

Category	Sub Category	Entry ID	Title	Brand	Winner	Metal
A. Use Of Media	01. Innovative Use of Audio Visual	MA-0155	India's New Local Language	Dream11	Wavemaker India	Grand Prix
A. Use Of Media	01. Innovative Use of Audio Visual	MA-0169	How Birla Opus hacked the live content on TV!	Birla Opus Paints	Wavemaker India	Silver
A. Use Of Media	01. Innovative Use of Audio Visual	MA-0126	Squid Game: A 5Star Challenge	CADBURY 5STAR	Wavemaker India	Bronze
A. Use Of Media	02. Innovative Use of Print	MA-212	From Print to Prompt: Unveiling Flipkart Minutes' 10-Minute Miracle	Flipkart Internet Pvt Ltd	EssenceMediacom	Gold
A. Use Of Media	03. Innovative Use of Activation	MA-371	Ab Meri Dharavi Ki Baari Hain	DRPPL	DDB Mudra Max	Gold
A. Use Of Media	03. Innovative Use of Activation	MA-304	Honda Dry Thru	Honda	Tribes Communication Pvt. Ltd	Bronze
A. Use Of Media	06. Innovative Use of Radio	MA-608	Dharavi Diaries	DRPPL	DDB Mudra Max	Gold
A. Use Of Media	07. Innovative Use of Branded Content - Integration	MA-7102	Bhagyalakshmi wears the same Blue Rin Liquid Saree for a 100 Episodes	Rin Liquid	Mindshare India	Gold
A. Use Of Media	07. Innovative Use of Branded Content - Integration	MA-784	Bachchan to Basket: Turning TV Viewers into Amazon Shoppers	Amazon.in	Initiative Media	Silver
A. Use Of Media	07. Innovative Use of Branded Content - Integration	MA-760	Har Kahani Ke Rang Birla Opus Ke Sang	Birla Opus Paints	Wavemaker India	Bronze
A. Use Of Media	08. Innovative Use of Branded Content - Creation	MA-801	Mahindra SabCultures introduces India to Unparalleled Music, Unexplored Art, and Untold Stories.	Mahindra Rise	Lodestar UM	Gold
A. Use Of Media	08. Innovative Use of Branded Content - Creation	MA-830	India's ULTIMATE Biking Revolution: Powering moto-racing dreams of 220 million bikers	Castrol POWER1	Mindshare India	Bronze
A. Use Of Media	08. Innovative Use of Branded Content - Creation	MA-854	From Backstage to Spotlight: How L'Oréal Professionnel Turned Hairdressers Into Stars with IHA's Reality TV Revolution	Loreal Professional	Wavemaker India	Silver
A. Use Of Media	09. Innovative Use of Digital Search SEO	MA-915	Connecting with India: How AskNestle Achieved 2X Growth with Vernacular Content and GenAI-Driven SEO Strategy	AskNestle	Publicis Media	Gold
A. Use Of Media	09. Innovative Use of Digital Search SEO	MA-917	From Launch to Leadership: 2X Organic Growth with 93% Engagement Rate for MyNestlé, Nestlé's D2C Platform	MyNestle	Publicis Media	Silver
A. Use Of Media	09. Innovative Use of Digital Search SEO	MA-914	Beyond Rankings: Building Relevance, Resonance & Results with SEO	Home Centre	HiveMinds Innovative Market Solution	Silver
A. Use Of Media	10. Innovative Use of Paid Search	MA-1032	Engineered for Intent: Crompton's Search Precision	Crompton	FCB Kinnect	Gold
A. Use Of Media	10. Innovative Use of Paid Search	MA-1006	Festive Leads Surge: Powered by Data and Automation	Royal Enfield	PHD India	Silver
A. Use Of Media	10. Innovative Use of Paid Search	MA-1012	Tayyari Jeet Ki : Rebuilding Trust, Keyword by Keyword	Bournvita	Wavemaker India	Bronze
A. Use Of Media	11. Innovative Use of Social Media	MA-11102	Slaying Social: Redefining Media Innovation with Call Me Bae	Amazon Prime Video	Initiative Media	Gold
A. Use Of Media	11. Innovative Use of Social Media	MA-1110	Destroy Valentine's Day: Cadbury 5Star's Uncle Takeover	Cadbury 5star	Wavemaker India	Gold
A. Use Of Media	11. Innovative Use of Social Media	MA-11143	Closeup Love Tunes	Closeup	Mindshare India	Bronze
A. Use Of Media	11. Innovative Use of Social Media	MA-1126	Colgate's Oral Health Movement: Leveraging WhatsApp for Nationwide Dental Awareness and Access	Colgate Palmolive India	Wavemaker India	Silver
A. Use Of Media	12. Innovative Use of Digital Display	MA-1295	Dynamic, Data-Driven, Disruptive: New Saridon's Display Success Story	New Saridon - Bayer Consumer Health	EssenceMediacom	Bronze
A. Use Of Media	12. Innovative Use of Digital Display	MA-12101	Indriya Jewellery : Dil Se Display	Indriya Jewellery	Mindshare India	Gold
A. Use Of Media	12. Innovative Use of Digital Display	MA-1278	Cricket ka tha junoon, Sprite ne diya sukoon – #ThandRakh!	SPRITE	EssenceMediacom	Silver
A. Use Of Media	12. Innovative Use of Digital Display	MA-12105	Baat Ghar Ki - UltraTech Logos Ke Saath	UltraTech	Mindshare India	Silver
A. Use Of Media	13. Innovative Use of Mobile	MA-1365	Your Favorite Dessert Recipes – ‘Bourbon-Al-zed’	Britannia Bourbon	Mindshare India	Gold
A. Use Of Media	13. Innovative Use of Mobile	MA-1317	Creating Memories Never Clicked	Cadbury Celebrations	Wavemaker India	Gold
A. Use Of Media	13. Innovative Use of Mobile	MA-1366	Transforming 1.9 Billion UltraTech Logos into 1.9 billion home building experts	UltraTech	Mindshare India	Bronze
A. Use Of Media	13. Innovative Use of Mobile	MA-1333	FEAR IN THEIR HANDS – A MOBILE HAUNTING	MTV	Wavemaker India	Silver
A. Use Of Media	14. Innovative Use of Commerce	MA-1447	Zepto's holiday happiness, courtesy of Google Pay!	Google Pay	EssenceMediacom	Gold
A. Use Of Media	14. Innovative Use of Commerce	MA-1443	Toofani Biryani	Thums Up	EssenceMediacom	Silver
A. Use Of Media	14. Innovative Use of Commerce	MA-1426	From One-Time Orders to Lifelong Subscribers	Bisleri	PivotRoots	Bronze
A. Use Of Media	14. Innovative Use of Commerce	MA-1427	Continental Coffee: Brewing Connections, Across Every Corner of India	Continental Coffee	HiveMinds Innovative Market Solution	Bronze
A. Use Of Media	15. Innovative Use of Gaming	MA-1518	Knorr Korean Ramen - Dare to Slurp	Hindustan Unilever	Mindshare India	Gold
A. Use Of Media	15. Innovative Use of Gaming	MA-1520	Jal Jeevan Yatra: A Mahakumbh Story	Jal Jeevan Mission	Coral Media	Silver
A. Use Of Media	15. Innovative Use of Gaming	MA-1517	#PlayGalaxy Cup	Galaxy S25 Ultra	Cheil India	Bronze
A. Use Of Media	16. Moment Marketing	MA-1658	Turning Doctors'Day into a National Moment of Gratitude	Sun Pharma Corporate	Wavemaker India	Silver
A. Use Of Media	16. Moment Marketing	MA-1620	Destroy Valentine's Day: Cadbury 5Star's Uncle Takeover	Cadbury 5star	Wavemaker India	Bronze
A. Use Of Media	17. Small Budget, Big Impact	MA-1758	The Invisible hack	GATSBY	BC Web Wise PVT LTD	Bronze
A. Use Of Media	17. Small Budget, Big Impact	MA-1708	Nerolac Dukaan It Yourself (DIY your shop)	Kansai Nerolac Paints Limited (Nerolac Paints)	Tribes Communication Pvt. Ltd	Gold
A. Use Of Media	18. Sports Marketing	MA-1808	Cadbury #ThankYouFirstCoach	Cadbury Dairy Milk	Wavemaker India	Gold
A. Use Of Media	18. Sports Marketing	MA-1834	Oreo History In The Baking	Cadbury Oreo	Wavemaker India	Silver
A. Use Of Media	18. Sports Marketing	MA-1828	Strapped for Victory: RuPay's Sports Move	Rupay	EssenceMediacom	Bronze
A. Use Of Media	19. Micro Marketing	MA-1907	Nerolac Dukaan It Yourself (DIY your shop)	Kansai Nerolac Paints Limited (Nerolac Paints)	Tribes Communication Pvt. Ltd	Gold
A. Use Of Media	19. Micro Marketing	MA-1987	UltraTech's Rural Revolution: Yashasvi Sarpanch	UltraTech Cement	Mindshare India	Silver
A. Use Of Media	19. Micro Marketing	MA-1983	Parvarish Ki Baat Pankaj Tripathi Ke Saath	Britannia Industries	Mindshare India	Bronze
A. Use Of Media	20. Innovative use of integrated media	MA-2075	Colgate's Integrated Strategy Creates a National Health Movement by Reaching Millions	Colgate Palmolive India	Wavemaker India	Gold
A. Use Of Media	20. Innovative use of integrated media	MA-20114	Center Fruit-"Kaisi Jeebh Laplapaayi"	Center Fruit	Wavemaker India	Silver
A. Use Of Media	20. Innovative use of integrated media	MA-2025	Creating Memories Never Clicked with AI	Cadbury Celebrations	Wavemaker India	Silver
B. Specialist Categories	21. Cause Marketing	MA-2139	Empowering Ability of Specially Abled	Adani Group	DDB Mudra Max	Bronze
B. Specialist Categories	21. Cause Marketing	MA-2126	Saffola's #StepUpForYourHeart Challenge with Ronit Roy on World Heart Day	Saffola	Madison Media	Bronze
B. Specialist Categories	21. Cause Marketing	MA-2135	India Gate : Grains of Hope	India Gate Basmati Rice	Wavemaker India	Gold
B. Specialist Categories	22. Innovative Use of Data & Analytics	MA-2245	The Science of Joy: How Amazon Used Data to Celebrate India's Diverse Festive Spirit	Amazon India	Initiative Media	Gold
B. Specialist Categories	22. Innovative Use of Data & Analytics	MA-2247	GrowthIQ – Delivering Game-changing Growth	Angel One	Mindshare India	Silver
B. Specialist Categories	22. Innovative Use of Data & Analytics	MA-2248	Angel One's F1RST Revolution	Angel One	Mindshare India	Bronze
B. Specialist Categories	22. Innovative Use of Data & Analytics	MA-2209	Performance Forecaster - A cutting-edge tool for planning on television impact properties decoding viewership dynamics, delivering unerring precision, and maximizing ROI through data-driven strategies.	Mahindra and Mahindra	Lodestar UM	Silver
B. Specialist Categories	23. Innovative Use of Emerging Technology	MA-2346	WhatsApp Se Bhaukaal Tak: Mirzapur S3's AI-Led Journey of Fan Immersion	Amazon Prime Video	Initiative Media	Gold
B. Specialist Categories	23. Innovative Use of Emerging Technology	MA-2307	Buddhe Hoke Kya Banoge?	Aditya Birla Sun Life Insurance	Madison Media	Bronze
B. Specialist Categories	23. Innovative Use of Emerging Technology	MA-2337	Knorr Korean Ramen - Dare to Slurp	Hindustan Unilever	Mindshare India	Silver
B. Specialist Categories	23. Innovative Use of Emerging Technology	MA-2323	AI Meets Accessibility: Colgate's WhatsApp Campaign Transforms Oral Health in India	Colgate Palmolive India	Wavemaker India	Gold
South Asia Category (Excluding India) Special Award	24. Innovative Use of Integrated Media (South Asia)	MA-2406	Internet-er Duniya Shobar	Grameenphone	Mindshare Bangladesh	Silver
South Asia Category (Excluding India) Special Award	24. Innovative Use of Integrated Media (South Asia)	MA-2405	Bondhu Bojhe Amake	Grameenphone	Mindshare Bangladesh	Gold

ABBY MEDIA AWARDS 2025 POWERED BY ONE SHOW

RESULTS ARE EMBARGOED TILL THE END OF THE AWARD CEREMONY

Specialist	Organization	Grand Prix	Gold	Silver	Bronze	Total Metals	Total points
Media Agency of The Year	Wavemaker India	1	6	8	4	19	124
-	Mindshare India		4	4	5	13	76
-	EssenceMediacom		2	2	2	6	36
-	Initiative Media		3	1		4	30
-	DDB Mudra Max		2		1	3	20
-	Tribes Communication Pvt. Ltd		2		1	3	20
-	HiveMinds Innovative Market Solution			1	1	2	10
-	Lodestar UM		1	1		2	14
-	Madison Media				2	2	8
-	Mindshare Bangladesh		1	1		2	14
-	Publicis Media		1	1		2	14
-	BC Web Wise PVT LTD				1	1	4
-	Cheil India				1	1	4
-	Coral Media			1		1	6
-	FCB Kinnect		1			1	8
-	PHD India			1		1	6
-	PivotRoots				1	1	4
	Grand Total	1	23	21	19	64	398

ABBY CREATIVE AWARDS 2025 POWERED BY ONE SHOW					
RESULTS ARE EMBARGOED TILL THE END OF THE AWARD CEREMONY					
Category	Entry ID	Winner	Brand	Title / Caption	Metal
23A: PUBLISHER ABBY-Best marketing of a printed newspaper / edition	TAC-1552	Jagran Prakashan Ltd	Dainik Jagran	Coming of Age	Silver
23A: PUBLISHER ABBY-Best marketing of a printed newspaper / edition	TAC-1041	The Hindu Group	The Hindu	Made of Chennai	Silver
23A: PUBLISHER ABBY-Best marketing of a printed newspaper / edition	TAC-1979	Bennett Coleman & Co Ltd	The Times Of India	Thirukkural With The Times	Silver
23A: PUBLISHER ABBY-Best marketing of a printed newspaper / edition	TAC-3851	FCB INDIA	NAVBHARAT TIMES	BARABARI KI BHASHA	Merit
23C: PUBLISHER ABBY-Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	TAC-1476	Schbang	Robin Hood Army	Pack One For Pintu	Bronze
23C: PUBLISHER ABBY-Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	TAC-1047	ABP Pvt. Ltd.	The Telegraph	Santanam Dehi Breaking The Bias 2024	Bronze
23C: PUBLISHER ABBY-Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	TAC-3862	FCB INDIA	Navneet Education Limited	Colour Blindness Detection Textbook	Gold
23C: PUBLISHER ABBY-Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	TAC-3144	ABP Pvt. Ltd.	Anandabazar Patrika Limited	School Football League (SFL)	Silver
23C: PUBLISHER ABBY-Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	TAC-2106	Cheil India Pvt Ltd	Samsung India	Solve For Tomorrow	Silver
23C: PUBLISHER ABBY-Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	TAC-1066	ABP Pvt. Ltd.	The Telegraph	TSP - Dokra	Silver
23C: PUBLISHER ABBY-Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	TAC-2453	Bennett Coleman & Co Ltd	The Times of India	Personalised Newspapers - Power of Print	Merit
23D: PUBLISHER ABBY-Best client-brand activation or display advertising innovation by a publisher	TAC-4090	HT Media Limited	Hindustan Times	A Print Delivery for Flipkart Minutes	Gold
23D: PUBLISHER ABBY-Best client-brand activation or display advertising innovation by a publisher	TAC-1962	Jagran Prakashan Ltd	Dainik Jagran	Brick by Brick we build a Nation	Gold
23D: PUBLISHER ABBY-Best client-brand activation or display advertising innovation by a publisher	TAC-3284	ABP Pvt. Ltd.	Cadbury Dairy Milk	Cadbury Gaane Mishti Utsabe Rasabanga	Gold
23D: PUBLISHER ABBY-Best client-brand activation or display advertising innovation by a publisher	TAC-2580	Bennett Coleman & Co Ltd	Flipkart Minutes	Hydrochromic Ink Pullout	Gold
23D: PUBLISHER ABBY-Best client-brand activation or display advertising innovation by a publisher	TAC-1774	Bennett Coleman & Co Ltd	Tata Coffee	Front Page Roadblock with Coffee Fragrance	Silver
23D: PUBLISHER ABBY-Best client-brand activation or display advertising innovation by a publisher	TAC-3275	ABP Pvt. Ltd.	Sunlight	Sunlight Durga Puja Campaign	Silver
23E: PUBLISHER ABBY-Best use of Native or Branded Content for client brand-marketing by a publisher	TAC-1260	The Hindu Group	The Hindu	AMD	Bronze
23E: PUBLISHER ABBY-Best use of Native or Branded Content for client brand-marketing by a publisher	TAC-1963	Jagran Prakashan Ltd	Dainik Jagran	Brick by Brick we build a Nation	Gold
23F: PUBLISHER ABBY-Best Digital Publication Advertising & marketing by a publisher via Web/App/Social	TAC-1164	ABP Digital	anandabazar.com	Let Hues Not Taint the News	Bronze
23G: PUBLISHER ABBY-Best launch marketing of a new title of newspaper / magazine / digital publication	TAC-1582	Bennett Coleman & Co Ltd	The Times of India	TOI Health+	Silver

ABBY CREATIVE AWARDS 2025 POWERED BY ONE SHOW					
RESULTS ARE EMBARGOED TILL THE END OF THE AWARD CEREMONY					
Agency Name	Gold	Silver	Bronze	Merit	Total points
ABP Pvt. Ltd.	1	3	1		30
Bennett Coleman & Co Ltd	1	3		1	28
Jagran Prakashan Ltd	2	1			22
FCB INDIA	1			1	10
The Hindu Group		1	1		10
HT Media Limited	1				8
Cheil India Pvt Ltd		1			6
ABP Digital			1		4
Schbang			1		4
Grand Total	6	9	4	2	122