

Shark Awards Winners 2019

Name of the Category	Name of the Campaign	Name of the Agency/Brand	Award
New Brand/ Product Launch Campaign	#PowerYourStyle realme 3 Launch Campaign	realme India	Bronze
	Election Se Selection 2.0	Star India Pvt. Ltd. (Star Sports)	Bronze
Re-brand/Re-vamp Campaign	Titan Octane- Be A Sport	Titan Watches & Ogilvy and Mather	Bronze
	Dish Nahi Dishkiyaon Hai Yeh	DishTV India & Reprise Digital	Silver
Best Not for Profit Campaign	Kanika	Girliyapa	Bronze
Best CSR Campaign	Adidas Parley 'Run for the Oceans'	Vibgyor Brand Services Pvt Ltd	Bronze
	#LadkiHaathSeNikalJaaegi	Mahindra Rise & FCB Interface	Silver
	Ek Nayi Muskaan	The Himalaya Drug Company	Gold
Best Customer Relationship Campaign	New Regulations Migration	Tata Sky	Bronze
Best Consumer Insight Campaign	Cold and Flu Predictor	Otrivin & Mindshare India	Silver
	#DriveLikeALady	Kotak General Insurance & Fulcro Consulting Pvt. Ltd.	Silver
Best Technology Led Campaign	Reinventing The Australian Open Experience	Infosys & Langoor Digital	Gold
Best Small Budget Marketing Campaign	Jaago Kanpur	Jagran Prakashan Ltd.	Bronze
	Hotel Etiquette - Stuff you can take from hotels	ixigo	Gold
Best B2B Campaign	Love your career. Ace your career: Capgemini India Talent Branding Campaign	Capgemini Technology Services India Ltd	Bronze
	Marketing of the new #2 newspaper of Bihar	DAINIK BHASKAR & Famous Innovations	Bronze
	Reinventing The Australian Open Experience	Infosys & Langoor Digital	Gold
Best B2C Campaign	Meri Life Mere Rules	Whisper & Girliyapa	Bronze
	Get Inked	MIRROR NOW	Silver
	Swachh Neta	TIMES NOW	Gold
Best Content Marketing Campaign	HDFC Bank Content Marketing for Business Growth	HDFC Bank & Puretech Digital-Quantent	Bronze
	Mother's Day	Shoppers Stop Limited	Bronze
Best Influencer Marketing Campaign	Blue Planet II - Indian TV Premiere	Sony BBC Earth - MSM Worldwide Factual Media Pvt. Ltd	Bronze
Best Integrated Marketing Campaign	811 #IndiaInvited	Kotak Mahindra Bank Ltd.	Bronze
Best use of Video	The Wedding Speech	Paisabazaar.com	Bronze
	Think Equity. Think Motilal Oswal	Motilal Oswal Financial Services Ltd	Gold
Best use of Radio	Re-vamp of Brand Bajate Raho Jingle	RED FM	Bronze
	National Jock Exchange	RED FM	Silver

Best use of TV	Fabindia - Styling Partner of Maruti Suzuki "Cricket Live" during IPL	Fabindia Overseas Pvt. Ltd.	Bronze
	Titan Raga- I Am	Titan Watches & Ogilvy and Mather	Silver
Best use of Digital	Castrol CONNEKT	Castrol India & Experience Commerce	Bronze
	Ask Nestlé	Digitas India & Nestlé India	Gold
Best use of PR	Do you think YOGA can sell more truck lubricants?	Castrol India & Current Global	Bronze
	Hindi Hai Hum	Dainik Jagran	Silver
Best use of Mobile	12 weeks Not 12 Months	webmaffia	Bronze
	Photo OK Please	Tata Motors & Rage Communications	Silver
Best use of Social Media	#BehenKuchBhiPehen – Max Women's Fest	Max	Bronze
	Comicstaan ke saath #FunAayega	Amazon Prime Video & SoCheers & PivotRoots	Bronze
Best use of Experiential/ Events	Flashback	Axis Bank	Bronze
Best use of Outdoor Advertising	#TweetToReveal	&flix	Silver
Best Campaign in Automotive & Transport Industry	Content That Went Everywhere, Owned Everything	Digitas India & FCA India Automobiles	Bronze
	XUV300 Launch	Mahindra & Mahindra Ltd.	Silver
Best Campaign in BFSI	HDFC Bank - Happy Hours	HDFC Bank – Publicis Media – Performics India	Bronze
	Kitna Kata	Association of Mutual Funds in India (AMFI) & Mirum	Silver
Best Campaign in Consumer Electronics	Haier PuriCool AC - #CleanHaiTohCoolHai	Haier Appliances India Pvt Ltd	Bronze
	Mi Beard Trimmer Launch	Xiaomi India & Momo Media	Silver
Best Campaign in Consumer Health & Fitness	More To Healthcare	Max Healthcare	Bronze
	Berok Zindagi	Breathefree-Cipla & Schbang	Gold
	Pandharpur Chya Warila Theva Rheumatil Sathila	Dabur India Limited & Mindwave Media Pvt. Ltd.	Gold
Best Campaign in Fashion, Beauty & Lifestyle	Titan Raga- I Am	Titan Watches & Ogilvy and Mather	Gold
Best Campaign in Media & Entertainment	Uri - The Surgical Strike	Trigger Happy Entertainment Pvt Ltd	Bronze
	World Music on Gaana	Gaana	Bronze
Best Campaign in Sports	VIVO IPL - Game Banayega Name	Star India Pvt. Ltd. (Star Sports)	Gold

Special Awards

In-house Team of the Year	TIMES NOW	Gold
Campaign of the Year	VIVO IPL - Game Banayega Name	Gold
Brand of the Year	VIVO IPL 2019	Gold