

**BRANDED CONTENT & ENTERTAINMENT SHORTLIST - GOAFEST 2019**

Category No.	Entry No.	Brand	Campaign
<b>13a : Best fictional program, series or film where a client has successfully created a drama, comedy or mini-series around a product or brand including TV, mini-series, web series, cinema, DVD releases and online/digital.</b>			
13a	5	Imperial Blue Men Will Be Men	IMPERIAL BLUE DIL DOSTI DAFTAR
13a	6	Sui Dhaaga - Made In India	Sui Dhaaga Made In India – Logo Film
13a	7	Hyundai	The Deal - Brilliant Moments with Hyundai
13a	8	Bajaj Allianz Life Insurance	Game Of Life Goals
13a	9	Legrand India	Vibes don't lie
<b>13b : Best non-fiction program, series or film where a client has successfully created a reality, documentary or entertainment show around a product(s) or brand(s) including TV, mini-series, web series, cinema, DVD releases and online/digital.</b>			
13b	1	Dainik Jagran	Daughter's Diary : WE, THE DAUGHTERS OF INDIA
13b	2	Dainik Jagran	Sanskarshala : THE SCHOOL OF LIFE
13b	3	Franklin Templeton Investments India	Reach For Better
13b	4	MG Motor India Pvt Ltd	#MGChangemakers
13b	5	Hershey's	Meethe Bahane
13b	6	Adidas India Pvt. Ltd.	The Real Kashmir
13b	11	Dailyhunt App	#HarBhashaEqual
13b	12	Oxemberg	Make Your Move
13b	13	Arrow - Arvind fashion LTD	#BestIsYetToCome
13b	14	LinkedIn India	LinkedIn-MTV Get A Job Season 4
13b	16	UltraTech Cement	Baat Ghar Ki
13b	17	Havells	LED Ramlila
13b	18	Mahindra Tractor	Education, Entertainment, and Engagement for second Generation Framers with #SowTheFuture
13b	19	Samsonite -American Tourister	Making #Swagpack a social style sensation
<b>13c : Best brand or product integration into a feature film, existing TV show and/or series including TV, mini-series, web series, cinema, DVD releases and online/digital.</b>			
13c	1	Friends Adult Diapers	'Wahi masti, phir se' with 102 Not Out
13c	2	Hershey's	Meethe Bahane
13c	5	Bournvita	'Tayyari GOLD Ki'
13c	7	Hasbro Gaming	Hasbro Gaming House Party Round in EIC vs. World Season 2
13c	8	Brooke Bond Red Label	Bringing two rival nations together over a different "CUP"
13c	11	Nexa Baleno	NEXA Baleno Reframed City
<b>13d : Best use or integration of experiential events, Creative positioning of a brand using events, festivals, flash mobs, installations, etc.</b>			
13d	1	UNITED SPIRITS LIMITED (Diageo India)	Johnny Walker - Mission to Mars
13d	2	Osram Lighting Pvt Ltd	OSRAM - Save the Ocean
13d	3	Honda Motors & Scooters India Private Limited.	Honda - Light up Dreams
13d	5	Dainik Jagran	Ab Bas : THE CONSPIRACY OF SILENCE
13d	11	Dainik Jagran	Mera Bharat Swacchh : CLEANING MINDSETS BEFORE CLEANING INDIA
13d	14	tata nexon	kalicar
13d	15	Adidas India Pvt. Ltd.	The Real Kashmir
13d	17	Muthoot Finance	Vishwas ki Tijori
13d	18	Future Retail	World's First Glam Tram
13d	20	HCL TECHNOLOGIES	WEF
13d	24	Sui Dhaaga - Made In India	Sui Dhaaga Made in India – Yarn Bombing Activity
13d	25	Mahindra Group	Mahindra Blues Festival
13d	27	DHL Express, India	The Fastest Crowdsourced Chant
13d	31	Bajaj Allianz Life Insurance	Bajaj Allianz Life Plankathon
13d	33	Mother Dairy - Dhara	Zara Sa Badlav

13d	38	Odisha Skill Development Authority, Government of Odisha	Odisha Skills 2018
13d	40	Castrol India	How Castrol Activ Brought Communities together to #ProtectWhatYouLove

**13e : Best use of integration of user generated content.**

13e	1	The Times of India	Flirt With Your City
13e	2	Vivo Smartphone	Creators, Friends and Favorite Places
13e	3	DHL Express, India	The Fastest Crowdsourced Chant
13e	4	Hyundai	Brilliant Moments with Hyundai
13e	5	Bajaj Allianz Life Insurance	#36SecPlankChallenge
13e	8	Kores	Children See, Children Do
13e	10	Sony Pictures Networks India Pvt Ltd	#SingForFootball
13e	11	Samsonite - American Touristor	Making #Swagpack a social style sensation

**13f : Best use or integration of music Including music in original branded content, brand integration into music distribution or promotion, the creation of a music-based program or platform.**

13f	1	The Times of India	Flirt With Your City
13f	2	Imperial Blue Men Will Be Men	imperial blue dil dosti daftar
13f	3	HORLICKS	HORLICKS FEARLESS SONGS
13f	6	MTV India	MTV Woofer- India's First Television Music Show For Stressed-out Dogs
13f	7	Brooke Bond Red Label	India's first Isspeshal Band
13f	9	Maruti Suzuki India Limited - NEXA	Sound of NEXA Blue
13f	10	Sony Pictures Networks India Pvt Ltd	#SingForFootball

**13g : Best use or integration of offline media such as print, out of home, etc.**

13g	1	UNITED SPIRITS LIMITED (Diageo India)	Johnny Walker - Mission to Mars
13g	2	Osram Lighting Pvt Ltd	OSRAM - Save the Ocean
13g	4	Honda Motors & Scooters India Private Limited.	Honda - Light up Dreams
13g	13	The Times of India	Flirt With Your City
13g	14	Future Retail	World's First Glam Tram
13g	15	Nestle India Ltd.	Bus Shelters that talk Coffee
13g	16	Casio	Stay Cool Stay Tough Stay Fit

**13h : Best integrated entertainment content campaign which uses more than 2 media.**

13h	1	Osram Lighting Pvt Ltd	OSRAM - Save the Ocean
13h	2	The Times of India	Flirt With Your City
13h	3	HORLICKS	HORLICKS FEARLESS SONGS
13h	4	Brooke Bond Red Label	India's first Isspeshal Band