

SAMMIE Best Social Media Brands 2019 Winners

Best Social Media Brands - Main

Automobile	Two-Wheeler	TVS NTORQ 125	Digitas India	Silver	
	Four-Wheeler	Jeep India	Digitas India	Gold	
		John Deere	Goldmine Advertising	Silver	
Beauty	Cosmetics	Maybelline New York	Foymoron	Gold	
		Nykaa Cosmetics		Silver	
	Salons	WINK Unisex Salon	echoVME Digital	Silver	
BFSI	Banking	State Bank of India		Gold	
		IndusInd Bank		Silver	
		Bank of Baroda	Goldmine Advertising	Silver	
	Financial Services	Aditya Birla Capital	Foymoron	Gold	
	Insurance	Bajaj Allianz Life Insurance Company Limited		Gold	
		SBI Life Insurance	WATConsult	Silver	
Coco by DHFL Insurance		Sociosquare	Silver		
Consumer Durables	Canon India	RepIndia	Gold		
	Godrej Appliances	WATConsult	Silver		
	Epson India	Langoor	Silver		
Entertainment		Tata Sky	Chimp&z Inc	Gold	
Fashion	Apparel	Fabindia		Gold	
		amanté		Silver	
		No Award			
	Footwear	No Award			
	Accessories	No Award			
FMCG	Food	Tanishq	22Feet Tribal Worldwide	Gold	
		Hershey's	Foymoron	Gold	
	Beverages	Epigamia Yogurt	Rasta	Silver	
	Personal Care	Chandon	Triature	Silver	
Healthcare	Hospital & Services	Bajaj Nomarks	BC Web Wise	Silver	
		No Award			
	Pharma	Practo	Bluebot	Gold	
Hospitality	QSR	Cipla	PHD Media	Gold	
		Novartis	DYellow Elephant	Silver	
	Fine Dine, Bars & Pubs	Barbeque Nation	Clevertize	Gold	
Infrastructure	Hotels	No Award			
	Cement	Wonder Cement	Triature	Silver	
Media	Steel	JSW Steel	RepIndia	Silver	
	Publishers	Women's Web		Silver	
	TV Channels	HBO India	Foymoron	Silver	
	OTTs	ALTBalaji	White Rivers Media	Gold	
	Radio	Voot	Digitas India	Silver	
	Digital	No Award			
	Movies	FilterCopy		Gold	
Retail	Offline	The Timeliners		Silver	
		No Award			
	E-Commerce	Adani Foundation	RepIndia	Silver	
Technology	Computers & IT	Godrej Properties	Netbiz	Silver	
		Kokuyo Camlin	BC Web Wise	Silver	
	Websites	Metro Wholesale	Social Panga	Silver	
Travel	Airlines	Nykaa		Gold	
		NBA India	Monk Media	Gold	
	Services	Dream11	Blink Digital	Silver	
Telecom	Tourism Boards	Sunrisers Hyderabad	Ting	Silver	
		Reliance Jio	Digitas India	Gold	
Corporate Groups	Paints	GoAir	iProspect	Silver	
		Kempegowda International Airport Bengaluru	Social Panga	Silver	
	Ab in Bev	Social Panga	Silver		
Best use of Memes	Instagram	Switzerland Tourism	In Love with Switzerland	iProspect	Gold
		Penguin Random House India		Silver	
Best Social Media Brand – Cause Marketing	Facebook	NIVEA India	#ManyWaysToCare	Digitas India	Silver
		MTV India	The Anti Social Network	Madison	Gold
	Twitter	UltraTech	#BaatGharKi	Infectious Advertising	Silver
Best use of social media to launch a product/service	TikTok	Havells	Pani pe Charcha	Silver	
		Colors	Khatron Ke Khiladi	Madison	Gold
	Content	Diesel & Tata CLiQ Luxury	World's Longest To-Don't List	Digitas India	Silver
Best Use of Social Media Platform	Instagram	Switzerland Tourism	In Love with Switzerland	iProspect	Gold
		Penguin Random House India		Silver	
		NIVEA India	#ManyWaysToCare	Digitas India	Silver
	Facebook	MTV India	The Anti Social Network	Madison	Gold
		UltraTech	#BaatGharKi	Infectious Advertising	Silver
Twitter	Havells	Pani pe Charcha	Silver		
Content	TikTok	Havells	Pani pe Charcha	Silver	
		Amazon Prime Video	Comicstaan	SoCheers & PivotRoots	Gold
	Brand Factory	#MadeForMumbai	Ideatelabs	Silver	

Best Social Media Brands - Campaigns

Best use of Memes	Amazon Prime Video	Mirzapur	SoCheers & PivotRoots	Gold	
	Reliance Jio		Digitas India	Silver	
	Star World	Koffee with Karan	DViO Digital	Silver	
Best Social Media Brand – Cause Marketing	CIPLA	Breathefree	Schbang	Gold	
	SBI Life Insurance	Thanks a Dot	WATConsult	Gold	
	Kotak Mahindra Bank Ltd	#BenchOfUnity	Tonic WorldWide	Silver	
Best use of social media to launch a product/service	Colors	Khatron Ke Khiladi	Madison	Gold	
	Diesel & Tata CLiQ Luxury	World's Longest To-Don't List	Digitas India	Silver	
Best Use of Social Media Platform	Instagram	Switzerland Tourism	In Love with Switzerland	iProspect	Gold
		Penguin Random House India		Silver	
		NIVEA India	#ManyWaysToCare	Digitas India	Silver
	Facebook	MTV India	The Anti Social Network	Madison	Gold
		UltraTech	#BaatGharKi	Infectious Advertising	Silver
	Twitter	Havells	Pani pe Charcha	Silver	
	TikTok	Amazon Prime Video	Comicstaan	SoCheers & PivotRoots	Gold
Content	Girliyapa & Whisper	Meri Life Mere Rules		Gold	
	Brand Factory	#MadeForMumbai	Ideatelabs	Silver	

		Franklin Templeton Investments	The Marathon of Life	Mirum Digital	Silver	
Best use of Branded Content and Creators		TVF	Yeh Meri Family		Gold	
		Franklin Templeton	Reach for Better	The Better India	Gold	
		Amazon Prime Video	Mirzapur	SoCheers & PivotRoots	Silver	
		Realme	Power Your Style	Sociowash	Gold	
Best UGC / Co Creation Strategy		Clean & Clear	#UnbottleApnaSwag	Interactive Avenues	Silver	
		Fabindia	#IndigoGram		Silver	
		Scoopwhoop	#SabKaSabarimala	FCB Ulka	Gold	
Best Social Media Brand - Moment Marketing		ALTBalaji	#GandiiBaatVsLustStories	White Rivers Media	Silver	
		Reliance Jio		Digitas India	Silver	
		Mahindra Truck and Bus		FCB Interface	Gold	
Best Social Media Brand - Occasion Marketing		KFC	Bucket Bae	Blink Digital	Gold	
		Realme	Realme Holi Party	Sociowash	Silver	
		Yes Bank	Safe Banking Asanas	Flying Cursor	Silver	
		Swarovski	#SparklingDiwali	Havas Media	Gold	
Best Use of Content Marketing		TVF	Kota Factory		Gold	
		Emami Fair & Handsome	The Man Code	Havas Media	Silver	
		Godrej Goodknight	Goodknight Stories	Digitas India	Silver	
		Bindass	Girl in the City		Silver	
		NBA India	NBA Level Up	Monk Media	Gold	
Best Use of Digital Data, Analytics and Listening		Tata Motors	FIFA	Havas Media	Silver	
		Yes Bank	Digital Lab	LocoBuzz Solutions	Gold	
Best use of Technology to create a seamless Brand Experience on Social Media		HBO	#TheHuntIsOn	Foxymoron	Silver	
		fbf India		Kinnect	Gold	
Best use of Influencers	Fashion	Fabindia			Silver	
	Travel	American Express India	#AmexLife	Genesis BCW	Silver	
	Food	Barbeque Nation	#JattSetGo	Clevertize	Gold	
	Celebrity	Appy Fizz		Own the Fizz	Digitas India	Gold
		Disney		Stay Fit with Mickey and Minnie		Silver
	Technology	Panasonic Seekit		Sociowash	Gold	
Best Conversational Brand on Social Media		IndiGo			Silver	
		VOOT		Digitas India	Silver	
		fbf India	Jeanoji	Kinnect	Silver	
Best Use of Social Media to generate leads or drive revenues	Fashion and Apparel	Indiabulls Dhani		Madison	Gold	
	BFSI	Canara HSBC Oriental Bank of Commerce Life Insurance			Silver	
	Consumer Electronics	Sennheiser Electronics India	Dare to Disconnect	Genesis BCW	Gold	
	Retail	Pidilite Industries Limited – Fevicryl Hobby Ideas	#FevicrylKalaStars	Schbang	Gold	
Best Use of Video Content		Luminous Power Technologies	Khushiyon Ka Ghar	Autumn Grey	Gold	
		Pregakem	#ParenthoodForAll	Anvis Digital	Gold	
		Jeep	#MyJeepStory	Digitas India	Silver	
		Dolby Laboratories	Ghar Pe Dolby Hai Kya	The Digital Street	Silver	

Best Social Media Brands - Marketing Achievers

Category	Name	Organisation
CMO of the year	Karan Kumar	FabIndia
Marketing director/Marketing head of the year	No Awards	
Digital marketing manager of the year	Gaurav Midha	Tanishq
Social media manager of the year	Smitha Laxminarayan	Kotak Mahindra Pvt Ltd
Brand manager of the year	No Awards	