

**Media ABBY Awards - 2017**

	Category	Entry No.	Brand	Title / Caption	Organization	Metal
Media Abby	Cat 1 : Best use of TV	71	Fair & Lovely Cream	Saanp TVT aur Saazish	Mindshare	Silver
Media Abby	Cat 1 : Best use of TV	55	Bharat Benz	Bharat Benz Presents IRT	Mindshare	Silver
Media Abby	Cat 1 : Best use of TV	42	Dettol & Harpic	Mere 10 Guz (My 10 yards)	Initiative Media India Private Limited	Bronze
Media Abby	Cat 2 : Best use of Cinema	12	SAFFOLA ACTIVE	SAFFOLA ACTIVE WITH KI & KA	Madison Media	Silver
Media Abby	Cat 3 : Best use of Newspapers and Magazines	54	Tata Tiago	India's 1st Virtual test drive using print!	Lodestar UM	Bronze
Media Abby	Cat 3 : Best use of Newspapers and Magazines	51	Dove	Dove - Unbeatable damage repair	Mindshare	Bronze
Media Abby	Cat 3 : Best use of Newspapers and Magazines	4	Ceylon Today	Afterlife	TBWA\Sri Lanka	Bronze
Media Abby	Cat 4 : Best use of Outdoor	64	Doorstep School	The World's first streets named after street kids	Lodestar UM	Gold
Media Abby	Cat 4 : Best use of Outdoor	36	Vodafone India Limited	World First Rainwater Harvesting Billboard	Kinetic India	Silver
Media Abby	Cat 4 : Best use of Outdoor	34	Star Jalsha/ West Bengal Police	Bring Them Back	The Social Street	Silver
Media Abby	Cat 5 : Best use of Ambient Media	16	Projecthers.com	Projecthers.com	Milestone Brandcom	Silver
Media Abby	Cat 5 : Best use of Ambient Media	39	Asian Paints Royale Play	The 5th Wall	Madison Media	Bronze
Media Abby	Cat 6 : Best use of Experiential including large events	22	Dabur	Dabur Lajja Kavach	Milestone Brandcom	Gold
Media Abby	Cat 6 : Best use of Experiential including large events	71	Kurkure	India's 1st Family Food Train	Mindshare	Silver
Media Abby	Cat 7 : Best use of Special Events & Stunts/Live Advertising	10	Dabur	Dabur Vatika Lajja Kavach	Milestone Brandcom	Silver
Media Abby	Cat 7 : Best use of Special Events & Stunts/Live Advertising	46	Nescafe Labs	Nescafe MTV Labs - True Companion of Youth's Struggle Journey	Zenithmedia	Silver
Media Abby	Cat 7 : Best use of Special Events & Stunts/Live Advertising	47	Kurkure	India's 1st Family Food Train	Mindshare	Silver
Media Abby	Cat 8 : Best use of Radio	25	Sonata ACT	When courage prevailed from 8PM to 8 AM	Maxus	Gold
Media Abby	Cat 8 : Best use of Radio	95	Vodafone India	Vodafone gave the ultimate AGNIPARIKSHA	Maxus	Silver
Media Abby	Cat 8 : Best use of Radio	42	Nescafe Classic	Nescafe Mornings - Best Performing Radio Show @5:30 am	Zenithmedia	Silver
Media Abby	Cat 8 : Best use of Radio	43	Nestle Maggi Hotheads	#Findingmirchi	Zenithmedia	Bronze
Media Abby	Cat 8 : Best use of Radio	87	Kotak Mahindra Bank	Kotak dwara Janhit Mein Jaari	Maxus	Bronze
Media Abby	Cat 9 : Best use of Sponsorship	23	Good Day	Stars in their Eyes	The Social Street	Gold
Media Abby	Cat 9 : Best use of Sponsorship	52	Tata Salt	Support for #NamakKeWaastey	Madison Media	Silver
Media Abby	Cat 10a : Best use of Branded Content (Includes online and offline media)	115	Dove	Dove reframes the beauty debate in India	Mindshare	Gold
Media Abby	Cat 10a : Best use of Branded Content (Includes online and offline media)	34	Ariel	Ariel Dads Share the Load - Men for laundry!	MediaCom Communications Pvt. Ltd.	Gold
Media Abby	Cat 10a : Best use of Branded Content (Includes online and offline media)	53	Sonata ACT	When courage prevailed from 8PM to 8 AM	Maxus	Bronze

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Media Abby	Cat 10b : Best use of Branded Content (Includes but not restricted to in-film / in-serial integration, apps, video content, games)	34	Nihar Shanti Amla	Angrezi Mobile Pathshala	Madison Media	Silver
Media Abby	Cat 10b : Best use of Branded Content (Includes but not restricted to in-film / in-serial integration, apps, video content, games)	9	Mountain Dew	Mountain dew takes the OTT world by storm by launching India's first branded channel	Mindshare	Bronze
Media Abby	Cat 10b : Best use of Branded Content (Includes but not restricted to in-film / in-serial integration, apps, video content, games)	45	Bajaj Auto	BajajV- The Invincible Indians	Mindshare	Bronze
Media Abby	Cat 11a : Best use of Digital Media - Best use of Digital Search	47	Saffola Life	Saffolalife- A healthy heart at the heart of every search	Madison Media	Silver
Media Abby	Cat 11a : Best use of Digital Media - Best use of Digital Search	52	Vodafone	When google created intent- instead of addressing it	Maxus	Silver
Media Abby	Cat 11a : Best use of Digital Media - Best use of Digital Search	27	Asian Paints Corporate	Hindi Search Ads for the First Time in India!	Madison Media	Silver
Media Abby	Cat 11a : Best use of Digital Media - Best use of Digital Search	56	Indiabulls Home Loans	100% Dad - Conquering the BFSI bidding war by targeting the softer side of the Indian Man	LIQVD Digital India Private Limited	Bronze
Media Abby	Cat 11b : Best use of Digital Media - Best use of Social Media	92	Shemaroo Ent.	FilmiGaane Antakshari	Shemaroo Entertainment	Gold
Media Abby	Cat 11b : Best use of Digital Media - Best use of Social Media	15	Bajaj Electricals Limited	Superfans - Using social to drive loyalty	ibs	Gold
Media Abby	Cat 11b : Best use of Digital Media - Best use of Social Media	169	Dove	Dove reframes the beauty debate in India	Mindshare	Silver
Media Abby	Cat 11b : Best use of Digital Media - Best use of Social Media	143	Eureka Forbes - Dr. Aeroguard	Dynamic Ads That Think!	MEC	Bronze
Media Abby	Cat 11c : Best use of Digital Media - Best use of Digital Display Advertising	11	Jaslok Hospital and Research Centre	The Dyslexic Captcha	Dentsu Webchutney	Gold
Media Abby	Cat 11c : Best use of Digital Media - Best use of Digital Display Advertising	99	Vodafone	Dear Airtel, Thanks a lot, Regards - Vodafone	Maxus	Silver
Media Abby	Cat 11c : Best use of Digital Media - Best use of Digital Display Advertising	39	Fevikwik Gel	Total Control	Madison Media	Bronze
Media Abby	Cat 11d : Best use of Digital Media - Best use of Digital as a medium	22	STAR PLUS	NAYI SOCH	Star India Pvt. Ltd.	Silver
Media Abby	Cat 11d : Best use of Digital Media - Best use of Digital as a medium	17	Standard Chartered	One Step Closer - Celebrating those who crossed the starting line.	ibs	Bronze
Media Abby	Cat 11e : Best use of Digital Media - Best use of Mobile Media	95	Vodafone	Dear Airtel, Thanks a lot, Regards - Vodafone	Maxus	Silver
Media Abby	Cat 12 : Best use of an Integrated Campaign	63	Star Plus	Nayi Soch	Mindshare	Gold
Media Abby	Cat 12 : Best use of an Integrated Campaign	61	Ariel	Ariel Dads Share the Load - Men for laundry!	MediaCom Communications Pvt. Ltd.	Silver
Media Abby	Cat 12 : Best use of an Integrated Campaign	31	Axis Mutual Funds	Do Your Homework	The Social Street	Silver
Media Abby	Cat 12 : Best use of an Integrated Campaign	93	Saffola Life	Saffola Life World Heart Day: Chotte Kadam Dil Ke Bade Kaam Ke	Madison Media	Bronze
Media Abby	Cat 14 : Cause Marketing	14	Jaslok Hospital and Research Centre	The Dyslexic Captcha	Dentsu Webchutney	Silver
Media Abby	Cat 15 : Pro Bono Marketing	4	Arvind Lifestyle Brands Limited	The Priceless Shirt	The Social Street	Silver
Media Abby	Cat 16 : Best use of an Integrated Campaign (SOUTH ASIAN)	2	Grameenphone Ltd	Shopno Jabe Bari	Mindshare - Bangladesh	Silver
Media Abby	Cat 16 : Best use of an Integrated Campaign (SOUTH ASIAN)	15	Sunsilk	Sunsilk Relaunch - Hair On Your Side	Mindshare - Bangladesh	Bronze
Media Abby	Cat 16 : Best use of an Integrated Campaign (SOUTH ASIAN)	16	Vaseline	Vaseline Healing Project	Mindshare - Bangladesh	Bronze
Media Abby	Cat 13 : Youth Marketing					No Metals