

Points to be noted

- This is just a Shortlist and not the Winners List.
- Winners are decided based not on the number of nominations in a category but on the merit of each entry.
- It's not necessary that each award category would have Gold, Silver and Bronze winners.
- It may also be possible that one or more award categories do not have any winner.
- Special Award Categories will be announced on 30th September at 6.00 pm.

Category	Campaign Name	Brand / Agency Name
CAMPAIGN, MEDIUM & SECTOR-SPECIFIC CATEGORIES		
New Brand/ Product Launch Campaign	MG Hector India Launch: 'It's A Human Thing'	MG Motor India
	MG ZS EVs Launch in India: Change What You Can	MG Motor India
	#SilentPerformers	Haier Appliances India Pvt. Ltd.
	Content Ko Jode instant aur rakhe permanent	Asian Paints Loctite quick & Madison Media
Re-brand/Re-vamp Campaign	India, beyond boundaries	HSBC India
	Tata Tea Premium Desh Ki Chai	Tata Tea Premium & MullenLowe Lintas Group, India & Icarus Design
	Friends of Chocos	Kellogg India, Ogilvy, GroupM
Best Not for Profit Campaign	#UnitedLikeKhichdi	Annamrita & Zensciences
	Sangeet Setu	Isra & Moving Pixels Private Limited
Best CSR Campaign	Breast Buffer	ALTBalaji
	Project Streedhan	DSM Pvt. Ltd. & FCBIndia Advertising LLP
	Hum Haar Nahi Manenge	HDFC Bank & Performics India

Best Customer Relationship Campaign	SAFETY FIRST	Tata astrum HR Coils & Sheets & Versus Communications
	#DealersAddColor	Asian Paints Corporate & Madison Media
	Ecafez Qualithon	Tata astrum HR Coils & Sheets & Versus Communications

Best Consumer Insight Campaign	Project Streedhan	DSM Pvt. Ltd. & FCBIndia Advertising LLP
	IndiGo Abroad	IndiGo (InterGlobe Aviation Ltd) & Wieden+Kennedy Delhi
	Mat Kar Forward	TikTok India & Kinnect

Best Technology Led Campaign	"Ok Flipkart, Deliver Exponential Results"	Google & Flipkart Ads
	Oppo Billion Beats	Oppo & ITW Playworx Pvt Ltd.
	PlayAt7	Star Movies
	Organic Traffic and Sales boost through Advanced Search Engine Optimization	Kerala Ayurveda & Neil Patel Digital India

Best Small Budget Marketing Campaign	#YouMadeItCLiQ	TATA CLiQ & Social Beat
	Dear man, hold the pan	Wonderchef & Social Beat
	Aashirvaad Svasti Immunity Song	ITC & Team Pumpkin
	Piles Free India	Apollo Spectra Hospitals

Best B2B Campaign	Unveiling the Next-Gen Data Storage Systems in India (Dell EMC PowerScale)	Dell Technologies & 20:20 MSL
	An initiative by Harman Automotive - Experiences Per Mile	Harman & Zensciences
	From 5G stakeholder sensitization to thought leadership	Ericsson & Archetype

Best B2C Campaign	HDFC Bank Ek Festival Aisa Bhi: Make Every Wish Come True	HDFC Bank Ltd. & Vizeum India
	Family Jingalala	Tata Sky & Ogilvy & Mather Pvt. Ltd.
	#HappyATHome with Hershey's	Hershey's India & Interactive Avenues - A Reprise Network Company

Best Content Marketing Campaign	Project Streedhan	DSM Pvt. Ltd. & FCBIIndia Advertising LLP
	Game Of Thrones- Weaponing Spoilers	Disney+ Hotstar
	Amazon Prime Original Paatal Lok	Amazon Prime Video

Best Influencer Marketing Campaign	From Packaging To Pop Culture: LAYS Smile Story	PepsiCo India (LAY'S) & Edelman India
	At Home With Airbnb	Airbnb India & Edelman India
	Bola Tha Na	AB InBev India & Rusk Media

Best Integrated Marketing Campaign	Nicotex - We Believe You Can	Cipla Health Ltd. & Spring Marketing Capital
	Tata Tea Premium Desh Ki Chai	Tata Tea Premium & MullenLowe Lintas Group, India & Wavemaker & Dentsu Impact
	#SilentPerformers	Haier Appliances India Pvt. Ltd.

Branded Content	Adding masala to banking	Axis Bank Ltd. & MullenLowe Lintas Group
	#FabOnWithLivon	Livon & Ogilvy
	Project Streedhan	DSM Pvt. Ltd. & FCBIIndia Advertising LLP
	Where The Heart Is!	Asian Paints Corporate & Madison Media

Best Marketing Campaign During Covid 19 Lockdown	Stay fresh behind the mask with Center fresh	Perfetti Van Melle India Private Limited & Creativeland Asia, Gurgaon
	Iss Baar #BadonKeLiye Jaago Re	Tata Tea Premium & MullenLowe Lintas Group, India & Wavemaker & Dentsu Impact
	Mat Kar Forward	TikTok India & Kinnect

Best Local / Regional Campaign	PROLYTE – Energy Lamba Chalne Ki	PROLYTE & The Womb Communications
	Tata Tea Premium Dil Se Rich Dilli	Tata Tea Premium & MullenLowe Lintas Group, India & Wavemaker & Dentsu Impact
	Women's Day Campaign- ZEE Keralam	Zee Entertainment enterprises
	Papa Ko Pata Chala To?	Tata Sky & Ogilvy & Mather Pvt. Ltd.

Best Campaigns Targeting Millennials	Propah Lady	PUMA India Sports Private Limited
	Amazon Prime Original Paatal Lok	Amazon Prime Video
	First Time Voter	BJP & Moving Pixels Private Limited

Best use of Video	Step Forward with Center fresh Mints- a Womens Day Initiative	Perfetti Van Melle India Private Limited & Creativeland Asia, Gurgaon
	Project Streedhan	DSM Pvt. Ltd. & FCBIIndia Advertising LLP
	#It'sJustaperiod	Stayfree India
	Real Life Real Stories ft. Suyash Jadhav	SBI Life Insurance & WATConsult

Best use of Radio	HDFC Bank Ek Festival Aisa Bhi: Make Every Wish Come True	HDFC Bank Ltd. & Vizeum India
	Shyne Waale Kisse	Asian Paints Ace Shyne and Tractor Emulsion Shyne & Madison Media

Best use of Print	The Filter Coffee Pour	iD Fresh Food & People Design and Communications
	Himalaya Ayurveda Soap Launch	Himalaya Ayurveda Soap & Motivator
	World Family Day with Club Mahindra	Mahindra Holidays and Resorts India Ltd.

Best use of TV	MG Hector - It's A Human Thing	MG Motor India
	Khushiyon Bhara Hafta	Asian Paints Corporate & Madison Media
	Family Jingalala	Tata Sky & Ogilvy & Mather Pvt. Ltd.

Best use of Digital	Amazon Prime Original Comicstaan 2	Amazon Prime Video
	"Flipkart uses audience Intel to set new benchmarks!"	Intel & Flipkart Ads
	Chupa Chups - Forever Fun (Unlocking the confectionery potential in young adults)	CHUPA CHUPS & Ogilvy and Mather & Grapes Digital
	Kiska Hoga Thinkistan 2 - #Ideachor	MX Player

Best use of PR	Amazon Prime Original Four More Shots Please (Season 2) x Kareena Kapoor	Amazon Prime Video
	IndiGo Flying High Despite Cockpit Battle	IndiGo (InterGlobe Aviation Ltd) & Genesis BCW
	It's Just A Period	Stayfree

Best use of Mobile	Amazon Prime Original Comicstaan 2 - APAC's Funniest "BOT DOST"	Amazon Prime Video
	50 Shades of Ishq	Bobble AI
	"Ok Flipkart, Deliver Exponential Results"	Google & Flipkart Ads

Best use of Social Media	Gentleman Kisey Kehtein Hai	The Man Company
	Game Of Thrones- Weaponing Spoilers	Disney+ Hotstar
	Kiska Hoga Thinkistan 2 - #Ideachor	MX Player

Best use of Experiential/ Events	South India's first senior citizen flash mob	Columbia Pacific Communities
	Amazon Smbhav	Amazon India Pvt. Ltd. & Vibgyor Brand service
	Project Streedhan	DSM Pvt. Ltd. & FCIndia Advertising LLP

Best use of Outdoor Advertising	Ready-To-Move-In Homes At Rustomjee Virar	RUSTOMJEE
	The adventure of POOH (Programmatic OOH)	Asian Paints Royale Play & Madison Media
	NAMASTE TRUMP	GOVERNMENT OF GUJARAT & MOVING PIXELS PRIVATE LIMITED
	India Ka Result	BENNETT COLEMAN & CO.LTD.(TIMES NETWORK)

Best Campaign in BFSI	Think Quality. Think Equity. Think Motilal Oswal.	Motilal Oswal Financial Services Limited
	HDFC Bank Ek Festival Aisa Bhi: Make Every Wish Come True	HDFC Bank Ltd. & Vizeum India
	Add An Ad	HDFC Bank & Kinnect

Best Campaign in Health & Wellness Sector	Project Streedhan	DSM Pvt. Ltd. & FCIndia Advertising LLP
	Cipla Breathefree #InhalersHainSahi	Cipla & Schbang Digital Solutions
	'Namaste' - Himalaya Pure Hands	Himalaya Pure Hands & Motivator
	Himalaya Ayurveda Soap Launch	Himalaya Ayurveda Soap & Motivator

Best Campaign in Media & Entertainment	Climate Change - The Global Warning	Sony BBC Earth & Advertising Bureau & Consultants
	Amazon Prime Original Paatal Lok	Amazon Prime Video
	Yuvi retires, Chhada hires- The Office	Disney+ Hotstar

Best Campaign in Fashion, Beauty & Lifestyle	#TaiyaarHokarAaiye	Manyavar-Vedant Fashions Private Limited & Shreyansh Innovations Private limited
	#DulhanWaliFeeling	Mohey-Vedant Fashions Private Limited & Shreyansh Innovations Private limited

Best Campaign in FMCG	LAY'S Gets India Smiling With Smile Deke Dekho	PepsiCo India (LAY'S) & Wunderman Thompson & Mindshare & Edelman India
	Tata Tea Premium Desh Ki Chai	Tata Tea Premium & MullenLowe Lintas Group, India & Wavemaker & Dentsu Impact
	Chupa Chups - Forever Fun (Unlocking the confectionery potential in young adults)	CHUPA CHUPS & Ogilvy and Mather & Grapes Digital

Best Campaign in Retail & E-Commerce	"Flipkart uses audience Intel to set new benchmarks!"	Intel & Flipkart Ads
	Flipkart Big Billion Days (BBD) 2019	Flipkart & Edelman
	Dear man, hold the pan	Wonderchef & Social Beat