

EMVIE 2023 : RESULTS

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

| SNO | Company | Brand | Title | Client Company Name | G/S/B |
|-----|-----------------|---------------|---|---------------------|--------|
| 1 | EssenceMediacom | Whisper India | The Missing Chapter | Procter & Gamble | GOLD |
| 2 | Madison Media | Livon Serum | LIVON - Your one stop destination for Hairstyling | Marico Ltd. | SILVER |

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

| SNO | Company | Brand | Title | Client Company Name | G/S/B |
|-----|-----------------|-------------------|--|--|--------|
| 1 | Lodestar UM | GCMMF (Amul) | AMUL'S MANTRA OF HOW PRUDENT MEDIA ELECTION CAN HELP CREATE ONE OF THE BUZZIEST BRANDS IN A POST COVID ERA | Gujarat Cooperative Milk Marketing Federation Ltd. | SILVER |
| 2 | Wavemaker | Cadbury Bournvita | Get the message | Mondelez India Foods Pvt. Ltd. | BRONZE |
| 3 | Mindshare | Boost | #GameStaminaKa - Cricket's Next Gen Break Gender Stereotypes | Hindustan Unilever Limited | BRONZE |
| 4 | EssenceMediacom | Sprite | Bringing 'Thand' Back in Summers 2022 | Coca-Cola India Private Limited | BRONZE |

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

| SNO | Company | Brand | Title | Client Company Name | G/S/B |
|-----|-------------|-------------------------|--|--|--------|
| 1 | Wavemaker | Cadbury Dairy Milk Silk | Silk Secret Messages | Mondelez India Foods Pvt. Ltd. | GOLD |
| 2 | Wavemaker | Cadbury Celebrations | Not Just a Cadbury Ad- 2 | Mondelez India Foods Pvt. Ltd. | GOLD |
| 3 | Wavemaker | Cadbury Perk | Perk Disclaimers | Mondelez India Foods Pvt. Ltd. | SILVER |
| 4 | Wavemaker | Cadbury Dairy Milk | Hate is Unskippable | Mondelez India Foods Pvt. Ltd. | BRONZE |
| 5 | Lodestar UM | GCMMF (Amul) | AMUL'S MANTRA OF HOW PRUDENT MEDIA ELECTION CAN HELP CREATE ONE OF THE BUZZIEST BRANDS IN A POST COVID ERA | Gujarat Cooperative Milk Marketing Federation Ltd. | BRONZE |

04. Best Media Strategy - Consumer Products - Others

| SNO | Company | Brand | Title | Client Company Name | G/S/B |
|-----|-----------|-----------------|--|--------------------------------|--------|
| 1 | Mindshare | Castrol | MECHANIC TO SUPER MECHANIC | Castrol India Pvt. Ltd. | SILVER |
| 2 | Mindshare | Sunlight | Tantir Rong | Hindustan Unilever Limited | SILVER |
| 3 | Wavemaker | Men of Platinum | Hitting a 6 with KL Rahul | Platinum Guild India Pvt. Ltd. | BRONZE |
| 4 | Wavemaker | Matrix | Matrix M-day :World's largest professional hairdressing connect with > 200K Hairdressers engaged via O + O | Loreal India | BRONZE |

05. Best Media Strategy - Consumer Durables - Tech Products

| SNO | Company | Brand | Title | Client Company Name | G/S/B |
|-----|---------|-------|-------|---------------------|-------|
|-----|---------|-------|-------|---------------------|-------|

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|---|-------------|---------|--|---------------------------------|--------|
| 1 | Mindshare | Upstox | Upstox ke saath Investment 'Start Karke Dekho | RKSV Securities India Pvt. Ltd. | GOLD |
| 2 | Lodestar UM | Spotify | 'How Spotify enabled 1 Cr. Music listeners to overcome their fear of Onboarding' | Spotify India | BRONZE |

06. Best Media Strategy - Consumer Durables – Other Products

| SNO | Company | Brand | Title | Client Company Name | G/S/B |
|-----|---------------|---|-------------------------|---------------------|--------|
| 1 | Madison Media | Asian Paints Royale Glitz | The Spotlight of India! | Asian Paints Ltd. | SILVER |
| 2 | Madison Media | Asian Paints Ace & Tractor Sparc Emulsion | Budget Wala Paint | Asian Paints Ltd. | BRONZE |

07. Best Media Strategy - Services

| SNO | Company | Brand | Title | Client Company Name | G/S/B |
|-----|-----------------|---------------|--|---------------------------------|--------|
| 1 | Mindshare | Meesho | Building For Bharat - Fuelling India's growth journey by digitising local businesses | Meesho | SILVER |
| 2 | Mindshare | Upstox | Upstox ke saath Investment 'Start Karke Dekho | RKSV Securities India Pvt. Ltd. | BRONZE |
| 3 | EssenceMediacom | Google Search | Google Search Voice - Search For Change | Google India | BRONZE |

08. Best Media Strategy - Media

| SNO | Company | Brand | Title | Client Company Name | G/S/B |
|-----|-----------------|---------------|---|---------------------|--------|
| 1 | Wavemaker | Netflix India | #SBUyqj3BUe1S- From The Upside Down | Netflix India | GOLD |
| 2 | EssenceMediacom | Google Search | Google Search Voice - Search For Change | Google India | GOLD |
| 3 | Wavemaker | Netflix India | Kota Factory - Life #OutOfSyllabus | Netflix India | SILVER |
| 4 | Wavemaker | Netflix India | Navarasa - 9 days, 9 emotions | Netflix India | BRONZE |

09. Best Digital Strategy

| SNO | Company | Brand | Title | Client Company Name | G/S/B |
|-----|-----------|-------------------------|--|----------------------------------|--------|
| 1 | Wavemaker | Cadbury Celebrations | Not Just a Cadbury Ad- 2 | Mondelez India Foods Pvt. Ltd. | GOLD |
| 2 | Wavemaker | Cadbury Dairy Milk Silk | Silk Secret Messages | Mondelez India Foods Pvt. Ltd. | GOLD |
| 3 | Wavemaker | Netflix India | Money Heist - INDIA BOLE "BELLA CIAO" JALDI AAO | Netflix India | SILVER |
| 4 | Mindshare | KFC | FIRST EVER GAMING REALITY SHOW | Yum! Restaurants India Pvt. Ltd. | SILVER |
| 5 | Wavemaker | Netflix India | Navarasa - 9 days, 9 emotions | Netflix India | SILVER |
| 6 | Mindshare | UltraTech Cement | 'Baat Ghar Ki 2.0', Journey To Become IHB's Expert Home Building Companion | UltraTech Cement Limited | SILVER |
| 7 | Wavemaker | Cadbury 5 Star | Nothing Coin - World's first currency that can be mined by Doing Nothing! | Mondelez India Foods Pvt. Ltd. | BRONZE |
| 8 | Wavemaker | Cadbury Perk | Perk Disclaimers | Mondelez India Foods Pvt. Ltd. | BRONZE |
| 9 | Wavemaker | Cadbury 5 Star | Valentine's Day Alibi | Mondelez India Foods Pvt. Ltd. | BRONZE |
| 10 | Wavemaker | Netflix India | Winning With Memes - The Netflix Story | Netflix India | BRONZE |

10. Best Media Innovation : Television

| SNO | Company | Brand | Title | Client Company Name | G/S/B |
|-----|---------|-------|-------|---------------------|-------|
|-----|---------|-------|-------|---------------------|-------|

| | | | | | |
|---|-----------|--------------------|--------------------------------------|--------------------------------|--------|
| 1 | Wavemaker | Cadbury Dairy Milk | Proud sponsors of the Ground Staff | Mondelez India Foods Pvt. Ltd. | GOLD |
| 2 | Wavemaker | Netflix India | MAI - Priya Meets the Original Priya | Netflix India | BRONZE |

11. Best Media Innovation : Print - Dailies & Magazines

| SNO | Company | Brand | Title | Client Company Name | G/S/B |
|-----|-----------------|-------------------------|--|--|--------|
| 1 | mSix&Partners | SonyLIV | Please pay attention, it is Rocket Science | Culver Max Entertainment Private Limited | SILVER |
| 2 | Wavemaker | Netflix India | Money Heist - INDIA BOLE "BELLA CIAO" | Netflix India | SILVER |
| 3 | Wavemaker | Cadbury Dairy Milk Silk | Silk Secret Messages | Mondelez India Foods Pvt. Ltd. | BRONZE |
| 4 | EssenceMediacom | Britannia | "How did we achieve "Personalization @ scale" in one of the most "Mass platform" print?" | Britannia Industries Limited | BRONZE |

12. Best Media Innovation : Out of Home & Ambient Media

| SNO | Company | Brand | Title | Client Company Name | G/S/B |
|-----|-----------|-------------------------|----------------------|--------------------------------|-------|
| 1 | Wavemaker | Cadbury Dairy Milk Silk | Silk Secret Messages | Mondelez India Foods Pvt. Ltd. | GOLD |

13. Best Media Innovation : Cinema

| SNO | Company | Brand | Title | Client Company Name | G/S/B |
|-----|-----------|---------------|----------------------------------|----------------------------|--------|
| 1 | Mindshare | Kwality Walls | Trixy Cinegame - 3 Layers of Fun | Hindustan Unilever Limited | SILVER |

14. Best Media Innovation – Audio

| SNO | Company | Brand | Title | Client Company Name | G/S/B |
|-----|-----------------|-----------------|--|-----------------------------------|--------|
| 1 | DDB Mudra Group | GULF Superfleet | Gulf Superfleet Surakshabandhan Season 3 | Gulf Oil Lubricants India Limited | BRONZE |

15. Best Media Innovation : Digital – Search

| SNO | Company | Brand | Title | Client Company Name | G/S/B |
|-----|---------------------|-------------|--|---------------------|--------|
| 1 | Omnicom Media Group | Tata Motors | How Tata Motors doubled its sale via online channels in 12 months! | Tata Motors | BRONZE |

16. Best Media Innovation : Digital – Social Media

| SNO | Company | Brand | Title | Client Company Name | G/S/B |
|-----|---------------------|-------------------------|---|--------------------------------|--------|
| 1 | Wavemaker | Cadbury Celebrations | Not Just a Cadbury Ad- 2 | Mondelez India Foods Pvt. Ltd. | GOLD |
| 2 | Wavemaker | Cadbury Dairy Milk Silk | Silk Secret Messages | Mondelez India Foods Pvt. Ltd. | SILVER |
| 3 | Wavemaker | Cadbury Bournvita | Get the message | Mondelez India Foods Pvt. Ltd. | SILVER |
| 4 | Omnicom Media Group | Johnnie Walker | SPOTTED: A MYSTERIOUS 'WALKER' IN THE SKIES OF GOA! | United Spirits Limited | SILVER |
| 5 | Wavemaker | Cadbury Dairy Milk | Madbury - Making your own Cadbury Dairy Milk | Mondelez India Foods Pvt. Ltd. | BRONZE |

17. 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- 2 | Mondelez India Foods Pvt. Ltd. | GOLD |
| 2 | Mindshare | Bru | 'Aanandam Aarambam' - Happiness starts with a cup of Bru! | Hindustan Unilever Limited | SILVER |
| 3 | Lodestar UM | Spotify | Wrapped | Spotify India | SILVER |
| 4 | Mindshare | Upstox | Demystifying Stock Trading through Cricket! | RKSV Securities India Pvt. Ltd. | SILVER |
| 5 | Wavemaker | Netflix India | Haseen Dillruba - Aashiqana ya Kaatilana | Netflix India | BRONZE |
| 6 | Mindshare | Sunlight | Tantir Rong | Hindustan Unilever Limited | BRONZE |

18. Best Media Innovation : Digital – Display

| SNO | Company | Brand | Title | Client Company Name | G/S/B |
|-----|-----------|---------------------------------------|---|---|--------|
| 1 | Wavemaker | Oreo | Say It With Oreo - Helped stay connected Online & Offline | Mondelez India Foods Pvt. Ltd. | SILVER |
| 2 | Wavemaker | Luminous Power Technologies Pvt. Ltd. | Luminous Bijli Gul | Luminous Power Technologies Private Limited | SILVER |
| 3 | Wavemaker | Cadbury Dairy Milk Silk | Silk Secret Messages | Mondelez India Foods Pvt. Ltd. | BRONZE |

19. Best Media Innovation : Digital – Video

| SNO | Company | Brand | Title | Client Company Name | G/S/B |
|-----|-----------|-------------------------|---|---------------------------------|--------|
| 1 | Wavemaker | Cadbury Celebrations | Not Just a Cadbury Ad- 2 | Mondelez India Foods Pvt. Ltd. | GOLD |
| 2 | Wavemaker | Cadbury Dairy Milk | Cadbury Dairy Milk: #Good Luck Girls | Mondelez India Foods Pvt. Ltd. | GOLD |
| 3 | Mindshare | Bru | 'Aanandam Aarambam' - Happiness starts with a cup of Bru! | Hindustan Unilever Limited | SILVER |
| 4 | Wavemaker | Cadbury Dairy Milk Silk | Silk Secret Messages | Mondelez India Foods Pvt. Ltd. | SILVER |
| 5 | Mindshare | Upstox | Demystifying Stock Trading through Cricket! | RKSV Securities India Pvt. Ltd. | BRONZE |

20. Best Media Innovation : Digital – Multiple Platform

| SNO | Company | Brand | Title | Client Company Name | G/S/B |
|-----|-----------|-------------------------|---|--------------------------------|--------|
| 1 | Wavemaker | Cadbury Celebrations | Not Just a Cadbury Ad- 2 | Mondelez India Foods Pvt. Ltd. | GOLD |
| 2 | Mindshare | Boost | #GameStaminaKa - Cricket's Next Gen Break Gender Stereotypes | Hindustan Unilever Limited | SILVER |
| 3 | Wavemaker | Cadbury Dairy Milk Silk | Silk Secret Messages | Mondelez India Foods Pvt. Ltd. | SILVER |
| 4 | Wavemaker | Cadbury Dairy Milk | Hate is Unskippable | Mondelez India Foods Pvt. Ltd. | BRONZE |
| 5 | Wavemaker | Cadbury Bournvita | Get the message | Mondelez India Foods Pvt. Ltd. | BRONZE |
| 6 | Wavemaker | Cadbury 5 Star | Nothing Coin - World's first currency that can be mined by Doing Nothing! | Mondelez India Foods Pvt. Ltd. | BRONZE |

21. Best Media Innovation : Digital – Voice

| SNO | Company | Brand | Title | Client Company Name | G/S/B |
|-----|---------|-------|-------|---------------------|-------|
|-----|---------|-------|-------|---------------------|-------|

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|---|-----------------|-----------|---|----------------------------------|--------|
| 1 | Dentsu Creative | KFC INDIA | Howzzat!! -Shout to win big discounts on the KFC App. | Yum! Restaurants India Pvt. Ltd. | SILVER |
|---|-----------------|-----------|---|----------------------------------|--------|

22. 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- 2 | Mondelez India Foods Pvt. Ltd. | GOLD |
| 2 | Wavemaker | Cadbury Dairy Milk Silk | Silk Secret Messages | Mondelez India Foods Pvt. Ltd. | GOLD |
| 3 | Dentsu Creative | KFC INDIA | Howzzat!! -Shout to win big discounts on the KFC App. | Yum! Restaurants India Pvt. Ltd. | SILVER |
| 4 | Wavemaker | Cadbury Celebrations | My First Rakhi | Mondelez India Foods Pvt. Ltd. | SILVER |
| 5 | Wavemaker | Oreo | Say It With Oreo - A tech that sparks playful connection with families | Mondelez India Foods Pvt. Ltd. | SILVER |
| 6 | Wavemaker | Cadbury 5Star | Nothing Coin - A tech that turns your downtime into a digital currency | Mondelez India Foods Pvt. Ltd. | BRONZE |
| 7 | Wavemaker | Cadbury Bournvita | Get the message | Mondelez India Foods Pvt. Ltd. | BRONZE |

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

| SNO | Company | Brand | Title | Client Company Name | G/S/B |
|-----|---------------|---------------------|--|--------------------------------|--------|
| 1 | Mindshare | Pepsi | World's First Heist | Pepsico India | GOLD |
| 2 | Mindshare | Knorr Chicken Cubes | Cook with MaKaPa - Adventures of a Hopeless Chef | Hindustan Unilever Limited | SILVER |
| 3 | Mindshare | Kwality Wall's | There are no seasons, only reasons for Kwality Wall's! | Hindustan Unilever Limited | SILVER |
| 4 | Madison Media | Asian Paints Ltd. | Where The Heart Is S 5 | Asian Paints Ltd. | BRONZE |
| 5 | Wavemaker | Cadbury Dairy Milk | Proud sponsors of the Ground Staff | Mondelez India Foods Pvt. Ltd. | BRONZE |
| 6 | Mindshare | Boost | Boost Stamina Stars - Capping the uncapped | Hindustan Unilever Limited | BRONZE |

24. Best Media Innovation : Events / Experiential Marketing

| SNO | Company | Brand | Title | Client Company Name | G/S/B |
|-----|-----------|---------------|---|---------------------|--------|
| 1 | Wavemaker | Netflix India | Money Heist and the Pandemic - IT'S NOT OVER YET! | Netflix India | SILVER |

25. Best Media Innovation : Direct Marketing

| SNO | Company | Brand | Title | Client Company Name | G/S/B |
|-----|-----------|----------------------|--|--------------------------------|--------|
| 1 | Wavemaker | Cadbury Celebrations | Not Just a Cadbury Ad- 2 | Mondelez India Foods Pvt. Ltd. | GOLD |
| 2 | Wavemaker | Cadbury 5Star | NothingCoin - The most talked about coin that can be mined by Doing Nothing! | Mondelez India Foods Pvt. Ltd. | BRONZE |

26. 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 | Wavemaker | Cadbury Dairy Milk | Proud sponsors of the Ground Staff | Mondelez India Foods Pvt. Ltd. | SILVER |
| 2 | Wavemaker | Netflix India | Money Heist - INDIA BOLE "BELLA CIAO" JALDI AAO | Netflix India | SILVER |
| 3 | Wavemaker | Cadbury Dairy Milk | Cadbury Mishti - A sweet symphony | Mondelez India Foods Pvt. Ltd. | BRONZE |
| 4 | Lodestar UM | GCMMF (Amul) | HOW AMUL CELEBRATED 75 YEARS OF MILK AND PROGRESS THROUGH 'UN-MEDIA-LIKE' OFF-BEAT MEDIA INTERVENTIONS | Gujarat Cooperative Milk Marketing Federation Ltd. | BRONZE |

27. 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 | Wavemaker | Netflix India | Money Heist - INDIA BOLE "BELLA CIAO" JALDI AAO | Netflix India | GOLD |
| 2 | Mindshare | Boost | #GameStaminaKa - Breaking Gender Barriers in Gaming | Hindustan Unilever Limited | GOLD |
| 3 | EssenceMediacom | Dell Technologies | Dell XPS Youniverse Creators | Dell Technologies | BRONZE |
| 4 | Mindshare | Upstox | Demystifying Stock Trading through Cricket! | RKSV Securities India Pvt. Ltd. | BRONZE |

28. Best Media Innovation : Rural Activation

| SNO | Company | Brand | Title | Client Company Name | G/S/B |
|-----|-----------|----------|-------------|----------------------------|--------|
| 1 | Mindshare | Sunlight | Tantir Rong | Hindustan Unilever Limited | BRONZE |

29. Best Media Innovation : Sponsorships

| SNO | Company | Brand | Title | Client Company Name | G/S/B |
|-----|-----------|------------------|--|---------------------------------|--------|
| 1 | Mindshare | UltraTech Cement | Mauka Ek' an alert mechanism to sensitize home builders to choose the right cement | UltraTech Cement Limited | GOLD |
| 2 | Mindshare | Upstox | Demystifying Stock Trading through Cricket! | RKSV Securities India Pvt. Ltd. | SILVER |
| 3 | Wavemaker | Complan | When Amitabh Bachchan briefly became "The Complan Boy" | Zydus Wellness Products Limited | BRONZE |
| 4 | Mindshare | Boost | #GameStaminaKa - Breaking Gender Barriers in Gaming | Hindustan Unilever Limited | BRONZE |

30. 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 - ON THE RISE !!! | Hindustan Unilever Limited | GOLD |
| 2 | Mindshare | Upstox | Demystifying Stock Trading through Cricket! | RKSV Securities India Pvt. Ltd. | BRONZE |

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

| SNO | Company | Brand | Title | Client Company Name | G/S/B |
|-----|---------|-------|-------|---------------------|-------|
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|---|-----------|---------------|-----------------------|---------------------------|--------|
| 1 | Mindshare | Byjus Classes | Making TV Accountable | Think and Learn Pvt. Ltd. | BRONZE |
|---|-----------|---------------|-----------------------|---------------------------|--------|

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

| SNO | Company | Brand | Title | Client Company Name | G/S/B |
|-----|-------------|--|--|-----------------------------------|--------|
| 1 | Mindshare | Upstox | Demystifying Stock Trading through Cricket! | RKSV Securities India Pvt. Ltd. | SILVER |
| 2 | Wavemaker | India Covid Vaccination - Bill & Melinda Gates Foundation (in association with Ministry of Health & Family Welfare, Government of India) | India's Covid War-room: Vaccinating 1.38 Billion Indians | Bill & Melinda Gates Foundation | SILVER |
| 3 | Mindshare | Boost | Boost Stamina Meter - ON THE RISE !!! | Hindustan Unilever Limited | SILVER |
| 4 | Lodestar UM | Benadryl | Benadryl - "Compass" Powering Marketing Promotion to drive Market share Growth | Johnson & Johnson Private Limited | BRONZE |

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

| SNO | Company | Brand | Title | Client Company Name | G/S/B |
|-----|---------|-----------------------|---|------------------------------|--------|
| 1 | Redfuse | Colgate Visible White | SmileOutLoud with Colgate Visible White | Colgate Palmolive India Ltd. | SILVER |

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

| SNO | Company | Brand | Title | Client Company Name | G/S/B |
|-----|-----------|-------|---------------------------------------|----------------------------|--------|
| 1 | Mindshare | Boost | Boost Stamina Meter - ON THE RISE !!! | Hindustan Unliever Limited | BRONZE |

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

| SNO | Company | Brand | Title | Client Company Name | G/S/B |
|-----|-----------|-------------------------|--------------------------|--------------------------------|--------|
| 1 | Wavemaker | Cadbury Celebrations | Not Just a Cadbury Ad- 2 | Mondelez India Foods Pvt. Ltd. | SILVER |
| 2 | Wavemaker | Cadbury Dairy Milk Silk | Silk Secret Messages | Mondelez India Foods Pvt. Ltd. | BRONZE |

36. Best Integrated Campaign : Consumer Products - Others

| SNO | Company | Brand | Title | Client Company Name | G/S/B |
|-----|------------------------------|--------------------|---|----------------------------|--------|
| 1 | Mindshare | Sunlight | Tantir Rong | Hindustan Unilever Limited | SILVER |
| 2 | EssenceMediacom | Ariel | Ariel #SeeEqual #ShareTheLoad | Procter & Gamble | BRONZE |
| 3 | GroupM Media India Pvt. Ltd. | Hi-PERF Engine Oil | Hi-PERF - Yeh campaign Ka Impact Kitna Chalega? - "Lamba Chalega" | TotalEnergies India | BRONZE |

37. Best Integrated Campaign - Consumer Durables - Tech Products

| SNO | Company | Brand | Title | Client Company Name | G/S/B |
|-----|-------------|----------|---|---------------------------------|--------|
| 1 | Mindshare | WhatsApp | WhatsApp stems Privacy concern | Meta | GOLD |
| 2 | Mindshare | Upstox | Demystifying Stock Trading through Cricket! | RKSV Securities India Pvt. Ltd. | SILVER |
| 3 | Lodestar UM | Spotify | Spotify wins over India's Filmy Dil | Spotify India | SILVER |

49. Diversity Equality & Inclusion (DE&I)

| SNO | Company | Brand | Title | Client Company Name | G/S/B |
|-----|-----------------|---------------|--|------------------------------|--------|
| 1 | Kinnect | Bausch & Lomb | How Bausch + Lomb's #LookOfLove advocated for unbiased and unprejudiced love | Bausch & Lomb | GOLD |
| 2 | EssenceMediacom | Google Search | Google Search Voice - Search For Change | Google India | SILVER |
| 3 | EssenceMediacom | Britannia | How Marie has been championing equality & inclusivity for the Indian Nari | Britannia Industries Limited | BRONZE |

GRAND EMVIE :

| SNO | Company | Brand | Title | Client Company Name | Category |
|-----|-----------|----------------------|--------------------------|--------------------------------|--|
| 1 | Wavemaker | Cadbury Celebrations | Not Just a Cadbury Ad- 2 | Mondelez India Foods Pvt. Ltd. | Best Media Innovation : Best Use of Influencer Marketing for a brand |

BEST MEDIA CLIENT OF THE YEAR : Mondelez India Foods Pvt. Ltd.

BEST MEDIA AGENCY OF THE YEAR : Wavemaker

43. Best Implementation Team of the Year

| SNO | Company | Brand | Title | Client Company Name | G/S/B |
|-----|-----------|----------------------|--------------------------|--------------------------------|-------|
| 1 | Wavemaker | Cadbury Celebrations | Not Just a Cadbury Ad- 2 | Mondelez India Foods Pvt. Ltd. | GOLD |

44. Best Media Buying Team of the Year

| SNO | Company | Brand | Title | Client Company Name | G/S/B |
|-----|-----------|----------------------------|--|----------------------------|--------|
| 1 | Mindshare | Hindustan Unilever Limited | Cracking "Deal-ightful" experiences | Hindustan Unilever Limited | GOLD |
| 2 | Wavemaker | L'Oreal | Building Partnerships To Drive High Impact | L'Oreal India Pvt. Ltd. | SILVER |

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

ENTRIES NOT RECEIVED

46. Young EMVIE Of The Year

| SNO | Company | Name of the Person | Brand / Title | Client Company Name | G/S/B |
|-----|-----------|--------------------|--|-------------------------------------|--------|
| 1 | Wavemaker | Lakshada Dali | Netflix India - Walk the Extra Mile | Netflix India | SILVER |
| 2 | Wavemaker | Shreya Bhawe | Cadbury Celebrations, Cadbury Dairy Milk - #Tech-For-Good : Using Tech To Move From Story Telling To Story Doing | Mondelez India Foods Pvt. Ltd. | BRONZE |
| 3 | Wavemaker | Neomi Desai Shah | Cadbury 5Star, Cadbury Perk, Cadbury Lickables - Revolutionizing Media With Tomorrow's Technology Today! | Mondelez India Foods Pvt. Ltd. | BRONZE |
| 4 | Wavemaker | Adityaojas Sharma | Cadbury Joy Deliveries, Bournville & MTR - Pushing Digital Commerce to Full Throttle | Mondelez India Foods Pvt. Ltd., MTR | BRONZE |

48. Best response to COVID 19

| SNO | Company | Brand | Title | Client Company Name | G/S/B |
|-----|-----------|--|---|-----------------------------------|--------|
| 1 | Wavemaker | Ministry of Health and Family Welfare, GOI | Vaccinating a 100 crore Indians by Dec 2021 | Bill and Melinda Gates Foundation | GOLD |
| 2 | Wavemaker | Cadbury Celebrations | Not Just a Cadbury Ad- 2 | Mondelez India Foods Pvt. Ltd. | SILVER |
| 3 | Mindshare | Sunlight | Tantir Rong | Hindustan Unilever Limited | SILVER |

BEST MEDIA PARTNER OF THE YEAR : TELEVISION - Sony Entertainment Television

BEST MEDIA PARTNER OF THE YEAR : PRINT - The Times Of India

BEST MEDIA PARTNER OF THE YEAR : CINEMA - Inox Leisure Private Limited

BEST MEDIA PARTNER OF THE YEAR : RADIO - NO AWARD

BEST MEDIA PARTNER OF THE YEAR : DIGITAL - Rephrase.AI & DeltaX

BEST MEDIA PARTNER OF THE YEAR : OUT OF HOME / AMBIENT MEDIA - NO AWARD

THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 20TH FEBRUARY, 2023 - MORNING SESSION

goes to EssenceMediacom for Whisper India - The Missing Chapter in the category Best Media Strategy - Consumer Products - Cosmetics, toiletries, personal hygiene

THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 20TH FEBRUARY, 2023 - AFTERNOON SESSION

goes to Wavemaker for Cadbury Dairy Milk - Madbury - Making your own Cadbury Dairy Milk in the category Best Media Innovation : Digital - Social Media

THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 21ST FEBRUARY, 2023 - MORNING SESSION

goes to Wavemaker for Cadbury Perk - Perk Disclaimers in the category Best Media Strategy - Consumer Products - Confectionary and food

THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 21ST FEBRUARY, 2023 - AFTERNOON SESSION

goes to Wavemaker for Cadbury Celebrations - Not Just a Cadbury Ad- 2 in the category Best Media Innovation : Digital – Mobile / hand held devices

THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 22ND FEBRUARY, 2023 - MORNING SESSION

goes to Wavemaker for Cadbury Celebrations - Not Just a Cadbury Ad- 2 in the category Best Media Innovation : Direct Marketing

THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 22ND FEBRUARY, 2023 - AFTERNOON SESSION

NO AWARD

THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 23RD FEBRUARY, 2023 - MORNING SESSION

goes to Mindshare for Boost - Boost Stamina Meter - ON THE RISE !!! in the category Best Media Research / Analytics : Best Media Research using proprietary data

THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 23RD FEBRUARY, 2023 - AFTERNOON SESSION

goes to Wavemaker for Cadbury Celebrations - Not Just a Cadbury Ad- 2 in the category Best Media Innovation : Best Use of Emerging Technology for a Media Solution

THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 24TH FEBRUARY, 2023 - MORNING SESSION

goes to Mindshare for Pepsi - World's First Heist in the category Best Media Innovation : Best Use of Influencer Marketing for a brand

THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 24TH FEBRUARY, 2023 - AFTERNOON SESSION

goes to Wavemaker for Netflix India - Money Heist - INDIA BOLE "BELLA CIAO" JALDI AAO in the category Best Integrated Campaign : Media

THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 25TH FEBRUARY, 2023 - MORNING SESSION

there is a joint award and the awards goes to Mindshare for Domex - Domex Toilet Wars & for Sunlight - Tantir Rong in the category Best Integrated Campaign : Consumer Products - Others

THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 25TH FEBRUARY, 2023 - AFTERNOON SESSION

goes to Wavemaker for Ministry of Health and Family Welfare, GOI - Vaccinating a 100 crore Indians by Dec 2021 in the category Best response to COVID 19

THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 27TH FEBRUARY, 2023 - MORNING SESSION

goes to Wavemaker for Ministry of Health and Family Welfare, GOI - Vaccinating a 100 crore Indians by Dec 2021 in the category Best Integrated Campaign : Services

THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 27TH FEBRUARY, 2023 - AFTERNOON SESSION

goes to Wavemaker for Cadbury 5Star - Nothing Coin - World's first currency that can be mined by Doing Nothing! in the category Best Integrated Campaign : Consumer Products - Confectionary and food

THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 28TH FEBRUARY, 2023 - MORNING SESSION

goes to Mindshare for Castrol - Mechanic to Super Mechanic in the category Best Media Strategy - Consumer Products - Others

THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 28TH FEBRUARY, 2023 - AFTERNOON SESSION

goes to EssenceMediacom for Google Search - Google Search Voice - Search For Change in the category Best Media Strategy - Services

THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 1ST MARCH, 2023 - MORNING SESSION

goes to Wavemaker for Cadbury 5Star - Escape Valentine's Day with 5Star in the category Best Ongoing Media Campaign

THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 1ST MARCH, 2023 - AFTERNOON SESSION

goes to Wavemaker for Cadbury 5 Star - Valentine's Day Alibi in the category Best Digital Strategy

THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 2ND MARCH, 2023 - MORNING SESSION

goes to Mindshare for WhatsApp - WhatsApp stems Privacy concern in the category Best Integrated Campaign - Consumer Durables - Tech Products

THE BEST CASE STUDY PRESENTATION AWARD FOR THE CASE STUDY PRESENTED ON 2ND MARCH, 2023 - AFTERNOON SESSION

goes to Mindshare for Instagram - Making of IN THE MAKING in the category Best Media Innovation : Branded Content - Use of Branded content in film, TV, music video, sponsorship