

## RMAI FLAME AWARDS ASIA 2020 - SHORTLISTS

### Group A - BTL: CHANNEL DEVELOPMENT & TRADE ACTIVATION CAMPAIGN OF THE YEAR

CATEGORY	SUB-CATEGORY	CAMPAIGN	ENTRANT	CLIENT
BEST TRADE ENGAGEMENT CAMPAIGN OF THE YEAR	-	Judiyeh Desh ke No. 1 Hair oil se aur baniye No.1 dukandar	Triveni Media Marketing Services	Marico Limited
		Apollo Value Club	Evolve Brands	Apollo Tyres
		"SAMPARK" A vision transformed a Vision into a reality	Usha International Ltd	(Direct Entry)
		Perfetti Retail Seeding	Impact Communications	Perfetti Van Melle India Pvt. Ltd.
		Fit & Healthy with Dabur Red	Mindwave Media Pvt. Ltd	Dabur India

### Group A - BTL: CHANNEL DEVELOPMENT & TRADE ACTIVATION CAMPAIGN OF THE YEAR

CATEGORY	SUB-CATEGORY	CAMPAIGN	ENTRANT	CLIENT
BEST PRODUCT SEEDING CAMPAIGN OF THE YEAR	-	Perfetti Retail Seeding	Impact Communications	Perfetti Van Melle India Pvt. Ltd.

### Group A - BTL: CHANNEL DEVELOPMENT & TRADE ACTIVATION CAMPAIGN OF THE YEAR

CATEGORY	SUB-CATEGORY	CAMPAIGN	ENTRANT	CLIENT
BEST LAST MILE INITIATIVE OF THE YEAR	-	Rural Vistaar	PepsiCo India	(Direct Entry)
		Philips Vistar	Impact Communications	Signify Innovations India Limited
		ASHAAYEN"-USHA HAI TOH ASHA HAI	Usha International Ltd	(Direct Entry)
		SUTRADHAAR SAMRUDDHI PROGRAM	Mahindra & Mahindra Financial Services Ltd	(Direct Entry)
		#AgricoOnWheels	UrsDigitally	TATA Agrico

### Group A - BTL: CHANNEL DEVELOPMENT & TRADE ACTIVATION CAMPAIGN OF THE YEAR

CATEGORY	SUB-CATEGORY	CAMPAIGN	ENTRANT	CLIENT
BEST CONSUMER @ RETAIL CAMPAIGN OF THE YEAR	-	Yippee Outreach Campaign	Impact Communications	ITC Ltd.

### Group B - BTL: DIGITAL & SOCIAL MEDIA CAMPAIGN OF THE YEAR

CATEGORY	SUB-CATEGORY	CAMPAIGN	ENTRANT	CLIENT
BEST USE OF MOBILE	-	Lakshya	Tata steel Ltd.(Tata Wiron)	(Direct Entry)

Group B - BTL: DIGITAL & SOCIAL MEDIA CAMPAIGN OF THE YEAR				
CATEGORY	SUB-CATEGORY	CAMPAIGN	ENTRANT	CLIENT
BEST USE OF SOCIAL MEDIA	-	Binding Together	Tata steel Ltd.(Tata Wiron)	(Direct Entry)
		Social Media Campaign for Tractors	Force Motors Limited	(Direct Entry)
		Magical Diwali	TVS Credit Services Limited	(Direct Entry)
		I am Aadya	Yadnya Brandscapes	Chandukaka Saraf & Sons Pvt. Ltd.

Group B - BTL: DIGITAL & SOCIAL MEDIA CAMPAIGN OF THE YEAR				
CATEGORY	SUB-CATEGORY	CAMPAIGN	ENTRANT	CLIENT
BEST CAMPAIGN LEVERAGING TECHNOLOGY EXPERIENCE & ENGAGEMENT	-	Gulf Oil - Jamoora Tesan	Impact Communications	Gulf Oil Lubricants India Limited
		Kumbh Mein Sukun	Mindwave Media Pvt. Ltd	Emami Limited
		Mahindra Talking Tractor	ZtoA Marketing	Mahindra & Mahindra Ltd. - Automotive Sector

Group B - BTL: DIGITAL & SOCIAL MEDIA CAMPAIGN OF THE YEAR				
CATEGORY	SUB-CATEGORY	CAMPAIGN	ENTRANT	CLIENT
INNOVATIVE MEASUREMENT & MONITORING TOOLS	-	Digital Farming	Seedworks International Pvt Ltd	(Direct Entry)

Group C - BTL: INTEGRATED & SOCIAL DEVELOPMENT CAMPAIGN OF THE YEAR				
CATEGORY	SUB-CATEGORY	CAMPAIGN	ENTRANT	CLIENT
BEST SOCIAL DEVELOPMENT CAMPAIGN OF THE YEAR	-	Maulichi Savli	The Brand Brewery	Tata Consumer Products Ltd.
		Accident Benefit for Husqvarna Loggers	Husqvarna (India) Products Pvt Ltd	(Direct Entry)
		Har Din Behtar	Impact Communications	Procter & Gamble Hygiene and Health Care Ltd
		Shakti Ka Sammaan	The Brand Brewery	Tata Consumer Products Ltd.
		Dampatti No 1	Impact Communications	Mobius Foundation

Group C - BTL: INTEGRATED & SOCIAL DEVELOPMENT CAMPAIGN OF THE YEAR				
CATEGORY	SUB-CATEGORY	CAMPAIGN	ENTRANT	CLIENT
BEST LONG TERM CAMPAIGN	-	Abbott Swarakasha Campaign	Impact Communications	Abbott India Ltd

Group C - BTL: INTEGRATED & SOCIAL DEVELOPMENT CAMPAIGN OF THE YEAR				
CATEGORY	SUB-CATEGORY	CAMPAIGN	ENTRANT	CLIENT
BEST CSR CAMPAIGN OF THE YEAR	-	Janani Jyot	Impact Communications	KEI Wires and Cables
		Dabur Odomos - Dengue Mukh Bharat	Mindwave Media Pvt. Ltd	Dabur India
		Saksham - Power To Hands	TVS Credit Services Limited	(Direct Entry)
		Maulichi Savli	The Brand Brewery	Tata Consumer Products Ltd.

Group C - BTL: INTEGRATED & SOCIAL DEVELOPMENT CAMPAIGN OF THE YEAR				
CATEGORY	SUB-CATEGORY	CAMPAIGN	ENTRANT	CLIENT
BEST INTEGRATED CAMPAIGN OF THE YEAR	-	Kumbh Mein Sukun	Mindwave Media Pvt. Ltd	Emami Limited
		Nambikkai Nallakannu	R.G.Sundar & Co	(Direct Entry)

Group D - BTL: PROMOTIONAL & ACTIVATION CAMPAIGN				
CATEGORY	SUB-CATEGORY	CAMPAIGN	ENTRANT	CLIENT
BRAND AWARENESS CAMPAIGN OF THE YEAR	-	JCB Saksham Campaign	Infinity Advertising Services Pvt. Ltd	JCB India Limited
		Gulf Superfleet Suraksha Bandhan	121 Experiences Integrated Marketing	Gulf Oil Lubricants India Limited
		Har Din Behtar	Impact Communications	Procter & Gamble Hygiene and Health Care
		Shakti Ka Sammaan	The Brand Brewery	Tata Consumer Products Ltd.
		Mahindra Treo Campaign	Impact Communications	Mahindra Electric Mobility Ltd

Group D - BTL: PROMOTIONAL & ACTIVATION CAMPAIGN				
CATEGORY	SUB-CATEGORY	CAMPAIGN	ENTRANT	CLIENT
NEW ON GROUND PROPERTY OF THE YEAR	-	Apollo Gramoday	Impact Communications	Apollo Tyres Ltd
		Husqvarna Logging Championship 2019	Husqvarna (India) Products Pvt Ltd	(Direct Entry)
		Gram Pravesh	Mahindra & Mahindra Financial Services Ltd	(Direct Entry)
		Har Din Behtar	Impact Communications	Procter & Gamble Hygiene and Health Care Ltd
		Gulf Superfleet Suraksha Bandhan	121 Experiences Integrated Marketing Pvt Ltd	Gulf Oil Lubricants India Limited

Group D - BTL: PROMOTIONAL & ACTIVATION CAMPAIGN				
CATEGORY	SUB-CATEGORY	CAMPAIGN	ENTRANT	CLIENT
SALES PROMOTION CAMPAIGN OF THE YEAR	-	Shakti Ka Sammaan	The Brand Brewery	Tata Consumer Products Ltd.
		Rahat K Bulbule	Vritti Solutions	GSK India
		Har Din Behtar	Impact Communications	Procter & Gamble Hygiene and Health Care Ltd
		Jeeto - Mere paas Mileage hai	ZtoA Marketing	Mahindra & Mahindra Ltd. - Automotive Sector
		Maulichi Savli	The Brand Brewery	Tata Consumer Products Ltd.

Group D - BTL: PROMOTIONAL & ACTIVATION CAMPAIGN				
CATEGORY	SUB-CATEGORY	CAMPAIGN	ENTRANT	CLIENT
LAUNCH/RE-LAUNCH EVENT OF THE YEAR	-	Mahindra Treo Campaign	Impact Communications	Mahindra Electric Mobility Ltd
		AFZ launch	Impact Communications	Apollo Tyres Ltd
		JK - Surksha ka tika	Vritti Solutions	JK Cement Ltd

Group D - BTL: PROMOTIONAL & ACTIVATION CAMPAIGN				
CATEGORY	SUB-CATEGORY	CAMPAIGN	ENTRANT	CLIENT
USE OF TRADITIONAL CONGEGRATION PLATFORMS	-	Maulichi Savli	The Brand Brewery	Tata Consumer Products Ltd.
		Chutki Bhar Aashirvaad - Iodised Salt	Impact Communications	ITC Ltd.
		Eno Chaupal	Impact Communications	GSK India
		Chunav k Rang Hajmola k Sang	Mindwave Media Pvt. Ltd	Dabur India
		Shakti Ka Sammaan	The Brand Brewery	Tata Consumer Products Ltd.

Group D - BTL: PROMOTIONAL & ACTIVATION CAMPAIGN				
CATEGORY	SUB-CATEGORY	CAMPAIGN	ENTRANT	CLIENT
SMALL BUDGET CAMPAIGN OF THE YEAR	-	Matra Swasthya Diwas	Impact Communications	Hindustan Unilever
		Alfa Plus	ZtoA Marketing	Mahindra & Mahindra Ltd. - Automotive Sector

Group D - BTL: PROMOTIONAL & ACTIVATION CAMPAIGN				
CATEGORY	SUB-CATEGORY	CAMPAIGN	ENTRANT	CLIENT
EXPERIENTIAL MARKETING CAMPAIGN OF THE YEAR	-	Shakti Ka Sammaan	The Brand Brewery	Tata Consumer Products Ltd.
		Dabur Pudín Hara Thandak Zone	Marketing Architects	Dabur India Ltd
		Profitpur Key Sholay	Insight Outreach Pvt Ltd	Mahindra & Mahindra Ltd. - Automotive Sector
		Laut Aaya Aapka Apna Hair & Care	Triveni Media Marketing Services	Marico Limited
		Maulichi Savli	The Brand Brewery	Tata Consumer Products Ltd.

Group E - SPECIAL CATEGORIES				
CATEGORY	SUB-CATEGORY	CAMPAIGN	ENTRANT	CLIENT
BANKING & FINANCE CAMPAIGN OF THE YEAR	BEST FINANCIAL INCLUSION INITIATIVE	Banking with Bharosa	Airtel Payments Bank	(Direct Entry)
		Financial Inclusion Campaign	Muthoot Microfin Limited	(Direct Entry)
		Mahindra Finance SME	Impact Communications	Mahindra & Mahindra Financial Services Ltd

Group E - SPECIAL CATEGORIES				
CATEGORY	SUB-CATEGORY	CAMPAIGN	ENTRANT	CLIENT
AGRICULTURE & ALLIED CAMPAIGNS	INNOVATIVE INITIATIVE IN RURAL SECTOR OR RURAL INNOVATION OF THE YEAR	Dhanyawaad Yatra	Seedworks International Pvt Ltd	(Direct Entry)
		Zoom Trac - Rental Business – (Approch towards Small and marginal farmer)	Force Motors Limited	(Direct Entry)

Group E - SPECIAL CATEGORIES				
CATEGORY	SUB-CATEGORY	CAMPAIGN	ENTRANT	CLIENT
CAMPAIGN DECADE-PLUS	-	Jana Diwas	Jana Small Finance Bank	(Direct Entry)

Group E - SPECIAL CATEGORIES				
CATEGORY	SUB-CATEGORY	CAMPAIGN	ENTRANT	CLIENT
AGRICULTURE & ALLIED CAMPAIGNS	FARMER CONNECT / CONTACT PROGRAMME/INITIATIVE	HDFC Bank Unnati Ka Uphaar Maati Parikshan	Impact Communications	HDFC Bank Ltd
		Ab Ganne Ka Sathi Sona	Mindwave Media Pvt. Ltd	JK Tyre & Industries
		Maulichi Savli	The Brand Brewery	Tata Consumer Products Ltd.
		Puddling Ka Champion	Impact Communications	Apollo Tyres Ltd
		Gulf Supreme Tractorotsav	ZtoA Marketing	Gulf Oil Lubricants India Limited

Group E - SPECIAL CATEGORIES				
CATEGORY	SUB-CATEGORY	CAMPAIGN	ENTRANT	CLIENT
PHARMA CAMPAIGNS OF THE YEAR	EDUCATION AND AWARENESS INITIATIVE/PROGRAMME FOR RURAL PATIENT & PRACTITIONERS	Abbott Swarakasha Campaign	Impact Communications	Abbott India Ltd

Group E - SPECIAL CATEGORIES				
CATEGORY	SUB-CATEGORY	CAMPAIGN	ENTRANT	CLIENT
BEST GOVERNMENT CAMPAIGN OF THE YEAR	-	Department Of Post	Vritti Solutions	Department Of Post
		DGIPR Pandharpur Campaign	RW Promotions	Government of Maharashtra

Group E - SPECIAL CATEGORIES				
CATEGORY	SUB-CATEGORY	CAMPAIGN	ENTRANT	CLIENT
AGRICULTURE & ALLIED CAMPAIGNS	SOCIAL ENTERPRISE / COMMUNITY PROJECT / COMMUNITY AFFAIRS OF THE YEAR	Maulichi Savli	The Brand Brewery	Tata Consumer Products Ltd.
		River Rejuvenation Programme	Lupin Foundation	(Direct Entry)

Group E - SPECIAL CATEGORIES				
CATEGORY	SUB-CATEGORY	CAMPAIGN	ENTRANT	CLIENT
Innovative Activity in Pandemic	-	Sampoorn Surakshit Nirman	Impact Communications	JK Cement Ltd.
		Alpenliebe Juzt Jelly Salutes Our Heroes Initiative	McCann Worldgroup	Perfetti Van Melle India Pvt Ltd
		Mahindra Cares	Insight Outreach Pvt Ltd	Mahindra & Mahindra Ltd. - Automotive Sector
		Promoting a culture of informed financial decision making	TVS Credit Services Limited	(Direct Entry)
		Partnering with Bharatiya Jain Sanghatana (BJS) to deliver healthcare facilities to the needy and underprivileged during lockdown	Force Motors Limited	(Direct Entry)

Group E - SPECIAL CATEGORIES				
CATEGORY	SUB-CATEGORY	CAMPAIGN	ENTRANT	CLIENT
Institution that has contributed in creating 'Future Leaders for Rural'	-	-	Great Lakes Institute of Management, Gurgaon	(Direct Entry)
			Institute of Rural Management Anand	(Direct Entry)
			Prin. L.N. Welingkar Institute of Management Development & Research (WeSchool)	(Direct Entry)

Group F - EMERGING MARKET CATEGORIES (SOUTH ASIA)				
CATEGORY	SUB-CATEGORY	CAMPAIGN	ENTRANT	CLIENT
PROMOTIONAL CAMPAIGN OF THE YEAR	-	Mahindra Unnatir Utshob	Impact Communications	Mahindra & Mahindra Ltd. - Automotive Sector
		Saffola Van Activation	Lemon Pvt Ltd	Marico Ltd

Group F - EMERGING MARKET CATEGORIES (SOUTH ASIA)				
CATEGORY	SUB-CATEGORY	CAMPAIGN	ENTRANT	CLIENT
BRAND AWARENESS CAMPAIGN OF THE YEAR	-	Mahindra Unnatir Utshob	Impact Communications	Mahindra & Mahindra Ltd. - Automotive Sector
		NIC Asia Road Show	Lemon Pvt Ltd	NIC ASIA Bank Ltd

Group F - EMERGING MARKET CATEGORIES (SOUTH ASIA)				
CATEGORY	SUB-CATEGORY	CAMPAIGN	ENTRANT	CLIENT
BEST INNOVATIVE CAMPAIGN OF THE YEAR	-	Ncell Gift Van Activation (Dashain BTL)	Lemon Pvt Ltd	Ncell Axiata Ltd

Group F - EMERGING MARKET CATEGORIES (SOUTH ASIA)				
CATEGORY	SUB-CATEGORY	CAMPAIGN	ENTRANT	CLIENT
EXPERIENTIAL MARKETING CAMPAIGN OF THE YEAR	-	Ncell Ghumti Pasal - Van Sales	Lemon Pvt Ltd	Ncell Axiata Ltd

Group F - EMERGING MARKET CATEGORIES (SOUTH ASIA)				
CATEGORY	SUB-CATEGORY	CAMPAIGN	ENTRANT	CLIENT
SOCIAL DEVELOPMENT & CSR CAMPAIGN OF THE YEAR	-	Ncell Festival BTL - Teej	Lemon Pvt Ltd	Ncell Axiata Ltd