

BRAND ACTIVATION & PROMOTION ABBY Awards - 2022**RESULTS ARE EMBARGOED TILL END OF AWARD CEREMONY**

Category	Sub Category	Entry ID	Brand	Title / Caption	Agency	Metal
Brand Activation & Promotion	13b: FMCG - Personal Care, Home Care, Healthcare & Others	TAC-10926	Maxx Flash	The Killer Pack	VMLY&R	Silver
Brand Activation & Promotion	13b: FMCG - Personal Care, Home Care, Healthcare & Others	TAC-11205	CaratLane	The Worst Gifter	BBH India	Merit
Brand Activation & Promotion	13c: Consumer Durables - Household and Business Appliances	TAC-11357	adidas	The Unreal Fans of Real Kashmir	Cheil India Private Limited	Merit
Brand Activation & Promotion	13d: Automotive	TAC-12776	Car Dekho	E for Elderly	TLG India Private Limited	Silver
Brand Activation & Promotion	13d: Automotive	TAC-12750	Jeep	Mission One Earth	TLG India Private Limited	Merit
Brand Activation & Promotion	13d: Automotive	TAC-12773	Jeep	Democracy	TLG India Private Limited	Merit
Brand Activation & Promotion	13e: Services	TAC-12762	Spotify	There's a Playlist for that	TLG India Private Limited	Silver
Brand Activation & Promotion	13e: Services	TAC-12728	Acko	Acko - Catch the logo	TLG India Private Limited	Bronze
Brand Activation & Promotion	13e: Services	TAC-12768	Spotify	Beat Of a Billion	TLG India Private Limited	Bronze
Brand Activation & Promotion	13e: Services	TAC-12781	Fortis Hospitals	Honor the Donor	TLG India Private Limited	Bronze

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Brand Activation & Promotion	13f: Retail	TAC-12788	Amazon Seller	Amazon Story Boxes	TLG India Private Limited	Bronze
Brand Activation & Promotion	13f: Retail	TAC-12028	Communiti Brewery	The Micro Newsary	Famous Innovations	Bronze
Brand Activation & Promotion	13g: Corporate, Media, Entertainment & Others	TAC-12513	Radio Zindagi	The Applegram	Famous Innovations	Silver
Brand Activation & Promotion	13g: Corporate, Media, Entertainment & Others	TAC-10814	adidas	The Unreal Fans of Real Kashmir	Cheil India Private Limited	Silver
Brand Activation & Promotion	13g: Corporate, Media, Entertainment & Others	TAC-11285	Samsung	Samsung Goodvibes	Cheil India Private Limited	Bronze
Brand Activation & Promotion	13g: Corporate, Media, Entertainment & Others	TAC-12794	Fortis Hospitals	Honor the Donor	TLG India Private Limited	Bronze
Brand Activation & Promotion	13g: Corporate, Media, Entertainment & Others	TAC-12751	Jeep	Mission One Earth	TLG India Private Limited	Merit
Brand Activation & Promotion	13g: Corporate, Media, Entertainment & Others	TAC-12774	Jeep	Democracy	TLG India Private Limited	Merit
Brand Activation & Promotion	13h: Public Service	TAC-12219	Mumbai Police	The Punishing Signal	FCB Group India	Gold