

Flame Awards 2017

Indian Entries

Sr. No	Category	Sub-category	Sub-sub category	Campaign Name
1	DIGITAL & SOCIAL MEDIA	BEST USE OF SOCIAL MEDIA		#Saluteourfarmers
2	DIGITAL & SOCIAL MEDIA	BEST USE OF SOCIAL MEDIA		AIRTEL ILLUMINATED WALL PAINTINGS
3	DIGITAL & SOCIAL MEDIA	BEST USE OF SOCIAL MEDIA		Family Jingalala
4	DIGITAL & SOCIAL MEDIA	BEST USE OF SOCIAL MEDIA		Mahindra Yuvo Launch Campaign
5	DIGITAL & SOCIAL MEDIA	BEST USE OF SOCIAL MEDIA		Music+

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1	DIGITAL & SOCIAL MEDIA	BEST CAMPAIGN LEVERAGING TECHNOLOGY EXPERIENCE & ENGAGEMENT		Apne Mann Ki Baat - DFP
2	DIGITAL & SOCIAL MEDIA	BEST CAMPAIGN LEVERAGING TECHNOLOGY EXPERIENCE & ENGAGEMENT		Apollo Load Ka Champion
3	DIGITAL & SOCIAL MEDIA	BEST CAMPAIGN LEVERAGING TECHNOLOGY EXPERIENCE & ENGAGEMENT		Mili Meri Pragati Ko Raftar
4	DIGITAL & SOCIAL MEDIA	BEST CAMPAIGN LEVERAGING TECHNOLOGY EXPERIENCE & ENGAGEMENT		Selfie with Salman!
5	DIGITAL & SOCIAL MEDIA	BEST CAMPAIGN LEVERAGING TECHNOLOGY EXPERIENCE & ENGAGEMENT		Technology Se Tarakki Tak - Mahindra Technology Mahotsav

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1	DIGITAL & SOCIAL MEDIA	BEST USE OF MOBILE		Horlicks Growth Check
2	DIGITAL & SOCIAL MEDIA	BEST USE OF MOBILE		Mobile Sakhi
3	DIGITAL & SOCIAL MEDIA	BEST USE OF MOBILE		Pusa Krishi Mobile App
4	DIGITAL & SOCIAL MEDIA	BEST USE OF MOBILE		RB Vriddhi
5	DIGITAL & SOCIAL MEDIA	BEST USE OF MOBILE		Voice of Gromor

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1	DIGITAL & SOCIAL MEDIA	INNOVATIVE MESUREMENT & MONITORING TOOLS		Digital India Outreach Dashboard
2	DIGITAL & SOCIAL MEDIA	INNOVATIVE MESUREMENT & MONITORING TOOLS		RB Vriddhi
3	DIGITAL & SOCIAL MEDIA	INNOVATIVE MESUREMENT & MONITORING TOOLS		Unicef Routine Immunization: Every Half Counts

Sr. No	Category	Sub-category	Sub-sub category	Campaign Name
1	INTEGRATED & SOCIAL DEVELOPMENT	BEST CSR CAMPAIGN OF THE YEAR		AIRTEL ILLUMINATED WALL PAINTINGS
2	INTEGRATED & SOCIAL DEVELOPMENT	BEST CSR CAMPAIGN OF THE YEAR		DABUR VATIKA LAJJA KAVACH
3	INTEGRATED & SOCIAL DEVELOPMENT	BEST CSR CAMPAIGN OF THE YEAR		Dettol Banega Swachh India - Changing Behaviour: Creating Sanitation Change Leaders
4	INTEGRATED & SOCIAL DEVELOPMENT	BEST CSR CAMPAIGN OF THE YEAR		Missed Call for Tree Plantation
5	INTEGRATED & SOCIAL DEVELOPMENT	BEST CSR CAMPAIGN OF THE YEAR		TATA- Young Astronomer Talent Search

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1	INTEGRATED & SOCIAL DEVELOPMENT	BEST INTEGRATED CAMPAIGN OF THE YEAR		Dharma Chef
2	INTEGRATED & SOCIAL DEVELOPMENT	BEST INTEGRATED CAMPAIGN OF THE YEAR		EK KADAM UNNATI KI AUR
3	INTEGRATED & SOCIAL DEVELOPMENT	BEST INTEGRATED CAMPAIGN OF THE YEAR		Gromor Rythu Khazana campaign
4	INTEGRATED & SOCIAL DEVELOPMENT	BEST INTEGRATED CAMPAIGN OF THE YEAR		Navratna Oil - Sukun ka Safar at Ujjain Mela
5	INTEGRATED & SOCIAL DEVELOPMENT	BEST INTEGRATED CAMPAIGN OF THE YEAR		Unicef Routine Immunization: Every Half Counts

Sr. No	Category	Sub-category	Sub-sub category	Campaign Name
1	INTEGRATED & SOCIAL DEVELOPMENT	BEST LONG TERM CAMPAIGN		Horlicks Swasthya Abhiyan
2	INTEGRATED & SOCIAL DEVELOPMENT	BEST LONG TERM CAMPAIGN		Rural Upliftment through High Quality Seeds
3	INTEGRATED & SOCIAL DEVELOPMENT	BEST LONG TERM CAMPAIGN		SBZ campaign

4	INTEGRATED & SOCIAL DEVELOPMENT	BEST LONG TERM CAMPAIGN		SPANDAN
5	INTEGRATED & SOCIAL DEVELOPMENT	BEST LONG TERM CAMPAIGN		Unicef Routine immunization: Every Half Counts

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1	INTEGRATED & SOCIAL DEVELOPMENT	BEST SOCIAL DEVELOPMENT CAMPAIGN OF THE YEAR		Agrowon Sarpanch Mahaparishad 2016
2	INTEGRATED & SOCIAL DEVELOPMENT	BEST SOCIAL DEVELOPMENT CAMPAIGN OF THE YEAR		Banega Swachh India
3	INTEGRATED & SOCIAL DEVELOPMENT	BEST SOCIAL DEVELOPMENT CAMPAIGN OF THE YEAR		Mobile Medical Unit
4	INTEGRATED & SOCIAL DEVELOPMENT	BEST SOCIAL DEVELOPMENT CAMPAIGN OF THE YEAR		SEHAT KI CHUSKI
5	INTEGRATED & SOCIAL DEVELOPMENT	BEST SOCIAL DEVELOPMENT CAMPAIGN OF THE YEAR		SHUBH BHOJAN KI SHUBH SHURUWAT

Sr. No	Category	Sub-category	Sub-category	Campaign Name
1	PROMOTION & ACTIVATION CAMPAIGN	BRAND AWARENESS CAMPAIGN OF THE YEAR		AIRTEL ILLUMINATED WALL PAINTINGS
2	PROMOTION & ACTIVATION CAMPAIGN	BRAND AWARENESS CAMPAIGN OF THE YEAR		DABUR VATIKA LAJJA KAVACH
3	PROMOTION & ACTIVATION CAMPAIGN	BRAND AWARENESS CAMPAIGN OF THE YEAR		Mahindra Imperio Terminal
4	PROMOTION & ACTIVATION CAMPAIGN	BRAND AWARENESS CAMPAIGN OF THE YEAR		Selfie with Salman!
5	PROMOTION & ACTIVATION CAMPAIGN	BRAND AWARENESS CAMPAIGN OF THE YEAR		Unicef Routine Immunization: Every Half Counts

Sr. No	Category	Sub-category	Sub-category	Campaign Name
1	PROMOTION & ACTIVATION CAMPAIGN	DIRECT MARKETING CAMPAIGN OF THE YEAR		HSA: Horlicks Heroes
2	PROMOTION & ACTIVATION CAMPAIGN	DIRECT MARKETING CAMPAIGN OF THE YEAR		Khushali Diwas - DFP - GOI
3	PROMOTION & ACTIVATION CAMPAIGN	DIRECT MARKETING CAMPAIGN OF THE YEAR		Mahindra Supro: Making Every Knock Count
4	PROMOTION & ACTIVATION CAMPAIGN	DIRECT MARKETING CAMPAIGN OF THE YEAR		SEHAT KI CHUSKI
5	PROMOTION & ACTIVATION CAMPAIGN	DIRECT MARKETING CAMPAIGN OF THE YEAR		SHUBH BHOJAN KI SHUBH SHURUWAT

Sr. No	Category	Sub-category	Sub-category	Campaign Name
1	PROMOTION & ACTIVATION CAMPAIGN	EXPERIENTIAL MARKETING CAMPAIGN OF THE YEAR		Chandra Nandini
2	PROMOTION & ACTIVATION CAMPAIGN	EXPERIENTIAL MARKETING CAMPAIGN OF THE YEAR		DABUR VATIKA LAJJA KAVACH
1	PROMOTION & ACTIVATION CAMPAIGN	SALES PROMOTION CAMPAIGN OF THE YEAR- Recategorized to this category		DALDA DIVYA DARSHAN
3	PROMOTION & ACTIVATION CAMPAIGN	EXPERIENTIAL MARKETING CAMPAIGN OF THE YEAR		Khushali Diwas - GOI
4	PROMOTION & ACTIVATION CAMPAIGN	EXPERIENTIAL MARKETING CAMPAIGN OF THE YEAR		Selfie with Salman!
5	PROMOTION & ACTIVATION CAMPAIGN	EXPERIENTIAL MARKETING CAMPAIGN OF THE YEAR		STAR PLUS SIYA KE RAM

Sr. No	Category	Sub-category	Sub-category	Campaign Name
1	PROMOTION & ACTIVATION CAMPAIGN	NEW ON GROUND PROPERTY OF THE YEAR		Coin of Life
2	PROMOTION & ACTIVATION CAMPAIGN	NEW ON GROUND PROPERTY OF THE YEAR		ITC Bounce Masti Express
3	PROMOTION & ACTIVATION CAMPAIGN	NEW ON GROUND PROPERTY OF THE YEAR		Mahindra Vishwakarma Pooja Mohatsav
4	PROMOTION & ACTIVATION CAMPAIGN	NEW ON GROUND PROPERTY OF THE YEAR		Ujjawal Bhavishya Abhiyan
5	PROMOTION & ACTIVATION CAMPAIGN	NEW ON GROUND PROPERTY OF THE YEAR		Unicef: Ek Kahani Adhure Khilone Ki

Sr. No	Category	Sub-category	Sub-category	Campaign Name
2	PROMOTION & ACTIVATION CAMPAIGN	SALES PROMOTION CAMPAIGN OF THE YEAR		Jiyo Lightum Light with Perk at Audiowala Bus stand
3	PROMOTION & ACTIVATION CAMPAIGN	SALES PROMOTION CAMPAIGN OF THE YEAR		SEHAT KI CHUSKI
4	PROMOTION & ACTIVATION CAMPAIGN	SALES PROMOTION CAMPAIGN OF THE YEAR		SHUBH BHOJAN KI SHUBH SHURUWAT
5	PROMOTION & ACTIVATION CAMPAIGN	SALES PROMOTION CAMPAIGN OF THE YEAR		STAR PLUS SIYA KE RAM

Sr. No	Category	Sub-category	Sub-category	Campaign Name
1	PROMOTION & ACTIVATION CAMPAIGN	USE OF TRADITIONAL CONGREGATION PLATFORMS		BSI- Kumbh

2	PROMOTION & ACTIVATION CAMPAIGN	USE OF TRADITIONAL CONGREGATION PLATFORMS		DABUR VATIKA LAJJA KAVACH
3	PROMOTION & ACTIVATION CAMPAIGN	USE OF TRADITIONAL CONGREGATION PLATFORMS		Marico School Contact Program
4	PROMOTION & ACTIVATION CAMPAIGN	USE OF TRADITIONAL CONGREGATION PLATFORMS		Navratna Oil - Sukun ka Safar at Ujjain Mela
5	PROMOTION & ACTIVATION CAMPAIGN	USE OF TRADITIONAL CONGREGATION PLATFORMS		Pandarpur Yatra

Sr. No	Category	Sub-category	ub-sub catogo	Campaign Name
1	PROMOTION & ACTIVATION CAMPAIGN	LAUNCH/RE-LAUNCH EVENT OF THE YEAR		Dabur Brahmi Amla /Sacha Daam Sacha Kaam
2	PROMOTION & ACTIVATION CAMPAIGN	LAUNCH/RE-LAUNCH EVENT OF THE YEAR		DSP launch
3	PROMOTION & ACTIVATION CAMPAIGN	LAUNCH/RE-LAUNCH EVENT OF THE YEAR		Launch of Mahindra Yuvo Tractor
4	PROMOTION & ACTIVATION CAMPAIGN	LAUNCH/RE-LAUNCH EVENT OF THE YEAR		Mentos Pure Fresh Bottle Launch - MT
5	PROMOTION & ACTIVATION CAMPAIGN	LAUNCH/RE-LAUNCH EVENT OF THE YEAR		Sabse Phle Aap

Sr. No	Category	Sub-category	ub-sub catogo	Campaign Name
1	PROMOTION & ACTIVATION CAMPAIGN	SMALL BUDGET CAMPAIGN OF THE YEAR		DABUR VATIKA LAJJA KAVACH
2	PROMOTION & ACTIVATION CAMPAIGN	SMALL BUDGET CAMPAIGN OF THE YEAR		A Filmy look to your next door Saloons and Gyms by Zee group
3	PROMOTION & ACTIVATION CAMPAIGN	SMALL BUDGET CAMPAIGN OF THE YEAR		Anti Coil Campaign
4	PROMOTION & ACTIVATION CAMPAIGN	SMALL BUDGET CAMPAIGN OF THE YEAR		Swasthya Visheshagaya RMP Advocacy Program
5	PROMOTION & ACTIVATION CAMPAIGN	SMALL BUDGET CAMPAIGN OF THE YEAR		#GuessThePlus

Sr. No	Category	Sub-category	ub-sub catogo	Campaign Name
1	SPECIAL CATEGORIES	AGRICULTURE & ALLIED CAMPAIGNS	EFFECTIVE US	Project Pratibha
2	SPECIAL CATEGORIES	AGRICULTURE & ALLIED CAMPAIGNS	EFFECTIVE US	ROI campaign
3	SPECIAL CATEGORIES	AGRICULTURE & ALLIED CAMPAIGNS	EFFECTIVE US	SBIs Stree Shakti Tractor Loan campaign
4	SPECIAL CATEGORIES	AGRICULTURE & ALLIED CAMPAIGNS	EFFECTIVE US	Technology Se Tarakki Tak - Mahindra Technology Mahotsav

Sr. No	Category	Sub-category	ub-sub catogo	Campaign Name
1	SPECIAL CATEGORIES	AGRICULTURE & ALLIED CAMPAIGNS	FARMER CONN	#Saluteourfarmers
2	SPECIAL CATEGORIES	AGRICULTURE & ALLIED CAMPAIGNS	FARMER CONN	Agrowon Samwad
3	SPECIAL CATEGORIES	AGRICULTURE & ALLIED CAMPAIGNS	FARMER CONN	Sabse Zabardast Sabse Zordar
4	SPECIAL CATEGORIES	AGRICULTURE & ALLIED CAMPAIGNS	FARMER CONN	Technology Se Tarakki Tak - Mahindra Technology Mahotsav
5	SPECIAL CATEGORIES	AGRICULTURE & ALLIED CAMPAIGNS	FARMER CONN	Vaivoline Tractor Fit Kisan Super hit Campaign

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1	SPECIAL CATEGORIES	AGRICULTURE & ALLIED CAMPAIGNS	INNOVATIVE IN	Greening the Deserts
2	SPECIAL CATEGORIES	AGRICULTURE & ALLIED CAMPAIGNS	INNOVATIVE IN	Project Pratibha
3	SPECIAL CATEGORIES	AGRICULTURE & ALLIED CAMPAIGNS	INNOVATIVE IN	SAFLs Special Lending Program for Widows

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1	SPECIAL CATEGORIES	AGRICULTURE & ALLIED CAMPAIGNS	INTEGRATED F	Gromor Precision demos

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1	SPECIAL CATEGORIES	AGRICULTURE & ALLIED CAMPAIGNS	SUSTAINABLE	Farmer's education for bio-agriculture & Soil health Management

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1	SPECIAL CATEGORIES	BANKING & FINANCE CAMPAIGN OF THE YEAR	BEST USE OF	UBI at Audiowala Bus Stand

Sr. No	Category	Sub-category	ub-sub catego	Campaign Name
1	SPECIAL CATEGORIES	BEST ATL CAMPAIGN OF THE YEAR		Audio Nildhana An out of Home media at Public Place for the Movie Promotion
2	SPECIAL CATEGORIES	BEST ATL CAMPAIGN OF THE YEAR		AIRTEL TOLUSCOPE
3	SPECIAL CATEGORIES	BEST ATL CAMPAIGN OF THE YEAR		Cashless transactions at MGCs campaign
4	SPECIAL CATEGORIES	BEST ATL CAMPAIGN OF THE YEAR		Rozgaar Vaani

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1	SPECIAL CATEGORIES	BEST GOVERNMENT CAMPAIGN OF THE YEAR		Digital India Outreach
2	SPECIAL CATEGORIES	BEST GOVERNMENT CAMPAIGN OF THE YEAR		Khushali Diwas - DFP - GOI
3	SPECIAL CATEGORIES	BEST GOVERNMENT CAMPAIGN OF THE YEAR		Mili Meri Pragati Ko Raftar
4	SPECIAL CATEGORIES	BEST GOVERNMENT CAMPAIGN OF THE YEAR		Pusa Krishi Mobile App

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1	SPECIAL CATEGORIES	PHARMA CAMPAIGNS OF THE YEAR	EDUCATION AN	Dabur Madhuraksha
2	SPECIAL CATEGORIES	PHARMA CAMPAIGNS OF THE YEAR	EDUCATION AN	Making India Thyroid Aware
3	SPECIAL CATEGORIES	PHARMA CAMPAIGNS OF THE YEAR	EDUCATION AN	Swarksha Camp

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1	SPECIAL CATEGORIES	RESEARCH PROJECT OF THE YEAR		Price Bench marking study
2	SPECIAL CATEGORIES	RESEARCH PROJECT OF THE YEAR		Rural FMCG Distribution-Deciphering the Mystery

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1	CHANNEL DEVELOPMENT & TRADE ACTIVATION	BEST CONSUMER @ RETAIL CAMPAIGN OF THE YEAR		Dabur Fem 'Bleach Experience The Change' Campaign
2	CHANNEL DEVELOPMENT & TRADE ACTIVATION	BEST CONSUMER @ RETAIL CAMPAIGN OF THE YEAR		Gromor Anubandham
3	CHANNEL DEVELOPMENT & TRADE ACTIVATION	BEST CONSUMER @ RETAIL CAMPAIGN OF THE YEAR		Tata Coffee Grand

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1	CHANNEL DEVELOPMENT & TRADE ACTIVATION	BEST LAST MILE INITIATIVE OF THE YEAR		DABUR DUS KI LEHAR
2	CHANNEL DEVELOPMENT & TRADE ACTIVATION	BEST LAST MILE INITIATIVE OF THE YEAR		IT empowering Rural Sales
3	CHANNEL DEVELOPMENT & TRADE ACTIVATION	BEST LAST MILE INITIATIVE OF THE YEAR		RB Vriddhi
4	CHANNEL DEVELOPMENT & TRADE ACTIVATION	BEST LAST MILE INITIATIVE OF THE YEAR		SAMPARK - INTEGRATED DISTRIBUTION
5	CHANNEL DEVELOPMENT & TRADE ACTIVATION	BEST LAST MILE INITIATIVE OF THE YEAR		Ujjwal Bhavishya Abhiyan

Sr. No	Category	Sub-category	ub-sub catego	Campaign Name
2	CHANNEL DEVELOPMENT & TRADE ACTIVATION	BEST PRODUCT SEEDING CAMPAIGN OF THE YEAR		Dr. Fixit Jodi
3	CHANNEL DEVELOPMENT & TRADE ACTIVATION	BEST PRODUCT SEEDING CAMPAIGN OF THE YEAR		RB Vriddhi
4	CHANNEL DEVELOPMENT & TRADE ACTIVATION	BEST PRODUCT SEEDING CAMPAIGN OF THE YEAR		True Blue
5	CHANNEL DEVELOPMENT & TRADE ACTIVATION	BEST PRODUCT SEEDING CAMPAIGN OF THE YEAR		Ujjwal Bhavishya Abhiyan

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1	CHANNEL DEVELOPMENT & TRADE ACTIVATION	BEST TRADE ENGAGEMENT CAMPAIGN OF THE YEAR		Dabur- Vatika WS/Maha Munafa offer
2	CHANNEL DEVELOPMENT & TRADE ACTIVATION	BEST TRADE ENGAGEMENT CAMPAIGN OF THE YEAR		Good to be Tough
3	CHANNEL DEVELOPMENT & TRADE ACTIVATION	BEST TRADE ENGAGEMENT CAMPAIGN OF THE YEAR		Halla Bol
4	CHANNEL DEVELOPMENT & TRADE ACTIVATION	BEST TRADE ENGAGEMENT CAMPAIGN OF THE YEAR		Shop Boy contest / amar gaurav

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1	CHANNEL DEVELOPMENT & TRADE ACTIVATION	BEST VISIBILITY & VISUAL MERCHANDISING CAMPAIGN OF THE YEAR		Blue Corridor Phase 2
2	CHANNEL DEVELOPMENT & TRADE ACTIVATION	BEST VISIBILITY & VISUAL MERCHANDISING CAMPAIGN OF THE YEAR		Dabur- Vatika WS/Maha Munafa offer
3	CHANNEL DEVELOPMENT & TRADE ACTIVATION	BEST VISIBILITY & VISUAL MERCHANDISING CAMPAIGN OF THE YEAR		Juzt Jelly Bottles Shape Launch