. Specialist Categories	18. Cause Marketing	MA-1831	A Divine 'AR' Intervention	Lifebuoy	Mindshare	Bronze
B. Specialist Categories	18. Cause Marketing	MA-1813	Daughters of Piplantri	Astral Foundation	White Rivers Media	Bronze
B. Specialist Categories	19. Innovative Use of Data & Analytics	MA-1915	Gatorade Turf Finder: Real-time Urban Playgrounds Powered by Google Maps	Gatorade	Publicis Media	Gold
B. Specialist Categories	20. Innovative Use of Emerging Technology	MA-2077	The Insta Smart Billboard	Swiggy Instamart	Tribes Communication Pvt Ltd	Gold
B. Specialist Categories	20. Innovative Use of Emerging Technology	MA-2067	Oreo SIWO: Helping India answer serious questions with one playful response at a time.	Oreo	Wavemaker India	Silver

B. Specialist Categories	20. Innovative Use of Emerging Technology	MA-2066	Cadbury #MyBirthdaySong: Transforming classic birthday melody into personalized harmonies with the fusion of Generative Ai for 8 Billion people.	Cadbury Celebrations	Wavemaker India	Silver
B. Specialist Categories	20. Innovative Use of Emerging Technology	MA-2070	Megh Santoor	Wah Taj	Rapport	Bronze

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Specialist	Organization	Grand Prix	Gold	Silver	Bronze	Total Metals	Total Points
Media Agency of the Year	Wavemaker India	-	4	9	3	16	98
-	Initiative Media	-	2	4	2	8	48
-	Essence Mediacom	1	2	1	2	6	42
-	Mindshare	-	1	2	3	6	32
-	Publicis Media	-	2	-	4	6	32
-	Tribes Communication Pvt. Ltd.	-	2	-	2	4	24
-	Rapport	-	2	-	1	3	20
-	Madison Media	-	-	1	3	4	18
-	Social Panga	-	-	2	-	2	12
-	Omnicom Media Group	-	-	1	1	2	10
-	Hiveminds Innovative Market Solutions Pvt. Ltd.	-	-	-	2	2	8
-	Bennett Coleman & Co. Ltd.	-	-	1	-	1	6
-	Communique Marketing Solutions	-	-	1	-	1	6
-	Havas Media Network India	-	-	1	-	1	6
-	Sociowash Media Pvt. Ltd.	-	-	1	-	1	6
-	White Rivers Media	-	-	-	1	1	4
-	Xperia Group	-	-	-	1	1	4
-	Grand total	1	15	24	25	65	376

CREATIVE ABBY ONE SHOW AWARDS - 2024

RESULTS ARE EMBARGOED TILL THE END OF AWARD CEREMONY

Category	Sub Category	Entry ID	Title	Brand	Winner	Metal
PUBLISHER	23a: PUBLISHER ABBY - Best marketing of a printed newspaper / edition	TAC-1494	The Festival Experience	Dainik Jagran	Jagran Prakashan Ltd	Bronze
PUBLISHER	23a: PUBLISHER ABBY - Best marketing of a printed newspaper / edition	TAC-3454	The Hindu- Made of Chennai Campaign	The Hindu- Chennai	The Hindu Group	Merit
PUBLISHER	23a: PUBLISHER ABBY - Best marketing of a printed newspaper / edition	TAC-1511	The Nudge	Dainik Jagran	Jagran Prakashan Ltd	Merit
PUBLISHER	23b: PUBLISHER ABBY - Best marketing of a printed magazine	TAC-3382	Frontline Relaunch	Frontline - The Hindu	The Hindu Group	Merit
PUBLISHER	23b: PUBLISHER ABBY - Best marketing of a printed magazine	TAC-3418	Sportstar Relaunch	Sportstar - The Hindu	The Hindu Group	Merit
PUBLISHER	23c: PUBLISHER ABBY - Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	TAC-1516	#DontLetWordsKill	The Telegraph	ABP Pvt. Ltd.	Silver
PUBLISHER	23c: PUBLISHER ABBY - Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	TAC-1783	Unplastic India	The Times of India	Bennett Coleman & Co Ltd	Silver

PUBLISHER	23c: PUBLISHER ABBY - Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	TAC-1481	#MakeTheChangeHappen	The Telegraph	ABP Pvt. Ltd.	Bronze
PUBLISHER	23c: PUBLISHER ABBY - Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	TAC-3274	Broken Wing	FREE PRESS JOURNAL	Rediffusion Brand Solutions Pvt Ltd	Bronze
PUBLISHER	23c: PUBLISHER ABBY - Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	TAC-1491	Code Red	Dainik Jagran	Jagran Prakashan Ltd	Bronze
PUBLISHER	23c: PUBLISHER ABBY - Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	TAC-1512	The Bird Song	Dainik Jagran	Jagran Prakashan Ltd	Merit
PUBLISHER	23c: PUBLISHER ABBY - Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	TAC-3256	TAP GUN	FREE PRESS JOURNAL	Rediffusion Brand Solutions Pvt Ltd	Merit
PUBLISHER	23d: PUBLISHER ABBY - Best client-brand activation or display advertising innovation by a publisher	TAC-2183	Cadbury Gaane Mishti	Cadbury Dairy Milk	ABP Pvt. Ltd.	Silver

PUBLISHER	23d: PUBLISHER ABBY - Best client-brand activation or display advertising innovation by a publisher	TAC-3895	Cadbury Iniya Kondattam (Sweet Celebration)	The Hindu	The Hindu Group	Gold
PUBLISHER	23d: PUBLISHER ABBY - Best client-brand activation or display advertising innovation by a publisher	TAC-3691	The Hindu Our State Our Taste	The Hindu Group	The Hindu Group	Silver
PUBLISHER	23d: PUBLISHER ABBY - Best client-brand activation or display advertising innovation by a publisher	TAC-3710	Masthead Jacket with Common Man Integration	The Times of India	Bennett Coleman & Co Ltd	Silver
PUBLISHER	23d: PUBLISHER ABBY - Best client-brand activation or display advertising innovation by a publisher	TAC-1987	Coca-Cola Kolkata is Cooking	Coca-Cola	ABP Pvt. Ltd.	Bronze
PUBLISHER	23d: PUBLISHER ABBY - Best client-brand activation or display advertising innovation by a publisher	TAC-3714	Advertorial jacket with Text Redaction	The Times of India	Bennett Coleman & Co Ltd	Silver
PUBLISHER	23e: PUBLISHER ABBY - Best use of Native or Branded Content for client brand-marketing by a publisher	TAC-1979	Cadbury Gaane Mishti Folk Fusion	Cadbury Dairy Milk	ABP Pvt. Ltd.	Gold

PUBLISHER	23f: PUBLISHER ABBY - Best Digital Publication Advertising & marketing by a publisher via Web/ App/Social	TAC-4474	Transacting Audience Data Cohorts with HT Transact	HT One Transact	HT Media Limited	Bronze
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PUBLISHER ABBY ONESHOW AWARDS - 2024**RESULTS ARE EMBARGOED TILL THE END OF AWARD CEREMONY**

Specialist	Organization	Grand Prix	Gold	Silver	Bronze	Merit	Total Metals	Total Points
Publisher of The Year	ABP Pvt. Ltd.	-	1	2	2	-	5	28
-	The Hindu Group	-	1	1	-	3	2	17
-	Jagran Prakashan Ltd	-	-	-	2	2	2	10
-	Bennett Coleman & Co Ltd	-	-	3	-	-	3	18
-	HT Media Limited	-	-	-	1	-	1	4
-	Rediffusion Brand Solutions Pvt Ltd	-	-	-	1	1	1	5
-	Grand Total	-	2	6	6	6	14	82