

EFFIE 2016 - TALLY SHEET

EFFIE 2016 AGENCY OF THE YEAR

Sr. No.	PRIMARY AGENCY	GRAND EFFIE (12Pts)	GOLD (8Pts)	SILVER (6Pts)	BRONZE (4Pts)	FINALIST (2Pts)	PRIMARY2/ CONTRIBUTING AGENCY PTS.	TOTAL POINTS
1	MullenLowe Lintas Group, India	0	1	12	10	31	0	182
2	Ogilvy & Mather Group, India	0	2	7	13	29	3	171
3	McCann Worldgroup India	0	3	3	6	25	0	116
4	DDB Mudra Group	0	1	0	5	20	0	68
5	The Leo Group India	1	3	2	1	7	0	66
6	JWT	0	0	1	5	8	2	44
7	Contract Advertising (India) Pvt Ltd.	0	0	2	2	1	0	22
8	BBD0 India Pvt. Ltd.	0	1	1	1	0	0	18
9	Taproot Dentsu India Communication Pvt. Ltd.	0	1	1	0	2	0	18
10	Famous Innovations	0	0	1	2	1	0	16
11	Medulla Communications Pvt. Ltd.	0	1	1	0	1	0	16
12	Mindshare	0	1	0	0	1	6	16
13	Publicis Communications Pvt. Ltd.	0	1	0	0	2	0	12
14	Rediffusion Dentsu Young & Rubicam Pvt. Ltd.	0	0	1	0	3	0	12
15	TBWA \ India	0	0	1	0	1	0	8
16	Creativeland Asia Pvt. Ltd.	0	0	0	0	3	0	6
17	FCBInterface	0	0	0	1	1	0	6
18	Fisheye Creative Solutions Pvt. Ltd.	0	0	1	0	0	0	6
19	Law & Kenneth Saatchi & Saatchi	0	0	0	1	1	0	6
20	PHD India	0	0	0	1	1	0	6
21	Raymond Ltd.: In-house Central Marketing Team	0	0	1	0	0	0	6
22	Wieden+Kennedy India Pvt. Ltd.	0	0	1	0	0	0	6
23	Cheil India	0	0	0	0	2	0	4
24	Foolish	0	0	0	1	0	0	4
25	Happy mcgarrybowen	0	0	0	0	2	0	4
26	BBH Communications India Pvt. Ltd.	0	0	0	0	1	0	2
27	Enormous Brands	0	0	0	0	1	0	2
28	FCB Ulka Advertising Private Limited	0	0	0	0	1	0	2
29	Kinetic India	0	0	0	0	1	0	2
30	Law & Kenneth Communications(I) Pvt. Ltd.	0	0	0	0	1	0	2
31	Red Fuse Communications	0	0	0	0	1	0	2
32	The Brand Brewery	0	0	0	0	1	0	2
	TOTAL METALS : 101	1	15	36	49	149		

EFFIE 2016 CLIENT OF THE YEAR

Sr. No.	CLIENT NAME	GRAND EFFIE (12Pts)	GOLD (8Pts)	SILVER (6Pts)	BRONZE (4Pts)	FINALIST (2Pts)	TOTAL POINTS
1	Hindustan Unilever Limited	0	2	5	5	11	88
2	Bajaj Auto Limited	1	3	1	1	0	46
3	Amazon Seller Services	0	0	1	4	6	34
4	Nestle India Ltd.	0	1	2	1	5	34
5	Google India Pvt. Ltd.	0	0	2	0	9	30
6	Asian Paints Ltd.	0	0	2	2	2	24
7	Godrej Consumer Products Ltd.	0	0	1	1	7	24
8	Mondelez India Foods Ltd.	0	1	0	1	4	20
9	Bharti Airtel Ltd.	0	1	1	0	2	18
10	PepsiCo India Holdings Pvt. Ltd.	0	0	1	1	4	18
11	Procter & Gamble India	0	1	1	1	0	18
12	Tanishq	0	0	3	0	0	18