



SHORTLISTED ENTRIES

CHANNEL & TRADE ACTIVATION

Sub Category	Campaign Name	Entrant Name
CONSUMER@RETAIL CAMPAIGN OF THE YEAR	Promotion of B Natural Regional Juice Variants through Choupal Saagar in UP	ITC Ltd. ABD
Sub Category	Campaign Name	Entrant Name
LAST MILE INITIATIVE OF THE YEAR	Mukhyamantri E Eye Kendram	Appollo Tele Health Services Pvt. Ltd.
	Nestle Disha	Impact Communications
	Philips Vistaar	Impact Communications
	Sloan's Ka Salaam	The Brand Brewery
	UTI MF Equity Yatra	UTI MF
Sub Category	Campaign Name	Entrant Name
PRODUCT SEEDING CAMPAIGN OF THE YEAR	Nestle Disha	Impact Communications
	Philips Vistaar	Impact Communications
Sub Category	Campaign Name	Entrant Name
TRADE ENGAGEMENT CAMPAIGN OF THE YEAR	Apollo value club	Evolve Brands Pvt. Ltd.
	Castrol ki CAR-yashala - Building Mass Advocacy through Training	GroupM-dialogue factory
	Legrand Diwali Activation	121 Experience Integrated Marketing Pvt. Ltd.
	Sarpanch Mahaparishad	Force Motors Ltd.
	Sub Category	Campaign Name
VISIBILITY & VISUAL MERCHANDISING CAMPAIGN OF THE YEAR	Customer Touch Point Based Branding	TVS Credit Services Pvt. Ltd.
	Mentos Pure Fresh Gum New Communication_MT	Perfetti Van Melle
	New Age Information Kiosk	Impact communications

DIGITAL & SOCIAL MEDIA		
Sub Category	Campaign Name	Entrant Name
CAMPAIGN LEVERAGING TECHNOLOGY EXPERIENCE & ENGAGEMENT	Gromor Ultra - Ab Khushiyan Aasman Sey	Insight Outreach Pvt. Ltd.
	KUMBH ME SUKUN	Mindwave Media Pvt. Ltd.
	Supro HD Series Profit Trucks Launch Campaign	Insight Outreach Pvt. Ltd.
	Take the pledge onsite and online and keep the holy lamp lit continuously on-ground	Rapport Outdoor Advertising Pvt. Ltd.
	The Adaptive Data Lighthouse - Activating Infection Alert System in Rural India	GroupM Media India Private
Sub Category	Campaign Name	Entrant Name
USE OF MOBILE	Interconnected platform for the benefit of all stakeholders of Agri-ecosystem	DestaGlobal
	New Age Information Kiosk	Impact communications
	The Adaptive Data Lighthouse - Activating Infection Alert System in Rural India	GroupM Media India Private Limited (Mindshare)
Sub Category	Campaign Name	Entrant Name
USE OF SOCIAL MEDIA	Kumbh Kay Shravan	The Brand Brewery
Sub Category	Campaign Name	Entrant Name
INNOVATIVE MESUREMENT & MONITORING TOOLS	Reaching Good Health to the Last Mile MAHALABS : A Free Diagnostic Service Initiative	HLL Lifecare Ltd.
INTEGRATED & SOCIAL DEVELOPMENT		
Sub Category	Campaign Name	Entrant Name
CSR CAMPAIGN OF THE YEAR	Emami Ltd: Saarthi Road Safety Campaign	RoadAds Pvt. Ltd.
	Jalayen Nahi Kamayen	Impact Communications
	Safety Starts at School #GoSafeOutside	GroupM Media India Private Limited (Mindshare)
	Swachhta ki Sawari at Kumbh 2019	Ogilvy india
	The Adaptive Data Lighthouse - Activating Infection Alert System in Rural India	GroupM Media India Private Limited (Mindshare)
	Tota Maina Ki Shaadi	Madison OOH
Sub Category	Campaign Name	Entrant Name
INTEGRATED CAMPAIGN OF THE YEAR	Gokul Mahotsav	Vision Force
	Guinness Book Of World Record: Take the pledge onsite and online and keep the holy lamp lit continuously on-ground	Rapport Outdoor Advertising Pvt. Ltd.
	Kumbh Kay Shravan	The Brand Brewery
	KUMBH ME SUKUN	Mindwave Media Pvt. Ltd.
	Navratna Pradhan San 2018- Amar Ujala ke Sojanya Se	Amar Ujala Publications Limited

Sub Category	Campaign Name	Entrant Name
LONG TERM CAMPAIGN	Abbott Swarksha Camps	Impact Communications
	Bright Smiles Bright Futures	GroupM- Dialogue factory
	Horlicks Swasthya Abhiyan	Impact Communications
Sub Category	Campaign Name	Entrant Name
SOCIAL DEVELOPMENT CAMPAIGN OF THE YEAR	Horlicks Swasthya Abhiyan	Impact Communications
	Safety Starts at School #GoSafeOutside	GroupM Media India Private Limited (Mindshare)
	Saksham - Vocational Training Program	TVS Credit Services Pvt. Ltd.
	Suraksha Ki Dor	Impact Communications
PROMOTION & ACTIVATION CAMPAIGN		
Sub Category	Campaign Name	Entrant Name
BRAND AWARENESS CAMPAIGN OF THE YEAR	Asian Paints Cinema Express	Madison OOH
	chunaav Ke Rang hajmola ke Sang	Mindwave Media Pvt. Ltd.
	SunKing Batti Gul Meter Chalu	Madison OOH
	Tata Salt Warm Salt Water Soaks	Madison OOH
	The Adaptive Data Lighthouse - Activating Infection Alert System in Rural India	GroupM Media (Mindshare)
Sub Category	Campaign Name	Entrant Name
DIRECT MARKETING CAMPAIGN OF THE YEAR	2 Wheeler to 20 Wheeler Maha Loan Mela	Services Ltd.
	Castrol ki CAR-yashala - Building Mass Advocacy through Training	GroupM- Dialogue factory
	Kumbh Kay Shravan	The Brand Brewery
	Mahindra Supro Khushiyon Ki Dastak Har School	Culturegraph Pvt. Ltd.
	The Adaptive Data Lighthouse - Activating Infection Alert System in Rural India	Limited (Mindshare)
Sub Category	Campaign Name	Entrant Name
EXPERIENTIAL MARKETING CAMPAIGN OF THE YEAR	Guinness Book Of World Record: Watch the world's largest oil lamp and keep it lit continuously by taking a pledge	Rapport Outdoor Advertising Pvt. Ltd.
	Kumbh Kay Shravan	The Brand Brewery
	Muthoot Vishwaas Ki Tijori	The Muthoot Group
	Philips Paavan Prakash Rath	Max Publicity & Communication Pvt. Ltd.
	Safety Starts at School #GoSafeOutside	GroupM Media India Private Limited (Mindshare)
	Tata Salt Warm Salt Water Soaks	Madison OOH
	Dabur Dant Snan	Impact Communications

Sub Category	Campaign Name	Entrant Name
LAUNCH/RE-LAUNCH EVENT OF THE YEAR	Godrej Powerchip- Unleash The Superpower	Impact Communications
	Har Highway Pe Jeet with Gulf Superfleet	RoadAds Pvt. Ltd.
	Jaldi Sukhhe, Jaldi Sukhaye	Impact Communications
	Launch of Aashirvaad Svasti Homogenized Milk in Bihar	ITC Ltd. ABD
	Our Foray into Used Commercial Vehicle Loans	TVS Credit Services Pvt. Ltd.
Sub Category	Campaign Name	Entrant Name
NEW ON GROUND PROPERTY OF THE YEAR	Apollo Gram Utsav	Impact Communications
	Gulf Power ka Panchnaama	121 Experience Integrated Marketing Pvt. Ltd.
	Mahila Choupal	ITC ABD
	Mahindra Supro Khushiyon Ki Dastak Har School	Culturegraph Pvt. Ltd.
	Ogilvy at Kumbh	Ogilvy India
	Hero 18 Now	Max Publicity & Communication Pvt. Ltd.
Sub Category	Campaign Name	Entrant Name
SALES PROMOTION CAMPAIGN OF THE YEAR	Hero 18 Now	Max Publicity & Communication Pvt. Ltd.
	Mahindra - Meri Kaamyabi Ka raaz, Meri Pehli pick up	Fountainhead MKTG
	Sloan's Ka Salaam	The Brand Brewery
	SunKing Batti Gul Meter Chalu	Madison OOH
	TVS Victor Cinema Ghar	Madison OOH
Sub Category	Campaign Name	Entrant Name
SMALL BUDGET CAMPAIGN OF THE YEAR	Matra Swasthiya Diwas	Impact Communications
	Maxo A Grade - Retail Seeding Campaign	Madison OOH
	SUMMER MEIN WINTER -MEECO	Vritti Solutions Ltd.
	Suraksha Ki Door	Impact Communications
Sub Category	Campaign Name	Entrant Name
USE OF TRADITIONAL CONGEGRATION PLATFORMS	2 Minute Safai Ke Naam	Impact Communications
	CEAT - Safety Banners	Ogilvy India
	Hamam - Waterproof Sarees	Ogilvy India
	Jo Khata Hai Woh Lagta Nahi	Impact Communications
	Tata Salt Warm Salt Water Soaks	Madison OOH

SPECIAL CATEGORIES		
Sub Category	Campaign Name	Entrant Name
AGRICULTURE & ALLIED CAMPAIGNS (Farmer Connect)	Gulf Supreme Tractorotsav	ZtoA Marketing Solutions
Sub Category	Campaign Name	Entrant Name
AGRICULTURE & ALLIED CAMPAIGNS (Innovative Initiative)	Building Linked, Decentralized and Self-Sustaining model	DestaGlobal
Sub Category	Campaign Name	Entrant Name
AGRICULTURE & ALLIED CAMPAIGNS (Innovative Lab to Farm Model)	Demo Farm - Smartek	Smartchem Technologies Ltd.
	Innovative Model for Small Farmers	Lupin Foundation
Sub Category	Campaign Name	Entrant Name
AGRICULTURE & ALLIED CAMPAIGNS (Social Enterprise)	Jalayen Nahi Kamayen	Impact Communications
	Mahindra BMT - Tarakki Ki Pehchan	Madison OOH
Sub Category	Campaign Name	Entrant Name
AGRICULTURE & ALLIED CAMPAIGNS (Sustainable Agri/livestock Initiative)	Gokul Mahotsav	Vision Force
	Valvoline Tractor Fit, Kisan Super Hit	Madison OOH
Sub Category	Campaign Name	Entrant Name
BANKING & FINANCE CAMPAIGN OF THE YEAR (Financial Inclusion)	Direct Marketing	Muthoot Microfin Limited
Sub Category	Campaign Name	Entrant Name
BANKING & FINANCE CAMPAIGN OF THE YEAR (Use of tech. for reach)	APNI JAGAH BANAQ -HDFC REACH HOME LOAN	Vritti Solutions Ltd.
ATL CAMPAIGN		
Sub Category	Campaign Name	Entrant Name
ATL CAMPAIGN OF THE YEAR	Life Mein Aagey Badhiye	The Muthoot Group
	Surf Excel Easy Wash-Winning in many India's	Rapport Outdoor Advertising Pvt. Ltd.
GOVT CAMPAIGN		
Sub Category	Campaign Name	Entrant Name
GOVERNMENT CAMPAIGN OF THE YEAR	Gokul Mahotsav	Vision Force
	Reaching Good Health to the Last Mile - MAHALABS : A Free Diagnostic Service Initiative	HLL Lifecare Ltd.

Sub Category	Campaign Name	Entrant Name
PHARMA CAMPAIGN OF THE YEAR (Innovation in rural reach)	Suraksha Ki Dor	Impact Communications
PHARMA CAMPAIGN OF THE YEAR (Education & Awareness Initiative)	Abbott Swarksha Camps	Impact Communications
Sub Category	Campaign Name	Entrant Name
RESEARCH PROJECT OF THE YEAR	Developing Rural Consumer Purchase Monitor	ITC Ltd. ABD
	RURAL IMMERSION PROJECT	TVS Credit Services Pvt. Ltd.
	Surf Excel Easy Wash-Winning in many India's	Rapport Outdoor Advertising Pvt. Ltd.
EMERGING MARKET CATEGORIES (SOUTH ASIA)		
Sub Category	Campaign Name	Entrant Name
BRAND AWARENESS	No More Pimple	Lemon, Nepal
	Saffola Moving Kitchen	Lemon, Nepal
	Sun King - Recommended by Ma-Naw	Greenlight Planet
Sub Category	Campaign Name	Entrant Name
EXPERIENTIAL MARKETING CAMPAIGN OF THE YEAR	Horse cart Road Show	Xpert Providers, Bangladesh
	Set Wet Style Star 2075	Lemon, Nepal
	Tresemme Bangladesh Fashion Week	Creato, Bangladesh
Sub Category	Campaign Name	Entrant Name
INNOVATIVE CAMPAIGN OF THE YEAR	Hero Mileage Test (EBW)	Lemon, Nepal
	Maan Kholum Coke Sanga	Lemon, Nepal
Sub Category	Campaign Name	Entrant Name
LONGTERM CAMPAIGN	Coke Haat Bazaar	Lemon,Nepal
	Real School of NEPAL 2018	Lemoin, Nepal
Sub Category	Campaign Name	Entrant Name
PROMOTIONAL CAMPAIGN OF THE YEAR	Coke - Khelne Hoina ta	Lemon, Nepal
	Shikhar Insurance Yamalok	Outreach, Nepal
Sub Category	Campaign Name	Entrant Name
SMALL BUDGET CAMPAIGN OF THE YEAR	Dove Multi Activation	Lemon, Nepal
Sub Category	Campaign Name	Entrant Name
SOCIAL DEVELOPMENT & CSR CAMPAIGN OF THE YEAR	Asian Paints - Power to Pink	Lemon, Nepal
	Dettol Poricchonno Dhaka	Xpert Providers, Bangladesh
	Saktirupen Sangsthita	Creo Communications, Nepal

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