

## SHORTLIST 2020

### Points to be noted

1. This is just a Shortlist and not the Winners List.
2. Winners are decided based not on the number of nominations in a category but on the merit of each entry.
3. It's not necessary that each award category would have Gold, Silver and Bronze winners.
4. It may also be possible that one or more award categories do not have any winner.
5. Special Award Categories will be announced on 24th June 2020 at 6.15pm.

Category	Campaign Name	Brand / Agency Name
<b>Content Categories</b>		
Most Popular Web Series - Hindi	The Final Call	ZEE5
	Kaafir	ZEE5
	The Holiday - The Zoom Studios	The Zoom Studios, Times Network
Most Popular Web Series - Other Indian Language	Queen	MX Player
	Auto Shankar	ZEE5
	Shobdo Jobdo	Trickster and Span Productions
Best in Comedy (Webseries / Specials)	One Mic Stand	OML Entertainment Pvt. Ltd.
	Virgin Bhaskar (Practical Mai Zero, Theory Main Hero)	ALT Digital Media Entertainment Ltd.
	MIND THE MALHOTRAS	APPLAUSE ENTERTAINMENT Pvt. Ltd.
Most popular Debut Web Series	Kaafir	ZEE5
	FOUR MORE SHOTS PLEASE SEASON 1	PRITISH NANDY COMMUNICATIONS LTD.
	Kashmakash	Hungama Play
Best Chat Show - Audio	#NoFilterNeha Season 4	JioSaavn
Best Podcast Show - Fiction	Ishq bhi Risk bhi	aawaz.com
	Kahaani Express with Neelesh Misra Season 3	JioSaavn
Best Podcast Show - Non Fiction	Arre And Audible Present - Ae Dil Hai Complicated	Arre (U Digital Content Pvt. Ltd.)
	#MainBhi	JioSaavn
Best Use of Content	The Holiday, The Zoom Studios	The Zoom Studios, Times Network
Best OTT Long Format Film (More than 30 Minutes)	Barot House	ZEE5
	The Sholay Girl	ZEE5
	Chhappad Phaad ke	Saregama India Ltd.
<b>MARKETING / CAMPAIGN CATEGORIES</b>		
Best Marketing Campaign (By a Brand On OTT Platforms)	Lets Antakshari X Gaana	Gaana Brand Solutions
	Yuvi retires, Chaddha hires	Disney+ Hotstar
	Its a Human Thing	MG Motor

Best Marketing Campaign ( By a streaming platform)	Elections on MX	MX Player
Best Use of Video	Welcome to the future with MG ZS EV	The Autofocus
	Horlicks Fearless Songs	FCB India   Horlicks India
	Amazon Prime Original   The Family Man	SoCheers
Best Use of Audio	JioSaavn x Amazon Prime Video: The Forgotten Army	JioSaavn
	Godrej Ezee X Gaana	Gaana Brand Solutions
Best campaign for Original Content	Rangbaaz Phirse	ZEE5
	#MainHoonAafat	MX Player
	Queen	MX Player
	Out of Love- Forgive, Forget or Fight?	Disney+ Hotstar
Best Brand Placement Fiction	Dr. Morepen in association with Jabariya Jodi	Dr Morepen   Elements MediaWorks Pvt. Ltd.
	Firsts	Pocket Aces
	Show - Happily Ever After   Client - Ponds	The Zoom Studios, Times Network
Best Brand Placement Non Fiction	Love Travel Repeat	Pocket Aces
	Love OK Please	MX Player
	Dewar's You Got Chef'd	Dewar's
Best Social Media Marketing Campaign	Fortune Ilish Utsav	Fortune Foods   Experience Commerce
	Article 15 - Burn The Bhed Bhaav Campaign	&pictures
	Fittrat	ALTBalaji
Best Influencer Marketing Campaign	Myntra Fashion Superstar	Myntra Designs Pvt. Ltd.
	Doublemint FreshTake	Doublemint - Mars Wrigley India
	GIRF 2020	Dineout
<b>PLATFORM CATEGORIES</b>		
Game Changer of the Year	Goalstar TV - Streaming platform dedicated for Indian Football	Goalstar Media Pvt. Ltd.
	Jaisa Mann, Waisa Manoranjan	MX Player
	Weaponising Spoilers	Disney+ Hotstar
	Watch n Banter	Disney+ Hotstar
	ZEE5	ZEE5
Most Disruptive New Entrant - Streaming Platform	Goalstar TV - Streaming platform dedicated for Indian Football	Goalstar Media Pvt. Ltd.
	Jaisa Mann, Waisa Manoranjan	MX Player

Most Preferred Music Streaming Platform	Hungama Music
Most Preferred Podcast platform	JioSaavn