

**Creative ABBY Awards - 2018**  
RESULTS ARE EMBARGOED TILL END OF AWARD CEREMONY

Sr. No.	Category	Bronze	Silver	Gold	Total Metals	Total Points
<b>Broadcaster of the Year</b>						
1	Sony Pictures Networks	2	4		6	32
2	STAR INDIA PVT. LTD	4	1		5	22
3	Zee Entertainment Enterprises Ltd (Zee Cinema & Zee Tamil)	1		1	2	12
4	Republic TV (ARG Outlier Media Asianet News Pvt. Ltd.)		1		1	6
5	MM TV Ltd.	1			1	4
6	TV18 Broadcast Ltd.	1			1	4
	<b>Total</b>	<b>9</b>	<b>6</b>	<b>1</b>	<b>16</b>	
<b>Design Specialist of the Year</b>						
1	Open Strategy & Design	2	3	1	6	34
2	Out of the Box		2	1	3	20
3	THE SOCIAL STREET	1	1	1	3	18
4	Famous Innovations	1	1		2	10
5	Sharpener		1		1	6
6	AutumnWinter Communications & Design	1			1	4
7	Cheil India	1			1	4
8	STAR INDIA PVT. LTD	1			1	4
	<b>Total</b>	<b>7</b>	<b>8</b>	<b>3</b>	<b>18</b>	
<b>Direct Specialist of the Year</b>						
1	pi Communications	1	2	1	4	24
2	Dentsu Webchutney	2	1		3	14
3	Madison BMB		1	1	2	14
4	STAR INDIA PVT. LTD	1		1	2	12
5	FCBIndia Group	1	1		1	10
6	Isobar India		1		1	6
7	Flamingo Digital Private Limited	1			1	4
8	THE SOCIAL STREET	1			1	4
9	VISCOMM 360 Communications Pvt Ltd	1			1	4
	<b>Total</b>	<b>8</b>	<b>6</b>	<b>3</b>	<b>16</b>	
<b>Public Relations Specialist of the Year</b>						
1	Value 360 Communications	2	4	2	8	48
2	Adfactors PR		3	2	5	34
3	Godrej Group	1		2	3	20
4	Medulla WYP Network			2	2	16
5	20:20 MSL	2	1		3	14
6	MSL India		1	1	2	14
7	MADISON PUBLIC RELATIONS		2		2	12
8	THE SOCIAL STREET	1		1	2	12
9	FCBUlka	1	1		2	10
10	Cheil India	1	1		2	10
11	FCBIndia Group			1	1	8
12	Dentsu Webchutney			1	1	8
13	Grey Worldwide (i) Pvt Ltd.			1	1	8
14	AVAKKAI FILMS		1		1	6
15	Edelman India		1		1	6
16	Godrej Consumer Products Limited		1		1	6
17	pi Communications		1		1	6
18	Weber Shandwick India		1		1	6
19	HCL Technologies Ltd	1			1	4
20	R K SWAMY BBDO	1			1	4
21	Times of India	1			1	4
	<b>Total</b>	<b>11</b>	<b>18</b>	<b>13</b>	<b>42</b>	

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<b>Still Craft Specialist of the Year</b>						
1	THE SOCIAL STREET		2	2	4	28
2	AutumnWinter Communications & Design	2			2	8
3	Amol Jadhav Photography		1		1	6
4	Famous Innovations	1			1	4
5	Open Strategy & Design	1			1	4
	<b>Total</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>9</b>	
<b>Video Craft Specialist of the Year</b>						
1	Early Man Film Pvt. Ltd.	7	4	5	16	92
2	Oink Films	2	1		3	14
3	RED ICE PRODUCTIONS PRIVATE LIMITED		1		1	6
4	Apostrophe Films	1			1	4
5	Breathless Films	1			1	4
6	NIRVANA FILMS	1			1	4
7	StoryTellers.in	1			1	4
	<b>Total</b>	<b>52</b>	<b>47</b>	<b>27</b>	<b>126</b>	

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Category	Sub-Category	Entry No.	Brand	Caption Title	Agency/Organization	Metal
Broadcaster	1. Best launch of a Tv channel	5	Republic TV	Launch of Republic TV	Republic TV (ARG Outlier Media Asianet News Pvt.	Silver
Broadcaster	2. Best launch of a TV program using multi-media	3	Hotstar	Game Of Thrones - Torrents Morghulis	STAR INDIA PVT. LTD	Bronze
Broadcaster	2. Best launch of a TV program using multi-media	15	Star World	Master Chef Australia	STAR INDIA PVT. LTD	Bronze
Broadcaster	3. Best TV reality show promo	3	Star Plus	Pregnant Akshay promo - The Great Indian Laughter	STAR INDIA PVT. LTD	Silver
Broadcaster	3. Best TV reality show promo	9	Sony Entertainment Television	Kaun Banega Carorpati Women	Sony Pictures Networks	Bronze
Broadcaster	3. Best TV reality show promo	12	Sony Entertainment Television	FAMILY TIME WITH KAPIL SHARMA - AUTO	Sony Pictures Networks	Silver
Broadcaster	3. Best TV reality show promo	13	Sony Entertainment Television	FAMILY TIME WITH KAPIL SHARMA - WAITING	Sony Pictures Networks	Bronze
Broadcaster	4. Best TV fiction promo	20	Sony Entertainment	Prithvi Vallabh	Sony Pictures Networks	Silver
Broadcaster	5. Best TV comedy show promo	5	Star Plus	Pregnant Akshay promo - The Great Indian Laughter	STAR INDIA PVT. LTD	Bronze
Broadcaster	5. Best TV comedy show promo	6	Sony Entertainment Television	FAMILY TIME WITH KAPIL SHARMA - AUTO	Sony Pictures Networks	Silver
Broadcaster	5. Best TV comedy show promo	7	Sony Entertainment Television	FAMILY TIME WITH KAPIL SHARMA - WAITING	Sony Pictures Networks	Silver
Broadcaster	6. Best TV kids program promo	No metals				
Broadcaster	7. Best TV News Channel Promo	1	Manorama News	Nattuvvartha	MM TV Ltd.	Bronze
Broadcaster	7. Best TV News Channel Promo	4	CNN-News18	Face-Off at 9	TV18 Broadcast Ltd.	Bronze
Broadcaster	8. Best TV sports channel program promo	2	Hotstar	Champions Forever - ICC Champions Trophy 2017	STAR INDIA PVT. LTD	Bronze
Broadcaster	9. Best movie promo by a TV channel	No metals				
Broadcaster	10. Best TV program for Cause related Marketing	1	Zee Cinema	Zee Cinema Premiere - DANGAL	Zee Cinema - Zee Entertainment Enterprises	Gold
Broadcaster	11. Best regional TV program promo (other than Hindi and English)	No metals				
Broadcaster	12. Best regional language channel launch (other than Hindi and English)	No metals				
Broadcaster	13. Best Original music score for a TV Program	2	Zee Tamil	Azhagiya Tamil Magal	ZEE TAMIL	Bronze

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Direct	10A. Direct Response – PRESS	3	Jiyo Parsi	Family home	Madison BMB	Gold
Direct	10B. Direct Response – AV (TV Film / Youtube Film / Infomercial)	10	Hotstar	Sarabhai vs Sarabhai - Take 2 Naming	STAR INDIA PVT. LTD	Gold
Direct	10B. Direct Response – AV (TV Film / Youtube Film / Infomercial)	18	Multix	#ThreadANeedle in a Multix	Flamingo Digital Private Limited	Bronze
Direct	10B. Direct Response – AV (TV Film / Youtube Film / Infomercial)	24	Bridge Music Academy	The Racist Keyboard	Dentsu Webchutney	Silver
Direct	10B. Direct Response – AV (TV Film / Youtube Film / Infomercial)	25	Bridge Music Academy	The Racist Cover	Dentsu Webchutney	Bronze
Direct	10C. Direct Response – Dimensional Mail (3D Pieces)	4	Sona Signature Papers	Daily Dose of Art	THE SOCIAL STREET	Bronze
Direct	10C. Direct Response – Dimensional Mail (3D Pieces)	6	Soulflower	Laying A Trap Of Hair Problems	pi Communications	Bronze
Direct	10C. Direct Response – Dimensional Mail (3D Pieces)	7	Soulflower	Tick Tock; Let's Reverse The Clock	pi Communications	Silver
Direct	10D. Direct Response – Flat Mail (without bulky enclosures)	2	Soulflower	When Bald Is Not Bold	pi Communications	Silver
Direct	10E. Direct Response - Emailers : (need to include landing page)	2	Aditya Birla Capital - Mutual Funds	Union Budget 2018 Decoded	pi Communications	Gold
Direct	10E. Direct Response - Emailers : (need to include landing page)	3	Hotstar	Breakup	STAR INDIA PVT. LTD	Bronze
Direct	10F. Direct Campaign using any two of the above	No metals				
Direct	10G. Work done for Social Awareness or Charity Causes	3	ICICI Bank LTD	#FundYourOwnWorth	VISCOMM 360 Communications Pvt Ltd	Bronze
Direct	10G. Work done for Social Awareness or Charity Causes	9	Jiyo Parsi	Family home	Madison BMB	Silver
Direct	10G. Work done for Social Awareness or Charity Causes	18	National Geographic	Mission Blue	Isobar India	Silver
Direct	10G. Work done for Social Awareness or Charity Causes	21	The Times of India	No Conditions Apply - Sindoor Khela	FCBUlka	Bronze
Direct	10G. Work done for Social Awareness or Charity Causes	29	Bridge Music Academy	The Racist Jukebox	Dentsu Webchutney	Bronze
Direct	10G. Work done for Social Awareness or Charity Causes	33	World For All	Adopt The Banner	FCBIndia Group	Silver
Public Relations	11Aa - Consumer Durables	8	Vodafone India	A Green Goodbye	Adfactors PR	Gold
Public Relations	11Aa - Consumer Durables	10	Hero MotoCorp	#AskWhy	FCBIndia Group	Gold
Public Relations	11Aa - Consumer Durables	5	Asian Paints	Asian Paints Royale Atmos-What is she hiding	MADISON PUBLIC RELATIONS	Silver

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Public Relations	11Aa - Consumer Durables	7	Samsung	Samsung Technical School – Seema Nagar	Cheil India	Bronze
Public Relations	11Ab - Consumer Non-Durables	4	Mirinda	#ReleaseThePressure	Edelman India	Silver
Public Relations	11Ab - Consumer Non-Durables	5	Godrej Professional	Launch of Godrej Professional	Godrej Group	Gold
Public Relations	11Ab - Consumer Non-Durables	10	Abbott India	Ensure - Dreams Campaign	MADISON PUBLIC RELATIONS	Silver
Public Relations	11Ab - Consumer Non-Durables	8	Nihar Naturals	Pathshala Funwala	20:20 MSL	Bronze
Public Relations	11Ac - Other Consumer Products & Services	12	Indian Association of Palliative Care (IAPC)	LAST LAUGH	Medulla WYP Network	Gold
Public Relations	11Ac - Other Consumer Products & Services	4	Airbnb	Airbnb - Think Like a Local	20:20 MSL	Silver
Public Relations	11Ac - Other Consumer Products & Services	13	MSD for Mothers	'Manyata': #DontForgetMoms	Weber Shandwick India	Silver
Public Relations	11Ac - Other Consumer Products & Services	6	Vicks	#TouchOfCare	20:20 MSL	Bronze
Public Relations	11Ad - Financial PR	3	Paytm	Paytm Payment Bank – Dawn of a new era of Digital Banking	Value 360 Communications	Gold
Public Relations	11Ad - Financial PR	2	Unocoin	Building Bitcoin -“Bit by Bit” with Unocoin	Value 360 Communications	Silver
Public Relations	11Ae - IT Services	4	Staqu Technologies	Powering Indian Police with Artificial Intelligence	Value 360 Communications	Silver
Public Relations	11Ae - IT Services	5	NoBroker	Technology disrupting the unorganized real estate sector	Value 360 Communications	Bronze
Public Relations	11Ba - Corporate PR	12	Indian Air Force	I'm Girl	Grey Worldwide (i) Pvt Ltd.	Gold
Public Relations	11Ba - Corporate PR	10	Paytm	The Indian Global Company - Leading a financial revolution!	Value 360 Communications	Silver
Public Relations	11Bb - Public Affairs & Lobbying	4	UrbanClap	CAMPAIGN: A government awakening on GST	Value 360 Communications	Gold
Public Relations	11Bb - Public Affairs & Lobbying	1	Momentum Jharkhand	Elephants can fly	Adfactors PR	Silver
Public Relations	11Bb - Public Affairs & Lobbying	5	Faircent	Delivering Banking to India without Banks	Value 360 Communications	Bronze
Public Relations	11Bc - Crisis Communications & Issue Management	2	Saifee Burhani Upliftment Trust (SBUT)	Nayi Umeed -#ChangelsNear	MSL India	Gold
Public Relations	11Bc - Crisis Communications & Issue Management	6	UrbanClap	CAMPAIGN: Complaints and poems	Value 360 Communications	Silver

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Public Relations	11Bd - Internal Communications	1	Aditya Birla Capital - Life Insurance	BOL BSLI	pi Communications	Silver
Public Relations	11Bd - Internal Communications	5	Times of India	Energy Saturdays	Times of India	Bronze
Public Relations	11Bd - Internal Communications	4	Value Portal	Game of Ideas	HCL Technologies Ltd	Bronze
Public Relations	11Be - Corporate Social Responsibility	3	Mohan Foundation	Life Before Ashes	THE SOCIAL STREET	Gold
Public Relations	11Be - Corporate Social Responsibility	11	HIT	Launch of India's 1st online 'PLATELET DONOR COMMUNITY'	Godrej Consumer Products Limited	Silver
Public Relations	11Be - Corporate Social Responsibility	22	Samsung	Samsung Technical School – Seema Nagar	Cheil India	Silver
Public Relations	11Be - Corporate Social Responsibility	5	Blood Donors India	Strangers helping Strangers	THE SOCIAL STREET	Bronze
Public Relations	11Bf - Events & Experiential	1	L'Affaire by Godrej	L'Affaire- The future of lifestyle	Godrej Group	Gold
Public Relations	11Bf - Events & Experiential	10	Indian Association of Palliative Care (IAPC)	LAST LAUGH	Medulla WYP Network	Gold
Public Relations	11Bf - Events & Experiential	13	The Times of India	No Conditions Apply - Sindoor Khela	FCBUlka	Silver
Public Relations	11Bf - Events & Experiential	17	Raipur Kachra Mahotsav	Kachra bhi achcha hai	Adfactors PR	Silver
Public Relations	11Ca - Use of Social Media in PR	44	Wildcraft India Pvt. Ltd.	Wildcraft Wildlings	Dentsu Webchutney	Gold
Public Relations	11Ca - Use of Social Media in PR	18	glaxosmithkline India	Horlicks - Fearless Kota	FCBUlka	Bronze
Public Relations	11Ca - Use of Social Media in PR	28	THE STAND UP PROJECT	THE STAND UP PROJECT	AVAKKAI FILMS	Silver
Public Relations	11Ca - Use of Social Media in PR	29	Hindustan Times	Irani Cafe	R K SWAMY BBDO	Bronze
Public Relations	11Da - Integrated Campaign led by PR	3	Saifee Burhani Upliftment Trust (SBUT)	#ChangelsNear	MSL India	Silver
Public Relations	11Da - Integrated Campaign led by PR	6	Momentum Jharkhand	Elephants can fly	Adfactors PR	Silver
Public Relations	11Da - Integrated Campaign led by PR	17	Godrej HIT	Launch of India 1st online PLATELET DONOR COMMUNITY	Godrej Group	Bronze
Public Relations	11Da - Integrated Campaign led by PR	30	Raipur Kachra Mahotsav	Kachra bhi achcha hai	Adfactors PR	Gold

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Video Craft	16A Direction	35	MTV	Beats	Early Man Film Pvt. Ltd.	Gold
Video Craft	16A Direction	46	Reforest India	The Story Of Kaveri	Early Man Film Pvt. Ltd.	Gold
Video Craft	16A Direction	36	Zeel Rainwear	Saada Sookhe Raho	Early Man Film Pvt. Ltd.	Bronze
Video Craft	16A Direction	5	Motilal Oswal	Motilal Oswal - Financial Services	NIRVANA FILMS	Bronze
Video Craft	16A Direction	44	MAMI	A perfect short film	Early Man Film Pvt. Ltd.	Bronze
Video Craft	16B Editing	14	Reforest India	The Story Of Kaveri	Early Man Film Pvt. Ltd.	Gold
Video Craft	16B Editing	9	MTV	Beats	Early Man Film Pvt. Ltd.	Silver
Video Craft	16B Editing	6	Hero ISL	ATK ISL	Oink Films	Bronze
Video Craft	16B Editing	11	MAMI	A perfect short film	Early Man Film Pvt. Ltd.	Bronze
Video Craft	16C Animation	No metals				
Video Craft	16D Cinematography	16	Reforest India	The Story Of Kaveri	Early Man Film Pvt. Ltd.	Gold
Video Craft	16D Cinematography	15	MAMI	A perfect short film	Early Man Film Pvt. Ltd.	Silver
Video Craft	16D Cinematography	11	Hero ISL	ATK ISL	Oink Films	Bronze
Video Craft	16D Cinematography	13	Honda	Honda Hornet	StoryTellers.in	Bronze
Video Craft	16E Music	17	Hero ISL	ATK ISL	Oink Films	Silver
Video Craft	16E Music	20	MAMI	A perfect short film	Early Man Film Pvt. Ltd.	Bronze
Video Craft	16E Music	21	Reforest India	The Story Of Kaveri	Early Man Film Pvt. Ltd.	Silver
Video Craft	16F Special Effects	1	CADBURY SILK	CADBURY SILK BALLAD	Breathless Films	Bronze
Video Craft	16F Special Effects	2	Livon Serum	Pizza	Apostrophe Films	Bronze
Video Craft	16G Sound Design	1	MTV	Beats	Early Man Film Pvt. Ltd.	Silver
Video Craft	16H Casting	7	MTV	Beats	Early Man Film Pvt. Ltd.	Gold

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Video Craft	16H Casting	8	Zeel Rainwear	Saada Sookhe Raho	Early Man Film Pvt. Ltd.	Bronze
Video Craft	16H Casting	35	Jagran Film Festival	Jagran Film Festival - Intesity	RED ICE PRODUCTIONS	Silver
Video Craft	16H Casting	11	MAMI	A perfect short film	Early Man Film Pvt. Ltd.	Bronze
Video Craft	16H Casting	12	Reforest India	The Story Of Kaveri	Early Man Film Pvt. Ltd.	Bronze
Still Craft	15A - Copywriting	1	Mohan Foundation	Life Before Ashes - Heart	THE SOCIAL STREET	Silver
Still Craft	15A - Copywriting	10	Modern Mattresses	Sleep Olympics - Hours, Cat, King Kong	THE SOCIAL STREET	Silver
Still Craft	15A - Copywriting	11				
Still Craft	15A - Copywriting	12				
Still Craft	15A - Copywriting	24	Snapin	Coffee's Perfect Partner	Famous Innovations	Bronze
Still Craft	15B - Art Direction	17	Alzheimer's and Related Disorders Society of India	Forgotten Pieces - Study, Kitchen, Washroom	THE SOCIAL STREET	Gold
Still Craft	15B - Art Direction	18				
Still Craft	15B - Art Direction	19				
Still Craft	15B - Art Direction	74	Ruff Kids	Legends of Tomorrow Catalogue	AutumnWinter Communications &	Bronze
Still Craft	15C - Photography	13	Amol Jadhav Photography	World For All	Amol Jadhav Photography	Silver
Still Craft	15D - Illustration	13	Alzheimer's and Related Disorders Society of India	Forgotten Pieces - Study, Kitchen, Washroom	THE SOCIAL STREET	Gold
Still Craft	15D - Illustration	14				
Still Craft	15D - Illustration	15				
Still Craft	15D - Illustration	27	Main Pragati	I am Progress	Open Strategy & Design	Bronze
Still Craft	15E - Typography	11	Ruff Kids	Legends of Tomorrow Catalogue	AutumnWinter Communications &	Bronze



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Design	8a. Corporate / brand identity: a new brand logo, and it's applications or a corporate rebranding scheme, with 3 or more applications including online branding communications if necessary.	3	Main Pragati	I am Progress	Open Strategy & Design	Silver
Design	8a. Corporate / brand identity: a new brand logo, and it's applications or a corporate rebranding scheme, with 3 or more applications including online branding communications if necessary.	8	Good Vibes	The Good Vibes Project	Cheil India	Bronze
Design	8b. Stationery-business cards, letterheads, envelopes, CD covers, etc.	No metals				
Design	8c. Brochures, Catalogues and Annual Reports	3	Opium Eyewear	Whatcha lookin' at	Open Strategy & Design	Silver
Design	8c. Brochures, Catalogues and Annual Reports	4	GVK Botanical Gardens	Growing Gardens	Open Strategy & Design	Gold
Design	8c. Brochures, Catalogues and Annual Reports	8	Ruff Kids	Legends of Tomorrow Catalogue	AutumnWinter Communications &	Bronze
Design	8d. Use of Design in Direct Mail: invitations, greeting cards, announcements	1	Sparsh NGO / Marvel Group	Feed a child 365 days	Out of the Box	Silver
Design	8d. Use of Design in Direct Mail: invitations, greeting cards, announcements	10	Livpure	Packaged River Water	Famous Innovations	Bronze
Design	8e. Use of Design in posters: film, event, corporate, traditional poster	14	Main Pragati	I am Progress	Open Strategy & Design	Bronze
Design	8e. Use of Design in posters: film, event, corporate, traditional poster	16	Mumbai Press Club	Who else but you	Open Strategy & Design	Bronze
Design	8f. Publications, books, diaries, newspapers, magazines	No metals				
Design	8g. Calendars	6	Sparsh NGO / Marvel Group	Feed A Child 365 Days	Out of the Box	Silver
Design	8h. Typography Design	No metals				
Design	8i. Packaging: original design and finished pack	3	Mother's Pride / Marvel Group	Beeskoots	Out of the Box	Gold

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Design	8i. Packaging: original design and finished pack	10	CaratLane - A Tanishq Partnership	The Personalised Ring Box that'll get you a Yes	Famous Innovations	Silver
Design	8i. Packaging: original design and finished pack	11	La Folie Du Chocolat	La folie du Chocolat - Madness	Sharpener	Silver
Design	8j. Environment design: for retail spaces, services, workplace, Public Space and Community	No metals				
Design	8k. Best Integrated Design Campaign using 2 or more Design Sub-Categories	6	Main Pragati	I am Progress	Open Strategy & Design	Silver
Design	8l. Use of Copywriting	No metals				
Design	8m. Use of Typography	No metals				
Design	8n. Use of Illustration	28	Star Movies Select	Channel Ident - Curated Stories	STAR INDIA PVT. LTD	Bronze
Design	8n. Use of Illustration	44	Alzheimer's and Related Disorders Society of India	Forgotten Pieces - Study, Washroom and Kitchen	THE SOCIAL STREET	Gold
Design	8n. Use of Illustration	45				
Design	8n. Use of Illustration	46				
Design	8o. Use of Photography	No metals				
Design	8p. Use of Mixed Media	No metals				
Design	8q. Use of Product Design- innovative use of design in a product	3	Prasadam Industries	The Snake Guard	THE SOCIAL STREET	Silver
Design	8q. Use of Product Design- innovative use of design in a product	4	Murcyleen Peerzada Label	The Healthy Abaya	THE SOCIAL STREET	Bronze