

PUBLISHER ABBY Awards - 2019

RESULTS ARE EMBARGOED TILL END OF AWARD CEREMONY

Category	Sub-Category	Entry No.	Brand	Caption	Organization	Metal
Publisher	1. Best marketing of a printed newspaper / edition	20	Dainik Jagran	Sanskarshala : THE SCHOOL OF LIFE	Jagran Prakashan Ltd.	Gold
Publisher	1. Best marketing of a printed newspaper / edition	25	Dainik Jagran	Hindi: LIVING A LANGUAGE	Jagran Prakashan Ltd.	Silver
Publisher	1. Best marketing of a printed newspaper / edition	1	The Times of India	Flirt With Your City	Bennett Coleman Co. Ltd.	Silver
Publisher	1. Best marketing of a printed newspaper / edition	31	THE TIMES OF INDIA	PHIREY ESHO KOLKATA	Bennett Coleman Co. Ltd.	Bronze
Publisher	1. Best marketing of a printed newspaper / edition	37	Dainik Bhaskar	Smart Soch	D B Corp Limited	Bronze
Publisher	2. Best marketing of a printed magazine	3	Mathrubhumi Arogyamasika	Mathrubhumi Arogyamasika World Heart Day Campaign	Mathrubhumi Printing Publishing Co Ltd	Silver
Publisher	3. Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	43	Mathrubhumi Revive for Kerala	Mathrubhumi Revive for Kerala campaign - A project that helped kerala get back to its feet	Mathrubhumi Printing Publishing Co Ltd	Silver
Publisher	3. Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	31	Dainik Jagran	Sanskarshala: THE SCHOOL OF LIFE	Jagran Prakashan Ltd.	Silver
Publisher	3. Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	36	The Hindu	The Hindu #UnderMyWatch	THG Publishing Pvt Ltd	Bronze
Publisher	3. Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	47	Dainik Bhaskar	Mitti Ke Ganesh	D B Corp Limited	Bronze
Publisher	3. Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	22	Dainik Jagran	Ab Bas: THE CONSPIRACY OF SILENCE	Jagran Prakashan Ltd.	Bronze
Publisher	3. Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	28	Dainik Jagran	Mera Bharat Swacchh: CLEANING MINDSETS BEFORE CLEANING INDIA	Jagran Prakashan Ltd.	Bronze
Publisher	3. Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	1	Navbharat Times	NBT Suraksha Kawach	Bennett Coleman Co. Ltd.	Bronze
Publisher	3. Best promotion of a CSR / Cause related Marketing initiative in traditional or online space	2	Vijay Karnataka	Drug Free Mangaluru - Educating youngsters to stay away from Drugs	Metropolitan Media Company Limited (MMCL)	Bronze

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Publisher	4. Best client-brand activation or display advertising innovation by a publisher	18	SUGAR FREE	CHA CHOLUK CHINI NOYE	ABP ONE - ABP PVT. LTD.	Gold
Publisher	4. Best client-brand activation or display advertising innovation by a publisher	16	B- Natural	B Natural Harman XI in search of true talent	D B Corp Limited	Silver
Publisher	4. Best client-brand activation or display advertising innovation by a publisher	14	Tata Chemicals Ltd.	World Iodine Deficiency Day (Missing I)	HT Media Limited	Bronze
Publisher	4. Best client-brand activation or display advertising innovation by a publisher	19	CADBURY	CADBURY MISHTI SHERA SRISHTI	ABP ONE - ABP PVT. LTD.	Bronze
Publisher	5. Best use of Native or Branded Content for client brand-marketing by a publisher	6	TTK Prestige	Times Kitchen Tales	Bennett Coleman Co. Ltd.	Silver
Publisher	6. Best Digital Publication Advertising & marketing by a publisher via Web/App/Social	1	The Times of India	Flirt With Your City	Bennett Coleman Co. Ltd.	Silver
Publisher	7. Best launch marketing of a new title of newspaper / magazine / digital publication	2	Dainik Jagran	Jagranhindi.in : Creating an Online Destination For Hindi Literature	Jagran Prakashan Ltd.	Gold
Publisher	7. Best launch marketing of a new title of newspaper / magazine / digital publication	1	The Caravan	The Caravan - Paywall Campaign	Delhi Press	Silver
Publisher	7. Best launch marketing of a new title of newspaper / magazine / digital publication	4	Hindustan Times	Hindustan Times Gurugram Launch	HT Media Limited	Bronze

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Sr. No.	Agency/Organization	Gold	Silver	Bronze	Total Metals	Total Points
1	Jagran Prakashan Ltd.	2	2	2	6	36
2	Bennett Coleman Co. Ltd.		3	2	5	26
3	D B Corp Limited		1	2	3	14
4	ABP ONE - ABP PVT. LTD.	1		1	2	12
5	Mathrubhumi Printing Publishing Co Ltd		2		2	12
6	HT Media Limited			2	2	8
7	Delhi Press		1		1	6
8	Metropolitan Media Company Limited (MMCL)			1	1	4
9	THG Publishing Pvt Ltd			1	1	4
	Grand Total	3	9	11	23	122

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RESULTS ARE EMBARGOED TILL END OF AWARD CEREMONY

Category	Entry No	Brand Name	Caption Title	Agency/Organization	Metal
1.Innovative Use of Audio Visual	94	Google -Home	Koffee brewed best with Google Home	Essence - (Gurgaon)	Gold
1.Innovative Use of Audio Visual	130	Amazon Prime Video	MIRZAPUR BECAME SYNONOMUS WITH GOTHAM CITY FOR ITS LAUNCH!	Initiative Media	Gold
1.Innovative Use of Audio Visual	101	BYJU's The Learning App	“BYJU’s 1 Home demonstration that reached 23 million households”	Mindshare	Silver
1.Innovative Use of Audio Visual	33	Asian Paints Corporate	#PeopleAddColour	Madison Media	Bronze
1.Innovative Use of Audio Visual	75	Xiaomi	Xiaomi rings in silent phones in cinema halls	Madison Media	Bronze
1.Innovative Use of Audio Visual	109	American Tourister	Show off your Swag with American Tourister	Initiative Media	Bronze
2.Innovative Use of Print	23	Saffola Life	Saffola World Heart Day initiative “India’s 1st heart health report card	Lodestar UM	Silver
2.Innovative Use of Print	16	Mahindra KUV100 Nxt	Enabling Print to Multi-Task	Lodestar UM	Bronze
2.Innovative Use of Print	24	Volvo Cars	#BreathFree- a clean air initiative by Volvo Cars	Mindshare	Bronze
3.Innovative Use of	60	Godrej Properties	Kuch Apna Sa	Madison Media	Gold
3.Innovative Use of	37	Future Retail (FBB)	World's First Glam Tram	SIGNPOST INDIA PVT. LTD.	Bronze
3.Innovative Use of Activation	38	Casio	Stay Cool Stay Tough Stay Fit	SIGNPOST INDIA PVT. LTD.	Bronze
3.Innovative Use of Activation	39	Nestle India Ltd.	Bus Shelters that talk Coffee	SIGNPOST INDIA PVT. LTD.	Bronze
3.Innovative Use of	46	Tata Salt	Warm Salt Water Soaks	Madison Media	Bronze
3.Innovative Use of	116	Chakra Tea	Chai-Fi	Dentsu Webchutney	Bronze
4.Innovative Use of Radio	25	Stayfree Secure	How Stayfree used Radio to encourage comfortable conversations about menstruation	Lodestar UM	Gold

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Category	Entry No	Brand Name	Caption Title	Agency/Organization	Metal
4.Innovative Use of	28	Close Up	Basant Loves Nidhi	Mindshare	Gold
5.Innovative Use of Branded Content - Integration	23	Brooke Bond Red Label	Bringing two rival nations together over a different "CUP"	Mindshare	Gold
5.Innovative Use of Branded Content -	35	Domino's	There's no Party without Domino's	Madison Media	Gold
5.Innovative Use of Branded Content -	36	Axis Bank	Cheque Ko Chequemate	STARCOM INDIA	Bronze
5.Innovative Use of Branded Content - Integration	47	Amazon India	Echo Integration with Armaan Malik	Initiative Media	Bronze
5.Innovative Use of Branded Content - Integration	64	BYJU's The Learning App	BYJU's 1 Home demonstration that reached 23 million households	Mindshare	Bronze
5.Innovative Use of Branded Content - Integration	90	Usha International	SUI DHAGA "MADE IN INDIA BY USHA"	Initiative Media	Bronze
6.Innovative Use of Branded Content - Creation	14	Hershey's	Meethe Bahane	FoxyMoron Media Solutions Private Limited	Gold
6.Innovative Use of Branded Content - Creation	60	Aditya Birla Capital	Waterfall Targeting - How video story-telling and data intelligence came together to build emotional relationship	Mindshare	Gold
6.Innovative Use of Branded Content - Creation	37	Asian Paints Corporate	Where The Heart Is	Madison Media	Silver
6.Innovative Use of Branded Content - Creation	70	American Tourister	Show off your Swag with American Tourister	Initiative Media	Silver
6.Innovative Use of Branded Content - Creation	54	Volvo Cars	Stand up for 'The Volvo Cars anthem'	Mindshare	Bronze

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Category	Entry No	Brand Name	Caption Title	Agency/Organization	Metal
7.Innovative Use of Digital Search	11	ZEE5	How ZEE5 turned Google Search Ads into Real-Time News Portal during assembly election results?	EQUINOX DIGITAL	Gold
7.Innovative Use of Digital Search	20	Kurkure	Kurkure Contains Plastic	Mindshare	Silver
7.Innovative Use of Digital Search	25	RACOLD	Mind Your Language	WATConsult	Bronze
8.Innovative Use of Social Media	24	Cadbury Bournvita	MAKE PARENTS #LOOK BEYOND MARKS	Carat Division of Dentsu Aegis Network Communication India Pvt Ltd.	Gold
8.Innovative Use of Social Media	65	Zee Bollywood	Zee Bollywood Launch - Social Media Campaign	ZEE Entertainment Enterprises Ltd.	Silver
8.Innovative Use of Social Media	10	Amazon Prime Video	Comicstaan - Innovative use of social media	Pivotroots Digital Private Limited.	Bronze
8.Innovative Use of Social Media	34	Kwality Walls	Talking Ice creams- The unofficial IPL partners!	Mindshare	Bronze
9.Innovative Use of Digital Display	50	Estee Lauder Companies - Bobbi Brown India	Use of Weather Based AI banners to Drive Sales	Isobar- Dentsu Aegis Network Communications India Pvt Ltd	Gold
9.Innovative Use of Digital Display	22	Mondelez	MONDELEZ DISRUPTS IPL WITH DYNAMIC DATA-DRIVEN MOMENT ADVERTISING	Carat Division of Dentsu Aegis Network Communication India Pvt Ltd.	Silver
9.Innovative Use of Digital Display	34	Voot	Tindering With The Stars	Madison Media	Bronze
9.Innovative Use of Digital Display	41	MTV	The 'M-Powering' Banner	Madison Media	Bronze
10.Innovative Use of Mobile	9	Thugs Of Hindostan	Firangi from Thugs of Hindostan on Google Maps	Yash Raj Films Pvt Ltd	Gold
10.Innovative Use of Mobile	30	Vodafone India	Vodafone Sakhi - A Woman's Best Friend	Wavemaker - Mumbai	Silver
10.Innovative Use of Mobile	19	MTV	The 'M-Powering' Banner	Madison Media	Bronze
10.Innovative Use of Mobile	23	Royal Enfield	Guess the Price Game Using Google Assistant	MediaCom Communications Pvt Ltd	Bronze

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11.Innovative Use of Integrated Media	86	Tata Nexon	How Innovations Transformed IPL To Deliver Record Breaking Test Drives	Lodestar UM	Gold
11.Innovative Use of Integrated Media	120	Amazon Prime Video	ACTION PACKED MIRZAPUR WAS MADE FAMOUS FOR ITS LAUNCH	Initiative Media	Gold
11.Innovative Use of Integrated Media	33	Brooke Bond Red Label	6 Pack Band 2.0	Mindshare	Silver
11.Innovative Use of Integrated Media	31	Tata Salt	The Missing 'I'	Madison Media	Bronze
11.Innovative Use of Integrated Media	34	Dettol Siti Shield	To Make Delhi Quit Smoking	Initiative Media	Bronze
11.Innovative Use of Integrated Media	116	Zee Hindustan	Khabrein Khud Bolengi	Liqvd Asia	Bronze
12.Cause Marketing	30	Tata Salt	Warm Salt Water Soaks	Madison Media	Gold
12.Cause Marketing	17	Cadbury Bournvita	MAKE PARENTS #LOOK BEYOND MARKS	Carat Division of Dentsu Aegis Network Communication India Pvt Ltd.	Silver
12.Cause Marketing	42	MAHINDRA RISE	SEHAT KA BATUA - THE HEALTH PURSE	GREY India	Silver
12.Cause Marketing	54	Hit	Building community to Save lives	Mindshare	Silver
12.Cause Marketing	71	Nihar Shanti Amla	Phone Uthao, India Ko Padhao	Lodestar UM	Bronze
13.Innovative Use of Data & Analytics	1	Lifebuoy	The Adaptive Data Lighthouse - Activating Infection Alert System in Rural India	Mindshare	Gold
13.Innovative Use of Data & Analytics	24	Otrivin	Otrivin: Cold and Flu Predictor	Mindshare	Silver
13.Innovative Use of Data & Analytics	29	BYJU's The Learning App	BYJU's Media Measurement Model	Mindshare	Silver

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14.Innovative Use of Emerging Technology	20	Liva Fluid Fashion	The Responsible Smart Mirror	Tonic Worldwide	Gold
14.Innovative Use of Emerging Technology	12	Nestle India ltd.	Bus Shelters that talk Coffee	SIGNPOST INDIA PVT. LTD.	Silver
15.Innovative Use of Integrated Media (South	7	Red Cow Skim Milk Mix	Sri Lanka's Biggest Tea Party	Dentsu Grant Private Limitd	Gold
15.Innovative Use of Integrated Media (South Asia)	3	Lux	Lux Super Star: Owning The Biggest Reality Show In Bangladesh	Mindshare Bangladesh	Bronze
15.Innovative Use of Integrated Media (South	8	Anchor Full Cream Milk Powder	Quest for Students with Talent	Dentsu Grant Private Limitd	Bronze

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Sr. No.	Agency/Organization	Gold	Silver	Bronze	Total Metals	Total Points
1	Mindshare	4	6	4	14	84
2	Madison Media	3	1	7	11	58
3	Initiative Media	2	1	4	7	38
4	Lodestar UM	2	1	2	5	30
5	Carat Division of Dentsu Aegis Network C	1	2		3	20
6	SIGNPOST INDIA PVT. LTD.		1	3	4	18
7	Dentsu Grant Private Limitd	1		1	2	12
8	EQUINOX DIGITAL	1			1	8
9	Essence - (Gurgaon)	1			1	8
10	FoxyMoron Media Solutions Private Limite	1			1	8
11	Isobar- Dentsu Aegis Network Communic	1			1	8
12	Tonic Worldwide	1			1	8
13	Yash Raj Films Pvt Ltd	1			1	8
14	GREY India		1		1	6
15	Wavemaker - Mumbai		1		1	6
16	ZEE Entertainment Enterprises Ltd.		1		1	6
17	Dentsu Webchutney			1	1	4
18	Liqvd Asia			1	1	4
19	MediaCom Communications Pvt Ltd			1	1	4
20	Mindshare Bangladesh			1	1	4
21	Pivotroots Digital Private Limited.			1	1	4
22	STARCOM INDIA			1	1	4
23	WATConsult			1	1	4
	Grand Total	19	15	28	62	354