

**Creative ABBY Awards - 2016**

**RESULTS ARE EMBARGOED TILL END OF AWARD CEREMONY**

Category Name	Category	Entry No.	Brand	Title / Caption	Organization	Metal
Radio Single	Cat 1c : Food	1	Cadbury Celebrations	World Wide Web	Contract Advertising (India) Pvt Ltd. - Gurgaon	Bronze
Radio Single	Cat 2c : Beverages	1, 3, 4	Fruitshop on Gream's Road	All Natural. No Gas. Hair All Natural. No Gas. Snakes All Natural. No Gas. Strong	Rubecon Communications Pvt. Ltd.	Bronze
Radio Single	Cat 2c : Beverages	2	Wagh Bakri	Monsoon	Scarecrow communications - Mumbai	Bronze
Radio Single	Cat 3c : Toiletries, Cosmetics and Healthcare	6	Inayo	Sankatmochan	Contract Advertising (India) Pvt Ltd. - Gurgaon	Bronze
Radio Single	Cat 5c : Household and Business Appliances	7	Kelvinator	Watsapp	Contract Advertising (India) Pvt Ltd. - Gurgaon	Bronze
Radio Single	Cat 5c : Household and Business Appliances	12, 13, 14	Godrej EON	3 Zone Cooling - Tent 3 Zone Cooling - Polar Bear 3 Zone Cooling - Car	JWT - Mumbai	Bronze
Radio Single	Cat 5c : Household and Business Appliances	18	GODREJ DUAL VIDEO DOOR PHONE	PAANI	JWT - Mumbai	Silver
Radio Single	Cat 5c : Household and Business Appliances	19	GODREJ DUAL VIDEO DOOR PHONE	MAMA	JWT - Mumbai	Gold
Radio Single	Cat 7c : Telecom Products and Services	1, 2, 3	Truecaller	Apple Nokia Hangout	Contract Advertising (India) Pvt Ltd. - Gurgaon	Silver
Radio Single	Cat 7c : Telecom Products and Services	7	Truecaller	boss	Contract Advertising (India) Pvt Ltd. - Gurgaon	Bronze
Radio Single	Cat 7c : Telecom Products and Services	10	Graviti	POWER	Scarecrow communications - Mumbai	Silver
Radio Single	Cat 8c : Financial Services	1	Max Get More	Zimmedaar Pati	Contract Advertising (India) Pvt Ltd. - Mumbai	Bronze
Radio Single	Cat 8c : Financial Services	2	Max Get More	Nek Sakhi	Contract Advertising (India) Pvt Ltd. - Mumbai	Bronze
Radio Single	Cat 9c : Household Products and Maintenance	1, 2	Shalimar Paints	Chhupana 1	Dentsu Creative Impact Pvt. Ltd. – A Dentsu Aegis Network Company - Gurgaon	Bronze
Radio Single			Shalimar Paints	Chhupana 2	Dentsu Creative Impact Pvt. Ltd. – A Dentsu Aegis Network Company - Gurgaon	
Radio Single	Cat 9c : Household Products and Maintenance	3	Jaagruti	Carpet	Dentsu Creative Impact Pvt. Ltd. – A Dentsu Aegis Network Company - Gurgaon	Bronze
Radio Single	Cat 9c : Household Products and Maintenance	22	Varuna Pumps	Ustaad	Scarecrow communications - Mumbai	Bronze
Radio Single	Cat 10c : Media and Publications	5	Radio City	Mumbai Delhi	Scarecrow communications - Mumbai	Bronze
Radio Single	Cat 11c : Business and Home Services	2	e-Risk Solutions	Chatting	Dentsu Creative Impact Pvt. Ltd. – A Dentsu Aegis Network Company - Gurgaon	Bronze
Radio Single	Cat 11c : Business and Home Services	8, 9	Truecaller	Apple Nokia	Contract Advertising (India) Pvt Ltd. - Gurgaon	Bronze
Radio Single	Cat 12c : Retail Advertising	8	Shoppers Stop	Girl Friend	Contract Advertising (India) Pvt Ltd. - Mumbai	Bronze
Radio Single	Cat 13c : Travel, Entertainment and Leisure	1, 2	askprachi.com	Louvre Paanwala	Scarecrow communications - Mumbai	Bronze
Radio Single				Travis Paanwala	Mumbai	

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Radio Single	Cat 14c : Corporate	5	Max Healthcare	Stress 1	Dentsu Creative Impact Pvt. Ltd. – A Dentsu Aegis Network Company - Gurgaon	Bronze
Radio Single	Cat 14c : Corporate	22	Resurgent Rajasthan	Resurgent Rajasthan	Rediffusion Dentsu Young & Rubicam Pvt. Ltd. - Mumbai	Bronze
Radio Single	Cat 15c : Public Service, Appeals and Charity	1	Max Healthcare	Stress 1	Dentsu Creative Impact Pvt. Ltd. – A Dentsu Aegis Network Company - Gurgaon	Bronze
Radio Single	Cat 15c : Public Service, Appeals and Charity	5, 6	Shakti Shalini	DIAL 1	Dentsu Creative Impact Pvt. Ltd. – A Dentsu Aegis Network Company - Gurgaon	Bronze
Radio Single				DIAL 2		
Radio Single	Cat 15c : Public Service, Appeals and Charity	7	e-Risk Solutions	Chatting	Dentsu Creative Impact Pvt. Ltd. – A Dentsu Aegis Network Company - Gurgaon	Bronze
Radio Single	Cat 15c : Public Service, Appeals and Charity	8, 9, 10	Wildlife SOS	Panda Tiger Apes	Contract Advertising (India) Pvt Ltd. - Gurgaon	Silver
Radio Craft	Cat 25a: Original Music Score	15	Resurgent Rajasthan	Resurgent Rajasthan	Rediffusion Dentsu Young & Rubicam Pvt. Ltd. - Mumbai	Bronze
Radio Craft	Cat 25b: Voice Performance	4	Resurgent Rajasthan	Resurgent Rajasthan	Rediffusion Dentsu Young & Rubicam Pvt. Ltd. - Mumbai	Silver
Radio Craft	Cat 25b: Voice Performance	31	Wagh Bakri	Monsoon	Scarecrow communications - Mumbai	Bronze
Radio Craft	Cat 25b: Voice Performance	38	GODREJ DUAL VIDEO DOOR PHONE	MAMA	JWT - Mumbai	Silver
Radio Craft	Cat 25c: Production	4	Resurgent Rajasthan	Resurgent Rajasthan	Rediffusion Dentsu Young & Rubicam Pvt. Ltd. - Mumbai	Bronze
Radio Craft	Cat 25c: Production	13	Ksheer	PET KA SHANTIPAATH	Scarecrow communications - Mumbai	Bronze
Radio Craft	Cat 25c: Production	15	Wagh Bakri	Monsoon	Scarecrow communications - Mumbai	Bronze
Radio Craft	Cat 25d: Writing	8	Shalimar Paints	Chhupana 1	Dentsu Creative Impact Pvt. Ltd. – A Dentsu Aegis Network Company - Gurgaon	Bronze
Radio Craft	Cat 25d: Writing	69	Radio City	Mumbai Delhi	Scarecrow communications - Mumbai	Bronze
Radio Craft	Cat 25d: Writing	76	Wagh Bakri	Monsoon	Scarecrow communications - Mumbai	Bronze
Radio Craft	Cat 25d: Writing	85	GODREJ DUAL VIDEO DOOR PHONE	MAMA	JWT - Mumbai	Silver
Radio Craft	Cat 25e: Sound Design	7	Godrej EON	3 Zone Cooling - Tent	JWT - Mumbai	Bronze
Print Craft	Cat 24A: Art Direction for Print advertising	5,6	Yale Locks	Memories - Necklace	Dentsu Creative Impact Pvt. Ltd. – A Dentsu Aegis Network Company - Gurgaon	Bronze
Print Craft	Cat 24A: Art Direction for Print advertising	7,8,9,10	Alzheimer's and Related Disorders Society of India	Soccer	Dentsu Creative Impact Pvt. Ltd. – A Dentsu Aegis Network Company - Gurgaon	Silver
Print Craft	Cat 24A: Art Direction for Print advertising	19	Rustomjee	Diwali	ideas@work - Mumbai	Bronze

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Print Craft	Cat 24A: Art Direction for Print advertising	27	Rustomjee	New Year - August	ideas@work - Mumbai	Bronze
Print Craft	Cat 24A: Art Direction for Print advertising	35	Samsung	Emergency Mode - Housewife	Cheil India Pvt. Ltd. - Gurgaon	Bronze
Print Craft	Cat 24A: Art Direction for Print advertising	40,43,46	CCTV CAMERA	CCTV Bank	Contract Advertising (India) Pvt Ltd. - Mumbai	Silver
Print Craft	Cat 24A: Art Direction for Print advertising	56	Airtel Wynk	Ad-free Music	Taproot Dentsu - Mumbai	Bronze
Print Craft	Cat 24A: Art Direction for Print advertising	57	The Times of India	#KolKOTHA (Ghyan Ghyan; Boktrita; PNPC; Jukti Torko)	Taproot Dentsu - Mumbai	Bronze
Print Craft	Cat 24A: Art Direction for Print advertising	59	Dulux Paints	Dulux Paints 3D Finish	Taproot Dentsu - Mumbai	Bronze
Print Craft	Cat 24A: Art Direction for Print advertising	73	Mumbai Mirror	Double Dholki Band	Taproot Dentsu - Mumbai	Bronze
Print Craft	Cat 24B: Art Direction for Below-the-line work	15	Copperstone Clothing co.	Go all out (Copperstone Catalogue)	Makani Creatives - Mumbai	Bronze
Print Craft	Cat 24B: Art Direction for Below-the-line work	17	Integriti	Tags that inspire a generation	Autumn Winter Communications and Design - Mumbai	Bronze
Print Craft	Cat 24B: Art Direction for Below-the-line work	18	Integriti	Postcards for the youth	Autumn Winter Communications and Design - Mumbai	Bronze
Print Craft	Cat 24B: Art Direction for Below-the-line work	20,25,26	Integriti	Poster - Bold	Autumn Winter Communications and Design - Mumbai	Bronze
Print Craft	Cat 24B: Art Direction for Below-the-line work	37	Mother's Pride / Marvel Group	The Prodigies of mother's Pride	Out of the Box - New Delhi	Silver
Print Craft	Cat 24C: Copywriting (below 100 words)	38	Healing Touch	Birthday Gift	Alok Nanda and Company (Communications) Pvt. Ltd - Mumbai	Bronze
Print Craft	Cat 24C: Copywriting (below 100 words)	39	Mumbai Mirror	Driving Me Crazy	Taproot Dentsu - Mumbai	Bronze
Print Craft	Cat 24C: Copywriting (below 100 words)	41-41F	YOLO HOMES	YOLO - Bedroom	Publicis Communications Pvt. Ltd - Mumbai	Bronze
Print Craft	Cat 24D: Copywriting (Above 100 words)	10	Rustomjee	Diwali	ideas@work - Mumbai	Bronze
Print Craft	Cat 24D: Copywriting (Above 100 words)	16	The Times of India	Times LitFest Delhi - The tale of two cities	Taproot Dentsu - Mumbai	Bronze
Print Craft	Cat 24D: Copywriting (Above 100 words)	24	The Times of India	#KolKOTHA (Ghyan Ghyan; Boktrita; PNPC; Jukti Torko)	Taproot Dentsu - Mumbai	Silver
Print Craft	Cat 24E: Best use of Illustration	15	Mumbai Mirror	Double Dholki	Taproot Dentsu - Mumbai	Bronze
Print Craft	Cat 24E: Best use of Illustration	16	Times Classifieds	Times Visual Classified	Taproot Dentsu - Mumbai	Bronze
Print Craft	Cat 24E: Best use of Illustration	21	Kwality Limited	Scary Dreams	Cheil India Pvt. Ltd. - Gurgaon	Silver
Print Craft	Cat 24E: Best use of Illustration	28,29	DABUR GASTRINA	FLUGELHORN	McCann Worldgroup India - Mumbai	Silver
Print Craft	Cat 24E: Best use of Illustration	35	Bartan	Reflection	Taproot Dentsu - Mumbai	Silver
Print Craft	Cat 24E: Best use of Illustration	46,47,48	Amway Leather and Vinyl Cleaner	Camel	Rediffusion Dentsu Young & Rubicam Pvt. Ltd. - Mumbai	Bronze
Print Craft	Cat 24E: Best use of Illustration	53,54,55,56	Spenta	Poster 1 Poster 2 Poster 3	ideas@work - Mumbai	Bronze

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				Poster 4		
Print Craft	Cat 24F: Best Use of Typography	14	Copperstone Clothing co.	Go all out (Copperstone Catalogue)	Makani Creatives - Mumbai	Silver
Print Craft	Cat 24F: Best Use of Typography	15	Airtel Wynk	Ad-free Music	Taproot Dentsu - Mumbai	Silver
Print Craft	Cat 24G: Best use of Photography	3,4,5,6	Alzheimer's and Related Disorders Society of India	Soccer	Dentsu Creative Impact Pvt. Ltd. – A Dentsu Aegis Network Company - Gurgaon	Silver
Print Craft	Cat 24G: Best use of Photography	26,28,29	CCTV CAMERA	CCTV Bank	Contract Advertising (India) Pvt Ltd. - Mumbai	Silver
Print Craft	Cat 24G: Best use of Photography	34,35,36,37	Indian Outdoor Advertising Association	Newspaper Works Best In Outdoor; Radio Works Best In Outdoor; Television Works Best In Outdoor; Digital Works Best In Outdoor	Taproot Dentsu - Mumbai	Gold
Print Craft	Cat 24H: Best Use of CGI	1,2	Yale Locks	Memories; Necklace	Dentsu Creative Impact Pvt. Ltd. – A Dentsu Aegis Network Company - Gurgaon	Bronze
Print Craft	Cat 24H: Best Use of CGI	8	Dulux Paints	Dulux Paints 3D Finish	Taproot Dentsu - Mumbai	Silver
Broadcaster	Cat1: Best launch of a TV channel	1	Star Movies Select HD	Launch of Star Movies Select HD	Star India Pvt. Ltd.	Bronze
Broadcaster	Cat1: Best launch of a TV channel	3	India Today TV	India Today TV launch	TV Today Network Ltd.	Silver
Broadcaster	Cat1: Best launch of a TV channel	5	colors infinity	colors infinity launch campaign	Viacom18 Media Pvt Ltd.	Bronze
Broadcaster	Cat 2: Best launch of a TV program using multi-media	2	Quantico (Star World)	'Quantifying History	Star India Pvt. Ltd.	Bronze
Broadcaster	Cat 2: Best launch of a TV program using multi-media	6	Colors - Chakravartin Ashoka Samrat	Chakravartin Ashoka Samrat - Cracking the 9 pm prime time slot	Viacom18 Media Pvt Ltd.	Bronze
Broadcaster	Cat 2: Best launch of a TV program using multi-media	11	COLORS - Thapki Pyaar Ki	Thapki Pyaar Ki launch campaign	Viacom18 Media Pvt Ltd.	Bronze
Broadcaster	Cat7: Best TV news channel promo	2	NDTV	TABLOID MOUTH PROMO (Longer Version)	NDTV promos	Silver
Broadcaster	Cat 3: Best TV reality show promo	1	Star World	MasterChef @9 - Clock	Star India Pvt. Ltd.	Bronze
Broadcaster	Cat 3: Best TV reality show promo	2	Star Movies	Oscars Dentist Film	Star India Pvt. Ltd.	Bronze
Broadcaster	Cat 3: Best TV reality show promo	3	Star Movies	Oscars Kitchen Film	Star India Pvt. Ltd.	Bronze
Broadcaster	Cat 8: Best TV sports channel program promo	1	Star Sports	Mauka Mauka	Star India Pvt. Ltd.	Gold
Broadcaster	Cat 8: Best TV sports channel program promo	3	Hero Indian Super League	HISL_CELEB_PROMO	Star India Pvt. Ltd.	Bronze
Broadcaster	Cat 9: Best movie promo by a TV channel	1	Star Movies Select HD	Select Sundays Nostalgia	Star India Pvt. Ltd.	Silver
Broadcaster	Cat 9: Best movie promo by a TV channel	6	Star Movies Select HD	Book Adaptations	Star India Pvt. Ltd.	Silver
Broadcaster	Cat 9: Best movie promo by a TV channel	8	&pictures	Bond Vs. Bond	Zee Entertainment Enterprises Ltd.	Gold
Broadcaster	Cat 4: Best TV fiction promo	5	Mastaangi	Mastaangi 'Music Promo'	Star India Pvt. Ltd.	Bronze
Broadcaster	Cat 4: Best TV fiction promo	8	Hotstar	Launch of Is Pyaar Ko Kya Naam Doon - Ek Jashn	Star India Pvt. Ltd.	Bronze
Broadcaster	Cat 10: Best TV program for Cause related Marketing	4	Aaj Ki Raat Hai Zindagi, Star Plus	Aaj Ki Raat Hai Zindagi	Star India Pvt. Ltd.	Bronze
Broadcaster	Cat 10: Best TV program for Cause related Marketing	5	CNN-IBN	'VEER' Season 2	CNN-IBN (network18)	Bronze
Broadcaster	Cat 10: Best TV program for Cause related Marketing	6	CNN-IBN	Rebuilding Chennai Telethon	CNN-IBN (network18)	Bronze

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Broadcaster	Cat 13: Best original music score for a TV Program.	4	Aaj Ki Raat Hai Zindagi, Star Plus	Aaj Ki Raat Hai Zindagi- Music Video	Star India Pvt. Ltd.	Bronze
Public Relations	Cat 22a: Food	1	Kellogg India	Bade Sapno Ki Sahi Shuruat	Madison Public Relations -	Bronze
Public Relations	Cat 22c: Consumer goods: Toiletries, Cosmetics and Healthcare	1	Bio Oil	Yummy Mummy Survey	Marico Limited - Mumbai	Bronze
Public Relations	Cat 22c: Consumer goods: Toiletries, Cosmetics and Healthcare	2	Lux	Perfume Portraits	JWT - Mumbai	Gold
Public Relations	Cat 22c: Consumer goods: Toiletries, Cosmetics and Healthcare	3	BBLUNT	Building brand BBLUNT through PR	20:20 MSL - Mumbai	Silver
Public Relations	Cat 22d: Luxury goods, Fashion & Beauty	2	Reebok	Reboot100	Isobar India - Gurgaon	Bronze
Public Relations	Cat 22d: Luxury goods, Fashion & Beauty	4	Asian Paints	SabyasachiForNilaya	Madison Public Relations -	Bronze
Public Relations	Cat 22g: Telecom Products and Services	2	MyOperator	Mann Ki Baat with PM Modi	Value 360 Communications Private Limited- An Affiliate of Huntsworth - New Delhi	Bronze
Public Relations	Cat 22g: Telecom Products and Services	6	Samsung Galaxy S6	Samsung Galaxy S6 Search campagin	Cheil India Pvt. Ltd. - Gurgaon	Bronze
Public Relations	Cat 22h: Financial Services	1	InnoVen Capital	Launch of InnoVen Capital	Ketchum Sampark - mumbai	Bronze
Public Relations	Cat 22i: Household Products and Maintenance	2	Helpusgreen	Helpusgreen - Sow, don't throw	Dentsu Webchutney - Gurgaon	Gold
Public Relations	Cat 22j: Media and Publications	2	Quantico (Star World)	The Quantico Times	Star India Pvt. Ltd. - mumbai	Bronze
Public Relations	Cat 22j: Media and Publications	5	MAWBIMA	Mawbima Vesak Lanterns	Sarva Integrated (Pvt) Ltd. - Colombo	Gold
Public Relations	Cat 22l: Retail Advertising	1	Inorbit Mall	Pink Power	DDB Mudra Group - Mumbai	Bronze
Public Relations	Cat 22l: Retail Advertising	2	Godrej Nature's Basket	GODREJ NATURE'S BASKET – A BRAND BUILT ON PR, BUILT TO LAST!	AdFactors PR -	Silver
Public Relations	Cat 22n: Corporate	3	HCL Technologies	#UnitedByHCL Campaign	ITSA Brand Innovations Ltd - Gurgaon	Bronze
Public Relations	Cat 22n: Corporate	8	Nestle India Limited	#100andRunning	SapientNitro - Gurgaon	Bronze
Public Relations	Cat 22n: Corporate	9	OLA	OLA Boat	Happy Creative Services (India) Pvt Ltd. - Bangalore	Gold
Public Relations	Cat 22n: Corporate	10	MAWBIMA	Mawbima Vesak Lanterns	Sarva Integrated (Pvt) Ltd. - Colombo	Gold
Public Relations	Cat 22o: Public Service, Appeals and Charity	2	Channv Foundation - Stop Acid Attacks	Donate a Face	Cheil India Pvt. Ltd. - Gurgaon	Gold
Public Relations	Cat 22o: Public Service, Appeals and Charity	6	Hellen Keller's Institute for the deaf and deafblind	See the radio	JWT - Mumbai	Silver
Public Relations	Cat 22o: Public Service, Appeals and Charity	8	Unicef,India	Paheli Ki Saheli	DDB Mudra Group - Mumbai	Silver
Public Relations	Cat 22r: Events & Experiential PR	1	Aapla Ghar	Wari	Seagull Advertising - Pune	Gold
Public Relations	Cat 22r: Events & Experiential PR	3	MasterChef Australia S7 (Star World)	Serving up a Gastronomical Delight	Star India Pvt. Ltd. - mumbai	Bronze
Public Relations	Cat 22r: Events & Experiential PR	7	PUMA India	PUMA-Arsenal : Forever Invincible	Madison Public Relations - Bangalore	Bronze
Public Relations	Cat 22r: Events & Experiential PR	18	SaffolaLife	Walk Together to #protectherheart	20:20 MSL - Mumbai	Bronze

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Public Relations	Cat 22r: Events & Experiential PR	20	Favicol	the favicol room at lalbaugcha raja	AdFactors PR -	Silver
Public Relations	Cat 22s: Celebrity Endorsement	12	Nestle India Limited	#100andRunning	SapientNitro - Gurgaon	Silver
Public Relations	Cat 22s: Celebrity Endorsement	15	Ambuja Cements Limited	A Giant's Story	Publicis Communications Pvt. Ltd - Mumbai	Gold
Public Relations	Cat 22s: Celebrity Endorsement	17	Asian Paints	SabyasachiForNilaya	Madison Public Relations -	Bronze
Public Relations	Cat 22t: Sponsorship	2	Aditya Birla Group	How social powered a solar impulse	Tonic Media Digital Pvt Ltd. - Mumbai	Silver
Public Relations	Cat 22u: Integrated Campaign led by PR	3	Kellogg India	Bade Sapno Ki Sahi Shuruat	Madison Public Relations -	Bronze
Public Relations	Cat 22u: Integrated Campaign led by PR	4	Channv Foundation - Stop Acid Attacks	Donate a Face	Cheil India Pvt. Ltd. - Gurgaon	Silver
Public Relations	Cat 22u: Integrated Campaign led by PR	8	Godrej	Reimagining PR to build corporate reputation	AdFactors PR -	Silver
Direct	Cat 19a: Flat Mail	4	BIRLA SUNLIFE INSURANCE COMPANY LTD.	SALARY SLIP OF 1985	Pi communications -	Bronze
Direct	Cat 19b: Dimensional Mail	4	Aditya Birla Housing Finance Limited	Nameplate	Pi communications -	Bronze
Direct	Cat 19b: Dimensional Mail	5	Somany Ceramics	#NahiPhislenge	R K SWAMY BBDO Pvt. Ltd. - New Delhi	Bronze
Direct	Cat 19b: Dimensional Mail	7	Lybrate	Bullets for Life	JWT - Gurgaon	Bronze
Direct	Cat 19c: Direct Response Print	6	Max Healthcare Ltd	One Breath - He, She and Them	Dentsu Creative Impact Pvt. Ltd. – A Dentsu Aegis Network Company - Gurgaon	Gold
Direct	Cat 19c: Direct Response Print	14	THE TIMES OF INDIA	WAITING FOR YOU	Taproot Dentsu - Mumbai	Silver
Direct	Cat 19c: Direct Response Print	12	The Times of India	#KolkOTHA	Taproot Dentsu - Mumbai	Silver
Direct	Cat 19c: Direct Response Print	10	Mumbai Mirror	Double Dholki	Taproot Dentsu - Mumbai	Bronze
Direct	Cat 19d: Direct Response (TV, Radio & infomercial)	21	Hellen Keller's Institute for the deaf and deafblind	See the radio	JWT - Mumbai	Silver
Direct	Cat 19d: Direct Response (TV, Radio & infomercial)	11	Truecaller	BOSS	Contract Advertising (India) Pvt Ltd. - Gurgaon	Silver
Direct	Cat 19d: Direct Response (TV, Radio & infomercial)	12	Truecaller	OMLETTE	Contract Advertising (India) Pvt Ltd. - Gurgaon	Bronze
Direct	Cat 19d: Direct Response (TV, Radio & infomercial)	13	Daan Utsav	Bus	DDB Mudra Group - Mumbai	Bronze
Direct	Cat 19e: Direct Response Digital	34	Godrej Security Solutions	LinkedIn Thieves	JWT - Mumbai	Silver
Direct	Cat 19e: Direct Response Digital	3	Sony Xperia M4 Aqua	Dirty Phones	ITSA Brand Innovations Ltd - Gurgaon	Silver
Direct	Cat 19e: Direct Response Digital	7	Cafe TC	Cafe TC Liquor Ticker - The World's First Ad Ticker on WhatsApp	Dentsu Webchutney - Gurgaon	Silver
Direct	Cat 19e: Direct Response Digital	13	Channv Foundation - Stop Acid Attacks	Donate a Face	Cheil India Pvt. Ltd. - Gurgaon	Silver
Direct	Cat 19e: Direct Response Digital	12	Airtel	#Airtel4GSPEEDTest - World's Fastest Response Campaign	ibs - Mumbai	Bronze
Direct	Cat 19e: Direct Response Digital	14	Gillette	The world's first one-on-one video gameplay on twitter	ibs - Mumbai	Bronze
Direct	Cat 19e: Direct Response Digital	22	Asian Paints Royale	Destroy Nice	Contract Advertising (India) Pvt Ltd. - Mumbai	Bronze
Direct	Cat 19g: Direct Response Mobile Marketing	1	Cafe TC	Cafe TC Liquor Ticker - The World's First Ad Ticker on WhatsApp	Dentsu Webchutney - Gurgaon	Silver

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Direct	Cat 19g: Direct Response Mobile Marketing	3	TRULY MADLY	WHATSAPP FAKER	Contract Advertising (India) Pvt Ltd. - Gurgaon	Bronze
Direct	Cat 19h: Direct Campaign using Any 2 form	15	THE TIMES OF INDIA	WAITING FOR YOU	Taproot Dentsu - Mumbai	Gold
Direct	Cat 19h: Direct Campaign using Any 2 form	5	Sony Xperia M4 Aqua	Dirty Phones	ITSA Brand Innovations Ltd - Gurgaon	Bronze
Direct	Cat 19h: Direct Campaign using Any 2 form	14	The Times of India	#KolKOTHA	Taproot Dentsu - Mumbai	Bronze
Brand Activation	Cat 21e: Household and Business Applications	3	Godrej Security Solutions	LinkedIn Thieves	JWT- Mumbai	Silver
Brand Activation	Cat 21i: Household Products and Maintenance	1	Helpusgreen	Helpusgreen- Sow, don' throw	Dentsu Webchutney - Gurgaon	Silver
Brand Activation	Cat 21j: Media and Publications	2	Set Max - Indian Premier League	Fan Park	DDB Mudra Group - Mumbai	Bronze
Brand Activation	Cat 21k: Business and Home Services	4	HCL Technologies	Women lead Australia	ITSA Brand Innovations Ltd - Gurgaon	Silver
Brand Activation	Cat 21l: Retail Advertising	1	Café TC	Café TC Liquor Ticker - The World's First Ad Ticker on Whatsapp	Dentsu Webchutney - Gurgaon	Silver
Brand Activation	Cat 21l: Retail Advertising	6	Flipkart Internet Pvt. Ltd.	Get Me #InTrend	Dentsu Webchutney - Bangalore	Bronze
Brand Activation	Cat 21n: Coporate	20	Nestle India Limited	#100andRunning - Running with India	SapientNitro - Gurgaon	Bronze
Brand Activation	Cat 21n: Coporate	22	Star Jalsha	Packets of Change by Star Jalsha	Star India Pvt. Ltd. - Mumbai	Bronze
Brand Activation	Cat 21n: Coporate	23	Omron Automation	Pay With Your Voice	McCann Worldgroup India - Mumbai	Silver
Brand Activation	Cat 21n: Coporate	29	Airtel	Udaan	JWT - Gurgaon	Silver
Brand Activation	Cat 21o: Public Service, Appeals and Charity	5	Samsung Joy Plus Televisions & Sanjay Gandhi Animal Care Centre	Spread the joy	Cheil India Pvt. Ltd. - Gurgaon	Silver
Brand Activation	Cat 21o: Public Service, Appeals and Charity	6	Chanv Foundation - Stop Acid Attacks	Donate a Face	Cheil India Pvt. Ltd. - Gurgaon	Bronze
Brand Activation	Cat 21o: Public Service, Appeals and Charity	13	Hellen Keller's Institute for the deaf and deafblind	See the radio	JWT - Mumbai	Silver
Brand Activation	Cat 21q: Use of Promotional Stunts and Live Advertising	3	The Roadster Life Co.	Roadster Pocketman	Brave New World Communications Pvt. Ltd. - Bangalore	Bronze
Brand Activation	Cat 21q: Use of Promotional Stunts and Live Advertising	8	Samsung Joy Plus Televisions & Sanjay Gandhi Animal Care Centre	Spread the joy	Cheil India Pvt. Ltd. - Gurgaon	Bronze
Brand Activation	Cat 21r: Use of Live Shows/Concerts/Festivals	12	Airtel	Udaan	JWT- Gurgaon	Silver
Brand Activation	Cat 21s: Use of Guerrilla Marketing in a Promotional Campaign (Small Scale) including, out-of-store sampling, glasses, beer mats and ashtrays, flyers, stickers, signage, street art, street furniture and transit advertising	4	&Pictures	Lunchbox	Scarecrow Communications - Mumbai	Bronze

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Brand Activation	Cat 21s: Use of Guerrilla Marketing in a Promotional Campaign (Small Scale) including, out-of-store sampling, glasses, beer mats and ashtrays, flyers, stickers, signage, street art, street furniture and transit advertising	5	Unicef, India	Paheli ki Saheli	DDB Mudra Group - Mumbai	Gold
Brand Activation	Cat 21s: Use of Guerrilla Marketing in a Promotional Campaign (Small Scale) including, out-of-store sampling, glasses, beer mats and ashtrays, flyers, stickers, signage, street art, street furniture and transit advertising	7	Mother's Pride/Marvel Group	The Prodigies of Mother's Pride	Out of the Box - New Delhi	Bronze
Brand Activation	Cat 21u: Use of Customer in-Store Experience Including: in-door temporary installations and displays, using samples, special discounts, customer marketing, promotions, incentives, product demonstrations, store-within-a-store, banners, posters	1	Samsung Joy Plus Televisions & Sanjay Gandhi Animal Care Centre	Spread the joy	Cheil India Pvt. Ltd. - Gurgaon	Gold
Brand Activation	Cat 21v: Sponsorship or Partnership Campaigns For a campaign that utilized a sponsorship or tie-in partner effectively (e.g. Sports or Entertainment)	4	Samsung Joy Plus Televisions & Sanjay Gandhi Animal Care Centre	Spread the joy	Cheil India Pvt. Ltd. - Gurgaon	Silver
Brand Activation	Cat 21v: Sponsorship or Partnership Campaigns For a campaign that utilized a sponsorship or tie-in partner effectively (e.g. Sports or Entertainment)	12	Airtel	Udaan	JWT - Gurgaon	Gold
Branded Content	Cat 20A: Best fictional program, series or film where a client has successfully created a drama, comedy or miniseries around a product or brand Including TV, mini-series, web series, cinema, DVD releases and online/digital	3	Omron Healthcare India	Tumhaari Amma - With Love Your Mom	Dentsu Marcom Pvt. Ltd. - Gurgaon	Silver
Branded Content	Cat 20B: Best non-fiction program, series or film where a client has successfully created a reality, documentary or entertainment show around a product(s) or brand(s) Including TV, mini-series, web series, cinema, DVD releases and online/digital	3	The Roadster Life Co.	Roadster Pocketman	Brave New World Communications Pvt. Ltd. - Bangalore	Gold



**Creative ABBY Awards - 2016**

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Category Name	Category	Entry No.	Brand	Title / Caption	Organization	Metal
Branded Content	Cat 20B: Best non-fiction program, series or film where a client has successfully created a reality, documentary or entertainment show around a product(s) or brand(s) Including TV, mini-series, web series, cinema, DVD releases and online/digital	12	CEAT 2 Wheeler Tyres	CEAT Chase The Monsoon-3.0	Madison Media - Mumbai	Bronze
Branded Content	Cat 20B: Best non-fiction program, series or film where a client has successfully created a reality, documentary or entertainment show around a product(s) or brand(s) Including TV, mini-series, web series, cinema, DVD releases and online/digital	13	Godrej Masterbrand	India's First Green champion	Madison Media - Mumbai	Bronze
Branded Content	Cat 20C: Best brand or product integration into a feature film, existing TV show and/or series Including TV, mini-series, web series, cinema, DVD releases and online/digital	1	OLX.in	OLX India's largest marketplace for used goods found a perfect fit on India's largest showcase for talent	Viacom18 Media Pvt Ltd. - Mumbai	Silver
Branded Content	Cat 20C: Best brand or product integration into a feature film, existing TV show and/or series Including TV, mini-series, web series, cinema, DVD releases and online/digital	10	Vodafone mPesa	mPesa	Maxus - Mumbai	Silver
Branded Content	Cat 20D: Best use or integration of experiential events Creative positioning of a brand using events, festivals, flash mobs, installations etc.	4	Britannia Good Day	Taking the red carpet to Dharavi	The Social Street - MUMBAI	Silver
Branded Content	Cat 20D: Best use or integration of experiential events Creative positioning of a brand using events, festivals, flash mobs, installations etc.	8	Airtel	Udaan	JWT - Gurgaon	Silver
Branded Content	Cat 20E: Best use of integration of user generated content	8	British Airways	#wingstoadream	SapientNitro - Gurgaon	Silver
Branded Content	Cat 20F: Best use or integration of music Including music in original branded content, brand integration into music distribution or promotion, the creation of a music-based program or platform	1	Truly Madly	Creep Qawwali	AIB Vigyapanti -	Silver

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Category Name	Category	Entry No.	Brand	Title / Caption	Organization	Metal
Branded Content	Cat 20F: Best use or integration of music Including music in original branded content, brand integration into music distribution or promotion, the creation of a music-based program or platform	2	Gaana.com	Dil ka Gaana	Times Internet Limited - Gurgaon	Bronze
Branded Content	Cat 20F: Best use or integration of music Including music in original branded content, brand integration into music distribution or promotion, the creation of a music-based program or platform	5	Brooke Bond Red Label	6 Pack Band	Mindshare - Fulcrum - Mumbai	Silver
Branded Content	Cat 20G: Best use or integration of offline media such as print, out of home etc.	2	Brooke Bond Red Label	6 Pack Band	Mindshare - Fulcrum - Mumbai	Bronze
Branded Content	Cat 20G: Best use or integration of offline media such as print, out of home etc.	5	Godrej Ezee	Hugs are Ezee, Everybody Needs One!	Madison Media - Mumbai	Bronze