

EFFIE 2018 RESULTS

1. CONSUMER PRODUCTS - COSMETICS & TOILETRIES, PERSONAL HYGIENE

Sr. No.	Name of Agency	Brand Name	Campaign Title	Client Name	AWARD
1	McCann Worldgroup India	HARPIC	Toilet - Ek Shame Katha	Reckitt Benckiser India	GOLD
2	McCann Worldgroup India	Harpic	India's Newest Status Symbol	Reckitt Benckiser India	SILVER
3	DDB Mudra Group	STAYFREE	IT'S JUST MY PERIOD	Johnson & Johnson Limited	SILVER
4	Ogilvy & Mather Group, India	SAVLON	Adding health to hands	ITC Limited	BRONZE
5	DDB Mudra Group	LIVON SERUM	HOW LIVON TURNED INTO A 'BESTIE' FROM A 'HAS BEEN'	Marico Limited	BRONZE
6	McCann Worldgroup India	Parachute Advansed Body Lotion	#ConfidentInMySkin	Marico Limited	FINALIST
7	McCann Worldgroup India	Parachute Advansed Hot Oil	#MagicOfWarmth	Marico Limited	FINALIST
8	McCann Worldgroup India Contributing Agency 1 - Impact Communications	DETTOL	MAKING THE INVISIBLE VISIBLE	Reckitt Benckiser India	FINALIST
9	McCann Worldgroup India Contributing Agency 1 - Impact Communications Contributing Agency 2 - Interactive Avenues	Dettol	JAB DETTOL MET DISNEY: GAMIFICATION FOR BEHAVIOR CHANGE	Reckitt Benckiser India	FINALIST

2. CONSUMER PRODUCTS - BEVERAGES & DRINKS

Sr. No.	Name of Agency	Brand Name	Campaign Title	Client Name	AWARD
1	DDB Mudra Group Contributing Agency 1 - MINDSHARE	Lipton	How we gained share by losing belly fat	Hindustan Unilever Limited	SILVER
2	McCann Worldgroup India	NESTLE INDIA	Creating a coffee loving generation in a tea-drinking country	Nestle India Ltd.	BRONZE
3	Ogilvy & Mather Group, India	Sprite	Sprite talking bottle	Coca-Cola India Pvt. Ltd.	FINALIST
4	BBDO India Pvt. Ltd.	Mirinda	#ReleaseThePressure	PepsiCo India Holdings Pvt. Ltd.	FINALIST
5	Grey Worldwide India Pvt. Ltd	B Natural	No Pulp Fiction	ITC Foods Ltd.	FINALIST

3. CONSUMER PRODUCTS - CONFECTIONARY & FOOD

Sr. No.	Name of Agency	Brand Name	Campaign Title	Client Name	AWARD
1	Ogilvy & Mather Group, India	Pizza Hut	Dominos Loves Pizza Hut!	Yum Restaurants Marketing Pvt. Ltd.	GOLD
2	Ogilvy & Mather Group, India	Chupa Chups	Chupa Chups - Take fun seriously	Perfetti Van Melle India Pvt. Ltd.	GOLD
3	McCann Worldgroup India	Saffola Masala Oats	Breakup with Junk	Marico Limited	SILVER
4	Ogilvy & Mather Group, India	Bingo! Potato Chips	Return of The Real	ITC Foods Ltd.	SILVER
5	McCann Worldgroup India	Saffola	Stand up for your heart	Marico Limited	BRONZE

4. CONSUMER PRODUCTS - OTHERS

Sr. No.	Name of Agency	Brand Name	Campaign Title	Client Name	AWARD
1	Hindustan Unilever Limited	Surf Excel	Neki Ek Ibadat	Hindustan Unilever Limited	GOLD
2	J. Walter Thompson Contributing Agency 1 - Schbang Digital Solutions Pvt. Ltd.	Goodknight	Getting Moms to love Outdoors	Godrej Consumer Products Ltd.	SILVER
3	ADK Fortune Communications Pvt. Ltd.	Ghadi Detergent	#SaareMaeIDhoDaalo	RSPL Ltd.	SILVER

4	McCann Worldgroup India	Odomos	The 'Uniform' Approach to Behavior Change	Dabur India Limited	BRONZE
5	Hindustan Unilever Limited	SURF EXCEL	"PoRubPo"	Hindustan Unilever Limited	BRONZE
6	DDB Mudra Group	PAN BAHAR	James Bond gets Pan Bahar to be the talk of town	ASHOK & CO. PAN BAHAR LTD.	FINALIST
7	Geometry Global Encompass	Multi Brand Campaign	KKD - Khushiyon Ki Doli (Palanquin of Happiness)	Hindustan Unilever Limited	FINALIST
8	Hindustan Unilever Limited	Active Wheel	Reinventiing Wheel	Hindustan Unilever Limited	FINALIST

5. CONSUMER DURABLES - AUTOMOBILES AND AUTO PARTS, TWO WHEELERS AND AUTO RELATED

Sr. No.	Name of Agency	Brand Name	Campaign Title	Client Name	AWARD
1	TBWA \ India	Datsun redi-GO	Datsun redi-GO - India's First Car Election Campaign.	Nissan Motor India Pvt. Limited	SILVER
2	Rediffusion Dentsu Young & Rubicam Pvt. Ltd.	TATA XENON YODHA	THE WARRIOR TRUCK	TATA Motors Limited	BRONZE
3	Contract Advertising (India) Pvt. Ltd.	Droom.in	How Technology Beat Humans!	Droom Technology Pvt. Ltd.	BRONZE
4	Ogilvy & Mather Group, India	CEAT	CEAT IT HELPS - PUTTING SAFETY FIRST	Ceat Limited	BRONZE
5	FCB Ulka Advertising Private Limited	Tata Hexa	How a mass car brand successfully launched a premium SUV?	Tata Motors Ltd. (Passenger Car Unit)	FINALIST
6	Ogilvy & Mather Group, India	Bajaj Dominar	Haathi Mat Paalo (Don't buy a white elephant)	Bajaj Auto Limited	FINALIST
7	22feet Tribal Worldwide Private Limited	TVS SCOOTY ZEST	HIMALAYAN HIGHS	TVS Motor Company	FINALIST
8	Mullen Lintas, India	Bajaj Avenger	The Liberation World	Bajaj Auto Limited	FINALIST

6. CONSUMER DURABLES - ELECTRONIC GOODS

Sr. No.	Name of Agency	Brand Name	Campaign Title	Client Name	AWARD
1	Cheil India	Samsung India	Samsung Galaxy A9 Pro Bold Shorties	Samsung India Electronics Pvt. Ltd.	SILVER
2	Grey Worldwide India Pvt. Ltd. Contributing Agency 1 - Krayon Contributing Agency 2 - NEODESYNZ Contributing Agency 3 - RW Promotions Contributing Agency 4 - GoZoop	Dell	Foundation For a Better Tomorrow	Dell International Services Pvt. Ltd.	FINALIST
3	FCB Interface	Blue Star	How a decimal stopped remote fights in the bedroom	Blue Star India Ltd.	FINALIST

7. CONSUMER DURABLES - OTHERS

Sr. No.	Name of Agency	Brand Name	Campaign Title	Client Name	AWARD
1	Titan Company Ltd.	Sonata ACT	Manzil Pe Nazar	Titan Company Ltd	SILVER
2	McCann Worldgroup India	Royale Play	How Royale Play found a new canvas to play on	Asian Paints Ltd.	BRONZE
3	McCann Worldgroup India	A.O. Smith	A.O. Smith Selling a water purifier without selling purity	A.O.Smith	BRONZE
4	Rediffusion Dentsu Young & Rubicam Pvt. Ltd. Contributing Agency 1 - The Social Street	EXIDE	THE BATTERY THAT CARES	Exide Industries Pvt. Ltd.	FINALIST
5	Contract Advertising (India) Pvt. Ltd.	Orient Electric	Wake India up to FND (Fan Noise Discomfort)	Orient Electric (A Division of Orient Paper & Industry Ltd.)	FINALIST

6	Contract Advertising (India) Pvt. Ltd.	Orient Electric	TUBELIGHTS ARE NOT A BRIGHT IDEA.	Orient Electric (A Division of Orient Paper & Industry Ltd.)	FINALIST
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8. SERVICES - TELECOM & RELATED PRODUCTS

Sr. No.	Name of Agency	Brand Name	Campaign Title	Client Name	AWARD
1	Ogilvy & Mather Group, India	Vodafone India	Free vs. Quality - India's most beloved couple Asha-Bala settle the debate.	Vodafone India Limited	SILVER
2	J. Walter Thompson	Airtel	Durga Pujo experience turned 360-degree by Airtel 4G - #OpenPujo360 winning battles and hearts	Bharti Airtel Limited	FINALIST

9. SERVICES - FINANCIAL SERVICES

Sr. No.	Name of Agency	Brand Name	Campaign Title	Client Name	AWARD
1	McCann Worldgroup India	Paytm	Helping India conquer Note-Bandi	One97 Communication Limited	GOLD
2	McCann Worldgroup India	IDFC Bank - Bharat Banking	Bank in a box	IDFC	SILVER
3	McCann Worldgroup India	Paytm	India's first digital candy	One97 Communication Limited	BRONZE
4	Ogilvy & Mather Group, India	Max Life Insurance	Empower Protect	Max Life Insurance Company Limited	BRONZE
5	McCann Worldgroup India	Paytm	Increasing the emotional worth of a mobile transaction	One97 Communication Limited	FINALIST
6	J. Walter Thompson Contributing Agency 1 - Mirum Digital Pvt. Limited	Association of Mutual Funds in India (AMFI)	Mutual Funds Sahi Hai	Association of Mutual Funds in India	FINALIST
7	McCann Worldgroup India	IDFC Bank	Banking Nibhao	IDFC	FINALIST
8	Axis Bank Ltd.	Axis Bank	Home Loans with 12 EMIs Off	Axis Bank Limited	FINALIST
9	BBDO India Pvt. Ltd.	Visa India	#KindnessIsCashless	Visa Consolidated Support Services India Pvt Ltd	FINALIST

10. SERVICES - MEDIA & ENTERTAINMENT

Sr. No.	Name of Agency	Brand Name	Campaign Title	Client Name	AWARD
1	Hotstar - In House Creative Communications	Hotstar	Torrents Morghulis	Star India Pvt. Ltd.	BRONZE
2	DDB Mudra Group Contributing Agecny 1 - Tonic Media Digital Pvt. Ltd. Contributing Agecny 2 - CMGRP (INDIA) PVT. LTD.	SONY MAX	10 Saal Aapke Naam - An ode to the diverse fans of IPL	Sony Pictures Networks India Pvt. Ltd.	FINALIST

11. SERVICES - OTHERS

Sr. No.	Name of Agency	Brand Name	Campaign Title	Client Name	AWARD
1	Ogilvy & Mather Group, India	Department of Tourism Government of Rajasthan	(Jaane Kya Dikh Jaye) You haven't seen it all.	Department of Tourism, Government of Rajasthan	GOLD
2	McCann Worldgroup India	Bill & Melinda Gates Foundation	Aadat ki Tarakki	Bill & Melinda Gates Foundation (Supported by Ministry of Urban Development)	SILVER
3	Publicis Communications Pvt. Ltd.	Make My Trip	MakeMyTrip International	MakeMyTrip.com	SILVER
4	J. Walter Thompson Contributing Agecny 1 - Dyuti -	Nestaway.com	Homes That Don't Discriminate	Nestaway Technologies Private Limited	SILVER

5	Independent Producer J. Walter Thompson	J&K Tourism	J&K Tourism: Playing up "Warmth" to Counter the "Cold" Narrative on Kashmir	J&K Tourism	BRONZE
6	McCann Worldgroup India	Bill & Melinda Gates Foundation	When Family Planning had a Better Plan	Bill & Melinda Gates Foundation (Supported by Ministry of Urban Development)	FINALIST

12. CORPORATE ADVERTISING / REPUTATION

Sr. No.	Name of Agency	Brand Name	Campaign Title	Client Name	AWARD
1	McCann Worldgroup India	Paytm	India's Biggest Crash Course in Financial Literacy	One97 Communication Limited	GOLD
2	Ogilvy & Mather Group, India	Vodafone India	100 million strong movement to bring people closer #lookup	Vodafone India Limited	SILVER
3	McCann Worldgroup India	REEBOK	CELEBRATING 'FIGHTNESS'	Reebok India Ltd.	SILVER
4	McCann Worldgroup India	Dainik Jagran	INDIA'S LARGEST COMPETITIVE EXAM	Jagran Prakashan Ltd.	FINALIST
5	DDB Mudra Group	State Bank Of India	The Language of Hope	State Bank of India	FINALIST
6	Mindshare	Hindustan Unilever	The See Through Toilet	Hindustan Unilever Limited	FINALIST
7	DDB Mudra Group	INORBIT MALLS (I) PVT. LTD.	HOME RUN - NOT HOME BOUND	Inorbit Malls (I) Pvt. Ltd.	FINALIST

13. RETAIL

Sr. No.	Name of Agency	Brand Name	Campaign Title	Client Name	AWARD
1	DDB Mudra Group Contributing Agency 1 - L&K Saatchi & Saatchi	BIG BAZAAR	GRAHPRAVESH (Inaugurating Home)	Future Retail Limited	SILVER
2	McCann Worldgroup India	Paytm	PayTM Gold: India's Digital Tijori	One97 Communication Limited	BRONZE
3	Ogilvy & Mather Group, India	Amazon.in	The Unexpected Gift	Amazon Seller Services Pvt. Ltd.	BRONZE
4	Ogilvy & Mather Group, India	Amazon.in	Lets Prepare For Diwali Together	Amazon Seller Services Pvt. Ltd.	FINALIST
5	BBDO India Pvt. LTd.	eBay India	#ThingsDontJudge	EBAY India Pvt. Ltd.	FINALIST
6	DDB Mudra Group Contributing Agency 1 - Digital L&K Saatchi & Saatchi	Big Bazaar	India's first & only nationwide GST Demo	Future Retail Limited	FINALIST

14. HEALTHCARE

Sr. No.	Name of Agency	Brand Name	Campaign Title	Client Name	AWARD
1	McCann Worldgroup India	Narayana Health	Opening the door for breast self-examination in rural India	Narayana Health	GOLD
2	Medulla Communications Pvt. Ltd. Contributing Agency 1 - A Nineteen Film Pvt Ltd	Indian Association of Palliative Care	Last Laugh	Indian Association of Palliative Care (IAPC)	GOLD
3	McCann Worldgroup India	The Live Love Laugh Foundation	Live Love Laugh - Dobara Poocho	The Live Love Laugh Foundation	SILVER
4	McCann Worldgroup India	Maharashtra Dyslexia Association	Dancing Letters	Maharashtra Dyslexia Association	SILVER
5	Ogilvy & Mather Group, India	Nicotex	Friends	Cipla Limited	BRONZE
6	Red Fuse Communications	Colgate	Pocket Dentist	Colgate Palmolive India Ltd.	BRONZE
7	ADK Fortune Communications Pvt. Ltd.	Prega News	#YourSecondHome	Mankind Pharma Limited	BRONZE
8	DDB Mudra Group	HealthifyMe	Making New Year Health	HealthifyMe Wellness Products and Services	BRONZE

15. B2B

Sr. No.	Name of Agency	Brand Name	Campaign Title	Client Name	AWARD
1	McCann Worldgroup India	Paytm	A STICKER THAT BROUGHT HOPE	One97 Communication Limited	SILVER
2	Happy mcgarrybowen	Tally Solutions	Tally hai toh tayyar hain	Tally Solutions Private Limited	BRONZE
3	Ogilvy & Mather Group, India	IBM	30 day developer challenge	IBM India Pvt. Ltd.	FINALIST
4	McCann Worldgroup India	Paytm	How Paytm won over the Kirana store Uncle	One97 Communication Limited	FINALIST

16. INTERACTIVE MARKETING

Sr. No.	Name of Agency	Brand Name	Campaign Title	Client Name	AWARD
1	McCann Worldgroup India	Paytm	PayTM Gold: India's Digital Tijori	One97 Communication Limited	SILVER
2	Red Fuse Communications	Colgate	Pocket Dentist	Colgate Palmolive India Ltd.	SILVER
3	Mirum Digital Pvt. Limited Primary Agency 2 - JWT	Association of Mutual Funds in India (AMFI)	Mutual Funds Sahi Hai	Association of Mutual Funds in India	BRONZE
4	The 120 Media Collective	Tata Motors, TAMO Racemo	A car that took the internet for a ride!	TATA Motors Limited	BRONZE
5	Ogilvy & Mather Group, India	Vodafone India	Farmer BnB - The world's first rural BnB to enhance livelihoods	Vodafone India Limited	BRONZE
6	DDB Mudra Group Contributing Agency 1 - Toast Events Pvt. Ltd.	PUMA	Women, Do You	PUMA Sports India Pvt. Ltd.	FINALIST
7	Havas Worldwide India Pvt. Ltd.	Durex	"Durex gets into denims" - gets India and the world talking about sex	Reckitt Benckiser India	FINALIST
8	BBDO India Pvt. Ltd.	eBay India	#ThingsDontJudge	EBAY India Pvt. Ltd.	FINALIST
9	Sideways Consulting LLP Contributing Agency 1 - Moe's Art Contributing Agency 2 - Oktobuzz	Sita - Warrior of Mithila	Sita - Warrior of Mithila	Westland Publications Limited	FINALIST
10	BBDO India Pvt. Ltd.	Mirinda	#ReleaseThePressure	PepsiCo India Holdings Pvt. Ltd.	FINALIST
11	McCann Worldgroup India	PayTM	Marrying A Cultural Ritual Into A Digital Product	One97 Communication Limited	FINALIST

17. SMALL TOWN & RURAL MARKETING

Sr. No.	Name of Agency	Brand Name	Campaign Title	Client Name	AWARD
1	J. Walter Thompson	UNICEF	EVERY HALF COUNTS	United Nations Children's Fund (UNICEF) India	GOLD
2	McCann Worldgroup India	Dettol	DETTOL GERMBURSTERS	Reckitt Benckiser India	SILVER
3	McCann Worldgroup India	Bill and Melinda Gates Foundation	Aadat ki Tarakki	Bill & Melinda Gates Foundation (Supported by Ministry of Urban Development)	SILVER
4	McCann Worldgroup India	Bill & Melinda Gates Foundation	When Family Planning had a Better Plan	Bill & Melinda Gates Foundation (Supported by Ministry of Urban Development)	BRONZE
5	McCann Worldgroup India	Narayana Health	Opening the door for breast self-examination in rural India	Narayana Health	BRONZE
6	McCann Worldgroup India	HARPIC	Toilet - Ek Shame Katha	Reckitt Benckiser India	FINALIST

7	McCann Worldgroup India	HARPIC	India's newest Status symbol	Reckitt Benckiser India	FINALIST
8	McCann Worldgroup India	IDFC Bank - Bharat Banking	Bank in a box	IDFC	FINALIST
9	J. Walter Thompson	Apollo Krishak Gold	Man Over Machine	Apollo Tyres Limited	FINALIST

18. REGIONAL

Sr. No.	Name of Agency	Brand Name	Campaign Title	Client Name	AWARD
1	McCann Worldgroup India	Aashirvaad	Moving the Bengali from articulation to action	ITC Foods Ltd.	SILVER
2	Ogilvy & Mather Group, India	HUL- Hamam	#GoSafeOutside	Hindustan Unilever Limited	SILVER
3	The Leo Group India Contributing Agency 1 - Ogilvy & Mather Group, India	Amazon.in	Amazon.in Tamil Nadu: Making Online Shopping Tamil Nadu's cup o' kaapi	Amazon Seller Services Pvt. Ltd.	FINALIST
4	FCB India	Horlicks	Hunger to grow	GlaxoSmithKline Consumer Healthcare Ltd.	FINALIST
5	Mindshare Primary Agency 2 - JWT	Rin Advance Powder	Rin The Water Conservation Story	Hindustan Unilever Limited	FINALIST
6	Ogilvy & Mather Group, India	Amazon.in	The Unexpected Gift	Amazon Seller Services Pvt. Ltd.	FINALIST
7	Ogilvy & Mather Group, India	MTR	MAKING SAMBAR HOT IN THE TELUGU BELT	MTR Foods Pvt. Ltd.	FINALIST
8	J. Walter Thompson	Airtel	Durga Pujo experience turned 360-degree by Airtel 4G- #OpenPujo360 winning battles and hearts	Bharti Airtel Limited	FINALIST

19. DIRECT MARKETING

Sr. No.	Name of Agency	Brand Name	Campaign Title	Client Name	AWARD
1	Famous Innovations	Project Nanhi Kali	STORYBOOKS FIND A WAY	K C Mahindra Education Trust	SILVER
2	McCann Worldgroup India	Maharashtra Dyslexia Association	Dancing Letters	Maharashtra Dyslexia Association	SILVER
3	Red Fuse Communications	Colgate	Pocket Dentist	Colgate Palmolive India Ltd.	BRONZE
4	McCann Worldgroup India	Paytm	A DIRECT MAILER THAT RESTARTED BUSINESS FOR SMALL SHOPKEEPERS	One97 Communication Limited	BRONZE

20. EXPERIENTIAL MARKETING / BRAND EXPERIENCE

Sr. No.	Name of Agency	Brand Name	Campaign Title	Client Name	AWARD
1	McCann Worldgroup India	PayTM	A STICKER THAT BROUGHT HOPE	One97 Communication Limited	GOLD
2	McCann Worldgroup India	Narayana Health	Opening the door for breast self-examination in rural India	Narayana Health	SILVER
3	Ogilvy & Mather Group, India	Star Plus	Wear Her Name, Nayi Soch	Star India Pvt. Ltd.	SILVER
4	Medulla Communications Pvt. Ltd. Contributing Agency 1 - A Nineteen Films Pvt. Ltd.	Indian Association of Palliative Care	Last Laugh	Indian Association of Palliative Care (IAPC)	BRONZE
5	McCann Worldgroup India	Maharashtra Dyslexia Association	Dancing Letters	Maharashtra Dyslexia Association	BRONZE
6	McCann Worldgroup India	HARPIC	The Most Unpleasant Experience	Reckitt Benckiser India	FINALIST
7	McCann Worldgroup India	Paytm	Marrying A Cultural Ritual Into A Digital Product	One97 Communication Limited	FINALIST
8	McCann Worldgroup India	Paytm	India's first digital candy	One97 Communication Limited	FINALIST
9	Ogilvy & Mather Group, India	Vodafone India	100 million strong movement to bring people closer #lookup	Vodafone Business Services	FINALIST

10	Famous Innovations	Project Nanhi Kali	STORIES MAKE PEOPLE CARE	K C Mahindra Education Trust	FINALIST
11	McCann Worldgroup India	HealthCare atHOME	AN UNFORGETTABLE REMINDER FOR FORGETFULNESS	Health Care at Home India Pvt. Ltd.	FINALIST
12	McCann Worldgroup India	The Live Love Laugh Foundation	Live Love Laugh - Dobara Poocho	The Live Love Laugh Foundation	FINALIST
13	Cheil India	Samsung India	Samsung Galaxy A9 Pro Bold Shorties	Samsung India Electronics Pvt. Ltd.	FINALIST
14	Ogilvy & Mather Group, India	SAVLON	Adding fun to hygiene	ITC Limited	FINALIST
15	Ogilvy & Mather Group, India	CEAT tyres	CEAT IT HELPS - PUTTING SAFETY FIRST	Ceat Limited	FINALIST
16	DDB Mudra Group	Asian Paints	Untold stories of colour	Asian Paints Ltd.	FINALIST
17	DDB Mudra Group Contributing Agency 1 - Digital L&K Saatchi & Saatchi	Big Bazaar	India's first & only nationwide GST Demo	Future Retail Limited	FINALIST
18	Geometry Global Encompass	Government of India (Client: I&B Ministry/ NFDC)	Making Of Developed India Fest (M.O.D.I. Fest)	National Film Development Corporation	FINALIST
19	Ogilvy & Mather Group, India	Godrej HIT	Why a nudge is better than a push: A case study by Godrej HIT	Godrej Consumer Products Ltd.	FINALIST

21. EFFIE FOR GOOD

Sr. No.	Name of Agency	Brand Name	Campaign Title	Client Name	AWARD
1	J. Walter Thompson	UNICEF	EVERY HALF COUNTS	United Nations Children's Fund (UNICEF) India	SILVER
2	McCann Worldgroup India	Narayana Health	Opening the door for breast self-examination in rural India	Narayana Health	SILVER
3	Medulla Communications Pvt. Ltd. Contributing Agency 1 - A Nineteen Films Pvt. Ltd.	Indian Association of Palliative Care	Last Laugh	Indian Association of Palliative Care (IAPC)	SILVER
4	McCann Worldgroup India	Live Love Laugh	Live Love Laugh - Dobara Poocho	The Live Love Laugh Foundation	BRONZE
5	Ogilvy & Mather Group, India	Savlon	Adding fun to hygiene	ITC Limited	BRONZE
6	Ogilvy & Mather Group, India	Vodafone India	Farmer BnB - The world's first rural BnB to enhance livelihoods	Vodafone India Limited	BRONZE
7	McCann Worldgroup India	Maharashtra Dyslexia Association	Dancing Letters	Maharashtra Dyslexia Association	FINALIST
8	Famous Innovations	Nestle India Ltd.	SPARKING A MOVEMENT FOR GIRL CHILD EDUCATION	Nestle India Ltd.	FINALIST
9	Grey Worldwide India Pvt. Ltd.	Indian Air Force	Daughters To The Defence	Indian Air Force	FINALIST
10	McCann Worldgroup India	World For All	World for All	World For All	FINALIST
11	Ogilvy & Mather Group, India	Godrej HIT	Why a nudge is better than a push: A case study by Godrej HIT	Godrej Consumer Products Ltd.	FINALIST
12	TBWA \ India	The Humsafar Trust	Combat people's anti-transgender hysteria in public toilets	The Humsafar Trust	FINALIST
13	Dentsu Webchutney	IndusInd Bank	THE OTHER MEN IN BLUE	IndusInd Bank	FINALIST

22. DAVID V/S GOLIATH

Sr. No.	Name of Agency	Brand Name	Campaign Title	Client Name	AWARD
1	Hotstar - In House Creative Communications	Hotstar	Torrents Morghulis	Star India Pvt. Ltd.	SILVER
2	Ogilvy & Mather Group, India	SAVLON	Adding health to hands	ITC Limited	BRONZE
3	Ogilvy & Mather Group, India Primary Agency 2 - Strategic	Wild Stone	How "Kunal" helped Wild Stone to move from the locker	McNroe Consumer Products Pvt. Ltd.	FINALIST

4	Partners - Sideways Consulting Leo Burnett	Amazon Prime Video	Room to the living room India Ka Naya Primetime	Amazon Seller Services Pvt. Ltd.	FINALIST
5	DDB Mudra Group	Volkswagen	AN ATTITUDE WORTH RESPECTING	Volkswagen Groups Sales India Pvt. Ltd.	FINALIST
6	TBWA \ India	Airbnb India Private Limited	Getting Indians to #LiveThere	Airbnb India Private Limited	FINALIST
7	Star India	Star Gold Select	Star Gold Select Launch Campaign	Star India Pvt. Ltd.	FINALIST

23. INTEGRATED ADVERTISING CAMPAIGN

Sr. No.	Name of Agency	Brand Name	Campaign Title	Client Name	AWARD
1	Ogilvy & Mather Group, India Contributing Agency 1 - What's your Problem Brand Solutions Pvt. Ltd.	Amazon.in	Inspiring India's New Dreamers	Amazon Seller Services Pvt. Ltd.	GOLD
2	McCann Worldgroup India	Saffola Masala Oats	Breakup with Junk	Marico Limited	SILVER
3	Ogilvy & Mather Group, India	Vodafone India	Free vs. Quality - India's most beloved couple Asha-Bala settle the debate	Vodafone India Limited	BRONZE
4	J. Walter Thompson Contributing Agency 1 - Schbang Digital Solutions Pvt. Ltd.	Goodknight	Getting Moms to love Outdoors	Godrej Consumer Products Ltd.	BRONZE
5	Ogilvy & Mather Group, India	Star Plus	Nayi Soch	Star India Pvt. Ltd.	BRONZE
6	McCann Worldgroup India	DETTOL	HOW THE ANTISEPTIC LIQUID CAME OUT OF FIRST-AID BOX	Reckitt Benckiser India	FINALIST
7	J. Walter Thompson Contributing Agency 1 - Mindshare	Rin	Boond Bachao, Brand Badhao	Hindustan Unilever Limited	FINALIST
8	Havas Worldwide India Pvt. Ltd.	Durex	How Durex's entry into the world of Denim was great for business	Reckitt Benckiser India	FINALIST
9	Ogilvy & Mather Group, India	CEAT Tyres	CEAT IT HELPS - PUTTING SAFETY FIRST	Ceat Limited	FINALIST
10	McCann Worldgroup India	HARPIC	Toilet - Ek Shame Katha	Reckitt Benckiser India	FINALIST
11	McCann Worldgroup India	The Live Love Laugh Foundation	Live Love Laugh - Dobara Poocho	The Live Love Laugh Foundation	FINALIST
12	TBWA \ India	Airbnb India Private Limited	Getting Indians to #LiveThere	Airbnb India Private Limited	FINALIST
13	Ogilvy & Mather Group, India	SAVLON	Adding health to hands	ITC Limited	FINALIST
14	DDB Mudra Group Contributing Agency 1 - Tonic Media Digital Pvt. Ltd. Contributing Agency 2 - CMGRP (INDIA) PVT. LTD.	Sony Max	10 Saal Aapke Naam - An ode to the diverse fans of IPL	Sony Pictures Networks India Pvt. Ltd.	FINALIST
15	BBDO India Pvt. Ltd.	Mirinda	#ReleaseThePressure	PepsiCo India Holdings Pvt. Ltd.	FINALIST
16	McCann Worldgroup India	Nescafe	Creating a coffee loving generation in a tea-drinking country	Nestle India Ltd.	FINALIST
17	Ogilvy & Mather Group, India Contributing Agency 1 - February Communications Pvt Ltd	Amazon.in	The Large-Hearted festival	Amazon Seller Services Pvt. Ltd.	FINALIST
18	Ogilvy & Mather Group, India	Department of Tourism Government of Rajasthan	(Jaane Kya Dikh Jaye) You haven't seen it all.	Department of Tourism, Government of Rajasthan	FINALIST
19	McCann Worldgroup India	Bill & Melinda Gates Foundation	When Family Planning had a Better Plan	Bill & Melinda Gates Foundation (Supported by Ministry of Urban Development)	FINALIST

20	McCann Worldgroup India Contributing Agency 1 - Impact Communications Contributing Agency 2 - Interactive Avenues	Dettol	JAB DETTOL MET DISNEY: GAMIFICATION FOR BEHAVIOR CHANGE	Reckitt Benckiser India	FINALIST
21	Cheil India	adidas	#FanTheFire	adidas India Marketing Pvt. Ltd.	FINALIST
22	McCann Worldgroup India	Aashirvaad	Moving the Bengali from articulation to action	ITC Foods Ltd.	FINALIST
23	Ogilvy & Mather Group, India	Chupa Chups	Chupa Chups - Take Fun Seriously	Perfetti Van Melle India Pvt. Ltd.	FINALIST

24. BEST ONGOING CAMPAIGN

Sr. No.	Name of Agency	Brand Name	Campaign Title	Client Name	AWARD
1	Hindustan Unilever Limited	Surf Excel	Giving The Fight Against Dirt A Karmic Perspective	Hindustan Unilever Limited	GOLD
2	Ogilvy & Mather Group, India	Brooke Bond Red Label	Swad Apnepan Ka (Taste of Togetherness)	Hindustan Unilever Limited	SILVER
3	Ogilvy & Mather Group, India	The Akanksha Foundation	The Joy Exchange	The Akanksha Foundation	SILVER
4	Ogilvy & Mather Group, India	Bournvita	Tayyari Jeet Ki	Mondelez India Foods Ltd.	SILVER
5	Ogilvy & Mather Group, India	Madhya Pradesh State Tourism Development Corporation	HOW THE 'HEART OF INCREDIBLE INDIA' WON THE HEARTS OF MILLIONS.	Madhya Pradesh State Tourism Development Corporation Limited	BRONZE

25. NEW PRODUCT OR SERVICE

Sr. No.	Name of Agency	Brand Name	Campaign Title	Client Name	AWARD
1	TBWA \ India	Airbnb India Private Limited	Getting Indians to #LiveThere	Airbnb India Private Limited	BRONZE
2	The 120 Media Collective	TATA Motors, TAMO Racemo	A car that took the internet for a ride!	Tata Motors Limited	FINALIST
3	Ogilvy & Mather Group, India	MTR	India ka Breakfast	MTR Foods Pvt. Ltd.	FINALIST
4	Cheil India	Samsung India	Samsung Pay: The Revolutionary Way to Pay	Samsung India Electronics Pvt. Ltd.	FINALIST
5	DDB Mudra Group	Ujjivan	BANKING THE UNBANKED	Ujjivan Small Finance Bank	FINALIST

GRAND EFFIE

SERVICES - MEDIA & ENTERTAINMENT

1	Ogilvy & Mather Group, India	Star Plus	Nayi Soch	Star India Pvt. Ltd.
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EFFIE INDIA CLIENT OF THE YEAR

One97 Communication Limited

EFFIE INDIA AGENCY OF THE YEAR

McCann Worldgroup India

