

CREATIVE ABBY AWARD - 2012

RESULTS ARE EMBARGOED TILL END OF AWARD CEREMONY

Sr. No.	Category	Subcategory Name	Brand	Caption	Agency Name	Metal
1	Film	Food	Cadbury Celebrations	Cadbury Celebrations-Lonely Maa	Contract Advertising India Pvt. Ltd.	Silver
2	Film	Food	Center Fresh	Bank Robbery	Ogilvy India	Silver
3	Film	Food	Cadbury Dairy Milk	In Home Get Away	Ogilvy India	Bronze
				In Home Bath		
				In Home Lauki		
4	Film	Food	Stop Not	War	Meridian Communications Pvt. Ltd.	Bronze
5	Film	Beverages	Cadbury Bournvita	'Vault'	Ogilvy India	Silver
6	Film	Beverages	Pepsi	Dhoni-Helicopter Shot	Taproot India Pvt. Ltd.	Silver
				Sehwag-Upar Cut		
				Dilshan-Dil Scoop		
7	Film	Clothing,Innerwear, Footwear and Accessories	Titan	"Runs on Light"	Ogilvy India	Bronze
8	Film	Household and Business Appliances	Imperial Blue	Anniversary	Ogilvy India	Gold
9	Film	Household and Business Appliances	Tata Sky	"Poochne Mein Kya Jaata Hai-Tank"	Ogilvy India	Silver
10	Film	Household and Business Appliances	Imperial Blue	Lift	Ogilvy India	Bronze
11	Film	Household and Business Appliances	Tata Sky	"Poochne Mein Kya Jaata Hai-Bank"	Ogilvy India	Bronze
12	Film	Automotive Vehicles and Accessories	Amaron Batteries	'Lifesaver'	Ogilvy India	Silver
13	Film	Automotive Vehicles and Accessories	TVS Wego	Face-Off	BBH	Bronze
14	Film	Automotive Vehicles and Accessories	Volkswagen Jetta	Volkswagen Jetta 'Flyboy'	DDB Mudra Group	Bronze
15	Film	Telecom Product & Services	Airtel	Har Friend Zaroori Hai	Taproot India Pvt. Ltd.	Gold
16	Film	Telecom Product & Services	Airtel	Bhukkad Friend	Taproot India Pvt. Ltd.	Silver
17	Film	Telecom Product & Services	Airtel	Subtitle Friend	Taproot India Pvt. Ltd.	Silver
18	Film	Telecom Product & Services	Spice Popcorn (Mobile Phone)	Popcorn	Ogilvy India	Bronze
19	Film	Telecom Product & Services	TATA Docomo	Maa	Draftfcb Ulka	Bronze
				Friend's Dadi		
				Telephone Operator		
20	Film	Telecom Product & Services	Airtel	Kanjoos Friend	Taproot India Pvt. Ltd.	Bronze
21	Film	Financial Services	Vodafone	Borrowing	Ogilvy India	Bronze
22	Film	Financial Services	Bharti AXA General Insurance	Permission	Grey India	Bronze
23	Film	Financial Services	Union Bank of India	Karima Begum	DDB Mudra Group	Bronze
				Manoj Singh		
				Aruna Anand		
				Ajit Tendulkar		
24	Film	Financial Services	Policybazaar	Ullu	DDB Mudra Group	Bronze
25	Film	Media & Publications	Kaun Banega Crorepati	Koi Bhi Inssan Chota Nai Hota-Shuklaji	Leo Burnett	Silver
				Koi Bhi Inssan Chota Nai Hota-Old Man		
26	Film	Media & Publications	Max	Hawaldaar	JWT India	Bronze

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27	Film	Business and Home Services	AskMe	AskMe Number Film 1	Contract Advertising India Pvt. Ltd.	Silver
				AskMe Number Film 2		
28	Film	Business and Home Services	Vodafone	Logo 1(Factory)'	Ogilvy India	Silver
29	Film	Business and Home Services	Google Chrome	Tanjore	BBH	Silver
30	Film	Corporate	NOKIA	Lamp	JWT India	Bronze
				Washing Machine		
				Toaster		
31	Film	Public Service, Appeals and Charity	Consumer Education and research center	'Deadman Talking-1'	DDB Mudra Group	Silver
32	Film	Public Service, Appeals and Charity	Sri Lanka Eye Donation Society	Pass It On When You're Done With it	Leo Burnett Solutions INC	Bronze
33	Film	South Asia	Sri Lanka Eye Donation Society	Pass It On When You're Done With it	Leo Burnett Solutions INC	Silver
34	Film Craft	Direction	Mumbai Mirror	I Am Mumbai	Ramesh Deo Production Pvt Ltd.	Gold
35	Film Craft	Direction	Times of India	Wake up Chennai	Footcandles Film Pvt Ltd	Silver
36	Film Craft	Direction	Google Chrome India	The Web is what you make of it	Studio Eeksaurus Productions Pvt Ltd.	Silver
37	Film Craft	Direction	Union Bank of India	Karima Begum	Purple Vishnu Production House	Silver
38	Film Craft	Direction	Volkswagen Jetta	Volkswagen Jetta Flyboy	Nomad Films Ltd.	Silver
39	Film Craft	Direction	Vodafone	Super Zoozoo	Nirvana Films	Bronze
40	Film Craft	Direction	Flipkart.com	Café	Footcandles Film Pvt Ltd	Bronze
41	Film Craft	Direction	Spice Mobiles	Popcorn	Apostrophe Films Pvt. Ltd.	Bronze
42	Film Craft	Direction	Cancer Patients Aid Association	Family	Asylum Film	Bronze
43	Film Craft	Original Music Score.	Spice Mobiles	Popcorn	Apostrophe Films Pvt. Ltd.	Gold
44	Film Craft	Original Music Score.	Airtel HFZ	Har Ek Friend Zaroori Hota Hai	Equinox Films Pvt Ltd	Silver
45	Film Craft	Original Music Score.	Fanta Orange	Fanta Orange Vision	Nomad Films Ltd.	Bronze
46	Film Craft	Original Music Score.	Times of India	Wake up Chennai	Footcandles Film Pvt Ltd	Bronze
47	Film Craft	Editing	Nike	Nike Yards	Hello Robot Productions	Bronze
48	Film Craft	Editing	Tata Sky	Poochne Mein Kya Jaata Hai-Bank	Curious	Bronze
49	Film Craft	Editing	Cadburys 5 Star	Tailor	Corcoise Films	Bronze
50	Film Craft	Editing	Adidas	Bring it on	30 Seconds of Fame	Bronze
51	Film Craft	Cinematography	Cancer Patient AID Association	Family	Asylum Film	Silver
52	Film Craft	Cinematography	Fox Crime	The Photographs Case	Good Morning	Silver
53	Film Craft	Cinematography	100 Pipers	Be Remembered for Good	Good Morning	Bronze
54	Film Craft	Cinematography	VIP Sky Bages	Bear	Footcandles Film Pvt Ltd	Bronze
55	Film Craft	Cinematography	Times of India	Wake up Chennai	Footcandles Film Pvt Ltd	Bronze
56	Film Craft	Cinematography	Titan Htse	"Runs on Light"	Footcandles Film Pvt Ltd	Bronze
57	Film Craft	Special effects	Volkswagen Jetta	Volkswagen Jetta Flyboy	Nomad Films Ltd.	Silver
58	Film Craft	Special effects	Yamaha FZ	Urban Ranch	Future East Film Pvt Ltd.	Bronze
59	Film Craft	Special effects	Adidas	Bring In On	30 Seconds of Fame	Bronze
60	Film Craft	Special effects	Titan Htse	"Runs Of Light"	Footcandles Film Pvt Ltd	Bronze
61	Film Craft	Special effects	Audi	Audi A8L 3D Experience	Crocodile Films	Bronze
62	Film Craft	Production Design	Vodafone	Super Zoozoo	Nirvana Films	Gold
63	Film Craft	Production Design	Google Chrome India	The Web is what you make of it	Studio Eeksaurus Productions Pvt Ltd.	Gold

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64	Film Craft	Production Design	Vodafone	Blue	Nirvana Films	Silver
65	Film Craft	Production Design	Indigo Airlines	On Time	Hello Robot Productions	Bronze
66	Film Craft	Production Design	Filpkart.com	Office	Footcandles Film Pvt Ltd	Bronze
67	Radio	Food	Cadbury Celebrations	Cadbury Celebrations Boss	Contract Advertising India Pvt. Ltd.	Bronze
68	Radio	Food	Cadbury Celebrations	Cadbury Celebrations Friends	Contract Advertising India Pvt. Ltd.	Silver
69	Radio	Food	Complan	Ears	Leo Burnett	Bronze
70	Radio	Food	Center Fresh	Thank You 'Insurance Agent'	Ogilvy India	Bronze
71	Radio	Food	Perfetti Van Melle, India	Candy Tree 'Kid 1'	Ogilvy India	Bronze
72	Radio	Food	5 Star	3D Spot	Ogilvy India	Silver
73	Radio	Toiletries, Cosmetics and Healthcare	Crocin Advance	Dhishkiyaon Kung Fu	Grey India	Silver
74	Radio	Toiletries, Cosmetics and Healthcare	Crocin Pain Relife	Congratulations Jingle Bells	Grey India	Bronze
75	Radio	Clothing, Innerwear, Footwear and Accessories	Tashi Shoes	Saheli	Leo Burnett	Silver
76	Radio	Clothing, Innerwear, Footwear and Accessories	Tashi Shoes	Mandir		Bronze
77	Radio	Clothing, Innerwear, Footwear and Accessories	Arvind Denim Labs	'Twinny'	DDB Mudra Group	Bronze
78	Radio	Clothing, Innerwear, Footwear and Accessories	Wrangler Biker Denims	Stitch	Alok Nanda and Company Pvt Ltd.	Bronze
79	Radio	Household & Business Appliances	Tata Sky	"Poochne Mein Kya Jaata Hai-Siren"	Ogilvy India	Gold
80	Radio	Household & Business Appliances	HP LASERJETS	Gibberish	BBDO India	Bronze
81	Radio	Household & Business Appliances	Khaitan Mixer Grinders	Veg Mix Fruit Mix	JWT India	Bronze
82	Radio	Household & Business Appliances	Bajaj Disney Fans	Donald Duck	Leo Burnett	Bronze
83	Radio	Household & Business Appliances	Tata Sky	"Poochne Mein Kya Jaata Hai-Tabla"	Ogilvy India	Bronze
84	Radio	Automotive Vehicles and Accessories	Mahindra First Choice	Note	Leo Burnett	Bronze
85	Radio	Automotive Vehicles and Accessories	Mahindra First Choice	Vasiyat		Bronze
86	Radio	Telecom Product & Services	Uninor	Increment	Leo Burnett	Silver
87	Radio	Telecom Product & Services	Uninor	Beemari		Silver
88	Radio	Household Products & Maintenance	Finit	Bulaye	Leo Burnett	Silver
89	Radio	Household Products & Maintenance	Involve your senses	The Fart	DDB Mudra Group	Silver
90	Radio	Household Products & Maintenance	Fevikwik	Father	Ogilvy India	Bronze
91	Radio	Household Products & Maintenance	Fevikwik	Servant	Ogilvy India	Bronze
92	Radio	Household Products & Maintenance	Ambipur	Nasal	Grey India	Silver
93	Radio	Media & Publications	Screen	Real Estate	Leo Burnett	Bronze
94	Radio	Media & Publications	Screen	Tarin		Bronze
95	Radio	Business and Home Services	AskMe	AskMe Pregnant	Contract Advertising India Pvt. Ltd.	Bronze
96	Radio	Business and Home Services	DHL Express	DHL Express Delivery/'India-Thailand' DHL Express Delivery/'India-Russia' DHL Express Delivery/'India-Italy'	BBDO India	Bronze

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97	Radio	Retail Advertising	UniverCell	Death of High Prices (Aiyya)	JWT India	Bronze
				Death of High Prices (Maama)		
				Death of High Prices (Rassa)		
98	Radio	Travel, Entertainment and Leisure	Tourism Corporation of Gujarat Limited.	Gujarat Festivals-Rann Utsav Hindi	Ogilvy India	Bronze
99	Radio	Travel, Entertainment and Leisure	Tourism Corporation of Gujarat Limited.	Gujarat Festivals-Uttarayan Hindi	Ogilvy India	Bronze
100	Radio	Public Service, Appeals and Charity	Saathi	Street Kid 2	Leo Burnett	Silver
101	Radio	Public Service, Appeals and Charity	Saathi	Street Kid 1		Bronze
102	Radio craft	Voice Performance	The Times of India	Naaka Mukka Now in English	JWT India	Silver
103	Radio craft	Voice Performance	UniverCell	Death Of High Prices (Aiyya)	JWT India	Bronze
104	Radio craft	Voice Performance	UniverCell	Death Of High Prices (Maama)	JWT India	Bronze
105	Radio craft	Voice Performance	UniverCell	Death Of High Prices (Raasa)	JWT India	Bronze
106	Radio craft	Voice Performance	Saathi	Street Kid-2	Lingo India	Bronze
107	Radio craft	Production	Cadbury 5 Star	3D Vigyapan	Lingo India	Silver
108	Radio craft	Production	Save Our Sisters	Healing Phone Numbers	Lingo India	Bronze
109	OOH	Food	Mentos Sour Marbels	Head 1 - Rope	Ogilvy India	Gold
				Head 3 - Stitches		
				Head 2 - Nails		
110	OOH	Beverages	Maaza Milky Delite	Monster	Leo Burnett	Bronze
				Tank		
111	OOH	Beverages	Coffee Gold	Stay Alert - Great Fire of London	DDB Mudra Group	Silver
112	OOH	Beverages	Coffee Gold	Stay Alert - New York Blackout	DDB Mudra Group	Silver
113	OOH	Beverages	Coffee Gold	Stay Alert - Armenian Internet Shutdown	DDB Mudra Group	Bronze
114	OOH	Toiletries, Cosmetics and Healthcare	Morphy Richards	Girl From Rajasthan	Contract Advertising India Pvt. Ltd.	Bronze
115	OOH	Toiletries, Cosmetics and Healthcare	Morphy Richards	Girl In a Saree	Contract Advertising India Pvt. Ltd.	Bronze
116	OOH	Toiletries, Cosmetics and Healthcare	Pond's Age Miracle	Why Hide Your Year? - 1969	Ogilvy India	Bronze
				Why Hide Your Year? - 1971		
				Why Hide Your Year? - 1977		
117	OOH	Clothing,Innerwear, Footwear and Accessories	Killer Strech Denims	Escape 1 - Bridge	Grey India	Bronze
118	OOH	Clothing,Innerwear, Footwear and Accessories	Killer Strech Denims	Escape 1 - Prison	Grey India	Silver
119	OOH	Household and Business Appliances	F-70	Orgasm (Genuine Smile)	JWT India	Gold
120	OOH	Household and Business Appliances	F-70	Pregnancy Test (Genuine Smile)	JWT India	Silver
121	OOH	Household and Business Appliances	F-70	Solitaire (Genuine Smile)	JWT India	Bronze
122	OOH	Household and Business Appliances	Bajaj Exhaust Fans	Socks	Leo Burnett	Bronze
				Cigarette		
				Fish		
123	OOH	Household and Business Appliances	Electrolux	The AC that Cooled Mumbai	DDB Mudra Group	Bronze
124	OOH	Automotive Vehicles and Accessories	Honda Jazz	Dog	Meridian Communications Pvt. Ltd.	Bronze

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125	OOH	Automotive Vehicles and Accessories	Ceat Grip	Stop Before - Couple	Ogilvy India	Bronze
				Stop Before - Little Boy		
				Stop Before - Pizza Guy		
				Stop Before - Cyclist		
				Stop Before - Street Dog		
126	OOH	Telecom Product & Services	Uninor	Conversations Multiply - Tiger	Leo Burnett	Bronze
				Conversations Multiply - Spain		
				Conversations Multiply - Obama		
				Conversations Multiply - Dalai Lama		
				Conversations Multiply - Micheal Jackson		
Conversations Multiply - Anna						
127	OOH	Household Products & Maintenance	TIDE	Fisherman	Leo Burnett	Bronze
				Onion Seller		
				Cook		
128	OOH	Household Products & Maintenance	Titus Knives	Fine Cuts - Pear	Phoenix Ogilvy ,Sri Lanka	Silver
				Fine Cuts - Orange		
				Fine Cuts - Apple		
129	OOH	Household Products & Maintenance	Nirma Dishwashing Bar	Lime Fresh - Fish Market	Taproot India Pvt. Ltd.	Bronze
				Lime Fresh - Toilet		
				Lime Fresh - Desi Bar		
130	OOH	Media & Publications	The Times of India	Signature	Taproot India Pvt. Ltd.	Silver
131	OOH	Media & Publications	The Times of India	Stay On	Taproot India Pvt. Ltd.	Bronze
				Baba Bengali		
				Pahalwaan		
132	OOH	Business and Home Services	Rustomjee	Navroz Mubarak	ideas@work	Bronze
133	OOH	Business and Home Services	The Times Of India	Visual Classifieds	Taproot India Pvt. Ltd.	Bronze
134	OOH	Business and Home Services	Fedrigoni	Growing Trees	DDB Mudra Group	Silver
135	OOH	Retail Advertising	Audio Book India	Jackie Chan	Taproot India Pvt. Ltd.	Gold
				Dalai Lama		
				Andre Agassi		
136	OOH	Travel, Entertainment and Leisure	Yatra.com	Immigration Stamps	TBWA \ India	Silver
137	OOH	Travel, Entertainment and Leisure	White Collar Hippies	Launch of White Collar Hippies / Terrorism	BBDO India	Bronze
				Launch of White Collar Hippies / 'Nuclear'		
				Launch of White Collar Hippies / Sea Level		
				Launch of White Collar Hippies / 'Nuclear'		
				Launch of White Collar Hippies / Terrorism		
				Launch of White Collar Hippies / Sea Level		
138	OOH	Travel, Entertainment and Leisure	The Times of India	Tailor	Taproot India Pvt. Ltd.	Bronze

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139	OOH	Corporate	Mothers's Pride / Marvel Group of Companies	The Curious Case of Chinki	Out Of The Box	Silver
				The Curious Case of Kabir		
				The Curious Case of Krish		
				The Curious Case of Happy		
				The Curious Case of Bunty		
140	OOH	Public Service, Appeals and Charity	ORBO	Word Game Elizabeth	Ogilvy India	Bronze
				Word Game Katherine		
				Word Game Vikramaditya		
				Word Game Jonathan		
141	OOH	Public Service, Appeals and Charity	Mumbai Traffic Police	Falling Hoarding	Draftfcb Ulka	Bronze
142	OOH	South Asia	Titus Knives	Fine Cuts - Pear	Phoenix Ogilvy ,Sri Lanka	Gold
				Fine Cuts - Orange		
				Fine Cuts - Apple		
143	OOH	South Asia	K.F.C.	Numbewraps	Publicis Solutions (Leo Burnett - Sri - Lanka)	Bronze
				Numbersticks		
				Numbersnacks		
				Numburgers		
144	Ambient	Ambient Media	Dulux 3 In 1	Washable Cricket Score Wall	Leo Burnett Solutions INC	Bronze
145	Ambient	Ambient Media	Cancer Patients Aid Association	Chanting Lighter	Ogilvy India	Silver
146	Ambient	Ambient Media	Vodafone	Vodafone Santa Zoozoo Mall Activation	Ogilvy India	Bronze
147	Ambient	Ambient Media	Door Step School	Ink Pad	Leo Burnett	Bronze
148	Ambient	Ambient Media	Electrolux	The AC that Cooled Mumbai	DDB Mudra Group	Bronze
149	Print	Food	Mentos Sour Marbles	Head 3- Stitches	Ogilvy India	Gold
				Head 2- Nails		
				Head 1- Ropes		
150	Print	Food	Nirma Salt	Spicy Tongue	Taproot India Pvt. Ltd.	Bronze
				Sour Tongue		
				Bitter Tongue		
151	Print	Beverages	Coffee Gold	Stay Alert- Armenian Internet Shutdown	DDB Mudra Group	Silver
				Stay Alert- New York Blackout		
				Stay Alert- Great Fire Of London		
152	Print	Toiletries, Cosmetics and Healthcare	Morphy Richards	Girl In A Saree	Contract Advertising India Pvt. Ltd.	Bronze
				Girl From Rajasthan		
153	Print	Toiletries, Cosmetics and Healthcare	Pond's Age Miracle	Why hide your year?- 1971	Ogilvy India	Bronze
				why hide your year?- 1969		
154	Print	Toiletries, Cosmetics and Healthcare	Nirma Washing Powder	Ketchup Stain- Red T-shirt	Taproot India Pvt. Ltd.	Bronze
				Ink Stain- Black		
155	Print	Toiletries, Cosmetics and Healthcare	Vaseline	Bat	BBH	Silver
156	Print	Household and Business Appliances	F-70	Solitaire (Genuine Smile)	JWT India	Bronze
				Orgasm (Genuine Smile)		
				Pregnancy Test (Genuine Smile)		

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157	Print	Household and Business Appliances	Bajaj Exhaust Fans	Fish	Leo Burnett	Bronze
				Socks		
				Cigarette		
158	Print	Household and Business Appliances	Stedfast Paper Shredders	Shredders- Torture Room	DDB Mudra Group	Silver
				Shredders- Bedroom		
				Shredders- Locker Room		
159	Print	Household and Business Appliances	Fujifilm Finepix S4000	Beauty Pageant'	Grey India	Bronze
				Lawyer'		
				Politician'		
160	Print	Automotive Vehicles and Accessories	Tata Motors	24X7 On-road assistance	Draftfcb Ulka	Silver
161	Print	Telecom Product & Services	LG	Pig	Rediffusion Young & Rubicam	Bronze
162	Print	Household Products & Maintenance	Nirma Bartan Bar	Lime Fresh- Desi Bar	Taproot India Pvt. Ltd.	Silver
				Lime Fresh- Toilet		
				Lime Fresh- Fish Market		
163	Print	Household Products & Maintenance	Tide	Fisherman	Leo Burnett	Silver
				Cook		
				Onion Seller		
164	Print	Household Products & Maintenance	Rotomac Smooth Tip Pens	Balloon-2'- Cross Game	DDB Mudra Group	Bronze
				Balloon-3'- Sandwich		
165	Print	Media & Publications	The Times Of India	Signature	Taproot India Pvt. Ltd.	Bronze
166	Print	Media & Publications	The Times Of India	Only Bengal	Taproot India Pvt. Ltd.	Bronze
167	Print	Business and Home Services	Marvel Realtors	Crack'	TBWA \ India	Bronze
				Italian Marble'		
				Built- Up Area		
				Black Money'		
168	Print	Business and Home Services	Rustomjee	Navroz Mubarak	ideas@work	Silver
169	Print	Business and Home Services	Rustomjee	Bedside Stories	ideas@work	Bronze
				Carpet Area		
				By the Age		
				True Story		
				Square Feet		
				XBOX		
				Kids will be Kids		
170	Print	Business and Home Services	The Times Of India	Visual Classifieds	Taproot India Pvt. Ltd.	Silver
171	Print	Retail Advertising	AudioBook India	Jackie Chan	Taproot India Pvt. Ltd.	Gold
				Andre Agassi		
				Dalai Lama		
172	Print	Retail Advertising	Blossom Books	Gollum	DDB Mudra Group	Silver
				Cat		
				Tin Man		

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173	Print	Travel, Entertainment and Leisure	Broken Compass	Russian Vodka	Leo Burnett	Silver
				American Flag		
				Mayan Palace		
174	Print	Travel, Entertainment and Leisure	White Collar Hippies	Launch of White Collar Hippies/ 'Terrorism'	BBDO India	Gold
				Launch of White Collar Hippies/ 'Sea Level'		
				Launch of White Collar Hippies/ 'Nuclear'		
175	Print	Corporate	Mother's Pride/ Marvel Group Of Companies	The Curious Case Of Happy	Out Of The Box	Silver
				The Curious Case Of Bunty		
				The Curious Case Of Chinki		
176	Print	Corporate	Marvel Realtors	Watchman'	TBWA \ India	Bronze
				Crack'		
				Built-Up Area'		
				Italian Marbles'		
177	Print	Corporate	White Collar Hippies	Launch of White Collar Hippies/ 'Nuclear'	BBDO India	Silver
				Launch of White Collar Hippies/ 'Terrorism'		
				Launch of White Collar Hippies/ 'Sea Level'		
178	Print	Corporate	Rustomjee	Bedside Stories	ideas@work	Bronze
				True Story		
				Kids will be Kids		
				XBOX		
				Square Feet		
				By the Age		
Carpet Area						
179	Print	Corporate	Blossom Books	Gollum	DDB Mudra Group	Silver
				Tin Man		
				Cat		
180	Print Craft	Art Direction for Print Advertising	The Times Of India	Visual Classifieds	Taproot India Pvt. Ltd.	Gold
181	Print Craft	Art Direction for Print Advertising	Bajaj Exhaust Fans	Socks	Leo Burnett	Silver
				Cigarette		
182	Print Craft	Art Direction for Print Advertising	White Collar Hippies	Launch of White Collar Hippies/ 'Nuclear'	BBDO India	Silver
				Launch of White Collar Hippies/ 'Terrorism'		
				Launch of White Collar Hippies/ 'Sea Level'		
183	Print Craft	Art Direction for Print Advertising	Bajaj Bulbs	Wrist Watch	Leo Burnett	Gold
				Rolling Pin		
184	Print Craft	Art Direction for Print Advertising	Coffee Gold	Stay Alert- Great Fire of London	DDB Mudra Group	Bronze
				Stay Alert- New York Blackout		
				Stay Alert- Armanian Internet Shutdown		
185	Print Craft	Art Direction for Print Advertising	Nirma Bartan Bar	Lime- Fresh- Fish Market	Taproot India Pvt. Ltd.	Bronze
				Lime- Fresh- Desi Bar		
				Lime- Fresh- Toilet		

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186	Print Craft	Art Direction for Below – the - line work	Killer Jeans	Strip The Summer	Grey India	Gold
187	Print Craft	Art Direction for Below – the - line work	WWF	Tiger Talk	Ogilvy India	Silver
188	Print Craft	Art Direction for Below – the - line work	Sennheiser	25 Landmarks That Changed Music(Book)	Metal Communication Pvt. Ltd.	Bronze
189	Print Craft	Copywriting (Below 100 words)	Rustomjee	Carpet Area XBOX	ideas@work	Silver
190	Print Craft	Copywriting (Below 100 words)	Marvel Realtors	Built-Up Area'	TBWA \ India	Bronze
191	Print Craft	Copywriting [Above 100 words)	Rustomjee	Navroz Mubarak	ideas@work	Silver
192	Print Craft	Copywriting [Above 100 words)	Steadfast Shredders	Confidential Documents- Rosewell investigation Confidential Documents- JFK Assassination Confidential Documents- Elvis autopsy	DDB Mudra Group	Silver
193	Print Craft	Copywriting [Above 100 words)	The Times Of India	Only Bengal	Taproot India Pvt. Ltd.	Silver
194	Print Craft	Copywriting [Above 100 words)	Broken Compass	Mayan Palace Russian Vodka American Flag	Leo Burnett	Bronze
195	Print Craft	Illustration	Finit- Multi Insect Killer	Detective	Leo Burnett	Bronze
196	Print Craft	Illustration	Sanctuary	Bear Panda Penguin	DDB Mudra Group	Gold
197	Print Craft	Illustration	Volkswagen	Short Dreams- Musical Jungle	DDB Mudra Group	Bronze
198	Print Craft	Illustration	Whirlpool Washing Machine	Shirt	Contract Advertising India Pvt. Ltd.	Bronze
199	Print Craft	Illustration	Coffee Gold	Stay Alert- New York Blackout Stay Alert- Great Fire Of London Stay Alert- Armanian Internet Shutdown	DDB Mudra Group	Bronze
200	Print Craft	Illustration	Nirma Bartan Bar	Lime Fresh- Fish Market Lime Fresh- Toilet	Taproot India Pvt. Ltd.	Silver
201	Print Craft	Illustration	Mentos Sour Marbles	Head 1-Rope	Deelip Khomane	Silver
202	Print Craft	Typography	WWF	Tiger Talk-	Ogilvy India	Bronze
203	Print Craft	Typography	Transasia	Not My Type	XOX Design (A Division of The Flagship Advertising Pvt. Ltd.)	Gold
204	Print Craft	Typography	www.gandhifont.com	Gandhijifont- Now in Hardcover	Leo Burnett	Gold
205	Print Craft	Photography	WWF	Tigar Talk-Book	Ogilvy India	Silver
206	Print Craft	Photography	Bajaj Exhaust	Cigarette Socks	Amol Jadhav Photography	Silver
207	Print Craft	Photography	Times Of India	Wake up Chennai- Water Tank Wake up Chennai- Police Station	Amol Jadhav Photography	Silver
208	Print Craft	Photography	Tide	Onion Seller Fisherman	Gopal M S	Silver
209	Integrated	Food	Cadbury Celebrations	Cadbury Celebrations Diwali	Contract Advertising India Pvt. Ltd.	Silver
210	Integrated	Food	Cadbury Dairy Milk	In home IMC	Ogilvy India	Silver
211	Integrated	Food	Hippo -Round Round	Maa	Creativeland Asia Pvt. Ltd.	Silver
212	Integrated	Beverages	Mango Frooti	Crazy Mango Fun	Creativeland Asia Pvt. Ltd.	Silver

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Sr. No.	Category	Subcategory Name	Brand	Caption	Agency Name	Metal
213	Integrated	Beverages	Pepsi	Change The Game	Taproot India Pvt. Ltd.	Gold
214	Integrated	Toiletries, Cosmetics and Healthcare	Lite Horlicks	Health Test	JWT India	Bronze
215	Integrated	Toiletries, Cosmetics and Healthcare	P&G / Gillette Mach3 Turbo Sensitive	Shave Sutra	BBDO India	Bronze
216	Integrated	Clothing, Innerwear, Footwear and Accessories	Nike Cricket	Bleed Blue	JWT India	Bronze
217	Integrated	Automotive Vehicles and Accessories	Audi	Audi A8L 3D Experience	Creativeland Asia Pvt. Ltd.	Gold
218	Integrated	Telecom Product & Services	Vodafone	Vodafone 3G	Ogilvy India	Bronze
219	Integrated	Telecom Product & Services	Airtel	Har Friend Zaroori Hai	Taproot India Pvt. Ltd.	Gold
220	Integrated	Financial Services	Union Bank Of India	Your Dreams Are Not Yours Alone	DDB Mudra Group	Bronze
221	Integrated	Media & Publications	Sony - Kaun Banega Crorepati	Koi Insaan Chota nahi Hota	Leo Burnett	Bronze
222	Integrated	Media & Publications	Fox Crime	The Photographs Case	Ogilvy India	Silver
223	Integrated	Media & Publications	Mumbai Mirror	7 Wonders Of The City	Taproot India Pvt. Ltd.	Bronze
224	Integrated	Media & Publications	The Times Of India	Wake Up, Chennai	Taproot India Pvt. Ltd.	Bronze
225	Integrated	Business and Home Services	Rustomjee	Childhoods Available	ideas@work	Bronze
226	Integrated	Travel, Entertainment and Leisure	Emirates	Guess where, fly there.	DDB Mudra Group	Bronze
227	Integrated	Corporate	Samsung Printers	Minus One Project	Cheil India	Silver
228	Integrated	Corporate	www.gandhijifont.com	Gandhijifont	Leo Burnett	Bronze
229	Integrated	Corporate	J.K.Tyres	Soles With Souls	Contract Advertising India Pvt. Ltd.	Bronze
230	Integrated	Corporate	The Times Of India	A Day In The Life Of India	Taproot India Pvt. Ltd.	Silver
231	Integrated	Automotive Vehicles and Accessories	Audi	Audi A8L 3D Experience	Creativeland Asia Pvt. Ltd.	Grand prix
232	Direct	Flat Mail	Getty Images	Watermark	Taproot India Pvt. Ltd.	Silver
233	Direct	Flat Mail	Birla Sun Life Insurance	Saptapadi	M&C Saatchi-i	Silver
234	Direct	Flat Mail	Maharashtra Dyslexia Association	Notebook'	Grey India	Silver
235	Direct	Flat Mail	Uninor	Uninor Bill	Leo Burnett	Bronze
236	Direct	Dimensional Mail	ITC Maurya, New Delhi	Legend of Falling Leaves	Ogilvy India	Gold
237	Direct	Dimensional Mail	www.gandhijifont.com	Gandhijifont- Now in Hardcover	Leo Burnett	Gold
238	Direct	Dimensional Mail	Audi	Audi A8L 3D Experience	Creativeland Asia Pvt. Ltd.	Silver
239	Direct	Dimensional Mail	Birla Sun Life Mutual Fund	The Storytelling Sales Kit	M&C Saatchi-i	Bronze
240	Direct	Dimensional Mail	HipHop Mens (Spike Hold Gel)	Spike Hold Calendars	Beehive Communication Pvt. Ltd.	Bronze
241	Direct	Dimensional Mail	Mother's Pride / Marvel Group Of Companies	The Curious Case Of Children	Out Of The Box	Bronze
242	Direct	Dimensional Mail	BBDO	D.I.Y. Wines	BBDO India	Bronze
243	Direct	Direct Response (Print)	Thomas Cook Forex	Surprisingly swift money transfers	JWT India	Silver
244	Direct	Direct Response (Print)	The Times of India	Baba Bengali	Taproot India Pvt. Ltd.	Silver
				Pahalwaan		
				Stay On		
245	Direct	Direct Response (TV)	Fox Crime	The Photographs Case	Ogilvy India	Gold

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Sr. No.	Category	Subcategory Name	Brand	Caption	Agency Name	Metal
246	Direct	Direct Response (TV)	Emirates	Guess where, Fly there	DDB Mudra Group	Bronze
				Guess where, Fly there		
				Guess where, Fly there		
				Guess where, Fly there		
				Guess where, Fly there		
247	Direct	Direct Response (TV)	The Times of India	A Day in the Life of India	Taproot India Pvt. Ltd.	Bronze
248	Direct	Direct Response (Radio)	Save Our Sisters	Healing Phone Number	Taproot India Pvt. Ltd.	Bronze
249	Direct	Direct Response Digital.	"Why This Kolaveri Di" Song From the Movie '3'	Why This Kolaveri Di	Jack In the Box Worldwide	Gold
250	Direct	Direct Response Digital.	Fox Crime	The Photographs Case	Ogilvy India	Gold
251	Direct	Direct Response Digital.	Future Generali Smart Life Insurance	Video Will	Ogilvy India	Silver
252	Direct	Direct Response Digital.	Hippo Round - Round	Hippo Momline	Creativeland Asia Pvt. Ltd.	Silver
253	Direct	Direct Campaign	Fox Crime	The Photographs Case	Ogilvy India	Gold
254	Direct	Direct Campaign	P & G/ Gillette Turbo Sensitive	Shave Sutra	BBDO India	Silver
255	Direct	Direct Campaign	Airtel	Har Friend Zaroori hai	Taproot India Pvt. Ltd.	Silver
256	Direct	Direct Campaign	Emirates	Guess where , fly there	DDB Mudra Group	Bronze
257	Direct	Direct Campaign	The Times of India	A day in the life of India	Taproot India Pvt. Ltd.	Bronze
258	Design	Corporate / brand identity	Filter	Filter Identity	Alok Nanda and Company Pvt Ltd.	Silver
259	Design	Corporate / brand identity	China Doll	New Logo	Grant McCann Erickson	Silver
				New Logo		
				New Logo		
260	Design	Corporate / brand identity	Egg	Company Logo & Applications	Alok Nanda and Company Pvt Ltd.	Bronze
261	Design	Stationery-business cards, letterheads, envelopes, CD covers etc	Filter	Filter Business Card	Alok Nanda and Company Pvt Ltd.	Silver
262	Design	Stationery-business cards, letterheads, envelopes, CD covers etc	Achyut Palav	45 Degree Card'	Grey India	Silver
263	Design	Stationery-business cards, letterheads, envelopes, CD covers etc	Sanctuary	The Killing Stapler	DDB Mudra Group	Silver
264	Design	Stationery-business cards, letterheads, envelopes, CD covers etc	Optic Gallery	The card with a vision	Ogilvy India	Bronze
265	Design	Publication	Presidium / Marvel Group Of Companies	The Signature Magazine	Out Of The Box	Silver
266	Design	Publication	Killer Jeans	Strip The Summer	Grey India	Silver
267	Design	Publication	Mother's Pride / Marvel Group Of companies	The Curious case of children	Out Of The Box	Bronze
268	Design	Direct Mails	Lass Natural Cosmetics	Disappearing Discounts	DDB Mudra Group	Silver
269	Design	Direct Mails	Planet Kids	The Invite That Talks Back	Happy	Bronze
270	Design	Posters	Mentos Sour Marbels	Head 3	Ogilvy India	Silver
				Head 2		
				Head 1		

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Sr. No.	Category	Subcategory Name	Brand	Caption	Agency Name	Metal
271	Design	Posters	Steadfast Shredders	Confidential Documents-JFK Assassination	DDB Mudra Group	Gold
				Confidential Documents-Roswell Investigation-Pot Secret		
				Confidential Documents-Elvis Autopsy		
272	Design	Posters	Vodafone	Celebrate Bandra 'Music Conductor'	Ogilvy India	Silver
				Celebrate Bandra 'Drunk lady'		
				Celebrate Bandra 'Photo Frame'		
				Celebrate Bandra 'Purses'		
273	Design	Posters	Coffee Gold	Stay Alert - Armenian Internet Shutdown	DDB Mudra Group	Bronze
				Stay Alert - New York Blackout		
				Stay Alert - Great Fire Of London		
274	Design	Posters	White Collar Hippies	Launch Of White Collar Hippies/ 'Nuclear'	BBDO India	Bronze
				Launch Of White Collar Hippies/ 'Terrorism'		
				Launch Of White Collar Hippies/ 'Sea Level'		
275	Design	Posters	Pond's Age Miracle	Why hide Your Year? - 1969	Ogilvy India	Bronze
				Why hide Your Year? - 1971		
				Why hide Your Year? - 1977		
276	Design	Posters	Bajaj Exhaust Fans	Cigarette	Leo Burnett	Bronze
				Socks		
				Fish		
277	Design	Books / Diaries	Aga Aga Mhani	The Flagship Advertising Pvt. Ltd.	Silver
278	Design	Books / Diaries	WWF	Tiger Talk	Ogilvy India	Silver
279	Design	Books / Diaries	www.gandhijifont.com	Gandhijifont - Now In Hardcover	Leo Burnett	Silver
280	Design	Books / Diaries	Transasia	Not My Type	XOX Design (A Division of The Flagship Advertising Pvt. Ltd.)	Bronze
281	Design	Calendars	Coke Studio	Sounds of Happiness	Leo Burnett	Silver
282	Design	Calendars	Johnson's Baby	Johnson's Baby Calendar 2012	BBDO India	Bronze
283	Design	Calendars	Sanctuary Asia	Sanctuary 'Reverse Calendar'	DDB Mudra Group	Bronze
284	Design	Packaging	Red Cross	Donate More	Taproot India Pvt. Ltd.	Silver
285	Design	Packaging	Filter	Black Soda	Alok Nanda and Company Pvt Ltd.	Bronze
286	Design	Packaging	Filter	Clear Conscience Laundry Detergent	Alok Nanda and Company Pvt Ltd.	Bronze
287	Design	Environment design	Absolut	Absolut India Sound Installation Project	Sapient Nitro India	Gold
288	Design	Environment design	Myntra.com	Fashion Capitals	Happy	Bronze
289	Design	Craft in design	Mentos Sour Marbels	Head 1-- Ropes	Ogilvy India	Gold
				Head 2- Nail		
				Head 3- Stitches		
290	Design	Craft in design	Absolut	Absolut India Sound Installation Project	Sapient Nitro India	Silver
291	Design	Craft in design	Aga Aga Mhani	The Flagship Advertising Pvt. Ltd.	Bronze
292	Design	Craft in design	White Collar Hippies	Launch Of White Collar Hippies/ 'Nuclear'	BBDO India	Bronze
				Launch Of White Collar Hippies/ 'Sea Level'		
				Launch Of White Collar Hippies/ 'Terrorism'		

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Sr. No.	Category	Subcategory Name	Brand	Caption	Agency Name	Metal
293	Design	Craft in design	Bajaj Exhaust Fans	Socks	Leo Burnett	Bronze
				Cigarette		
				Fish		
294	Design	South Asia	China Doll	New Logo	Grant McCann Erickson	Silver
				New Logo		
				New Logo		
295	Digital & Mobile	Brand Corporate Website	Vardenchi	The Ride of Your Life on World Wide Web	BC Web Wise Pvt. Ltd	Bronze
296	Digital & Mobile	Brand Corporate Website	Kerala Holiday Mart	Kerala Holiday Mart Website	Indigo Consulting	Silver
297	Digital & Mobile	Brand Corporate Website	Turquoise Cottage	Turquoise cottage website	Webchutney	Silver
298	Digital & Mobile	Brand Campaign Website/microsite	Tata Tea JaagoRe	Soch Badlo JaagoRe	AgencyDigi Communications Pvt. Ltd.	Bronze
299	Digital & Mobile	Brand Campaign Website/microsite	Nokia	Nokia Direct the Drama	Wunderman International	Bronze
300	Digital & Mobile	Brand Campaign Website/microsite	Tanishq	Sequel To Tvc With A Twist	Maxus India	Silver
301	Digital & Mobile	Brand Campaign Website/microsite	Fox Crime	Photographs Case	Ogilvy India	Gold
302	Digital & Mobile	Brand Campaign Website/microsite	Audi	Audi A8L 3D Experience	Creativeland Asia Pvt. Ltd.	Silver
303	Digital & Mobile	Web Banner	Asthma Society of India	Coughing Banner - Rocket	Ogilvy India	Silver
304	Digital & Mobile	Web Banner Rich media	Center Fresh Actisport	Get Active Online	Maxus India	Bronze
305	Digital & Mobile	Web Banner Rich media	Star Movies	James Bond Surfs The Internet	DDB Mudra Group	Silver
306	Digital & Mobile	Creative use of search engine marketing.	Tata Docomo	Tata Docomo Search Marketing - Using location searches to communicate network superiority	Interface Business Solutions (India) Pvt. Ltd.	Bronze
307	Digital & Mobile	Creative use of email.	Plan India	Youngest job applicant	BBDO India	Silver
308	Digital & Mobile	Creative use of email.	Volkswagen India	Text Drive	Grey India	Bronze
309	Digital & Mobile	Creative use of email.	Euroair	Breathless eDM	Ogilvy India	Bronze
310	Digital & Mobile	Creative use of Social Media	Why this kolaveri di song from the Movie '3'	Why This Kolaveri Di	Jack In The Box Worldwide	Silver
311	Digital & Mobile	Creative use of Social Media	Tata Tea JaagoRe	Soch Badlo JaagoRe	AgencyDigi Communications Pvt. Ltd.	Bronze
312	Digital & Mobile	Creative use of Social Media	Volkswagen India	Anything4Jetta- India's largest Twitter campaign	Grey India	Bronze
313	Digital & Mobile	Branded Content for Internet –branded application / tool / mash up.	Asian Paints Royale	The Wall Takes it All	Contract Advertising India Pvt. Ltd.	Silver
314	Digital & Mobile	Branded Content for Internet –branded application / tool / mash up.	Volkswagen India	Text Drive	Grey India	Bronze
315	Digital & Mobile	Branded Content for Internet –branded application / tool / mash up.	Nokia	Nokia Agent.One	Webchutney	Bronze
316	Digital & Mobile	Branded Content for Internet –branded application / tool / mash up.	Volkswagen India	Volkswagen LIVE @ IPL	Grey India	Bronze
317	Digital & Mobile	Branded Game	Samsung Mobile	The Great Gadget Hunt	Digitas India	Bronze
318	Digital & Mobile	Branded Game	Tanishq	Sequel To Tvc with a Twist	Maxus India	Silver
319	Digital & Mobile	Branded Game	Volkswagen India	Text Drive	Grey India	Bronze
320	Digital & Mobile	Brand film created for internet/video/youtube	Reebok	The Teesra	Eleven Brandworks	Bronze
321	Digital & Mobile	Brand film created for internet/video/youtube	The Times of India	Naaka Mukka Now in English	JWT India	Bronze

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Sr. No.	Category	Subcategory Name	Brand	Caption	Agency Name	Metal
322	Digital & Mobile	Digital innovation use of new technology to create a new brand experience (including augmented reality)	Nokia Lumia	The Times of India becomes LIVE TV	Maxus India	Bronze
323	Digital & Mobile	Digital innovation use of new technology to create a new brand experience (including augmented reality)	Tata Docomo	Tata Docomo Twittcom - World's first Twitter commerce	Interface Business Solutions (India) Pvt. Ltd.	Silver
324	Digital & Mobile	Online integrated campaign	Tata Tea JaagoRe	Soch Badlo JaagoRe	AgencyDigi Communications Pvt. Ltd.	Bronze
325	Digital & Mobile	Online integrated campaign	Volkswagen India	anything4jetta	Grey India	Bronze
326	Digital & Mobile	Online integrated campaign	FoxCrime	Photographs Case	Ogilvy India	Gold
327	Digital & Mobile	Mobile - WAP site	Nokia Net Ka Guru	Net Ka Guru	Maxus India	Silver
328	Digital & Mobile	Mobile - WAP site	Citibank India	QROSSWORD	Publicis Communications Pvt. Ltd.	Bronze
329	Digital & Mobile	Mobile - Best Application for mobile/tool/mash up	Titan	HTSE Mobile App.	Maxus India	Bronze
330	Digital & Mobile	SMS/Interactive voice recognition	Fastrack	Fastrack Video Sms	Maxus India	Bronze
331	Digital & Mobile	SMS/Interactive voice recognition	Mumbai District AIDS Control Society	Hot-Line	Group M - Dialogue Factory	Bronze
332	Digital & Mobile	Online integrated campaign	FoxCrime	Photographs Case	Ogilvy India	Grand prix