

**Media ABBY Awards - 2022**

**RESULTS ARE EMBARGOED TILL END OF AWARD CEREMONY**

Category	Sub Category	Entry ID	Title	Brand	Agency	Metal
A. USE OF MEDIA	01. Innovative Use of Audio Visual	1100	Swag Se Solo	Pepsi	Mindshare	Gold
A. USE OF MEDIA	01. Innovative Use of Audio Visual	140	Amul's TRP-shattering rendezvous with a nostalgic Ravana and the epic Kauravas	GCMMF (Amul)	Lodestar UM	Gold
A. USE OF MEDIA	01. Innovative Use of Audio Visual	1115	SKODA " 3D MAPPING AT HIGHEST PEAK, ROHTANG PASS	SKODA	Omnicom Media Group India	Silver
A. USE OF MEDIA	01. Innovative Use of Audio Visual	155	SaffolaLife - Heart Ka Exam	SaffolaLife	Madison	Silver
A. USE OF MEDIA	01. Innovative Use of Audio Visual	1103	OTT Live on TV: BiggBossNonStop Roadblock	Dinsey+Hotstar	Mindshare	Silver
A. USE OF MEDIA	01. Innovative Use of Audio Visual	178	India Ko ROKO	Star Sports	Mindshare	Bronze
A. USE OF MEDIA	01. Innovative Use of Audio Visual	1102	MPL #FanBannJaaoge	MPL Sports Foundation	Initiative Media India Pvt. Ltd.	Bronze
A. USE OF MEDIA	01. Innovative Use of Audio Visual	1188	Johnson's Baby - Precision on TV	Johnson's Baby	Lodestar UM	Bronze
A. USE OF MEDIA	01. Innovative Use of Audio Visual	146	Where there is bonding, there is a coca-cola	Coca-Cola	Mediacom	Bronze
A. USE OF MEDIA	01. Innovative Use of Audio Visual	1199	Unacademy #LetsCrackIt " Launch campaign	Unacademy	Initiative Media India Pvt. Ltd.	Bronze
A. USE OF MEDIA	02. Innovative Use of Print	214	Poke for a Cause	SaffolaLife	Madison	Gold
A. USE OF MEDIA	02. Innovative Use of Print	243	Stop The Beauty Test	Dove	Mindshare	Gold
A. USE OF MEDIA	02. Innovative Use of Print	210	My Bappa My Makhar	Sakal Media Group	Setu Advertising Pvt. Ltd.	Silver
A. USE OF MEDIA	02. Innovative Use of Print	233	AMUL's VERTICAL UPSHOT TO DRIVE SCALE AND ROI THROUGH AN OFF-BEAT PRINT SOLUTION	GCMMF (Amul)	Lodestar UM	Silver
A. USE OF MEDIA	02. Innovative Use of Print	223	SCAM that SHOOK the Nation TWICE!	SonyLIV	mSix&Partners	Bronze
A. USE OF MEDIA	02. Innovative Use of Print	228	Fragrantly Yours : HAPPY BATHROOMS	AER	Madison	Bronze

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A. USE OF MEDIA	03. Innovative Use of Activation	347	The Punishing Signal	Mumbai Police	Lodestar UM	Gold
A. USE OF MEDIA	03. Innovative Use of Activation	372	SKODA "3D MAPPING AT HIGHEST PEAK, ROHTANG PASS	SKODA	Omnicom Media Group India	Silver
A. USE OF MEDIA	03. Innovative Use of Activation	319	INDIA's BIGGEST DRONE SHOW	OPPO	Madison	Bronze
A. USE OF MEDIA	03. Innovative Use of Activation	3102	D2C	HUL	Mindshare	Bronze
A. USE OF MEDIA	04. Innovative Use of Out of Home	430	The Punishing Signal	Mumbai Police	Lodestar UM	Gold/ Grand Prix
A. USE OF MEDIA	04. Innovative Use of Out of Home	438	SKODA ROOH " Where tech meets reality	SKODA	Omnicom Media Group India	Silver
A. USE OF MEDIA	04. Innovative Use of Out of Home	407	Baapu Reminder	Tata Salt	Madison	Bronze
A. USE OF MEDIA	04. Innovative Use of Out of Home	419	Take the Uttarakhand Pause...	Uttarakhand Tourism	Signpost India	Bronze
A. USE OF MEDIA	04. Innovative Use of Out of Home	456	Hellmann's Express comes to Kolkata	Hellman's Mayonnaise	Mindshare	Bronze
A. USE OF MEDIA	05. Innovative Use of Cinema	518	Dettol's promise of safety in PVR to regain consumer trust	Dettol	DentsuX	Bronze
A. USE OF MEDIA	05. Innovative Use of Cinema	504	Honda - Its a Silent Start	Honda Motorcycle and Scooter India	Tribes Communication Pvt. Ltd.	Bronze
A. USE OF MEDIA	06. Innovative Use of Radio	618	How Radio City became Haunted City	Amazon Prime Video	Initiative Media India Pvt. Ltd.	Gold
A. USE OF MEDIA	06. Innovative Use of Radio	614	Leveraging Radio to Drive Fan Rivalry - Indian Super League	Star Sports	Mindshare	Gold
A. USE OF MEDIA	06. Innovative Use of Radio	602	Chamakdar Kisse	Asian Paints Ace Te Shyne	Madison	Silver
A. USE OF MEDIA	06. Innovative Use of Radio	615	Gala - 'WHY JUST CLEAN HOME'	Freudenberg Gala	Initiative Media India Pvt. Ltd.	Bronze
A. USE OF MEDIA	07. Innovative Use of Branded Content - Integration	7110	KUSHIYON KI SHURUVAAT, INDIA KE TYOHAR KE SATH	Amazon.in	Initiative Media India Pvt. Ltd.	Gold
A. USE OF MEDIA	07. Innovative Use of Branded Content - Integration	716	#DealersAddColor	Asian Paints	Madison	Silver

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A. USE OF MEDIA	07. Innovative Use of Branded Content - Integration	798	Zyada gyaan nahi baata; seedhe-simple idea se bhaukaal machaa daala	Amazon Prime Video	Initiative Media India Pvt. Ltd.	Silver
A. USE OF MEDIA	07. Innovative Use of Branded Content - Integration	782	MPL #FanBannJaaoge	MPL Sports Foundation	Initiative Media India Pvt. Ltd.	Silver
A. USE OF MEDIA	07. Innovative Use of Branded Content - Integration	7103	Black Lady Mera Naam, Har Pal Fashionable Rehna Mera Kaam	Amazon Fashion	Initiative Media India Pvt. Ltd.	Bronze
A. USE OF MEDIA	07. Innovative Use of Branded Content - Integration	768	Add An Ad 3.0	HDFC Bank	Kinnect	Bronze
A. USE OF MEDIA	07. Innovative Use of Branded Content - Integration	799	Lenskart Brand Integration	Lenskart	Starcom India	Bronze
A. USE OF MEDIA	08. Innovative Use of Branded Content - Creation	834	Mirzapur Season 2 - Purvanchal Ke Samachar	Amazon Prime Video India	SoCheers	Gold
A. USE OF MEDIA	08. Innovative Use of Branded Content - Creation	875	WTHI S4 - Building Authenticity into Celebrity Influencers	Asian Paints	Madison	Silver
A. USE OF MEDIA	08. Innovative Use of Branded Content - Creation	872	SKODA ASMR“ Sound of Peace guaranteed!	SKODA	Omnicom Media Group India	Bronze
A. USE OF MEDIA	08. Innovative Use of Branded Content - Creation	871	SKODA Sonic Roots	SKODA	Omnicom Media Group India	Bronze
A. USE OF MEDIA	09. Innovative Use of Digital Search	918	Did You Mean Loctite Quick?	Asian Paints Loctite Quick	Madison	Silver
A. USE OF MEDIA	09. Innovative Use of Digital Search	930	Building Dealer Sales by leveraging “near me” Search	Asian Paints Royale Teflon	Madison	Bronze
A. USE OF MEDIA	10. Innovative Use of Social Media	1085	Pepsi Money Heist	Pepsi	Mindshare	Gold
A. USE OF MEDIA	10. Innovative Use of Social Media	10148	UPI Chalega “ Building the world's largest digital payments ecosystem	National Payments Corporation of India	Fulcro	Silver

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A. USE OF MEDIA	10. Innovative Use of Social Media	10151	Bud for Good	Budweiser	Starcom India	Silver
A. USE OF MEDIA	10. Innovative Use of Social Media	1047	The Family Man Job Hunt	Amazon Prime Video India	SoCheers	Bronze
A. USE OF MEDIA	11. Innovative Use of Digital Display	1107	The Invincible Drunk Driver Challenge Display campaign	Kotak General Insurance	Fulcro	Gold
A. USE OF MEDIA	11. Innovative Use of Digital Display	1168	Disinfection Alert System	Domex	Mindshare	Silver
A. USE OF MEDIA	11. Innovative Use of Digital Display	1147	Content ko Jode instant rakhe permanent	Asian Paints Loctite Quick	Madison	Bronze
A. USE OF MEDIA	12. Innovative Use of Mobile	1205	Cinderella AR Campaign	Amazon Prime Video	Schbang	Gold
A. USE OF MEDIA	12. Innovative Use of Mobile	1293	Wheel Ghar Se Career	Active Wheel	Mindshare	Silver
A. USE OF MEDIA	12. Innovative Use of Mobile	1244	Screen ka Pehredar	Asian Paints Viroprotek	Madison	Bronze
A. USE OF MEDIA	12. Innovative Use of Mobile	1282	What's In A Cup of Horlicks	Horlicks	Mindshare	Bronze
A. USE OF MEDIA	12. Innovative Use of Mobile	1272	Disinfection Alert System	Domex	Mindshare	Bronze
A. USE OF MEDIA	13. Innovative Use of Ecommerce	1310	Night Sale	Asian Paints Royale Health Shield	Madison	Bronze
A. USE OF MEDIA	14. Innovative Use of Gaming	1424	The Invincible Drunk Driver Challenge Mobile Game	Kotak General Insurance	Fulcro	Gold
A. USE OF MEDIA	14. Innovative Use of Gaming	1423	What's In A Cup of Horlicks	Horlicks	Mindshare	Silver
A. USE OF MEDIA	14. Innovative Use of Gaming	1412	Intel & StreamOa€™™s Gamer Day campaign creates new codes of engagement & communication with GenZ gaming audiences	INTEL INDIA	Carat India	Bronze
A. USE OF MEDIA	15. Innovative Use of Integrated Media	1593	Stop The Beauty Test	Dove	Mindshare	Gold
A. USE OF MEDIA	15. Innovative Use of Integrated Media	15124	World's largest COVID campaign	Lifebuoy	Mindshare	Gold

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A. USE OF MEDIA	15. Innovative Use of Integrated Media	1571	Pepsi Money Heist	Pepsi	Mindshare	Gold
A. USE OF MEDIA	15. Innovative Use of Integrated Media	15132	UPI Chalega " Building the world's largest digital payments ecosystem	National Payments Corporation of India	Fulcro	Silver
A. USE OF MEDIA	15. Innovative Use of Integrated Media	15100	Bringing colors back in West Bengal	Sunlight	Mindshare	Silver
A. USE OF MEDIA	15. Innovative Use of Integrated Media	1531	Aashirvaad Multigrain Atta-Happy Tummy full funnel Media campaign	Aashirvaad Multigrain Atta	Wavemaker	Silver
A. USE OF MEDIA	15. Innovative Use of Integrated Media	1545	Azadi Mubarak Initiative	Friends Adult Diapers	Madison	Bronze
B. SPECIALIST CATEGORIES	16. Cause Marketing	1611	Lost Votes	The Times of India	Bennett Coleman and Company Limited	Gold
B. SPECIALIST CATEGORIES	16. Cause Marketing	1685	Bud for Good	Budweiser	Starcom India	Silver
B. SPECIALIST CATEGORIES	16. Cause Marketing	1639	The Punishing Signal	Mumbai Police	Lodestar UM	Bronze
B. SPECIALIST CATEGORIES	16. Cause Marketing	1615	Muskaan	Himalaya Lip Care	Motivator	Bronze
B. SPECIALIST CATEGORIES	16. Cause Marketing	1610	Bhaari Basta	Dainik Jagran-inext	Dainik Jagran Inext	Bronze
B. SPECIALIST CATEGORIES	17. Innovative Use of Data & Analytics	1754	Benadryl - "Compass" powering Marketing Promotion to drive Market share Growth	BENADRYL	Lodestar UM	Gold
B. SPECIALIST CATEGORIES	17. Innovative Use of Data & Analytics	1732	Decoding the Post NTO World to Revive & Drive Growth	Star Distribution Marketing	Mindshare	Gold
B. SPECIALIST CATEGORIES	17. Innovative Use of Data & Analytics	1753	Johnson's Baby - Using data and analytics to create and implement High Value Audiences	Johnson's Baby	Lodestar UM	Silver
B. SPECIALIST CATEGORIES	17. Innovative Use of Data & Analytics	1737	How Cultural Analytics is helping win the Online Matrimony War	Jeevansathi.com	Initiative Media India Pvt. Ltd.	Silver
B. SPECIALIST CATEGORIES	17. Innovative Use of Data & Analytics	1739	Boost Stamina Meter - A new currency in town !!!	Boost	Mindshare	Bronze

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B. SPECIALIST CATEGORIES	17. Innovative Use of Data & Analytics	1735	CALIBERATING CREATIVE FATIGUE IN ABSENCE OF GRPS PUBLISHED BY BARC FOR NEWS GENRE	NortonLifeLock	Havas Media India Pvt. Ltd.	Bronze
B. SPECIALIST CATEGORIES	18. Innovative Use of Emerging Technology	1847	INDIA's BIGGEST DRONE SHOW	OPPO	Madison	Gold
B. SPECIALIST CATEGORIES	18. Innovative Use of Emerging Technology	1801	Michelin - For Those Who Drive The Change	Michelin India Pvt Ltd	Tribes Communication Pvt. Ltd.	Silver
B. SPECIALIST CATEGORIES	18. Innovative Use of Emerging Technology	1828	Google Search Voice - Bolne Se Sab Hoga	Google Search	Essence India	Bronze
C. SOUTH ASIA CATEGORY (EXCLUDING INDIA): SPECIAL AWARD	19. Innovative Use of Integrated Media	1925	Kache Ashar Golpo - Stories of Coming Close	Close Up	Mindshare Bangladesh	Gold
C. SOUTH ASIA CATEGORY (EXCLUDING INDIA): SPECIAL AWARD	19. Innovative Use of Integrated Media	1904	Ek Joge Ek Shathe	Grameenphone	Asiatic Mindshare Limited	Silver
C. SOUTH ASIA CATEGORY (EXCLUDING INDIA): SPECIAL AWARD	19. Innovative Use of Integrated Media	1929	Surprisingly Bata	BATA	Mindshare Bangladesh	Silver
C. SOUTH ASIA CATEGORY (EXCLUDING INDIA): SPECIAL AWARD	19. Innovative Use of Integrated Media	1903	Sign Language	Grameenphone	Asiatic Mindshare Limited	Silver
C. SOUTH ASIA CATEGORY (EXCLUDING INDIA): SPECIAL AWARD	19. Innovative Use of Integrated Media	1926	Rin Pack Relaunch	Rin	Mindshare Bangladesh	Bronze
C. SOUTH ASIA CATEGORY (EXCLUDING INDIA): SPECIAL AWARD	19. Innovative Use of Integrated Media	1928	TRESemme FASHION WEEK 2020	TRESemme	Mindshare Bangladesh	Bronze