

BRANDED CONTENT & ENTERTAINMENT ABBY Awards - 2022

RESULTS ARE EMBARGOED TILL END OF AWARD CEREMONY

Category	Sub Category	Entry ID	Brand	Title / Caption	Agency	Metal
Branded Content & Entertainment	15a: Best fictional program, series or film where a client has successfully created a drama, comedy or mini-series around a product or brand including TV, mini-series, web series, cinema, DVD releases and online/digital.	TAC-12656	Winkies	Christmas - Bodo Din, Bodo	Enormous Brands LLP	Gold
Branded Content & Entertainment	15a: Best fictional program, series or film where a client has successfully created a drama, comedy or mini-series around a product or brand including TV, mini-series, web series, cinema, DVD releases and online/digital.	TAC-12840	BYJU'S	Master Ji	Think and Learn Pvt Ltd.	Silver
Branded Content & Entertainment	15a: Best fictional program, series or film where a client has successfully created a drama, comedy or mini-series around a product or brand including TV, mini-series, web series, cinema, DVD releases and online/digital.	TAC-12555	GAIL (INDIA) LTD.	INTERDEPENDENCE (Megh	Handyyman	Silver
Branded Content & Entertainment	15a: Best fictional program, series or film where a client has successfully created a drama, comedy or mini-series around a product or brand including TV, mini-series, web series, cinema, DVD releases and online/digital.	TAC-11539	GAIL (INDIA) LTD.	HAWA BADLE HASSU - WE	Handyyman	Bronze
Branded Content & Entertainment	15a: Best fictional program, series or film where a client has successfully created a drama, comedy or mini-series around a product or brand including TV, mini-series, web series, cinema, DVD releases and online/digital.	TAC-11976	Truecaller	Call Reason	Wirality Media Private Limite	Merit

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Branded Content & Entertainment	15b: Best non-fiction program, series or film where a client has successfully created a reality, documentary or entertainment show around a product(s) or brand(s) including TV, mini-series, web series, cinema, DVD releases and online/digital.	TAC-10516	SAMSUNG	#UncoverTheEpic : Samsung	Cheil India Private Limited	Silver
Branded Content & Entertainment	15b: Best non-fiction program, series or film where a client has successfully created a reality, documentary or entertainment show around a product(s) or brand(s) including TV, mini-series, web series, cinema, DVD releases and online/digital.	TAC-10870	SAMSUNG	#UncoverTheEpic in Chattis	Cheil India Private Limited	Silver
Branded Content & Entertainment	15b: Best non-fiction program, series or film where a client has successfully created a reality, documentary or entertainment show around a product(s) or brand(s) including TV, mini-series, web series, cinema, DVD releases and online/digital.	TAC-11421	Asian Paints	Where the heart is! Season 4	Madison Media	Bronze
Branded Content & Entertainment	15b: Best non-fiction program, series or film where a client has successfully created a reality, documentary or entertainment show around a product(s) or brand(s) including TV, mini-series, web series, cinema, DVD releases and online/digital.	TAC-10868	SAMSUNG	#UncoverTheEpic in Shark I	Cheil India Private Limited	Bronze
Branded Content & Entertainment	15b: Best non-fiction program, series or film where a client has successfully created a reality, documentary or entertainment show around a product(s) or brand(s) including TV, mini-series, web series, cinema, DVD releases and online/digital.	TAC-12520	Boost	Boost Stamina Meter - A new	Mindshare	Merit

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Branded Content & Entertainment	15b: Best non-fiction program, series or film where a client has successfully created a reality, documentary or entertainment show around a product(s) or brand(s) including TV, mini-series, web series, cinema, DVD releases and online/digital.	TAC-11981	Truecaller	Jam The Scam	Wirality Media Private Limited	Merit
Branded Content & Entertainment	15c: Best brand or product integration into a feature film, existing TV show and/or series including TV, mini-series, web series, cinema, DVD releases and online/digital.	TAC-11423	Asian Paints	#DealersAddColors	Madison Media	Bronze
Branded Content & Entertainment	15c: Best brand or product integration into a feature film, existing TV show and/or series including TV, mini-series, web series, cinema, DVD releases and online/digital.	TAC-11424	Asian Paints Ace and TE Shyne	Bhabhiji Kare Shyne	Madison Media	Merit
Branded Content & Entertainment	15d: Best use or integration of experiential events, Creative positioning of a brand using events, festivals, flash mobs, installations, etc.	TAC-12419	Brooke Bond Red Label	Apno Ko Apnaao	Mindshare	Gold
Branded Content & Entertainment	15d: Best use or integration of experiential events, Creative positioning of a brand using events, festivals, flash mobs, installations, etc.	TAC-11369	adidas	The Unreal Fans of Real Kas	Cheil India Private Limited	Silver
Branded Content & Entertainment	15d: Best use or integration of experiential events, Creative positioning of a brand using events, festivals, flash mobs, installations, etc.	TAC-10053	Michelin India Pvt Ltd	Michelin - For Those Who D	Tribes Communications	Silver
Branded Content & Entertainment	15d: Best use or integration of experiential events, Creative positioning of a brand using events, festivals, flash mobs, installations, etc.	TAC-10670	Netflix India	Netflix and BMC presents Mc	The Glitch	Bronze

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Branded Content & Entertainment	15d: Best use or integration of experiential events, Creative positioning of a brand using events, festivals, flash mobs, installations, etc.	TAC-11337	Skechers	GORun 7 - Beat My Speed C	Signpost India	Bronze
Branded Content & Entertainment	15d: Best use or integration of experiential events, Creative positioning of a brand using events, festivals, flash mobs, installations, etc.	TAC-11382	NBA	NBA in my Backyard (Gatew	Tribes Communications	Bronze
Branded Content & Entertainment	15e: Best use of integration of user generated content.	TAC-12230	MUMBAI POLICE	The Punishing Signal	FCB Group India	Silver
Branded Content & Entertainment	15e: Best use of integration of user generated content.	TAC-10679	MTV	MTV Hussle - Fill in the raps	Madison Media	Bronze
Branded Content & Entertainment	15e: Best use of integration of user generated content.	TAC-11152	Amazon Prime Video India	#MemeTheFamilyMan	SoCheers	Bronze
Branded Content & Entertainment	15e: Best use of integration of user generated content.	TAC-11239	Samsung Smartphones	India Ready Action	Cheil India Private Limited	Bronze
Branded Content & Entertainment	15f: Best use or integration of music Including music in original branded content, brand integration into music distribution or promotion, the creation of a music-based program or platform.	TAC-12342	GILLETTE INDIA	SHAVING STEREOTYPES -	GREY Group	Gold
Branded Content & Entertainment	15f: Best use or integration of music Including music in original branded content, brand integration into music distribution or promotion, the creation of a music-based program or platform.	TAC-12657	Winkies	Christmas - Bodo Din, Bodo	Enormous Brands LLP	Silver

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Branded Content & Entertainment	15f: Best use or integration of music Including music in original branded content, brand integration into music distribution or promotion, the creation of a music-based program or platform.	TAC-12763	Spotify	Beat Of a Billion	TLG India Private Limited	Bronze
Branded Content & Entertainment	15f: Best use or integration of music Including music in original branded content, brand integration into music distribution or promotion, the creation of a music-based program or platform.	TAC-10653	Netflix India	Money Heist - Anthem	Creative Land Asia	Bronze
Branded Content & Entertainment	15f: Best use or integration of music Including music in original branded content, brand integration into music distribution or promotion, the creation of a music-based program or platform.	TAC-11826	GILLETTE INDIA	GILLETTE SKINGUARD - I F	GREY Group	Merit
Branded Content & Entertainment	15f: Best use or integration of music Including music in original branded content, brand integration into music distribution or promotion, the creation of a music-based program or platform.	TAC-12724	HDFC BANK	Mooh Band Rakho - fraud a	TLG India Private Limited	Merit
Branded Content & Entertainment	15g: Best use or integration of offline media such as print, out of home, etc.	TAC-12231	MUMBAI POLICE	The Punishing Signal	FCB Group India	Gold
Branded Content & Entertainment	15g: Best use or integration of offline media such as print, out of home, etc.	TAC-10696	SAMSUNG	The First Ever Cover Photo	Cheil India Private Limited	Silver
Branded Content & Entertainment	15g: Best use or integration of offline media such as print, out of home, etc.	TAC-10054	Michelin India Pvt Ltd	Michelin - For Those Who D	Tribes Communications	Bronze
Branded Content & Entertainment	15g: Best use or integration of offline media such as print, out of home, etc.	TAC-10012	Honda Motorcycle and Scooter India	Honda - Vighna Free Visarja	Tribes Communications	Merit

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Branded Content & Entertainment	15h: Best integrated entertainment content campaign which uses more than 2 media.	TAC-11862	GILLETTE INDIA	SHAVING STEREOTYPES -	GREY Group	Silver
Branded Content & Entertainment	15h: Best integrated entertainment content campaign which uses more than 2 media.	TAC-10517	SAMSUNG	#UnfoldYourWorld	Cheil India Private Limited	Bronze
Branded Content & Entertainment	15h: Best integrated entertainment content campaign which uses more than 2 media.	TAC-11241	Samsung Smartphones	India Ready Action	Cheil India Private Limited	Bronze