

EMVIE 2022 : RESULTS

01. Best Media Strategy - Consumer Products - Cosmetics, toiletries, personal hygiene

SNO	Company	Brand	Title	Client Company Name	G/S/B
1	Mindshare	Hindustan Unilever	Bella Ciao - The reach heist	Hindustan Unilever Limited	SILVER
2	Mindshare	Lifebuoy	Lifebuoy Covid campaign- Saving lives > Selling Soaps	Hindustan Unilever Limited	SILVER
3	Wavemaker	L'Oréal Professionnel	L'Oréal Professionnel's India's First 'Share-of-Smiles' Campaign to bring back smiles on the faces of Salon Partners after a Global Crisis	L'Oreal India Pvt. Ltd.	SILVER

02. Best Media Strategy - Consumer Products - Beverages and drinks

SNO	Company	Brand	Title	Client Company Name	G/S/B
1	Lodestar UM	AMUL - Gujarat Co-operative Milk Marketing Federation Ltd.	How Amul strengthened its position despite a pandemic	Gujarat Co-operative Milk Marketing Federation Ltd.	GOLD

03. Best Media Strategy - Consumer Products - Confectionary and food

SNO	Company	Brand	Title	Client Company Name	G/S/B
1	Wavemaker	Cadbury Celebrations	Not Just a Cadbury Ad	Mondelez India Foods Pvt. Ltd.	GOLD
2	Wavemaker	Cadbury Dairy Milk	Making India Generous, One Thank You at a Time	Mondelez India Foods Pvt. Ltd.	BRONZE
3	Lodestar UM	AMUL	How Amul strengthened its position despite a pandemic	GCMFMF - Gujarat Co-operative Milk Marketing Federation Ltd.	BRONZE

04. Best Media Strategy - Consumer Products - Others

SNO	Company	Brand	Title	Client Company Name	G/S/B
1	Mindshare	Active Wheel	Wheel Career from Home –Beyond the confines of HER Kitchen	Hindustan Unilever Limited	SILVER

05. Best Media Strategy - Consumer Durables - Tech Products

NO METAL AWARDED

06. Best Media Strategy - Consumer Durables – Other Products

NO METAL AWARDED

07. Best Media Strategy - Services

SNO	Company	Brand	Title	Client Company Name	G/S/B
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1	Wavemaker	Policybazaar.com	Performance marketing comes to Television	Policybazar Insurance Brokers Private Ltd.	SILVER
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08. Best Media Strategy - Media

SNO	Company	Brand	Title	Client Company Name	G/S/B
1	Wavemaker	Netflix	Netflix Matchmaker – How we used Consumers Moods to Personalise Content Recommendations	Netflix India	SILVER
2	Wavemaker	Netflix	Netflix hai FREE, Bhool Jaao Naukri!	Netflix India	SILVER

09. Best Digital Strategy

SNO	Company	Brand	Title	Client Company Name	G/S/B
1	Wavemaker	Netflix	Netflix hai FREE, Bhool Jaao Naukri!	Netflix India	SILVER
2	Mindshare	Active Wheel	Wheel Career from Home –Beyond the confines of HER Kitchen	Hindustan Unilever Limited	SILVER
3	Mindshare	UltraTech Cement	Virtual Baat Ghar Ki	UltraTech Cement Ltd.	SILVER
4	Wavemaker	Netflix	Netflix Matchmaker – How we used Consumers Moods to Personalise Content Recommendations	Netflix India	SILVER

10. Best Media Innovation : Television

SNO	Company	Brand	Title	Client Company Name	G/S/B
1	Wavemaker	Cadbury Dairy Milk	Making India Generous, One Thank You at a Time	Mondelez India Foods Pvt. Ltd.	GOLD
2	Wavemaker	Vi	How to reduce churn by building Brand Salience Brick by Brick	Vodafone Idea Ltd.	BRONZE

11. Best Media Innovation : Print - Dailies

SNO	Company	Brand	Title	Client Company Name	G/S/B
1	Mindshare	Dove	Dove #StopTheBeautyTest	Hindustan Unilever Limited	SILVER
2	Lodestar UM	AMUL	AMUL's VERTICAL UPSHOT TO DRIVE SCALE AND ROI THROUGH AN OFF-BEAT PRINT SOLUTION	GCMMF - Gujarat Co-operative Milk Marketing Federation Ltd.	BRONZE

12. Best Media Innovation : Print - Magazines

SNO	Company	Brand	Title	Client Company Name	G/S/B
1	Mindshare	Dove	Dove #StopTheBeautyTest	Hindustan Unilever Limited	GOLD

13. Best Media Innovation : Out of Home

SNO	Company	Brand	Title	Client Company Name	G/S/B
1	Lodestar UM	Mumbai Police	The Punishing Signal	Mumbai Police	SILVER
2	Madison Media	OPPO	India's Biggest Drone Light Show	OPPO	BRONZE

14. Best Media Innovation : Ambient Media

SNO	Company	Brand	Title	Client Company Name	G/S/B
1	Lodestar UM	Mumbai Police	The Punishing Signal	Mumbai Police	GOLD
2	Mindshare	Hellmann's Mayonnaise	The Hellmann's Express comes to Kolkata	Hindustan Unilever Limited	BRONZE

15. Best Media Innovation : Cinema

NO METAL AWARDED

16. Best Media Innovation – Audio

SNO	Company	Brand	Title	Client Company Name	G/S/B
1	Wavemaker	Cadbury 5 Star	Ok Google, Eat a 5 Star	Mondelez India Foods Pvt. Ltd.	GOLD
2	Wavemaker	Netflix	Netflix Matchmaker – How we used Consumers Moods to Personalise Content Recommendations	Netflix India	SILVER
3	Wavemaker	Cadbury Dairy Milk Silk	Hidden Message Mixed Tapes	Mondelez India Foods Pvt. Ltd.	BRONZE
4	Lodestar UM	XUV500	SOUNDMAP XUV500 (South)	Mahindra & Mahindra Limited	BRONZE

17. Best Media Innovation : Digital – Search

SNO	Company	Brand	Title	Client Company Name	G/S/B
1	Blink Digital India Pvt. Ltd.	Dream11	DREAM11 HIJACKING THE CRICKET WORLD CUP HIGHLIGHTS	Dream11 Fantasy Private Limited	BRONZE

18. Best Media Innovation : Digital – Social Media

SNO	Company	Brand	Title	Client Company Name	G/S/B
1	Wavemaker	Cadbury Dairy Milk	Drowning Hate with Hearts	Mondelez India Foods Pvt. Ltd.	GOLD
2	Lodestar UM	GCMMF (Amul)	#SIMPLEHOMEMADERECIPES Amul's NON-STOP, LIVE RECIPE SHOW WITH 3300 AMUL CHEFS	Gujarat Co-operative Milk Marketing Federation Ltd.	GOLD
3	Wavemaker	Netflix	Love a Dirty Fight? Enter into one! AK Vs AK "World's Biggest Digital War"🔥	Netflix India	SILVER
4	Mindshare	Pepsi	This Pandemic, Pepsi helped the Restaurant workers save their jobs!	PepsiCo India Holdings Pvt. Ltd.	BRONZE

19. Best Media Innovation : Digital – Mobile / hand held devices

SNO	Company	Brand	Title	Client Company Name	G/S/B
1	Wavemaker	Cadbury Celebrations	Not Just a Cadbury Ad	Mondelez India Foods Pvt. Ltd.	GOLD
2	Wavemaker	Netflix	Netflix Matchmaker – How we used Consumers Moods to Personalise Content Recommendations	Netflix India	SILVER
3	Wavemaker	Cadbury 5 Star	Ok Google, Eat a 5 Star	Mondelez India Foods Pvt. Ltd.	SILVER

20. Best Media Innovation : Digital – Display

SNO	Company	Brand	Title	Client Company Name	G/S/B
1	Mindshare	Boost	Boost Stamina Meter - A New Currency in Town !!!	Hindustan Unilever Limited	GOLD

2	Blink Digital India Pvt. Ltd.	KFC INDIA	Free Fried Chicken Calling : India's first caller Id ad. Making Ad-lergic audience become Ad-responsive	KFC INDIA MARKETING PRIVATE LIMITED	SILVER
3	Wavemaker	Netflix	Netflix Matchmaker – How we used Consumers Moods to Personalise Content Recommendations	Netflix India	BRONZE

21. Best Media Innovation : Digital – Video

SNO	Company	Brand	Title	Client Company Name	G/S/B
1	Wavemaker	Cadbury Celebrations	Not Just a Cadbury Ad	Mondelez India Foods Pvt. Ltd.	GOLD
2	Wavemaker	Cadbury Dairy Milk	Making India Generous, One Thank You at a Time	Mondelez India Foods Pvt. Ltd.	BRONZE
3	Mindshare	AXE	AXE got The Right Click	Hindustan Unilever Limited	BRONZE

22. Best Media Innovation : Digital – Multiple Platform

SNO	Company	Brand	Title	Client Company Name	G/S/B
1	Mindshare	Dove	Dove #StopTheBeautyTest	Hindustan Unilever Limited	GOLD
2	Wavemaker	Cadbury Celebrations	Not Just a Cadbury Ad	Mondelez India Foods Pvt. Ltd.	SILVER
3	Wavemaker	Netflix	Netflix Matchmaker – How we used Consumers Moods to Personalise Content Recommendations	Netflix India	SILVER
4	Mindshare	Boost	Boost Stamina Meter - A New Currency in Town !!!	Hindustan Unilever Limited	BRONZE

23. Best Media Innovation : Best Use of Emerging Technology for a Media Solution

SNO	Company	Brand	Title	Client Company Name	G/S/B
1	Wavemaker	Cadbury Celebrations	Not Just a Cadbury Ad	Mondelez India Foods Pvt. Ltd.	GOLD
2	Mindshare	Boost	Boost Stamina Meter - A new currency in town !!!	Hindustan Unilever Limited	BRONZE

24. Best Media Innovation : Best Use of Influencer Marketing for a brand

SNO	Company	Brand	Title	Client Company Name	G/S/B
1	Lodestar UM	GCMMF (Amul)	#SIMPLEHOMEMADERECIPES Amul's NON-STOP, LIVE RECIPE SHOW WITH 3300 AMUL CHEFS	Gujarat Co-operative Milk Marketing Federation Ltd.	GOLD
2	Mindshare	Pepsi	Why India celebrated 'being single' on Valentine's Day	PepsiCo India Holdings Pvt. Ltd.	SILVER
3	Mindshare	Surf Excel	Colors of Togetherness	Hindustan Unilever Limited	SILVER
4	Wavemaker	Nokia	#SHOTONNOKIA : HOW WE GOT BOLLYWOOD TO ENDORSE NOKIA 2.3 WITHOUT PAYING A FORTUNE!	HMD Mobile India Private Ltd.	SILVER
5	Wavemaker	Cadbury Dairy Milk	Making India Generous, One Thank You at a Time	Mondelez India Foods Pvt. Ltd.	SILVER
6	Wavemaker	Cadbury Dairy Milk	Drowning Hate with Hearts	Mondelez India Foods Pvt. Ltd.	BRONZE
7	Mindshare	Surf Excel	When India Made Time For Playtime	Hindustan Unilever Limited	BRONZE
8	DDB MUDRA GROUP	Johnson and Johnson Stayfree	It's Just a Period - Bringing Men into Menstruation	Johnson and Johnson India Pvt. Ltd.	BRONZE

25. Best Media Innovation : Events / Experiential Marketing

SNO	Company	Brand	Title	Client Company Name	G/S/B
1	Mindshare	Lifebuoy	Delivering hygiene one meal at a time	Hindustan Unilever Limited	GOLD
2	Mindshare	Castrol Activ	MECHANIC TO SUPER MECHANIC	CASTROL INDIA LIMITED	BRONZE
3	Mindshare	Hellmann's Mayonnaise	The Hellmann's Express comes to Kolkata	Hindustan Unilever Limited	BRONZE

26. Best Media Innovation : Direct Marketing

SNO	Company	Brand	Title	Client Company Name	G/S/B
1	Mindshare	Lifebuoy	Delivering hygiene one meal at a time	Hindustan Unilever Limited	GOLD
2	Mindshare	Vim	Vim Gas Bill sampling - 100 Nimbuoon ki Shakti, dilaye raakh se Mukti	Hindustan Unilever Limited	SILVER
3	DDB MUDRA GROUP	McDonald's	Eatqual - One Bite Closer to Equality	Hardcastle Restaurants Private Limited	SILVER
4	Mindshare	Horlicks	Communication to Commerce	Hindustan Unilever Limited	BRONZE

27. Best Media Innovation : Branded Content - Use of Branded content in film, TV, music video, sponsorship

SNO	Company	Brand	Title	Client Company Name	G/S/B
1	Madison Media	Tata Salt	When KBC raised sawaal Desh ki Sehat ka	Tata Consumers Pvt. Ltd.	SILVER
2	Wavemaker	Cadbury Dairy Milk	Making India Generous, One Thank You at a Time	Mondelez India Foods Pvt. Ltd.	BRONZE
3	Essence India	Vedantu	Vedantu - Kaun Banega Crorepati	Vedantu	BRONZE

28. Best Media Innovation : Branded Content - Use of Branded Content Created for Digital, OTT or Social

SNO	Company	Brand	Title	Client Company Name	G/S/B
1	Lodestar UM	GCMMF (Amul)	#SIMPLEHOMEMADERECIPES Amul's NON-STOP, LIVE RECIPE SHOW WITH 3300 AMUL CHEFS	Gujarat Co-operative Milk Marketing Federation Ltd.	GOLD
2	Mindshare	Boost	Boost Stamina Meter - A New Currency in Town !!!	Hindustan Unilever Limited	GOLD
3	Mindshare	AXE	AXE got The Right Click	Hindustan Unilever Limited	GOLD
4	Madison Media	Asian Paints	Where the Heart Is	Asian Paints	SILVER
5	Mindshare	UltraTech Cement	Baat Ghar Ki - The Wikipedia of home building	UltraTech Cement Ltd.	SILVER
6	Wavemaker	Cadbury Dairy Milk Silk	Silk Firsts	Mondelez India Foods Pvt. Ltd.	BRONZE
7	Mindshare	Active Wheel	Wheel Career from Home –Beyond the confines of HER Kitchen	Hindustan Unilever Limited	BRONZE
8	Wavemaker	Myntra Design Pvt. Ltd.	Welcome to the world's first ever in-app reality show!	Myntra Design Pvt. Ltd.	BRONZE
9	Initiative Media (India) Private Ltd.	Too Yumm!	Too Yumm!' War Room	Guilfree Industries Ltd.	BRONZE

29. Best Media Innovation : Rural Activation

SNO	Company	Brand	Title	Client Company Name	G/S/B
1	Mindshare	Active Wheel	Wheel Career from Home –Beyond the confines of HER Kitchen	Hindustan Unilever Limited	SILVER

30. Best Media Innovation : Sponsorships

SNO	Company	Brand	Title	Client Company Name	G/S/B
1	Mindshare	Boost	Boost Stamina Meter - A New Currency in Town !!!	Hindustan Unilever Limited	GOLD
2	Lodestar UM	AMUL	Amul's TRP-shattering rendezvous with a nostalgic Ravana and the epic Kauravas !	GCMMF - Gujarat Co-operative Milk Marketing Federation Ltd.	GOLD
3	Essence India	Vedantu	Vedantu - Kaun Banega Crorepati	Vedantu	SILVER

31. Best Media Research / Analytics : Best Media Research using proprietary data

SNO	Company	Brand	Title	Client Company Name	G/S/B
1	Mindshare	Boost	Boost Stamina Meter - A new currency in town !!!	Hindustan Unilever Limited	SILVER
2	Havas Media India Pvt. Ltd.	NortonLifeLock	Norton - TV optimisation using Response Attribution Modelling	Norton	BRONZE

32. Best Media Research / Analytics : Best Media Research using existing data

SNO	Company	Brand	Title	Client Company Name	G/S/B
1	Wavemaker	Policybazaar.com	Performance marketing comes to Television	Policybazar Insurance Brokers Private Ltd.	SILVER
2	Lodestar UM	Scorpio	MONETISING BRAND LOVE IN AGE OF NEAR-ZERO SPENDS FOR SCORPIO	Mahindra & Mahindra Limited	SILVER

33. Best Media Research / Analytics : Best use of Analytics/Data Technology

SNO	Company	Brand	Title	Client Company Name	G/S/B
1	Wavemaker	Firstcry	Using DARC and not BARC for Firstcry!	Brainbees Solutions Private Limited	SILVER
2	Mindshare	Boost	Boost Stamina Meter - A new currency in town !!!	Hindustan Unilever Limited	SILVER

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

SNO	Company	Brand	Title	Client Company Name	G/S/B
1	m/SIX	Sebamed	How pH 5.5 helped David beat Goliath	USV Pvt. Ltd.	SILVER
2	Mindshare	Dove	Dove #StopTheBeautyTest	Hindustan Unilever Limited	BRONZE

35. Best Integrated Campaign : Consumer Products - Beverages and drinks

SNO	Company	Brand	Title	Client Company Name	G/S/B
1	Lodestar UM	Coca Cola	ICC Promo	Coca Cola	BRONZE

36. Best Integrated Campaign : Consumer Products - Confectionary and food

SNO	Company	Brand	Title	Client Company Name	G/S/B
1	Mindshare	Lays	Smile deke dekho	PepsiCo India Holdings Pvt. Ltd.	SILVER
2	Lodestar UM	AMUL	How Amul strengthened its position despite a pandemic	Gujarat Co-operative Milk Marketing Federation Ltd.	SILVER
3	Wavemaker	Cadbury Dairy Milk	Making India Generous, One Thank You at a Time	Mondelez India Foods Pvt. Ltd.	SILVER

37. Best Integrated Campaign : Consumer Products - Others

SNO	Company	Brand	Title	Client Company Name	G/S/B
1	Mindshare	Castrol Activ	MECHANIC TO SUPER MECHANIC	CASTROL INDIA LIMITED	GOLD
2	Mindshare	Domex	Bringing India Back on Track	Hindustan Unilever Limited	BRONZE

38. Best Integrated Campaign - Consumer Durables - Tech Products

SNO	Company	Brand	Title	Client Company Name	G/S/B
1	Mediant Communications Pvt. Ltd.	GOQii	INDIA STEPS CHALLENGE - INDIA HEALTH QUIZ	GOQii TECHNOLOGIES PVT. LTD.	BRONZE

39. Best Integrated Campaign - Consumer Durables – Other Products

SNO	Company	Brand	Title	Client Company Name	G/S/B
1	Mindshare	UltraTech Cement	#BaatGharKi	UltraTech Cement Ltd.	SILVER

40. Best Integrated Campaign : Services

NO METAL AWARDED

41. Best Integrated Campaign : Media

SNO	Company	Brand	Title	Client Company Name	G/S/B
1	m/SIX	SonyLIV	SCAM that SHOOK the Nation TWICE!	Sony Pictures Networks India	SILVER
2	Wavemaker	Netflix	THINGS ARE GETTING STRANGER	Netflix India	SILVER
3	Wavemaker	Netflix	Netflix hai FREE, Bhool Jaao Naukri!	Netflix India	BRONZE

42. Best Ongoing Media Campaign

SNO	Company	Brand	Title	Client Company Name	G/S/B
1	Wavemaker	Firstcry	Using DARC and not BARC for Firstcry!	Brainbees Solutions Private Limited	SILVER
2	Madison Media	Tata Salt	When India woke up to the M_ss_ng 'l'	Tata Consumers Pvt Ltd.	BRONZE

43. EMVIE for Good

SNO	Company	Brand	Title	Client Company Name	G/S/B
1	Wavemaker	Cadbury Celebrations	Not Just a Cadbury Ad	Mondelez India Foods Pvt. Ltd.	GOLD
2	Lodestar UM	Mumbai Police	The Punishing Signal	Mumbai Police	SILVER
3	Mindshare	Dove	Dove #StopTheBeautyTest	Hindustan Unilever Limited	SILVER
4	DDB MUDRA GROUP	McDonald's	Eatqual - One Bite Closer to Equality	Hardcastle Restaurants Private Limited	BRONZE
5	DDB MUDRA GROUP	Johnson and Johnson Stayfree	It's Just a Period - Bringing Men into Menstruation	Johnson and Johnson India Pvt. Ltd.	BRONZE

49. Best Response to COVID 19

SNO	Company	Brand	Title	Client Company Name	G/S/B
1	Mindshare	Domex	Bringing India Back on Track	Hindustan Unilever Limited	SILVER
2	Wavemaker	Cadbury Dairy Milk	Making India Generous, One Thank You at a Time	Mondelez India Foods Pvt. Ltd.	SILVER
3	Lodestar UM	AMUL	How Amul strengthened its position despite a pandemic.	GCMMF - Gujarat Co-operative Milk Marketing Federation Ltd.	SILVER
4	Mindshare	Pepsi	Practicing the new normal with swag : Salaam Namaste	PepsiCo India Holdings Pvt. Ltd.	BRONZE
5	Mindshare	Lifebuoy	Delivering hygiene one meal at a time	Hindustan Unilever Limited	BRONZE
6	Wavemaker	L'Oréal Professionnel	L'Oréal Professionnel's India's First "Share-of-Smiles" Campaign to bring back smiles on the faces of Salon Partners after a Global Crisis	L'Oreal India Pvt. Ltd.	BRONZE

GRAND EMVIE :

GRAND EMVIE : Wavemaker & Mondelez India Foods Pvt. Ltd.

Cadbury Celebrations - Not Just a Cadbury Ad

{Best Response to COVID 19 }

BEST MEDIA CLIENT OF THE YEAR : Hindustan Unilever Limited

BEST MEDIA AGENCY OF THE YEAR : Wavemaker

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

44. Best Implementation Team Of The Year

NO.	CATEGORY	AGENCY NAME	BRAND NAME / CAPTION TITLE	CLIENT NAME	G/S/B
1	Best Media Innovation : Digital – Mobile / hand held devices	Wavemaker	Cadbury Celebrations - Not Just a Cadbury Ad	Mondelez India Foods Pvt. Ltd.	GOLD

45. Best Media Buying Team Of The Year

SNO	Company	Brand	Title	Client Company Name	G/S/B
1	Mindshare	Hindustan Unilever Limited	Making small decisions with our head and big decisions with our heart	Hindustan Unilever Limited	GOLD
2	Mindshare	UltraTech Cement	3 Stars, Michelin just called us - #BuyingTeamUltraTech	UltraTech Cement Ltd.	SILVER
3	Wavemaker	L'Oreal Paris	The Deal Clincher	L'Oreal India Pvt. Ltd.	BRONZE
4	Wavemaker	Colgate	The Sweat behind the Smile	Colgate Palmolive India Ltd.	BRONZE

46. Best Media Innovation from Media Agencies not exceeding Rs.50 crores annual billing

NO METAL AWARDED

47. Young EMVIE Of The Year

SNO	Name of the Person & Company	Brand	Title	Client Company Name	G/S/B
1	Rupesh Shah, Wavemaker	Cadbury Dairy Milk Chocolate, Celebration & Silk	Queening the Pawn	Mondelez India Foods Pvt. Ltd.	GOLD
2	Keya Bhatt, Wavemaker	Netflix	How I played MatchMaker for Netflix - Now Streaming	Netflix India	SILVER
3	Puneet Jethwani, Wavemaker	Cadbury Dairy Milk, Cadbury Perk, Cadbury Fuse	From Media Planning to Data Planning	Mondelez India Foods Pvt. Ltd.	BRONZE

THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 14TH FEBRUARY, 2022 - MORNING SESSION

07. Best Media Strategy - Services

1	Wavemaker	Policybazaar.com	Performance marketing comes to Television
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THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 14TH FEBRUARY, 2022 - AFTERNOON SESSION

01. Best Media Strategy - Consumer Products - Cosmetics, toiletries, personal hygiene

1	Mindshare	Lifebuoy	Lifebuoy Covid campaign- Saving lives > Selling Soaps
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THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 15TH FEBRUARY, 2022 - MORNING SESSION

02. Best Media Strategy - Consumer Products - Beverages and drinks

1	Lodestar UM	AMUL -Gujarat Co-operative Milk Marketing Federation Ltd.	How Amul strengthened its position despite a pandemic
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THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 15TH FEBRUARY, 2022 - AFTERNOON SESSION (JOINTLY AWARDED)

42. Best Ongoing Media Campaign

1	Wavemaker	Firstcry	Using DARC and not BARC for Firstcry!
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43. EMVIE for Good

1	Lodestar UM	Mumbai Police	The Punishing Signal
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THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 16TH FEBRUARY, 2022 - MORNING SESSION

03. Best Media Strategy - Consumer Products - Confectionary and food

1	Wavemaker	Cadbury Celebrations	Not Just a Cadbury Ad
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THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 16TH FEBRUARY, 2022 - AFTERNOON SESSION

36. Best Integrated Campaign : Consumer Products - Confectionary and food

1	Wavemaker	Cadbury Dairy Milk	Making India Generous, One Thank You at a Time
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THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 17TH FEBRUARY, 2022 - MORNING SESSION

05. Best Media Strategy - Consumer Durables - Tech Products

1	Essence India	Google Pay	How Google Pay strategically competed to make its mark in a tightly congested Payments Ecosystem in
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THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 17TH FEBRUARY, 2022 - AFTERNOON SESSION

49. Best response to COVID 19

1	Essence India	Google	Vaccinate India - A fight against COVID!
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THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 18TH FEBRUARY, 2022 - MORNING SESSION

16. Best Media Innovation – Audio

1	Wavemaker	Cadbury 5 Star	Ok Google, Eat a 5 Star
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THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 18TH FEBRUARY, 2022 - AFTERNOON SESSION

28. Best Media Innovation : Branded Content - Use of Branded Content Created for Digital, OTT or Social

1	Mindshare	UltraTech Cement	Baat Ghar Ki - The Wikipedia of home building
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THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 21ST FEBRUARY, 2022 - MORNING SESSION

21. Best Media Innovation : Digital – Video

1	Wavemaker	Cadbury Celebrations	Not Just a Cadbury Ad
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THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 21ST FEBRUARY, 2022 - AFTERNOON SESSION

26. Best Media Innovation : Direct Marketing

1	DDB MUDRA GROUP	McDonald's	Eatqual - One Bite Closer to Equality
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THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 22ND FEBRUARY, 2022 - MORNING SESSION (JOINTLY AWARDED)

09. Best Digital Strategy

1	Wavemaker	Netflix	Netflix hai FREE, Bhool Jaao Naukri!
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09. Best Digital Strategy

1	Wavemaker	Netflix	Netflix Matchmaker – How we used Consumers Moods to Personalise Content Recommendations
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THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 22ND FEBRUARY, 2022 - AFTERNOON SESSION

24. Best Media Innovation : Best Use of Influencer Marketing for a brand

1	Wavemaker	Cadbury Dairy Milk	Drowning Hate with Hearts
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THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 23RD FEBRUARY, 2022 - MORNING SESSION

NO AWARD

THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 23RD FEBRUARY, 2022 - AFTERNOON SESSION

25. Best Media Innovation : Events / Experiential Marketing

1	Mindshare	Hellmann's Mayonnaise	The Hellmann's Express comes to Kolkata
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THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 24TH FEBRUARY, 2022 - MORNING SESSION

20. Best Media Innovation : Digital – Display

1	Mindshare	Boost	Boost Stamina Meter - A New Currency in Town !!!
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THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 24TH FEBRUARY, 2022 - AFTERNOON SESSION

17. Best Media Innovation : Digital – Search

1	Wavemaker	Cadbury 5 Star	Ok Google, Eat a 5 Star
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BEST MEDIA PARTNER OF THE YEAR : TELEVISION - Zee Network

BEST MEDIA PARTNER OF THE YEAR : PRINT - WWM

BEST MEDIA PARTNER OF THE YEAR : CINEMA - NO AWARD

BEST MEDIA PARTNER OF THE YEAR : RADIO - Radio Mirchi

BEST MEDIA PARTNER OF THE YEAR : DIGITAL - Delta X- Tech & Disney+ Hotstar

**BEST MEDIA PARTNER OF THE YEAR : OUT OF HOME / AMBIENT MEDIA - ABP Group, AxisMyIndia & NASEOH
(National Society for Equal Opportunities for the Handicapped)**

"Recognition for Best Work on Inclusion Presented by Google"

DDB MUDRA GROUP & Hardcastle Restaurants Private Limited

for McDonald's - Eatqual - One Bite Closer to Equality

