

EMVIE 2018 : RESULTS

A03 : Best Media Strategy - Services

Sr. No.	Entrant	Brand Name	Caption Title	Client Name	G / S / B
1	Wavemaker	Vodafone India Pvt. Ltd.	Future is exciting. Ready?	Vodafone India Pvt. Ltd.	SILVER
2	Mindshare India	HSBC	THE BOARDING CALL	HSBC	BRONZE

E01a : Best Integrated Campaign - Consumer Products - Cosmetics, toiletries, personal hygiene

Sr. No.	Entrant	Brand Name	Caption Title	Client Name	G / S / B
1	Mindshare India	Lifebuoy	Infection Alert System	Hindustan Unilever Limited	SILVER
2	Mediacom Communications Pvt. Ltd.	Whisper India	Whisper #WingsToFly	P&G India	BRONZE
3	Mindshare India	Hamam	Fighting for Women's Safety with a Bar of Soap !	Hindustan Unilever Limited	BRONZE

C07e : Best Media Innovation - Digital - Video

Sr. No.	Entrant	Brand Name	Caption Title	Client Name	G / S / B
1	Mindshare India	Kissan	Kissan Tiffin Time Table	Hindustan Unilever Limited	SILVER
2	Wavemaker	Vodafone India Pvt. Ltd.	How Vodafone inspired farmers to choose life over suicide	Vodafone India Pvt. Ltd.	BRONZE

A02 : Best Media Strategy - Consumer Durables

Sr. No.	Entrant	Brand Name	Caption Title	Client Name	G / S / B
1	Wavemaker	Aquaguard	We helped India drink healthy water - Pincode by Pincode!	Eureka Forbes	GOLD

C01 : Best Media Innovation - Television

Sr. No.	Entrant	Brand Name	Caption Title	Client Name	G / S / B
1	Lodestar UM	Samsung	Samsung NDTV Camera Partnership	Samsung India Electronics Private Limited	GOLD
2	Mindshare India	Vaseline	Pause-Rewind-Play	Hindustan Unilever Limited	BRONZE
3	Wavemaker	Vodafone India Pvt. Ltd.	When the Vodafone Pug army virtually gatecrashed the Premier Badminton League	Vodafone India Pvt. Ltd.	BRONZE
4	Mindshare India	Star Plus	The Real "Fake News"	Star India Pvt. Ltd.	BRONZE

G : EMVIE for Good

Sr. No.	Entrant	Brand Name	Caption Title	Client Name	G / S / B
1	Lodestar UM	Times Of India	The Times of India - #Noconditionsapply: Sindoor Khela	Times Of India	GOLD
2	Wavemaker	Tata Tea	Alarm Bajne Se Pehle - Jaago Re!	Tata Global Beverages	GOLD
3	Wavemaker	Vodafone India Pvt. Ltd.	How Vodafone brought down the cases of lost children at Sabarimala	Vodafone India Pvt. Ltd.	SILVER
4	Mindshare India	Lifebuoy	ACTIVATING INFECTION ALERT SYSTEM IN RURAL INDIA	Hindustan Unilever Limited	SILVER
5	Initiative Media	Harpic	No Toilet No Wedding	RB	BRONZE
6	Wavemaker	Savlon	1.7 Million Happy Hands!	ITC Limited	BRONZE
7	Wavemaker	Vodafone India Pvt. Ltd.	How Vodafone inspired farmers to choose life over suicide	Vodafone India Pvt. Ltd.	BRONZE

D03 : Best Media Research/Analytics - Best use of Analytics/Data Technology

Sr. No.	Entrant	Brand Name	Caption Title	Client Name	G / S / B
1	Mindshare India	Lifebuoy	Activating Infection Alert System in Rural India	Hindustan Unilever Limited	GOLD
2	Mindshare India	Goodknight Activ+	Predicting Malaria & Dengue Outbreak through Data Intelligence	Godrej Consumer Products Ltd.	SILVER
3	Essence	Google Maps	Converting millions of consumer usage data points into actionable media	GOOGLE	BRONZE
4	Mindshare India	Vaseline	Purple : The Non-Human Data Scientist	Hindustan Unilever Limited	BRONZE

C04 : Best Media Innovation - Ambient Media

Sr. No.	Entrant	Brand Name	Caption Title	Client Name	G / S / B
1	Wavemaker	Vodafone India Pvt. Ltd.	Vodafone helps reunite lost children with their parents using technology	Vodafone India Pvt. Ltd.	GOLD
2	Wavemaker	Vodafone India Pvt. Ltd.	Good in Goodbyes	Vodafone India Pvt. Ltd.	GOLD
3	Mindshare India	Star Sports	ISL 4 COCOBALL	Star India Pvt. Ltd.	SILVER

E01b : Best Integrated Campaign - Consumer Products - Beverages and drinks

Sr. No.	Entrant	Brand Name	Caption Title	Client Name	G / S / B
1	Mindshare India	Mirinda	Awakening the parents towards compassion not comparison	PepsiCo India Holding Pvt. Ltd.	BRONZE
2	Mindshare India	Horlicks	#NOFEAR during Exam Time this year	GSK Consumer Healthcare	BRONZE

A04 : Best Media Strategy - Media

Sr. No.	Entrant	Brand Name	Caption Title	Client Name	G / S / B
1	Mindshare India	Republic TV	Republic Launch	Republic TV	SILVER

C07a : Best Media Innovation - Digital - Search

Sr. No.	Entrant	Brand Name	Caption Title	Client Name	G / S / B
1	Mindshare India	Kissan	Kissan Tiffin Time Table	Hindustan Unilever Limited	SILVER
2	Wavemaker	Hero MotoCorp	How we bought Competitive Keywords in 10X lower cost	Hero MotoCorp Ltd.	BRONZE
3	TLG INDIA PRIVATE LIMITED	Maggi Search	OK Google, let's Vote for Meri Maggi!	Nestle India Ltd.	BRONZE

C02a : Best Media Innovation - Print - Dailies

Sr. No.	Entrant	Brand Name	Caption Title	Client Name	G / S / B
1	Wavemaker	Vodafone India Pvt. Ltd.	Vodafone gave the best birthday gift ever	Vodafone India Pvt. Ltd.	GOLD
2	Initiative Media	Harpic	No Toilet No Wedding	RB	SILVER
3	Mindshare India	Knorr	Confused Bhookh - A single ad satiated 1 lac hunger pangs	Hindustan Unilever Limited	BRONZE
4	Initiative Media	Dettol	Amaar Maa Amaar Durga	RB	BRONZE

C13 : Best Media Innovation - Sponsorships

Sr. No.	Entrant	Brand Name	Caption Title	Client Name	G / S / B
1	Mediacom Communications Pvt. Ltd.	Whisper India	Whisper #SitImproper	P&G India	SILVER
2	Initiative Media	Dettol and Harpic	Swachhta Ki Pehel	RB	BRONZE
3	TLG INDIA PRIVATE LIMITED	Axis Bank	Cheque ko checkmate	Axis Bank	BRONZE
4	Lodestar UM	Amul	How Amul leveraged Sponsorships to achieve sales goals using sound business acumen	Gujarat Co-operative Milk Marketing Federation Ltd.	BRONZE

A01a : Best Media Strategy - Consumer Products - Cosmetics, toiletries, personal hygiene

Sr. No.	Entrant	Brand Name	Caption Title	Client Name	G / S / B
1	Mindshare India	Lifebuoy	Infection Alert System	Hindustan Unilever Limited	SILVER
2	Initiative Media	Dettol and Harpic	Swachhta ki Pehel	RB	SILVER
3	Wavemaker	Savlon	It's time TGs became Human being!	ITC Limited	SILVER
4	Wavemaker	Engage	Small is the new BIG!	ITC Limited	BRONZE

C09 : Best Media Innovation - Best Use of Influencer Marketing for a brand

Sr. No.	Entrant	Brand Name	Caption Title	Client Name	G / S / B
1	WATConsult	Project Nanhi Kali	#PowerlessQueen	Project Nanhi Kali	GOLD
2	Wavemaker	Tata Tea	Alarm Bajne Se Pehle - Jaago Re!	Tata Global Beverages	SILVER
3	Mindshare India	Kissan	Kissan Tiffin Time Table	Hindustan Unilever Limited	BRONZE
4	Wavemaker	HDFC Standard Life Insurance Company Ltd.	Is youth of today "Reckless" or "Responsible"?	HDFC Standard Life Insurance Company Ltd.	BRONZE

E04 : Best Integrated Campaign - Media

Sr. No.	Entrant	Brand Name	Caption Title	Client Name	G / S / B
1	Mindshare India	Republic TV	Republic launch	Republic TV	GOLD
2	Mindshare India	Star Sports	ISL 4: One Country 6 Different Footballing Nations	Star India Pvt. Ltd.	BRONZE

C06 : Best Media Innovation - Radio

Sr. No.	Entrant	Brand Name	Caption Title	Client Name	G / S / B
1	Essence	Google Maps	GOOGLE MAPS: '5 minutes ko 5 minutes banatey hain'	Google	BRONZE
2	PHD	KINDER JOY	KINDER JOY JUST KIDDING - AB BACHCHE BANENGE RJ!	FERRERO INDIA PVT. LTD.	BRONZE

C07f : Best Media Innovation - Digital - Multiple Platform

Sr. No.	Entrant	Brand Name	Caption Title	Client Name	G / S / B
1	Wavemaker	Aquaguard	We helped India drink healthy water - Pincode by Pincode!	Eureka Forbes	GOLD
2	Mindshare India	Kissan	Kissan Tiffin Time Table	Hindustan Unilever Limited	SILVER
3	Mindshare India	HIT FIK	Excuses do not save life, Platelet donation does!	Godrej Consumer Products Ltd.	BRONZE
4	Wavemaker	Vodafone India Pvt. Ltd.	Good in Goodbyes	Vodafone India Pvt. Ltd.	BRONZE

C08 : Best Media Innovation - Best Use of Emerging Technology for a Media Solution

Sr. No.	Entrant	Brand Name	Caption Title	Client Name	G / S / B
1	Wavemaker	Vodafone India Pvt. Ltd.	Vodafone helps reunite lost children with their parents using technology	Vodafone India Pvt. Ltd.	GOLD
2	Mindshare India	Lifebuoy	ACTIVATING INFECTION ALERT SYSTEM IN RURAL INDIA	Hindustan Unilever Limited	SILVER
3	Wavemaker	Vodafone India Pvt. Ltd.	How Vodafone inspired farmers to choose life over suicide	Vodafone India Pvt. Ltd.	BRONZE
4	Essence	Google Maps	How Google Maps helped consumers "Weather" the Monsoons	GOOGLE	BRONZE

D02 : Best Media Research/Analytics - Best Media Research using existing data

Sr. No.	Entrant	Brand Name	Caption Title	Client Name	G / S / B
1	Mindshare India	Hindustan Unilever Limited	BEEP an INR 7750 Cr. Solution	Hindustan Unilever Limited	SILVER

A01c : Best Media Strategy - Consumer Products - Confectionary and food

Sr. No.	Entrant	Brand Name	Caption Title	Client Name	G / S / B
1	Wavemaker	Aashirvaad Atta	Taking Fake News Head on - Channelizing into Brand Growth	ITC Limited	GOLD

2	Mindshare India	Kissan	Kissan Tiffin Time Table	Hindustan Unilever Limited	SILVER
3	Wavemaker	Zydus Wellness	Breaking Barriers, Making India Sugar Free	Zydus Wellness	BRONZE

C07d : Best Media Innovation - Digital - Display

Sr. No.	Entrant	Brand Name	Caption Title	Client Name	G / S / B
1	Wavemaker	Aquaguard	We helped India drink healthy water - Pincode by Pincode!	Eureka Forbes	SILVER
2	Essence	Google Search	Mass customization through Dynamic Creative deployment	GOOGLE	BRONZE

E01d : Best Integrated Campaign - Consumer Products - Others

NO METAL AWARDED

C12 : Best Media Innovation - Branded Content

Sr. No.	Entrant	Brand Name	Caption Title	Client Name	G / S / B
1	Lodestar UM	Samsung	Samsung NDTV Camera Partnership	Samsung India Electronics Private Limited	GOLD
2	Initiative Media	Harpic	No Toilet No Wedding	RB	GOLD
3	Mindshare India	Kissan	Kissan Tiffin Time Table	Hindustan Unilever Limited	SILVER
4	Mindshare India	Nicotex	I Can You Can	Cipla Health Ltd.	SILVER
5	Wavemaker	HDFC Life	Is youth of today "Reckless" or "Responsible"?	HDFC Standard Life Insurance Company Ltd.	BRONZE
6	Wavemaker	Tata Tea	Alarm Bajne Se Pehle - Jaago Re!	Tata Global Beverages	BRONZE
7	Wavemaker	Vodafone India Pvt. Ltd.	The Gift of Stories	Vodafone India Pvt. Ltd.	BRONZE
8	Madison Communications Private Limited	Asian Paints Corporate	Where The Heart Is!	Asian Paints	BRONZE
9	Mindshare India	Mountain Dew	Conquering the Mountain Within	PepsiCo India Holding Pvt. Ltd.	BRONZE

B : Best Digital Strategy

Sr. No.	Entrant	Brand Name	Caption Title	Client Name	G / S / B
1	Wavemaker	Aquaguard	We helped India drink healthy water – Pincode by Pincode!	Eureka Forbes	SILVER

E01c : Best Integrated Campaign - Consumer Products - Confectionary and food

Sr. No.	Entrant	Brand Name	Caption Title	Client Name	G / S / B
1	Wavemaker	Zydus Wellness	Breaking Barriers, Making India Sugar Free	Zydus Wellness	BRONZE

A01d : Best Media Strategy - Consumer Products - Others

Sr. No.	Entrant	Brand Name	Caption Title	Client Name	G / S / B
1	Mindshare India	Nicotex	I Can You Can	Cipla Health Ltd.	SILVER
2	Madison Communications Private Limited	Godrej Ezee	Caring is Ezee-How Godrej Ezee has helped to save thousands of lives, one hug at a time!	Godrej Consumer Products Limited	BRONZE
3	Mindshare India	Surf Excel	Surf Excel - Learning from Failure	Hindustan Unilever Limited	BRONZE

C05 : Best Media Innovation - Cinema

Sr. No.	Entrant	Brand Name	Caption Title	Client Name	G / S / B
1	Mindshare India	Saint-Gobain Gyproc India Ltd.	Cinema Fusion Gyproc	Saint Gobain Gyproc India Ltd.	SILVER

C03 : Best Media Innovation - Out of Home

Sr. No.	Entrant	Brand Name	Caption Title	Client Name	G / S / B
1	Essence	Google Maps	How static analogous billboards came alive with Google Maps!	GOOGLE	GOLD
2	Rapport Outdoor Advertising Pvt. Ltd.	Hamam	Hamam - Go safe outside	Hindustan Unilever Limited	BRONZE

E03 : Best Integrated Campaign - Services

Sr. No.	Entrant	Brand Name	Caption Title	Client Name	G / S / B
1	Essence	Google Maps	Google Maps #LookBeforeYouLeave	GOOGLE	SILVER
2	Wavemaker	Vodafone India Pvt. Ltd.	Good In Goodbyes	Vodafone India Pvt. Ltd.	SILVER
3	Wavemaker	Paytm	QR CODE PUT ON STEROIDS IN THE PAYMENTS ECOSYSTEM	One97 Communications Limited	SILVER

C02b : Best Media Innovation - Print - Magazines

NO METAL AWARDED

C11 : Best Media Innovation - Direct Marketing

Sr. No.	Entrant	Brand Name	Caption Title	Client Name	G / S / B
1	Lodestar UM	Times Of India	#NoConditionsApply : Shindoor Khela	Times Of India	GOLD
2	Wavemaker	Vodafone India Pvt. Ltd.	Vodafone gave the best birthday gift ever	Vodafone India Pvt. Ltd.	GOLD

C07b : Best Media Innovation - Digital - Social Media

Sr. No.	Entrant	Brand Name	Caption Title	Client Name	G / S / B
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1	Mediacom Communications Pvt. Ltd.	Big Bazaar	FB 24 Hrs Live Shopatainment	Future Retail Ltd.	SILVER
2	Wavemaker	Vodafone India Pvt. Ltd.	How Vodafone inspired farmers to choose life over suicide	Vodafone India Pvt. Ltd.	BRONZE
3	Wavemaker	Nokia 3310	Other brands feed Nokia's legendary snake	HMD India Pvt. Ltd.	BRONZE
4	Wavemaker	Croma	Magic Filter	Infiniti Retail	BRONZE

D01 : Best Media Research/Analytics - Best Media Research using Proprietary Data

Sr. No.	Entrant	Brand Name	Caption Title	Client Name	G / S / B
1	Mindshare India	Vaseline	Purple : The Non-Human Data Scientist	Hindustan Unilever Limited	BRONZE
2	Mindshare India	Kissan	The shortest route to a mother's heart is via POLYCHROME! Kissan Tiffin Timetables	Hindustan Unilever Limited	BRONZE
3	Essence	Flipkart	Smart Lens- A survey based tool that changed TV planning for Flipkart	Flipkart India Private Limited	BRONZE

A01b : Best Media Strategy - Consumer Products - Beverages and drinks

Sr. No.	Entrant	Brand Name	Caption Title	Client Name	G / S / B
1	Mindshare India	Mirinda	Awakening the parents towards compassion not comparison	PepsiCo India Holding Pvt. Ltd.	SILVER
2	Mindshare India	McDowell's No.1	McDowell's No.1 Yaari with Rana	Diageo India	BRONZE
3	Mindshare India	Pepsi	Pepsi celebrates the spontaneity of the moments	PepsiCo India Holding Pvt. Ltd.	BRONZE

E02 : Best Integrated Campaign - Consumer Durables

Sr. No.	Entrant	Brand Name	Caption Title	Client Name	G / S / B
1	Wavemaker	Hero Motocorp	The story of how we sold 74 bikes in a minute, every minute for 60 days	Hero MotoCorp Ltd.	BRONZE

C07c : Best Media Innovation - Digital - Mobile / hand held devices

Sr. No.	Entrant	Brand Name	Caption Title	Client Name	G / S / B
1	Wavemaker	Aquaguard	We helped India drink healthy water - Pincode by Pincode!	Eureka Forbes	GOLD
2	Wavemaker	Nokia 6	How Nokia changed the audio experience of every other smartphone	HMD India Pvt. Ltd.	SILVER
3	Mindshare India	Pepsi	Chug Chug on ChukChuk	PepsiCo India Holding Pvt. Ltd.	SILVER
4	Wavemaker	Vodafone India Pvt. Ltd.	When Vodafone created a Virtual problem to solve a real one	Vodafone India Pvt. Ltd.	SILVER
5	Mindshare India	Lifebuoy	ACTIVATING INFECTION ALERT SYSTEM IN RURAL INDIA	Hindustan Unilever Limited	SILVER

F : Best Ongoing Media Campaign

Sr. No.	Entrant	Brand Name	Caption Title	Client Name	G / S / B
1	Wavemaker	Tata Tea	Tata Tea Jaago Re - From Cause Marketing To Change Marketing	Tata Global Beverages	SILVER
2	Wavemaker	Vodafone India Pvt. Ltd.	Thank You Airtel! - Continuing to ambush the airtel	Vodafone India Pvt. Ltd.	BRONZE

C10 : Best Media Innovation - Events / Experiential Marketing

Sr. No.	Entrant	Brand Name	Caption Title	Client Name	G / S / B
1	Wavemaker	Vodafone India Pvt. Ltd.	How Vodafone ensured a safe and worry free spiritual experience for lakhs of pilgrimes at Sabarimala	Vodafone India Pvt. Ltd.	GOLD
2	Wavemaker	Vodafone India Pvt. Ltd.	How Vodafone inspired farmers to choose life over suicide	Vodafone India Pvt Ltd.	GOLD
3	Wavemaker	Vodafone India Pvt. Ltd.	Good in Goodbyes	Vodafone India Pvt. Ltd.	SILVER
4	Wavemaker	Savlon	1.7 Million Happy Hands!	ITC Limited	BRONZE
5	Initiative Media	Dettol Siti Shield	Making the Invisible Visible	RB	BRONZE

GRAND EMVIE : Lodestar UM & Times Of India
Times Of India - The Times of India - #Noconditionsapply: Sindoor Khela
{Best Media Innovation - Events / Experiential Marketing}

MEDIA CLIENT OF THE YEAR : VODAFONE INDIA PRIVATE LIMITED

MEDIA AGENCY OF THE YEAR : WAVEMAKER

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

K. Best Implementation Team Of The Year

NO.	CATEGORY	AGENCY NAME	BRAND NAME / CAPTION TITLE	CLIENT NAME	G/S/B
1	Best Media Innovation - Television	Lodestar UM	Samsung - Samsung NDTV Camera Partnership	Samsung India Electronics Private Limited	GOLD
2	Best Media Innovation - Ambient Media	Wavemaker	Vodafone India Pvt. Ltd. - Vodafone helps reunite lost children with their parents using technology	Vodafone India Pvt. Ltd.	GOLD

M. Best Media Innovation From Media Agencies Not Exceeding Rs.50 Crores Annual Billing

NO METAL AWARDED

N : Young Emvie of the Year

Sr. No.	Entrant	Brand Name / Caption Title	Client Name	G / S / B
1	Mayank Dedhia from Wavemaker	Vodafone India Pvt. Ltd. - Great to Good - The Bahubali way	Vodafone India Pvt. Ltd.	GOLD
2	Smith Bhatt from Wavemaker	Aquaguard - Consumer Journey Architect	Eureka Forbes	SILVER
3	Avani Parekh from Wavemaker	Vodafone India Pvt. Ltd. - Winning at the game called Media planning	Vodafone India Pvt. Ltd.	BRONZE
4	Dhara Shah from Wavemaker	Vodafone India Pvt. Ltd. - Consumer Engagement Planner	Vodafone India Pvt. Ltd.	BRONZE

O : Best Media Partner of the Year

Sr. No.	Entrant	Brand Name	Caption Title	Client Name	G / S / B
1	PING Digital Broadcast Pvt. Ltd.	Kissan	Kissan Tiffin Timetable	Hindustan Unilever Limited	SILVER
2	Jagran Prakashan Ltd.	Dainik Jagran	Collaborating for Success	Jagran Prakashan Ltd.	BRONZE
3	Lokmat Media Pvt. Ltd.	BKT	Sarpanch Award	Balkrishna Industries Limited	BRONZE
4	Lokmat Media Pvt. Ltd.	RIN	Jalsamrudh Maharashtra	Hindustan Unilever Limited	BRONZE

L : Best Buying Team of the Year

Sr. No.	Category	Entrant	Buying Team	Client Name	G / S / B
1	Best Buying Team of the Year - DIGITAL	Wavemaker	Ashwin Salian, Silky Seth, Shikha Saket	Vodafone India Pvt. Ltd.	GOLD
2	Best Buying Team of the Year - DIGITAL	Mindshare India	Samrat Kakkar, Vikram, Kishore, Disha, Iti Kaul, Pankaj Nagpal	PepsiCo India Holding Pvt. Ltd.	GOLD
3	Best Buying Team of the Year - PRINT	Mediacom Communications Pvt. Ltd.	Rachana Monteiro, Debankur Kashyap & Hardik Senjalia	P&G India	GOLD
4	Best Buying Team of the Year - TELEVISION	Mediacom Communications Pvt. Ltd.	Rachana Monteiro, Debankur Kashyap, Kalpesh Thakkar, Hardik Senjalia, Swapnil Birla, Priyanka Shrivastava, Vrushali Joshi & Amey	P&G India	GOLD

THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 24TH SEPTEMBER, 2018

BEST MEDIA INNOVATION - TELEVISION

Mindshare India

Star Plus - The Real "Fake News"

THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 25TH SEPTEMBER, 2018

BEST MEDIA INNOVATION - SPONSORSHIPS

Mediacom Communications Pvt. Ltd.

Whisper India - Whisper #SitImproper

THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 26TH SEPTEMBER, 2018

BEST MEDIA INNOVATION - BEST USE OF EMERGING TECHNOLOGY FOR A MEDIA SOLUTION

Mindshare India

Star Plus - Air Ink Hoarding

THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 27TH SEPTEMBER, 2018
YOUNG EMVIE OF THE YEAR
Dhara Shah from Wavemaker Vodafone India Pvt. Ltd. - Consumer Engagement Planner

THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 28TH SEPTEMBER, 2018 (MORNING SESSION)
BEST MEDIA INNOVATION - DIRECT MARKETING
Lodestar UM Times of India - #Noconditionsapply: Sindoor Khela

THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 28TH SEPTEMBER, 2018 (AFTERNOON SESSION)
BEST MEDIA INNOVATION - EVENTS / EXPERIENTIAL MARKETING
Wavemaker Colgate-Palmolive (India) Limited - Bringing a smile to the community that drives Mumbai 24 X 7