

EMVIE 2017 : RESULTS

BEST MEDIA STRATEGY - CONSUMER PRODUCTS - BEVERAGES AND DRINKS

NO.	App No	Agency Name	Brand Name	Caption Title	Client Name	G/S/B
1	7	Mindshare India	Bagpiper Club Soda	Lights Camera Bagpiper	United Spirits Ltd. (Diageo)	GOLD
2	6	Wavemaker	Royal Stag Barrel Select - Large Short Films	Harnessing the SPIRIT of the youth	Pernod Ricard India	GOLD
3	3	Mindshare India	Mirinda	Breaking the deafening Silence - Giving teens a voice	PepsiCo (India) Holdings Pvt. Ltd.	SILVER
4	1	Mindshare India	Boost	Play the bigger game	GSK	SILVER

BEST MEDIA INNOVATION - PRINT - DAILIES

NO.	App No	Agency Name	Brand Name	Caption Title	Client Name	G/S/B
1	15	Lodestar UM	Tata Tiago	India's 1st Virtual test drive to 4.7 million prospects in one day!	TATA MOTORS LTD.	GOLD
2	5	Mindshare India	Rin	Rin Antibac	Hindustan Unilever Limited	GOLD
3	2	Wavemaker	Paytm	Ab ATM Nahin, Paytm Karo!!!	One97 Communications Limited	SILVER
4	7	Lodestar UM	Mahindra NuPro Toor Dal	Demonstrating Superiority with Daana Daana Ek Samaan	Mahindra Agri Solutions Ltd.	BRONZE

BEST MEDIA INNOVATION - DIGITAL - SOCIAL MEDIA

NO.	App No	Agency Name	Brand Name	Caption Title	Client Name	G/S/B
1	41	Wavemaker	Enamor	How we helped Enamor address the elephant in the closet, on a pint-sized budget?	Enamor	BRONZE

BEST MEDIA RESEARCH / ANALYTICS - USING PROPRIETARY DATA

NO.	App No	Agency Name	Brand Name	Caption Title	Client Name	G/S/B
1	17	Madison Media	Various Brands	Maximizing Media ROI Using Cross Channel Attribution	Asian Paints Pvt. Ltd.	BRONZE
2	3	Mindshare India	Krispy	CEREBRO - The Video Recommendations and Personalization Engine	Hindustan Unilever Limited	BRONZE

BEST MEDIA INNOVATION - OUT OF HOME

NO.	App No	Agency Name	Brand Name	Caption Title	Client Name	G/S/B
1	2	Kinetic Advertising India Pvt. Limited	Vodafone India Limited	World's First Rainwater Harvesting	Vodafone India Limited	SILVER
2	9	Dialouge Factory	Ceat	Coin of Life	CEAT LIMITED	BRONZE
3	14	Mindshare India	Kurkure	Kurkure Family Express	PepsiCo (India) Holdings Pvt. Ltd.	BRONZE

BEST INTEGRATED CAMPAIGN - CONSUMER PRODUCTS - COSMETICS, TOILETRIES, PERSONAL HYGIENE

NO.	App No	Agency Name	Brand Name	Caption Title	Client Name	G/S/B
1	2	MediaCom Communications Pvt. Ltd.	Pampers	Pampers - It Takes 2	Procter & Gamble India	SILVER
2	1	MediaCom Communications Pvt. Ltd.	Whisper	Whisper#LikeAGirl	Procter & Gamble India	SILVER
3	4	Mindshare India	Dove Soap	Dove : Minute that matters	Hindustan Unilever Limited	BRONZE

BEST MEDIA STRATEGY - CONSUMER PRODUCTS - OTHERS

NO.	App No	Agency Name	Brand Name	Caption Title	Client Name	G/S/B
1	6	Wavemaker	SF	How we got a couple of watches to make friends, go on a 3300 KM adventure and join the adrenaline club in 100 days	Titan Company Ltd.	BRONZE
2	4	Mindshare India	Hindustan Unilever	The See Through Toilet	Hindustan Unilever Limited	BRONZE

BEST MEDIA STRATEGY - MEDIA

NO.	App No	Agency Name	Brand Name	Caption Title	Client Name	G/S/B
1	16	Mindshare India	Star Plus	Star Plus Ek #Nayi Soch	Star India Pvt. Ltd.	BRONZE

BEST MEDIA INNOVATION - TELEVISION

NO.	App No	Agency Name	Brand Name	Caption Title	Client Name	G/S/B
1	30	Madison Media	Asian Paints Tractor Emulsion	Rediscovering Asian Paints in Smaller Towns	Asian Paints Pvt. Ltd.	SILVER
2	29	Mindshare India	Star Sports	The Content Raid by Kabaddi World Cup 2016	Star India Pvt. Ltd.	BRONZE

BEST MEDIA STRATEGY - SERVICES

NO.	App No	Agency Name	Brand Name	Caption Title	Client Name	G/S/B
1	13	Wavemaker	Paytm	BOX Office Weekend Planning	One97 Communications Limited	SILVER
2	15	Wavemaker	Colgate	Pocket Dentist	Colgate Palmolive	SILVER
3	37	Wavemaker	OLX	How we created OLX a Google for Online Classifieds	OLX	BRONZE
4	41	Wavemaker	LinkedIn India	Golden ticket for a successful career	LinkedIn India	BRONZE
5	42	LIQVD ASIA	Indiabulls Home Loans	100% Dad - Conquering the BFSI bidding war by targeting the softer side of the Indian Man	Indiabulls Housing Finance Ltd.	BRONZE

BEST MEDIA INNOVATION - PRINT - MAGAZINES

NO.	App No	Agency Name	Brand Name	Caption Title	Client Name	G/S/B
1	4	The Social Street	Health Assure	Spot of Sun	Health Assure Pvt. Ltd.	BRONZE

BEST MEDIA STRATEGY - CONSUMER PRODUCTS - COSMETICS, TOILETRIES, PERSONAL HYGIENE

NO.	App No	Agency Name	Brand Name	Caption Title	Client Name	G/S/B
1	11	Initiative - Lintas India Limited	Dettol & Harpic	Mere 10 Guz	Reckitt Benckiser India	SILVER

2	10	Mindshare India	Dove	Challenging Beauty Stereotypes	Hindustan Unilever Limited	SILVER
3	7	MediaCom Communications Pvt. Ltd.	Whisper	Whisper#LikeAGirl	Procter & Gamble India	BRONZE
4	6	MediaCom Communications Pvt. Ltd.	Gillette India	Gillette Bachelors Of Shaving	Procter & Gamble India	BRONZE

BEST MEDIA INNOVATION - CINEMA

NO.	App No	Agency Name	Brand Name	Caption Title	Client Name	G/S/B
1	4	Mindshare India	Bagpiper	Chowka Produced by Bagpiper	United Spirits Limited (Diageo)	SILVER
2	7	The Social Street	Exide Industries	Battery Nahi Exide Bolneka	Exide Industries	BRONZE

BEST MEDIA STRATEGY-CONSUMER PRODUCTS - CONFECTIONARY AND FOOD

NO.	App No	Agency Name	Brand Name	Caption Title	Client Name	G/S/B
1	12	Lodestar UM	Amul	How Amul killed the Demonetization Demon	Gujarat Co-operative Milk Marketing Federation Ltd.	GOLD
2	14	Mindshare India	Cornetto	Cornetto – New Symbol of Love 2.0	Hindustan Unilever Limited	BRONZE
3	4	Mindshare India	Kurkure	Kurkure Family Express	PepsiCo (India) Holdings Pvt. Ltd.	BRONZE

BEST MEDIA INNOVATION - DIGITAL - VIDEO

NO.	App No	Agency Name	Brand Name	Caption Title	Client Name	G/S/B
1	17	Wavemaker	Voot	STARTING FROM SCRATCH!	Viacom 18 Media India Pvt. Ltd.	SILVER
2	4	Tonic Media	Nutralite	World's First Healthgram	Zydus Wellness	BRONZE
3	27	Wavemaker	Royal Stag Barrel Select - Large Short Films	Short is Big	Pernod Ricard India	BRONZE

BEST MEDIA INNOVATION - SPONSORSHIPS

NO.	App No	Agency Name	Brand Name	Caption Title	Client Name	G/S/B
1	47	Mindshare India	Star Plus	Star Plus Ek #NayiSoch	Star India Pvt. Ltd.	GOLD
2	31	Mindshare India	NIKE	Da Da Ding	Nike India Pvt. Ltd.	GOLD
3	15	Mindshare India	Hindustan Unilever	The See Through Toilet	Hindustan Unilever Limited	GOLD
4	6	Motivator	Himalaya	Pimple?	Himalaya Wellness	SILVER
5	10	MediaCom Communications Pvt. Ltd.	Gillette India	Gillette Uncloning India	Procter & Gamble India	BRONZE

BEST MEDIA RESEARCH / ANALYTICS - BEST USE OF ANALYTICS / DATA TECHNOLOGY

NO.	App No	Agency Name	Brand Name	Caption Title	Client Name	G/S/B
1	32	Mindshare India	Multiple Brands	Kyve - Know Your Videos Effectively	Mindshare	BRONZE
2	12	Lodestar UM	Tata Hexa	Influencer Matrix - The Visual Guide to Influencer Planning	Tata Motors	BRONZE

BEST MEDIA INNOVATION - AMBIENT MEDIA

NO.	App No	Agency Name	Brand Name	Caption Title	Client Name	G/S/B
1	8	Kinetic Advertising India Pvt. Limited	WORK IN INDIA	MUKHOTA Life Saving Mask	Work in India	GOLD

2	19	Dialouge Factory	Ceat	Coin of Life	CEAT LIMITED	BRONZE
3	24	Dialouge Factory	Broadcast Engineering Consultants India Limited	Apne Mann Ki Baat	Broadcast Engineering Consultants India Limited	BRONZE

BEST MEDIA INNOVATION - DIGITAL - MULTIPLE PLATFORM

NO.	App No	Agency Name	Brand Name	Caption Title	Client Name	G/S/B
1	27	Wavemaker	Vodafone	How Vodafone used Airtel's Open network campaign to increase subscribers	Vodafone India Limited	GOLD
2	55	Mindshare India	Star Plus	Star Plus - Nayi Soch	Star India Pvt. Ltd.	SILVER
3	18	Wavemaker	Colgate	Pocket Dentist	Colgate Palmolive	SILVER
4	12	MediaCom Communications Pvt. Ltd.	Pampers - P&G India	Pampers - It Takes 2	Procter & Gamble India	BRONZE

BEST MEDIA INNOVATION - BRANDED CONTENT

NO.	App No	Agency Name	Brand Name	Caption Title	Client Name	G/S/B
1	22	Mindshare India	Dove	Challenging Beauty Stereotypes	Hindustan Unilever Limited	GOLD
2	63	Madison Media	Nihar Shanti	Nihar Shanti - Angrezi Pathshala Funwala	Marico Limited	SILVER
3	71	Mindshare India	Bajaj V	The Invincible Indians	Bajaj Auto Ltd.	BRONZE
4	85	Mindshare India	Star Plus	Star Plus Ek #NayiSoch	Star India Pvt. Ltd.	BRONZE
5	50	Wavemaker	Royal Stag Barrel Select - Large Short Films	Harnessing the SPIRIT of the youth/Short is BIG	Pernod Ricard India	BRONZE

BEST INTEGRATED CAMPAIGN - CONSUMER DURABLES

NO.	App No	Agency Name	Brand Name	Caption Title	Client Name	G/S/B
1	9	Mindshare India	Nike	Da Da Ding	Nike India Pvt. Ltd.	GOLD
2	12	Madison Media	Asian Paints Royale Play	#MakeRoomForNeu	Asian Paints Pvt. Ltd.	SILVER
3	13	Lodestar UM	TATA HEXA	Integrating task, media & path-to-purchase The Tata Hexa Way	TATA MOTORS LTD.	SILVER
4	5	Wavemaker	Hero Moto Corp	#HeroSalute: The Voice of Billion Indians	Hero Moto Corp	SILVER

BEST MEDIA RESEARCH / ANALYTICS - USING EXISTING DATA

NO.	App No	Agency Name	Brand Name	Caption Title	Client Name	G/S/B
1	1	Lodestar UM	Tata Hexa	Influencer Matrix - The Visual Guide to Influencer Planning	Tata Motors	BRONZE
2	5	Lodestar UM	Mahindra & Mahindra	Rural Prosperity Index 2.0	Mahindra & Mahindra	BRONZE

BEST MEDIA INNOVATION - RADIO

NO.	App No	Agency Name	Brand Name	Caption Title	Client Name	G/S/B
1	27	Madison Media	Nihar Shanti	Angreezi Patshala Funwala	Marico Limited	GOLD
2	16	Wavemaker	Sonata ACT	HOW WE MADE MEDIA COURAGEOUS AND WOMEN CONFIDENT FOR A REVOLUTIONARY WATCH	Titan Company Ltd.	SILVER
3	12	Wavemaker	Kotak Mahindra Bank	KOTAK DWARA JANHIT MEIN JAARI	Kotak Mahindra Bank	SILVER

BEST INTEGRATED CAMPAIGN - CONSUMER PRODUCTS - CONFECTIONARY AND FOOD

NO.	App No	Agency Name	Brand Name	Caption Title	Client Name	G/S/B
1	8	Lodestar UM	Amul	How Amul Killed the Demonetization Demon	Gujarat Co-operative Milk Marketing Federation Ltd.	BRONZE
2	6	Madison Media	Tata Salt	Tata Salt - #NamakKeWaastey	Tata Chemicals Ltd.	BRONZE

BEST MEDIA INNOVATION - DIGITAL - SEARCH

NO.	App No	Agency Name	Brand Name	Caption Title	Client Name	G/S/B
1	12	Wavemaker	VODAFONE INDIA LIMITED	When Search created intent instead of addressing it!	Vodafone India Limited	SILVER
2	19	Madison Media	Saffola Life	Saffolalife- A healthy heart at the heart of every search	Marico Limited	BRONZE

BEST INTEGRATED CAMPAIGN - CONSUMER PRODUCTS - OTHERS

NO.	App No	Agency Name	Brand Name	Caption Title	Client Name	G/S/B
1	5	Madison Media	Godrej Ezee	A Not So Ezee Challenge	GCPL	GOLD
2	1	MediaCom Communications Pvt. Ltd.	Vicks - P&G India	Vicks #TouchOfCare	Procter & Gamble India	BRONZE

EMVIE FOR GOOD

NO.	App No	Agency Name	Brand Name	Caption Title	Client Name	G/S/B
1	58	Mindshare India	Star Plus	Star Plus Ek #Nayi Soch	Star India Pvt. Ltd.	GOLD
2	52	The Social Street	Prasadam Industries	The Rooted Solution	Prasadam Industries	SILVER
3	51	Lodestar UM	DOOR STEP SCHOOL	Recognition for good	DOOR STEP SCHOOL	SILVER
4	7	Kinetic Advertising India Pvt. Limited	Vodafone India Limited	World's First Rainwater Harvesting	Vodafone India Limited	SILVER
5	17	Initiative - Lintas India Limited	Dettol & Harpic	Mere 10 Guz	Reckitt Benckiser India	BRONZE

BEST MEDIA INNOVATION - DIGITAL - MOBILE / HAND HELD DEVICES

NO.	App No	Agency Name	Brand Name	Caption Title	Client Name	G/S/B
1	26	Wavemaker	Vodafone	How Vodafone used Airtel's Open network campaign to increase subscribers	Vodafone India Limited	SILVER
2	10	Isobar India	Maruti Suzuki India Limited	Maruti Alto - Your First Car on Google Maps	Maruti Suzuki India Limited	BRONZE
3	42	Mindshare India	NIKE	WHEN TINDER SWIPED RIGHT FOR NIKE	Nike India Pvt. Ltd.	BRONZE
4	27	Wavemaker	Platinum Guild India	India's first Wearable banner	Platinum Guild India	BRONZE

BEST MEDIA STRATEGY - CONSUMER DURABLES

NO.	App No	Agency Name	Brand Name	Caption Title	Client Name	G/S/B
1	10	Wavemaker	Tata Tiago	Tripling with Tiago	Tata Motors	SILVER
2	17	Madison Media	Asian Paints Corporate	Hindi Search Ads for the First Time in India!	Asian Paints Pvt. Ltd.	SILVER

BEST ONGOING MEDIA CAMPAIGN

NO.	App No	Agency Name	Brand Name	Caption Title	Client Name	G/S/B
1	11	Madison Media	Saffola Life	Saffolalife World Heart Day - Protecting the Nation's Heart	Marico Limited	GOLD
2	13	Lodestar UM	DOOR STEP SCHOOL	How Door Step School continues to be a motivation for slum kids to attend school year after year	DOOR STEP SCHOOL	SILVER
3	5	Wavemaker	Vodafone India	Vodafone superfan: Convergence of paid, owned & earned media	Vodafone India Limited	BRONZE
4	3	Initiative - Lintas India Limited	Dettol & Harpic	Mere 10 Guz	Reckitt Benckiser India	BRONZE
5	7	Wavemaker	Hero Moto Corp	#HeroSalute: The Voice of Billion Indians	Hero Moto Corp	BRONZE

BEST MEDIA INNOVATION - DIGITAL - DISPLAY

NO.	App No	Agency Name	Brand Name	Caption Title	Client Name	G/S/B
1	26	Wavemaker	Vodafone	How Vodafone used Airtel's Open network campaign to increase subscribers	Vodafone India Limited	GOLD
2	16	Wavemaker	Voot	STARTING FROM SCRATCH!	Viacom 18 Media India Pvt. Ltd.	BRONZE
3	19	Madison Media	Fevikwik Gel	Total Control	Pidilite	BRONZE
4	12	Isobar India	Maruti Suzuki India Limited	Maruti Alto - Your First Car on Google Maps	Maruti Suzuki India Limited	BRONZE

BEST MEDIA INNOVATION - DIRECT MARKETING

NO.	App No	Agency Name	Brand Name	Caption Title	Client Name	G/S/B
1	8	Dialouge Factory	Ceat	Coin of Life	CEAT LIMITED	SILVER
2	7	Wavemaker	Colgate	Pocket Dentist	Colgate Palmolive	BRONZE

BEST INTEGRATED CAMPAIGN - MEDIA

NO.	App No	Agency Name	Brand Name	Caption Title	Client Name	G/S/B
1	14	Mindshare India	Star Plus	Star Plus Ek #NayiSoch	Star India Pvt. Ltd.	GOLD
2	15	Mindshare India	Star Sports	One Big Blue - Kabaddi World Cup	Star India Pvt. Ltd.	SILVER

BEST INTEGRATED CAMPAIGN - SERVICES

NO.	App No	Agency Name	Brand Name	Caption Title	Client Name	G/S/B
1	5	Wavemaker	Paytm	BOX Office Weekend Planning	One97 Communications Limited	GOLD
2	20	Wavemaker	VODAFONE INDIA LIMITED	Launching a network of the Youth, For the Youth with the Youth	Vodafone India Limited	BRONZE
3	6	Wavemaker	Paytm	Ab ATM Nahin, Paytm Karo!!!	One97 Communications Limited	BRONZE
4	21	Madison Media	Saffola Life	Saffola Life: Making India Heart Healthy	Marico Limited	BRONZE

BEST MEDIA INNOVATION - EVENTS / EXPERIENTIAL MARKETING

NO.	App No	Agency Name	Brand Name	Caption Title	Client Name	G/S/B
1	35	Mindshare India	Kurkure	KURKURE FAMILY EXPRESS	PepsiCo (India) Holdings Pvt. Ltd.	SILVER
2	10	MediaCom Communications Pvt. Ltd.	Gillette India	Gillette Bachelors Of Shaving	Procter & Gamble India	BRONZE

BEST INTEGRATED CAMPAIGN - CONSUMER PRODUCTS - BEVERAGES AND DRINKS

NO AWARD

GRAND EMVIE : Madison Media & Asian Paints Pvt. Ltd.
Asian Paints Corporate - Hindi Search Ads for the First Time in India!
{BEST MEDIA INNOVATION - DIGITAL - SEARCH}

MEDIA CLIENT OF THE YEAR : STAR INDIA PVT. LTD. & VODAFONE INDIA LIMITED

MEDIA AGENCY OF THE YEAR : MINDSHARE INDIA

OTHER CATEGORIES - The following categories will not feature in computation of Media Agency of the Year and Media Client of the Year Award.

BEST IMPLEMENTATION TEAM OF THE YEAR

NO.		CATEGORY	AGENCY NAME	BRAND NAME / CAPTION TITLE	CLIENT NAME	G/S/B
1	2	Best Media Innovation - Print - Dailies	Wavemaker	Paytm - Ab ATM Nahin, Paytm Karo!!!	One97 Communications Limited	GOLD

BEST MEDIA INNOVATION FROM MEDIA AGENCIES NOT EXCEEDING 50 CRORES ANNUAL BILLING

NO.	App No	Agency Name	Brand Name	Caption Title	Client Name	G/S/B
1	18	The Social Street	Health Assure	Spot of Sun	Health Assure Pvt. Ltd.	BRONZE
2	2	Tonic Media	Nutralite	World's First Healthgram	Zyodus Wellness	BRONZE

YOUNG EMVIE OF THE YEAR

NO.	App No	Agency Name	Brand Name	Caption Title	Client Name	G/S/B
1	13	Mindshare India	Binaifer Patel	Hindustan Unilever - David vs Goliath	Hindustan Unilever Limited	GOLD
2	6	Wavemaker	Shikha Saket	Performance Innovation Specialist	Vodafone India Limited	SILVER
3	16	Mindshare India	Divya Ramakrishnan	Active Wheel, Cornetto, Rexona - Where's my Ticket on the Virgin Galactic?	Hindustan Unilever Limited	BRONZE

THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 3RD OCTOBER, 2017
BEST MEDIA INNOVATION - OUT OF HOME
 Dialouge Factory Ceat - Coin of Life

THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 4TH OCTOBER, 2017
BEST MEDIA INNOVATION - SPONSORSHIPS
 Motivator Himalaya - Pimple?

THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 5TH OCTOBER, 2017
BEST MEDIA INNOVATION - DIGITAL - MULTIPLE PLATFORM

Wavemaker

Vodafone- How Vodafone used Airtel's Open network campaign to increase subscribers

THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 6TH OCTOBER, 2017

BEST MEDIA INNOVATION - DIGITAL - SEARCH

Madison Media

Asian Paints Corporate - Hindi Search Ads for the First Time in India!

THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 7TH OCTOBER, 2017

BEST MEDIA INNOVATION - DIRECT MARKETING

Dialouge Factory

Ceat - Coin of Life

MEDIA PARTNER OF THE YEAR : TV - COLORS & STAR SPORTS

MEDIA PARTNER OF THE YEAR : PRINT - THE HINDU & BENNETT COLEMAN & COMPANY LTD. (THE TIMES OF INDIA)

MEDIA PARTNER OF THE YEAR : CINEMA - DWARKESH FILMS - 50TH MOVIE PRODUCTIONS

MEDIA PARTNER OF THE YEAR : RADIO - BIG FM

MEDIA PARTNER OF THE YEAR : DIGITAL - GOOGLE

MEDIA PARTNER OF THE YEAR : OUT OF HOME / AMBIENT MEDIA - RIGHT CLICK SOLUTION