

EFFIE 2016 RESULTS

1. Consumer Products : - Cosmetics and toiletries, personal hygiene.

Sr. No.	Agency Name	Brand Name	Campaign Title	Client Name	G/S/B/F
1	DDB Mudra Group Contributing Agency1: Culture Machine Contributing Agency2: Tinkle Comics	Stayfree	It's Just My Period	Johnson & Johnson Limited	GOLD
2	Contract Advertising (India) Pvt. Ltd.	Durex	When India played D20	Reckitt Benckiser India	SILVER
3	McCann Worldgroup India	Odomos	How Odomos made itself a part of School Uniform	Dabur India Limited	SILVER
4	MullenLowe Lintas Group, India Contributing Agency1: MullenLowe Singapore Contributing Agency2: MullenLowe SSP3	Lifebuoy	Future Child	Hindustan Unilever Limited	BRONZE
5	McCann Worldgroup India	DETTOL	Selling hygiene sans fear	Reckitt Benckiser India	BRONZE
6	McCann Worldgroup India	DETTOL	When Dettol became a Ritual	Reckitt Benckiser India	FINALIST
7	MullenLowe Lintas Group, India	Fair & Lovely	Ki and Ka. Equal Equal	Hindustan Unilever Limited	FINALIST
8	Ogilvy & Mather Group, India	Dabur Red Paste	Change your Toothpaste	Dabur India Limited	FINALIST
9	Publicis Communications Pvt. Ltd. Contributing Agency1: The Glitch	Lakmé	#SoWeightless	Hindustan Unilever Limited	FINALIST
10	McCann Worldgroup India	Parachute Advansed	#KhulKeKheloHoli	Marico Limited	FINALIST
11	DDB Mudra Group Contributing Agency1: Red Reel Productions Contributing Agency2: Reward Port Contributing Agency3: Design 24x7 (Product Label Design) Contributing Agency4: CTRL M (POS agency)	Clean & Clear Morning Energy	A Fun Facewash That Busts Dull Skin and Dull Spirits	Johnson & Johnson Limited	FINALIST
12	DDB Mudra Group	LIVON HAIR GAIN	THE MESSENGER IS THE MESSAGE	Marico Limited	FINALIST

2. Consumer Products : - Beverages and drinks.

Sr. No.	Agency Name	Brand Name	Campaign Title	Client Name	G/S/B/F
1	Mindshare	Brooke Bond Red Label	The 6 Pack Band	Hindustan Unilever Limited	GOLD
2	Fisheye Creative Solutions Pvt. Ltd.	TE-A-ME	Trumping Donald	Madhu Jayanti International Ltd.	SILVER
3	JWT	Pepsi	Jaisa Mood Waisi Pepsi - a tale of talking bottles	PepsiCo India Holdings Pvt. Ltd.	BRONZE
4	Ogilvy & Mather Group, India	Bournvita Badam Booster	Learning matters	Mondelez India Foods Ltd.	BRONZE
5	McCann Worldgroup India	Nescafe Mornings	Delivering Coffee without the Cup	Nestle India Ltd.	BRONZE
6	JWT	Mountain Dew	From Fear of Jumping to Fear of Anonymity - How Mountain Dew Built a Lighthouse Brand by Adapting to a Changing India	PepsiCo India Holdings Pvt. Ltd.	FINALIST
7	McCann Worldgroup India	COCA-COLA	GETTING COCA-COLA THE LICENSE TO SERVE	Coca-Cola India Pvt. Ltd.	FINALIST
8	JWT	Pepsi	Pepsi Thi Pi Gaya -How Pepsi went on Hunger Strike to Bring Back the Magic of Cola	PepsiCo India Holdings Pvt. Ltd.	FINALIST

3. Consumer Products : - Confectionary and food.

Sr. No.	Agency Name	Brand Name	Campaign Title	Client Name	G/S/B/F
1	McCann Worldgroup India	NESTLE INDIA	HOW MAGGI WON BACK INDIAN MOM'S TRUST	Nestle India Ltd.	GOLD
2	JWT Contributing Agency1: Mindshare India Contributing Agency2: GLITCH ADVERTISING PVT. LTD.	Kurkure	Kurkure: A Spicy Challenger to festive 'Meethapan'	PepsiCo India Holdings Pvt. Ltd.	SILVER
3	McCann Worldgroup India	Maggi	Bringing Maggi Back to Shelves	Nestle India Ltd.	SILVER
4	Foolish	India Gate Basmati Rice	Aged Rice	India Gate Basmati Rice	BRONZE
5	Ogilvy & Mather Group, India	Cadbury 5star	Good in Getting Lost (Kho Jaane ke Fayde)	Mondelez India Foods Ltd.	FINALIST
6	McCann Worldgroup India	Alpenliebe	How a tooth fairy helped Alpenliebe with a 100% price hike	Perfetti Van Melle India Pvt. Ltd.	FINALIST
7	McCann Worldgroup India	Maggi	#WeMissYouToo - Managing a crisis in a hyper-connected world	Nestle India Ltd.	FINALIST
8	McCann Worldgroup India	Perfetti Juzt Jelly	How to sell candy at a 5000% price hike	Perfetti Van Melle India Pvt. Ltd.	FINALIST
9	The Leo Group India	McDonald's	Thoda Time Aur	Hardcastle Restaurants Pvt. Ltd.	FINALIST
10	McCann Worldgroup India	Saffola Active	When a cardiologist turned into a fitness buddy	Marico Limited	FINALIST
11	Ogilvy & Mather Group, India	KFC	Unlikely Friendship Helps KFC Win	Yum Restaurants Marketing Pvt. Ltd.	FINALIST
12	Ogilvy & Mather Group, India	Cadbury Dairy Milk Silk Bubbly	Silk, now bubbled up for Joy	Mondelez India Foods Ltd.	FINALIST
13	DDB Mudra Group	McVitie's	TAKING A BITE OUT OF THE LEADER	United Biscuits Pvt. Ltd.	FINALIST
14	MullenLowe Lintas Group, India	Dabur Honey	Putting Faith Back In Science	Dabur India Limited	FINALIST

4. Consumer Products : - Others

Sr. No.	Agency Name	Brand Name	Campaign Title	Client Name	G/S/B/F
1	BBDO India Pvt. Ltd. Primary Agency2: Red Ice Films	Ariel Matic	Dads #ShareTheLoad	Procter & Gamble India	GOLD
2	MullenLowe Lintas Group, India	Surf Excel	Madad Ek Ibadat	Hindustan Unilever Limited	SILVER
3	MullenLowe Lintas Group, India	Kala HIT	Kone Mein Hai Danger	Godrej Consumer Products Ltd.	SILVER
4	Famous Innovations	Raymond Ltd.	When Craft Met Science	Raymond Limited	BRONZE
5	JWT	Good Knight	Subah Bolo Good Knight	Godrej Consumer Products Ltd.	BRONZE
6	MullenLowe Lintas Group, India	Lal HIT	Cockroaches are not just creepy	Godrej Consumer Products Ltd.	FINALIST

5. Consumer Durables : - Automobiles and auto parts, two wheelers and auto related.

Sr. No.	Agency Name	Brand Name	Campaign Title	Client Name	G/S/B/F
1	The Leo Group India	Bajaj Motorcycles	The Nation's Bike	Bajaj Auto Limited	GOLD
2	Contract Advertising (India) Pvt. Ltd.	Droom.in	Making used feel like new	Droom Technology Pvt. Ltd.	SILVER
3	MullenLowe Lintas Group, India	Bajaj Avenger	Brotherhood	Bajaj Auto Limited	BRONZE
4	Rediffusion Dentsu Young & Rubicam Pvt. Ltd. Contributing Agency1: TCI Foundation	Tata Motors CVBU	Use Dipper At Night	Tata Motors Limited	FINALIST

5	Rediffusion Dentsu Young & Rubicam Pvt. Ltd. Contributing Agency1: Wallace Sports and Research Centre Contributing Agency2: Cube Design Contributing Agency3: The Innuendo Communications	Tata Prima	T-1 Prima Racer Programme	TATA Motors Limited	FINALIST
6	DDB Mudra Group	Volkswagen Ameo	Volkswagen India's Coming of Age Story	Volkswagen Groups Sales India Pvt. Ltd.	FINALIST
7	DDB Mudra Group	Volkswagen Beetle	The Return of the Love Bug	Volkswagen Groups Sales India Pvt. Ltd.	FINALIST

6. Consumer Durables : - Electronic goods.

Sr. No.	Agency Name	Brand Name	Campaign Title	Client Name	G/S/B/F
1	Ogilvy & Mather Group, India	Amazon Kindle	Because Reading Should Never Stop	Amazon Seller Services	SILVER
2	Ogilvy & Mather Group, India	Voltas Air Conditioners	Voltas All Star AC	Voltas Ltd.	FINALIST
3	BBH Communications India Pvt. Ltd. Contributing Agency1: Avian Media, India Contributing Agency2: Isobar, India	Philips Air Purifiers	Bringing air pollution closer to people's lives.	Philips India Pvt. Ltd.	FINALIST
4	Cheil India	Samsung S7/S7 Edge	WHO MOVED MY APPLE? When Samsung flagship toppled the 'certified cult brand' to lead premium phones market in India!	Samsung India Electronics Pvt. Ltd.	FINALIST
5	Cheil India	Samsung J series	J hai Asli 4G	Samsung India Electronics Pvt. Ltd.	FINALIST

7. Consumer Durables : - Others

Sr. No.	Agency Name	Brand Name	Campaign Title	Client Name	G/S/B/F
1	Publicis Communications Pvt. Ltd.	Ambuja Cement	If it's good for a giant, it's good for me	Ambuja Cements Limited	GOLD
2	MullenLowe Lintas Group, India Contributing Agency1: 22feet Tribal Worldwide	Tanishq	The Same Old Diwali	Tanishq	SILVER
3	Law & Kenneth Saatchi & Saatchi	Pepperfry.com	KUCH BADAL KE DEKHIYE	Pepperfry.Com TrendSutra Platform Pvt. Ltd.	BRONZE
4	Law & Kenneth Saatchi & Saatchi	Pepperfry.com	FIGHTING A FRIEND - THE CARPENTER	Pepperfry.Com TrendSutra Platform Pvt. Ltd.	FINALIST
5	Publicis Communications Pvt. Ltd.	NEROLAC	The tale of how Dr. Ghansham Das becomes Ghansu.	Kansai Nerolac Paints Ltd.	FINALIST
6	DDB Mudra Group	CenturyPly	Pest Poet's Society	Century Plyboards (I) Ltd.	FINALIST

8. Services : - Telecom and related products.

Sr. No.	Agency Name	Brand Name	Campaign Title	Client Name	G/S/B/F
1	Ogilvy & Mather Group, India	Vodafone India Limited	Winning the 4G race without 4G	Vodafone India Limited	GOLD

2	Taproot Dentsu India Communication Pvt. Ltd. Contributing Agency1: Milestone Brandcom Private Limited Contributing Agency2: Tekzenit	Bharti Airtel	India's First Open Network	Bharti Airtel Ltd.	SILVER
3	MullenLowe Lintas Group, India	Hike	Sure Winner	Hike Limited	BRONZE
4	Ogilvy & Mather Group, India	Vodafone Business Services	The Next-Gen is Ready.	Vodafone Business Services	FINALIST

9. Services : - Financial Services.

Sr. No.	Agency Name	Brand Name	Campaign Title	Client Name	G/S/B/F
1	The Leo Group India	HDFC Life	HDFC Life Memories For Life	HDFC Standard Life Insurance Co. Ltd.	SILVER
2	MullenLowe Lintas Group, India	Freecharge	Lo Do Khatam Karo	Accelyst Solutions Pvt. Ltd.	BRONZE
3	MullenLowe Lintas Group, India Contributing Agency1: Indigo Consulting	Axis Bank	Business Banking App	Axis Bank Limited	BRONZE
4	McCann Worldgroup India	IDFC	IDFC: Banking Nibhao	IDFC	BRONZE
5	McCann Worldgroup India	Paytm	Creating a new Currency for a nation that cannot live without its Cash.	One97 Communication Limited	FINALIST
6	Contract Advertising (India) Pvt. Ltd.	UTI	How a 50 year old brand spoke the language of the youth	UTI AMC	FINALIST
7	Taproot Dentsu India Communication Pvt. Ltd. Contributing Agency1: Mindshare India Pvt Ltd	Aditya Birla Home Loans	Know your True Worth	Aditya Birla Financial Services Pvt. Ltd.	FINALIST
8	MullenLowe Lintas Group, India Contributing Agency1: Milestone Brandcom Contributing Agency2: Flying Cursor Contributing Agency3: Indigo Consulting Contributing Agency4: SMG	Axis Bank	Forex Card	Axis Bank Limited	FINALIST
9	Ogilvy & Mather Group, India	Franklin Templeton Mutual Fund	The Good EMI	Franklin Templeton Mutual Fund	FINALIST

10. Services : - Media & Entertainment.

Sr. No.	Agency Name	Brand Name	Campaign Title	Client Name	G/S/B/F
1	MullenLowe Lintas Group, India	YouTube	Smart Offline	Google India Pvt. Ltd.	SILVER
2	MullenLowe Lintas Group, India	Byjus	Revolutionizing The Way Young India Learns	Think & Learn Pvt. Ltd.	BRONZE
3	DDB Mudra Group	Sony Max - IPL	A good name for a Gentleman's game	Sony Pictures Networks India Pvt. Ltd.	BRONZE
4	Ogilvy & Mather Group, India	Tata Sky Limited	Anti-Cable Campaign (All India)	Tata Sky Limited	BRONZE
5	Ogilvy & Mather Group, India	Tata Sky Limited	IPL - Love Campaign	Tata Sky Limited	FINALIST
6	MullenLowe Lintas Group, India	hotstar	Digital Dildaar	Novi Digital Entertainment Private Limited	FINALIST
7	DDB Mudra Group Contributing Agency1: Adfactors PR Pvt. Ltd.	PREMIER FUTSAL	FROM ANONYMOUS CALL TO EPONYMOUS GLORY	Premier Futsal Management (P) Limited	FINALIST

11. Services : - Others

Sr. No.	Agency Name	Brand Name	Campaign Title	Client Name	G/S/B/F
1	McCann Worldgroup India	Bill & Melinda Gates Foundation	Breaking India's dirty habit of open defecation	Bill & Melinda Gates Foundation (Supported by Ministry of Urban Development)	GOLD
2	Ogilvy & Mather Group, India	Department of Tourism, Government of Rajasthan	Jaane kya dikh jaye (You haven't seen it all)	Department of Tourism, Government of Rajasthan	SILVER
3	MullenLowe Lintas Group, India	Google	Moving Stills	Google India Pvt. Ltd.	SILVER
4	Ogilvy & Mather Group, India	Asian Paints Colour Academy	Saroj, The Leader	Asian Paints Ltd.	SILVER
5	JWT Contributing Agency1: Initiative Media (India) Private Limited	Jeevansathi.com	Be Found	Info Edge (India) Limited	BRONZE
6	Enormous Brands	MERU CABS	TRUE RUPEES PER KM.	Meru Cab Company Pvt. Ltd.	FINALIST
7	MullenLowe Lintas Group, India	Flipkart	Only on Flipkart	FlipKart Internet Pvt. Ltd.	FINALIST
8	Law & Kenneth Communications(I) Pvt. Ltd.	Thomas Cook (India) Limited	#NeverTooOld	Thomas Cook India Ltd.	FINALIST

12. Corporate Advertising / Reputation

Sr. No.	Agency Name	Brand Name	Campaign Title	Client Name	G/S/B/F
1	MullenLowe Lintas Group, India	Hindustan Unilever	Aadat Badlo. Bharat Badlo.	Hindustan Unilever Limited	SILVER
2	Wieden+Kennedy India Pvt. Ltd.	Nike India	Da Da Ding	Nike India Pvt. Ltd.	SILVER
3	Ogilvy & Mather Group, India	Amazon.in	Mom Be A Girl Again	Amazon Seller Services	BRONZE
4	Famous Innovations	Raymond Ltd.	A Single Mom's True Story	Raymond Limited	BRONZE
5	MullenLowe Lintas Group, India	Google - Railwire	India Internet Express	Google India Pvt. Ltd.	FINALIST
6	Ogilvy & Mather Group, India	Tata Salt	#NamakKeWaastey - The journey of salt to the heart of digital India	Tata Chemicals Ltd.	FINALIST
7	DDB Mudra Group	Big Bazaar	Throwing light on the biggest blindspot	Future Retail Limited	FINALIST
8	JWT Contributing Agency1: IBS	Airtel	Let Stories not die	Bharti Airtel Ltd.	FINALIST
9	Kinetic India Contributing Agency1: Ogilvy & Mather India	Vodafone India Limited	THE WORLD'S FIRST FAMINE FIGHTING BILLBOARDS	Vodafone India Limited	FINALIST

13. Retail

Sr. No.	Agency Name	Brand Name	Campaign Title	Client Name	G/S/B/F
1	Raymond Ltd.: In-house Central Marketing Team Contributing Agency1: Plus One Design & Communication Contributing Agency2: Madison India Contributing Agency3: Brandmusiq Contributing Agency4: Hansa Cequity	Raymond Ready To Wear	RAYMOND REVELS IN MANY SHADES OF THE WHITE SHIRT	Raymond Limited	SILVER

2	MullenLowe Lintas Group, India Contributing Agency1: 22feet Tribal Worldwide	Tanishq	Diamonds Don't Need a Man	Tanishq	SILVER
3	Ogilvy & Mather Group, India	Amazon.in	When a woman shops	Amazon Seller Services	BRONZE
4	Ogilvy & Mather Group, India	Amazon.in	A Fashionable Dilemma	Amazon Seller Services	BRONZE
5	DDB Mudra Group	Big Bazaar	Creating fireworks without bursting them	Future Retail Limited	FINALIST
6	Ogilvy & Mather Group, India	Amazon.in	Deliver the Love	Amazon Seller Services	FINALIST
7	Ogilvy & Mather Group, India	KFC	How KFC redefined the meaning of value meals for QSR	Yum Restaurants Marketing Pvt. Ltd.	FINALIST
8	The Leo Group India Contributing Agency1: February Communications Pvt Ltd Contributing Agency2: Initiative Media Group	Amazon.in	Amazon: Adjust No More	Amazon Seller Services	FINALIST
9	DDB Mudra Group Contributing Agency1: MediaCom India Pvt Ltd	Big Bazaar	The unbastardization of Savings	Future Retail Limited	FINALIST

14. Healthcare

Sr. No.	Agency Name	Brand Name	Campaign Title	Client Name	G/S/B/F
1	Medulla Communications Pvt. Ltd. Contributing Agency1: A NINETEEN FILMS OPC PRIVATE LIMITED	Indian Association of Palliative Care (IAPC)	Last Words	Indian Association of Palliative Care (IAPC)	SILVER
2	DDB Mudra Group	Clinton Health Access Initiative	Using 'aural' for oral medication	Clinton Health Access Initiative	BRONZE
3	McCann Worldgroup India	icanhelp.in	ICANHELP - MUTUAL CONTRACEPTION	Piramal Enterprises Ltd.	BRONZE
4	McCann Worldgroup India	Nicotex	Nicotex U Quit Something I Quit Something	Cipla Ltd.	FINALIST
5	The Leo Group India	Fortis Healthcare	More To Give	Fortis Healthcare Ltd.	FINALIST
6	Rediffusion DY & R Pvt. Ltd. Contributing Agency1: Sterco Digitex India	Hamdard Safi	"I Hate You Mom"	Hamdard Laboratories (India)	FINALIST

15. B2B

Sr. No.	Agency Name	Brand Name	Campaign Title	Client Name	G/S/B/F
1	Ogilvy & Mather Group, India	Razo	Sure Shorts	Dr. Reddy's Laboratories Limited	SILVER
2	Ogilvy & Mather Group, India	Asian Paints Colour Academy	Saroj, The Leader	Asian Paints Ltd.	BRONZE
3	MullenLowe Lintas Group, India Contributing Agency3: Indigo Consulting	Axis Bank	Business Banking App	Axis Bank Limited	BRONZE
4	Ogilvy & Mather Group, India	Vodafone Business Services	The Next-Gen is Ready.	Vodafone Business Services	BRONZE
5	DDB Mudra Group	SAP India	Breaking the traditional Model of B2B sales	Sap India Pvt. Ltd.	FINALIST
6	DDB Mudra Group	Flipkart Seller Hub	Sell More, Everyday	FlipKart Internet Pvt. Ltd.	FINALIST
7	MullenLowe Lintas Group, India	Google	Getting Cricket To Bat For Marketers	Google India Pvt. Ltd.	FINALIST

16. Interactive Marketing

Sr. No.	Agency Name	Brand Name	Campaign Title	Client Name	G/S/B/F
1	Taproot Dentsu India Communication Pvt. Ltd. Contributing Agency1: Milestone Brandcom Private Limited Contributing Agency2: Tekzenit	Bharti Airtel	India's First Open Network	Bharti Airtel Ltd.	GOLD
2	The Leo Group India	HDFC Life	HDFC Life Memories For Life	HDFC Standard Life Insurance Co. Ltd.	SILVER
3	BBDO India Pvt. Ltd. Primary Agency2: Red Ice Films	Ariel Matic	Dads #ShareTheLoad	Procter & Gamble India	BRONZE
4	JWT Contributing Agency1: Mirum	Indian Red Cross Society (Karnataka State Branch)	Blood Banking	Indian Red Cross Society (Karnataka State Branch)	BRONZE
5	McCann Worldgroup India	Omron	Pay with your voice - Poetry is the new currency	Omron Automation India Pvt. Ltd.	FINALIST
6	MullenLowe Lintas Group, India	Godrej HIT	#HitToKill	Godrej Consumer Products Ltd.	FINALIST
7	MullenLowe Lintas Group, India	Google	Tracking Your Passion	Google India Pvt. Ltd.	FINALIST
8	FCB Ulka Advertising Private Limited	Tata Housing	The First Ever 'Social Sell' through Facebook	TATA Housing Development co. ltd	FINALIST
9	MullenLowe Lintas Group, India	Google - Railwire	India Internet Express	Google India Pvt Ltd	FINALIST

17. Small Town and Rural Marketing

Sr. No.	Agency Name	Brand Name	Campaign Title	Client Name	G/S/B/F
1	McCann Worldgroup India	Bill & Melinda Gates Foundation	Breaking India's dirty habit of open defecation	Bill & Melinda Gates Foundation (Supported by Ministry of Urban Development)	GOLD
2	MullenLowe Lintas Group, India Contributing Agency1: MullenLowe Singapore Contributing Agency2: MullenLowe SSP3	Lifebuoy	Future Child	Hindustan Unilever Limited	SILVER
3	Ogilvy & Mather Group, India	Asian Paints Colour Academy	Saroj, The Leader	Asian Paints Ltd.	SILVER
4	DDB Mudra Group	Sony Max - Pro Wrestling League	Go hard or go home	Sony Pictures Networks India Pvt. Ltd.	BRONZE
5	JWT	Suryoday - Quality Assured Solar Lights	Suryoday - The Second Sunrise	International Finance Corporation	FINALIST
6	MullenLowe Lintas Group, India	Castrol CRB Plus	Future Lifeline	Castrol India Ltd.	FINALIST
7	DDB Mudra Group	Clinton Health Access Initiative	Using 'aural' for oral medication	Clinton Health Access Initiative	FINALIST

18. Regional

Sr. No.	Agency Name	Brand Name	Campaign Title	Client Name	G/S/B/F
1	MullenLowe Lintas Group, India Contributing Agency1: MullenLowe Singapore Contributing Agency2: MullenLowe SSP3	Lifebuoy	Future Child	Hindustan Unilever Limited	SILVER

2	Ogilvy & Mather Group, India	Mother Dairy	Hero Next Door	Mother Dairy	BRONZE
3	PHD India Contributing Agency1: JWT India	Rin	Rin Career Rin Academy	Hindustan Unilever Limited	BRONZE
4	DDB Mudra Group	Century Plyboards (I) Ltd.	THE JOURNEY OF A CARPENTER TO CRAFTSMAN	Century Plyboards (I) Ltd.	BRONZE
5	Ogilvy & Mather Group, India	Amazon.in	Deliver the Love	Amazon Seller Services	BRONZE
6	Red Fuse Communications	Colgate Palmolive	7.5 million smile that brightened up lives	Colgate Palmolive India Ltd.	FINALIST
7	McCann Worldgroup India	TVS StaR City+	How TVS StaR City+ added SWAG to its STYLE!	TVS Motor Company	FINALIST
8	Ogilvy & Mather Group, India	Tata Sky Limited	Anti-Cable Campaign (South)	Tata Sky Limited	FINALIST
9	Ogilvy & Mather Group, India	Asian Paints Ultima Protek	Types of Rains	Asian Paints Ltd.	FINALIST
10	DDB Mudra Group	Big Bazaar	Building up a crescendo of festive fashion!	Future Retail Limited	FINALIST
11	DDB Mudra Group Contributing Agency1: Mindshare	Bagpiper	The Story of a Socially Meaningful Brand Model	United Spirits Ltd. (A Diageo Company) , Bangalore	FINALIST
12	The Leo Group India Contributing Agency1: OgilvyOne Worldwide Contributing Agency2: Initiative Media Group	Amazon.in	Amazon : Enabling the power within	Amazon Seller Services	FINALIST
13	The Leo Group India	Thums Up	When Thums Up created Toofani on ground	Coca-Cola India Pvt. Ltd.	FINALIST
14	McCann Worldgroup India	Dainik Jagran	Kurosawa in Kanpur, Bergman in Barabanki	Jagran Prakashan Ltd.	FINALIST
15	Ogilvy & Mather Group, India	Cadbury 5star	Kabali	Mondelez India Foods Ltd.	FINALIST

19. Direct Marketing

Sr. No.	Agency Name	Brand Name	Campaign Title	Client Name	G/S/B/F
1	Famous Innovations	Project Nanhi Kali	The Wedding Invite that sent Girls back to School	K C Mahindra Education Trust	SILVER
2	The Leo Group India	HDFC Life	HDFC Life Memories For Life	HDFC Standard Life Insurance Co. Ltd.	BRONZE
3	Ogilvy & Mather Group, India	Asian Paints Colour Academy	Saroj, The Leader	Asian Paints Ltd.	BRONZE
4	MullenLowe Lintas Group, India Contributing Agency1: MullenLowe Singapore Contributing Agency2: MullenLowe SSP3	Lifebuoy	Future Child	Hindustan Unilever Limited	FINALIST
5	MullenLowe Lintas Group, India	Hindustan Unilever	Aadat Badlo. Bharat Badlo.	Hindustan Unilever Limited	FINALIST
6	Ogilvy & Mather Group, India	Razo	Sure Shorts	Dr. Reddy's Laboratories Limited	FINALIST
7	Ogilvy & Mather Group, India	Vodafone Business Services	The Next-Gen is Ready.	Vodafone Business Services	FINALIST
8	JWT Contributing Agency1: Mirum	Indian Red Cross Society (Karnataka State Branch)	Blood Banking	Indian Red Cross Society (Karnataka State Branch)	FINALIST
9	MullenLowe Lintas Group, India	YouTube	Smart Offline	Google India Pvt. Ltd.	FINALIST
10	Ogilvy & Mather Group, India Contributing Agency1: Flying Cursor Interactive Contributing Agency2: Maxus Global	Sulekha.com	Go #AntiJugaad	Sulekha.com New Media Pvt. Ltd.	FINALIST
11	MullenLowe Lintas Group, India	Volini	Slow and Steady Wins the Marathon	Sun Pharmaceutical Industries Ltd.	FINALIST

20. Experiential Marketing / Brand Experience

Sr. No.	Agency Name	Brand Name	Campaign Title	Client Name	G/S/B/F
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1	TBWA \ India	Love Doctor	Snap Counsellors-Tackling teen relationship abuse on Snapchat in a world of Tinder dates	LoveDoctor.in	SILVER
2	Ogilvy & Mather Group, India	The Akanksha Foundation	Akanksha Job Switch	The Akanksha Foundation	SILVER
3	MullenLowe Lintas Group, India	Hindustan Unilever	Aadat Badlo. Bharat Badlo.	Hindustan Unilever Limited	BRONZE
4	MullenLowe Lintas Group, India Contributing Agency1: MullenLowe Singapore Contributing Agency2: MullenLowe SSP3	Lifebuoy	Future Child	Hindustan Unilever Limited	BRONZE
5	FCBInterface	Mahindra Truck and Bus Division	MPOWER	Mahindra Truck and Bus Division	BRONZE
6	McCann Worldgroup India	ICANHELP.IN	Icanhelp Mutual Contraception	Piramal Enterprises Ltd.	BRONZE
7	MullenLowe Lintas Group, India	Surf Excel	Ready for Life	Hindustan Unilever Limited	FINALIST
8	McCann Worldgroup India	Nicotex	NICOTEX U QUIT SOMETHING I QUIT SOMETHING	Cipla Ltd.	FINALIST
9	DDB Mudra Group	Big Bazaar	Getting India to celebrate their biggest festival differently	Future Retail Limited.	FINALIST
10	MullenLowe Lintas Group, India	Volini	Slow and Steady Wins the Marathon	Sun Pharmaceutical Industries Ltd.	FINALIST
11	Ogilvy & Mather Group, India	Vodafone India Limited	Building India's first telecom brand only for the youth	Vodafone India Limited	FINALIST
12	The Brand Brewery	Dalda	Divya Darshan	Bunge India Pvt. Ltd.	FINALIST
13	DDB Mudra Group	SAP India	Simulate to Stimulate Sales	Sap India Pvt. Ltd.	FINALIST
14	Happy mcgarrybowen	Ola	DoYourShare- Getting India to fight for cleaner air	ANI Technologies Pvt. Ltd.	FINALIST
15	MullenLowe Lintas Group, India	Google - Railwire	India Internet Express	Google India Pvt. Ltd.	FINALIST
16	MullenLowe Lintas Group, India	Castrol CRB Plus	Future Lifelines	Castrol India Ltd.	FINALIST
17	McCann Worldgroup India	Nescafe Mornings	How a Morning RJ delivered a Brand Experience	Nestle India Ltd.	FINALIST
18	DDB Mudra Group	Western Union	Nazar-E-Mecca	Western Union Holdings Inc	FINALIST
19	McCann Worldgroup India	Nescafe Labs	Brewing a New Coffee Culture in India	Nestle India Ltd.	FINALIST
20	PHD India	HUL Multibrand	Kheloge Toh Jeetoge	Hindustan Unilever Limited	FINALIST

21. EFFIE for Good

Sr. No.	Agency Name	Brand Name	Campaign Title	Client Name	G/S/B/F
1	Medulla Communications Pvt. Ltd. Contributing Agency1: A NINETEEN FILMS OPC PRIVATE LIMITED	Indian Association of Palliative Care (IAPC)	Last Words	Indian Association of Palliative Care (IAPC)	GOLD
2	MullenLowe Lintas Group, India Contributing Agency1: MullenLowe Singapore Contributing Agency2: MullenLowe SSP3	Lifebuoy	Future Child	Hindustan Unilever Limited	SILVER
3	Rediffusion Dentsu Young & Rubicam Pvt. Ltd. Contributing Agency1: TCI Foundation	Tata Motors CVBU	Use Dipper At Night	Tata Motors Limited	SILVER
4	JWT Contributing Agency1: Mirum	Indian Red Cross Society (Karnataka State Branch)	Blood Banking	Indian Red Cross Society (Karnataka State Branch)	BRONZE
5	FCBInterface	Door Step School	The world's first streets named after street kids	Door Step School	FINALIST
6	McCann Worldgroup India	United Diabetes Forum	The Blue Dot - Enabling 65 million people suffering from diabetes to eat guilt free	United Diabetes Forum	FINALIST
7	MullenLowe Lintas Group, India	Google - Railwire	India Internet Express	Google India Pvt. Ltd.	FINALIST
8	TBWA \ India	Love Doctor	Snap Counsellors - Tackling teen relationship abuse on Snapchat in a world of Tinder dates	LoveDoctor.in	FINALIST

9	Ogilvy & Mather Group, India	Asian Paints Colour Academy	Saroj, The Leader	Asian Paints Ltd.	FINALIST
10	Ogilvy & Mather Group, India	The Akanksha Foundation	Akanksha Job Switch	The Akanksha Foundation	FINALIST
11	Happy mcgarrybowen	Ola	Helping Chennai Rise to the Top - How Ola helped Chennai without any cabs	ANI Technologies Pvt. Ltd.	FINALIST

22. David v/s Goliath

Sr. No.	Agency Name	Brand Name	Campaign Title	Client Name	G/S/B/F
1	The Leo Group India	Bajaj Motorcycles	Hero of the category v/s Heroes of the Nation.	Bajaj Auto Limited	GOLD
2	MullenLowe Lintas Group, India	Bajaj Avenger	Brotherhood	Bajaj Auto Limited	SILVER
3	DDB Mudra Group	Dant kanti	The oral care giant got his first toothache in 80 years	Patanjali Ayurved Limited	BRONZE
4	Contract Advertising (India) Pvt. Ltd.	Droom.in	Making used as good as new.	Droom Technology Pvt. Ltd.	BRONZE
5	Ogilvy & Mather Group, India	Bournvita Biscuits	Subah Ka Biscuit	Mondelez India Foods Ltd.	FINALIST
6	MullenLowe Lintas Group, India	Hike	Sure Winner	Hike Limited	FINALIST
7	DDB Mudra Group Contributing Agency1: ADFACTORS PR PVT. LTD.	PREMIER FUTSAL	DISRUPTING THE OFFICIAL FACE OF INDIAN FOOTBALL	Premier Futsal Management (P) Limited	FINALIST
8	MullenLowe Lintas Group, India	Freecharge	Lo Do Khatam Karo	Accelyst Solutions Pvt. Ltd.	FINALIST
9	DDB Mudra Group	McVitie's	TAKING A BITE OUT OF THE LEADER	United Biscuits Pvt. Ltd.	FINALIST
10	McCann Worldgroup India	IDFC Bank	IDFC: Banking Nibhao	IDFC	FINALIST
11	Ogilvy & Mather Group, India	SAVLON	Be Unstoppable	ITC Limited	FINALIST
12	Ogilvy & Mather Group, India	The Akanksha Foundation	Akanksha Job Switch	The Akanksha Foundation	FINALIST
13	Ogilvy & Mather Group, India	VE Commercial Vehicles Limited	Eicher checkmates the Baap of pickup trucks	VE Commercial Vehicles Limited	FINALIST
14	Famous Innovations	Zivame	My Lingerie is Mine	Actoserba Active Wholesale Pvt. Ltd.	FINALIST

23. Integrated Advertising Campaign

Sr. No.	Agency Name	Brand Name	Campaign Title	Client Name	G/S/B/F
1	The Leo Group India	Bajaj Motorcycles	Making a product, not just a campaign - The Nation's Bike	Bajaj Auto Limited	GOLD
2	BBDO India Pvt. Ltd. Primary Agency2: Red Ice Films	Ariel Matic	Dads #ShareTheLoad	Procter & Gamble India	SILVER
3	McCann Worldgroup India	Maggi	Bringing Maggi Back to Shelves	Nestle India Ltd.	SILVER
4	Contract Advertising (India) Pvt. Ltd.	Droom.in	Making used feel like new	Droom Technology Pvt. Ltd.	BRONZE
5	McCann Worldgroup India	Paytm	Creating a New Currency for a nation which cannot live without its CASH	One MobiKwik Systems Pvt. Ltd.	FINALIST
6	McCann Worldgroup India	Maggi	The Story of India's Maggi Crisis - 2015	Nestle India Ltd.	FINALIST
7	MullenLowe Lintas Group, India Contributing Agency1: MullenLowe Singapore Contributing Agency2: MullenLowe SSP3	Lifebuoy	Future Child	Hindustan Unilever Limited	FINALIST
8	Ogilvy & Mather Group, India	Vodafone India Limited	Winning the 4G race without 4G	Vodafone India Limited	FINALIST
9	Medulla Communications Pvt. Ltd. Contributing Agency1: A NINETEEN FILMS OPC PRIVATE LIMITED	Indian Association of Palliative Care (IAPC)	Last Words	Indian Association of Palliative Care (IAPC)	FINALIST
10	JWT	Good knight	Subah Bolo Good knight	Godrej Consumer Products Ltd.	FINALIST
11	McCann Worldgroup India	DETTOL	Selling hygiene sans fear	Reckitt Benckiser India	FINALIST

12	Creativeland Asia Pvt. Ltd.	Godrej aer pocket	Happy Bathrooms!	Godrej Consumer Products Ltd.	FINALIST
13	McCann Worldgroup India	DETTOL	When Dettol became a Ritual	Reckitt Benckiser India	FINALIST
14	JWT Contributing Agency1: Mindshare India Contributing Agency2: Glitch Advertising Pvt. Ltd.	Kurkure	Kurkure: A Spicy Challenger to festive 'meethapan'	PepsiCo India Holdings Pvt. Ltd.	FINALIST
15	McCann Worldgroup India	Saffola	Chote Kadam dil ke bade kaam ke (small steps that make a big difference for your heart)	Marico Limited	FINALIST
16	Mindshare	Brooke Bond Red Label	The 6 pack Band	Hindustan Unilever Limited	FINALIST
17	Taproot Dentsu India Communication Pvt. Ltd. Contributing Agency1: Milestone Brandcom Private Limited Contributing Agency2: Tekzenit	Bharti Airtel	India's First Open Network	Bharti Airtel Ltd.	FINALIST
18	McCann Worldgroup India	Nicotex	Nicotex U Quit Something I Quit Something	Cipla Ltd.	FINALIST
19	Ogilvy & Mather Group, India	Department of Tourism, Government of Rajasthan	Jaane kya dikh jaye (You haven't seen it all)	Department of Tourism, Government of Rajasthan	FINALIST
20	Ogilvy & Mather Group, India	Amazon.in	A Fashionable Dilemma	Amazon Seller Services	FINALIST
21	MullenLowe Lintas Group, India	Hindustan Unilever	Aadat Badlo. Bharat Badlo.	Hindustan Unilever Limited	FINALIST
22	The Leo Group India Primary Agency2: Ogilvy & Mather Group Contributing Agency1: OgilvyOne Worldwide Contributing Agency2: Initiative Media Group	Amazon.in	Amazon: Apni Dukaan	Amazon Seller Services	FINALIST
23	MullenLowe Lintas Group, India	Kala HIT	Kone Mein Hai Danger	Godrej Consumer Products Ltd.	FINALIST
24	Creativeland Asia Pvt. Ltd.	Cinthol DeoStick	DeoStick: How Innovation helped Cinthol 'Cream' the Deodorant Category	Godrej Consumer Products Ltd.	FINALIST
25	JWT	Pepsi	Jaisa Mood Waisi Pepsi - a tale of talking bottles	PepsiCo India Holdings Pvt. Ltd.	FINALIST
26	MullenLowe Lintas Group, India	Google	Making Google a Verb for Mass India	Google India Pvt. Ltd.	FINALIST
27	MullenLowe Lintas Group, India	Kwality Walls	Share your Cornetto, Start your love story!	Hindustan Unilever Limited	FINALIST
28	The Leo Group India Contributing Agency1: February Communications Pvt Ltd Contributing Agency2: Initiative Media Group	Amazon.in	Amazon: Made for demanding India	Amazon Seller Services	FINALIST
29	MullenLowe Lintas Group, India	Surf Excel	Ready for Life	Hindustan Unilever Limited	FINALIST
30	MullenLowe Lintas Group, India	YouTube	Smart Offline	Google India Pvt. Ltd.	FINALIST
31	Ogilvy & Mather Group, India	Vodafone India Limited	Building India's first telecom brand only for the youth	Vodafone India Limited	FINALIST
32	McCann Worldgroup India	Snapdeal	Snapdeal Unbox Zindagi	Snapdeal	FINALIST

24. Best On-going Campaign

Sr. No.	Agency Name	Brand Name	Campaign Title	Client Name	G/S/B/F
1	MullenLowe Lintas Group, India	Surf Excel	Giving The Fight Against Dirt A Karmic Perspective	Hindustan Unilever Limited	GOLD
2	Ogilvy & Mather Group, India	Bournvita	Tayyari Jeet Ki	Mondelez India Foods Ltd.	GOLD
3	MullenLowe Lintas Group, India	Tanishq	Celebrating the glitter of contemporary relationships	Tanishq	SILVER
4	Ogilvy & Mather Group, India	The Akanksha Foundation	The Joy Exchange	The Akanksha Foundation	SILVER
5	MullenLowe Lintas Group, India	Lifebuoy	#HelpAChildReach5	Hindustan Unilever Limited	BRONZE

6	Ogilvy & Mather Group, India	Madhya Pradesh Tourism	How the 'heart of Incredible India' won the hearts of millions.	Madhya Pradesh State Tourism Development Corporation Limited	BRONZE
7	McCann Worldgroup India	Nescafe	Creating a Generation of Coffee Drinkers in a Tea Loving Country	Nestle India Ltd.	FINALIST
8	Ogilvy & Mather Group, India	Tata Sky Limited	Tata Sky Sustained	Tata Sky Limited	FINALIST

25. New Product or Service

Sr. No.	Agency Name	Brand Name	Campaign Title	Client Name	G/S/B/F
1	Ogilvy & Mather Group, India	107.2 FM Radio Nasha - HT Media	Phir Wahi Deewangi	HT Media Limited	BRONZE
2	Ogilvy & Mather Group, India Contributing Agency1: 22 Feet Tribal Worldwide Private Limited Contributing Agency2: Maxus India	Titan Juxt	Smart is now stunning	Titan Company Limited	BRONZE
3	McCann Worldgroup India	JIO	Jio The passport to digital republic of India	Reliance Industries Ltd.	BRONZE
4	Creativeland Asia Pvt. Ltd.	Godrej aer pocket	Happy Bathrooms!	Godrej Consumer Products Ltd.	FINALIST
5	MullenLowe Lintas Group, India	Vistara	Fly The New Feeling	TATA SIA Airlines Ltd.	FINALIST

GRAND EFFIE

Experiential Marketing / Brand Experience

1	The Leo Group India	Bajaj Motorcycles	A bike that got people to experience national pride - The Nation's Bike.	Bajaj Auto Limited
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EFFIE INDIA CLIENT OF THE YEAR

Hindustan Unilever Limited

EFFIE INDIA AGENCY OF THE YEAR

MullenLowe Lintas Group, India