

Consumer Products - Cosmetics and toiletries, personal hygiene		
Sr. No.	Brand Name	Campaign Title
1	Anchor White Toothpaste	Bindaas Daant Toh Bindaas Aap
2	Clean & Clear	CLEAN & CLEAR SEE THE REAL ME - A HIMALAYAN ODYSSEY
3	Close up	First Move
4	Dabur Vatika	Brave N Beautiful
5	DETTOL	DETTOL- INDIA'S NEW CURRENCY FOR HYGIENE
6	DETTOL SQUEEZY	DETTOL SQUEEZY: TEACHING INDIA THE DETTOL HABIT
7	Dove Hair Care	Damage that helped Dove win
8	Fair & Lovely	Delay Marriage
9	Godrej Cinthol	Alive Is Offline
10	Godrej Expert	My First Hero
11	Hamam	Reverse Celebrity Endorsement
12	Nihar Shanti Amla	Change Made Easy
13	Parachute Advansed Ayurvedic Hair Oil	Don't Ignore Hair Fall
Consumer Products - Beverages and drinks		
1	Bournvita	Swimmer
2	Kinley	Kinley: Give truth a chance
3	Mountain Dew	Mountain Dew Naam Bante Hain Risk Se - Evolution of an Iconic Brand

4	Nescafe	How Nescafe redefined the role for coffee in the life of the Indian youth
5	Paper Boat	Drinks and Memories
6	Pepsi	Crash the Pepsi IPL - From Consumers to Co-marketers
7	Tang	TANG - Reversing the curse of concentrates
Consumer Products - Confectionary and food		
1	Aashirvaad	Living up to a mother's promise
2	Cadbury 5star	Stay Cool, Stay Lost
3	Cadbury Dairy Milk Silk Chocolate	BUBBLED UP FOR JOY
4	Dabur Honey	Jealous Husbands
5	Kellogg's Chocos	"Khuljaye Bachpan"
6	Kellogg's CornFlakes	Customization
7	Kellogg's CornFlakes	Solid versus Liquid
8	Kissan	Changing Kissan's Roll
9	Knorr	Small Pangs of Hunger
10	MAGGI	MAGGI #WeMissYouToo
11	Maggi Noodles	Khushiyan ki recipe
12	NESTLÉ MILKYBAR	PLAY AND LEARN WITH A TREAT YOU CAN EAT
13	NESTLÉ MUNCH	MUNCHIFICATION - 'MUNCH KHAO - APNE MANCH PE AAO'
14	Nutralite	When Lord Ganesha Walked The Talk For Nutralite
15	Saffola	Making Women's Heart Visible

16	Saffola Masala Oats	Can Foodies Be Fit Too?
Consumer Products - Others		
1	Ariel Matic	Ariel - Share The Load
2	Scotch Brite Scrub Pad	The Legend of Scotch Brite
3	Surf Excel Bar	Stain Eraser
4	Titan Raga	Titan Raga - Winning back love lost
Consumer Durables - Automobiles and auto parts, two wheelers and auto related		
1	BMW	Don't Postpone Joy
2	Castrol CRB Minitruck	Castrol CRB Minitruck - Launch
3	Ford Figo Aspire	Ford Figo Aspire - What Drives You?
4	Godrej aer	#changetheaer
5	Mahindra Two Wheelers	Kisi Se Kam Nahi
6	Mahindra XUV 500	Reclaim the pole position
7	Tata Prima	T-1 Season 2 The Sequel that beat the Blockbuster
Consumer Durables - Electronic goods		
1	CP Plus	"Upar wala sab dekh raha hai" (The one above sees all.)
2	Dell	Ratta Raaga
3	Kindle Paperwhite	Kindle - the joy of reading
4	LENOVO INDIA	LENOVO POWERS THE GAMER IN YOU
5	Tata Sky Ltd.	Daily Dillagi
Consumer Durables - Others		
1	Havells LED	Bill Chota Dil Bada

2	JSW Cement	JSW Cement: from slow - setting to fast moving
3	JSW Neosteel	Creating new category codes in steel retailing
4	pepperfry.com	Beating the blues
5	Tanishq	Timeless Relationship
6	Tanishq	Promises
Services - Telecom and related products		
1	Airtel	Launching Airtel 4G - Challenging skepticism
2	Truecaller	Truecaller - Take the Right Call
3	Vodafone	Fast internet is a force for good
Services - Financial Services		
1	Birla Sun Life Insurance	BSLI Khud Ko Kar Buland
2	HDFC Life	Apno ko apne dum pe jeena sikhao
3	ICICI Bank	'Expression Debit Card'
4	Policy Bazaar	Ullu Thullu
5	Tata AIA Life Insurance	Daddy aur Zooey (making Good happen)
6	Vodafone M-Pesa	Power to migrants
Services - Media & Entertainment		
1	Hotstar	Go Solo
2	hotstar	Bahut Far
3	Indian Super League	Let's Football
4	Mumbai Indians	Connecting millions of fans to a cause
5	Postpickle	For a sister

6	Satyamev Jayate Season 3	Mission Impossible to Possible
7	Sony Max (Max) - Indian Premiere League (IPL)	Diwali, Christmas, Eid and now, IPL
8	Star Sports	Nanhi Kali
9	Youtube	The Suffering of Buffering
Services - Others		
1	Diu Tourism	Keep Calm and Visit Diu
2	Faasos	We Got Your Food
3	Flipkart	#GrowWithFlipkart
4	Ola	Chalo Niklo
5	OLX.in	Don't Be Chipku
6	PayTM	PayTM Karo - Giving India a New Currency
7	YATRA.COM	EHSAAN MAT LO
8	Zing Digital	Divide and Rule
Corporate Advertising / Reputation		
1	Dainik Jagran	Jagran Sanskarshala - When a newspaper decided to become the nation's teacher
2	Inorbit Malls	BRINGING THE BACKYARD TO THE SHOPFRONT
3	JSW Steel	Will of Steel
4	Kellogg's India	#Feeding Dreams
5	OLX.in	Keemat Bhi Kuch Keemti Bhi
6	OMRON	OMRON: DONATE YOUR VOICE TO HELP SOMEONE SEE

Retail		
1	Amazon.in	Aur Dikhao!
2	FirstCry.com	Bachon Ki Shopping Bachon Ka Khel Nahi
3	Flipkart	The Big Billion Day
4	Flipkart	Wish Chain
5	McDonald's	McDonald's KuchPalOffline : How a food destination turned into a friendship destination
6	SHOPCLUES	INTRODUCING INDIA TO COMMUTE COMMERCE
7	SHOPCLUES	INTRODUCING THE UMPTEENTH E-COMMERCE PLAYER IN THE COUNTRY
8	Tanishq	Divine Ornaments
Healthcare		
1	Dabur Odomos	Odomos-How did we make odomos a part of school uniform
2	Johnson & Johnson - OneTouch	Khud Ki Care
3	Nestle	Nestle Now Everyone can Breastfeed a child!
4	Nicotex	U Quit Something I Quit Something
5	Sugar Free	How 17.5 kgs of Sugar Hides in Your Daily Cup of Tea!
6	Volini	Volini Recovery Zone
B2B		
1	Flipkart	#GrowWithFlipkart
2	Havells LED	Bijli Bachao
3	IBM	Score with Data

4	JSW Steel	Will of Steel
Interactive Marketing		
1	Ariel Matic	Ariel - Share The Load
2	Cadbury 5 Star	Cadbury 5 Star - #JoKhaayeKhoJaaye
3	Dabur Vatika	Brave N Beautiful
4	DBS BANK	CHILLI PANEER 2
5	DIU Tourism	Ilha De Calma
6	Google India Pvt Ltd.	Great Online Shopping Festival - #72HoursOfCrazy
7	hotstar	Go Solo
8	Make Love Not Scars	End Acid Sale
9	Pepsi	Crash the Pepsi IPL - From Consumers to Co-marketers
10	Vogue Empower	#VogueEmpower
11	Wildcraft India Pvt. Ltd.	Changes in latitude, Changes in attitude
Small Town and Rural Marketing		
1	Idea	World Wide Wisdom
2	UNICEF	'Down', but not out
3	Vodafone M-Pesa	Self defence umbrella
4	Vodafone M-Pesa	Power to migrants
5	Wheel	Lo Karlo Baat
Regional		
1	Asian Paints Apex Ultima Protek	Coconut Tree Climber
2	Hamam	Reverse Celebrity Endorsement

3	Havells	Hawa Badlegi
4	KALYAN SILKS	WHEN A MALAYALEE STORE BECAME A KANNADIGA STORY
5	Nutralite	How Ganesha came to life to spread the message of healthy habits
6	OLX.in	Don't Be Chipku
7	Tata Gluco Plus	Tata Gluco Plus - Taking the gas out of carbonated soft drinks
8	Tata Sky Ltd.	South Invasion
9	Vodafone M-Pesa	Self defence umbrella
Direct Marketing		
1	Colgate	Spreading a million smiles
2	Cremaffin	Constipasana - Posture of Relief
3	Dabur Vatika	Brave N Beautiful
4	Dainik Jagran	Dainik Jagran Young Editors (Yuva Sampadak) 'Crowdsourcing India's next newspaper through a direct response'
5	Make Love Not Scars	End Acid Sale
6	Philips India	HIMinitiative
7	The Akanksha Foundation	A for Anthem
8	Vodafone Business Services	Business is our middle name
9	Vodafone Business Services	Ready For The Big League

Experiential Marketing / Brand Experience		
1	Chhanv Foundation	Donate A Face
2	Fair & Lovely	Scaling The Everest
3	Godrej HIT	Track The Bite
4	GOOGLE	MAKING TECHNOLOGY CHILD'S PLAY
5	KALYAN SILKS	WHEN THE STORE BECAME THE STORY (CONTENT AS BRAND EXPERIENCE)
6	Lakme India	Launch and taking it to more than a million
7	Nutralite	India's first ever shape-shifting Ganesha demonstrates the power of healthy habits
8	Practo	Broken Promises
9	Saffola	Making Women's Heart Visible
10	Saffola Masala Oats	Can Foodies Be Fit Too?
11	Samsung India Electronics Pvt Ltd	Samsung Galaxy S6 Launch Blogathon
12	SAP India	Unique Interactive Promotion That Engaged SMBs
13	Skore	Making Condoms Fashionable
14	Star Movies Secret Screening	The Best Shared Secret
15	Tanishq	Gift a Moment
16	The Roadster Life Co	Roadster Pocketman
Effie for Good		
1	Dabur Vatika	Brave N Beautiful
2	Make Love Not Scars	End Acid Sale

3	Sugar Free	Donate Your Calories
4	The Akanksha Foundation	A for Anthem
5	UNICEF	'Down', but not out
David v/s Goliath		
1	Anchor	Bindaas Daant Toh Bindaas Aap
2	Diu Tourism	Keep Calm and visit Diu
3	FirstCry.com	Bachon Ki Shopping Bachon Ka Khel Nahi
4	Moods Condoms	Play It Right
5	Paper Boat	Drinks and Memories
6	SHOPCLUES	INTRODUCING INDIA TO COMMUTE COMMERCE
7	Tata Gluco Plus	Tata Gluco Plus- Taking the gas out of Carbonated Soft Drinks
Integrated Advertising Campaign		
1	Amazon.in	Aur Dikhao!
2	Ariel Matic	Ariel - Share The Load
3	BMW	Don't Postpone Joy
4	Diu Tourism	Keep Calm and visit Diu
5	Flipkart	The Big Billion Day
6	Flipkart.com	Wish Chain
7	Godrej KALA HIT	KONE KONE MEIN DANGER
8	Greenply	Ask Greenply
9	hotstar	Go Solo
10	Idea	IIN Second Chance

11	Kellogg's India	#Feeding Dreams
12	Mountain Dew	Mountain Dew Naam Bante Hain Risk Se- Evolution of an Iconic Brand
13	Nescafe Classic	How Nescafe redefined the role for coffee in the life of the Indian youth
14	Nicotex	U Quit Something I Quit Something
15	OLX.in	Keemat Bhi Kuch Keemati Bhi
16	Paper Boat	Drinks and Memories
17	PayTM	PayTM Karo - Giving India a New Currency
18	Pepsi	Crash the Pepsi IPL - From Consumers to Co-marketers
19	Saffola	Making Women's Heart Visible
20	Saffola Masala Oats	Can Foodies Be Fit Too?
21	Sony Max (Max) - Indian Premiere League (IPL)	Celebrating India's only secular festival
22	Star Sports Mauka Campaign	Mauka Mauka
23	TATA SKY	Daily Dillagi
24	Titan Raga	WINNING BACK LOVE LOST
25	Truly Madly Matchmakers	#BoyBrowsing
26	Vodafone M-Pesa	Power to migrants
27	Yatra.com	EHSAAN MAT LO
Best On-going Campaign		
1	Bournvita	Tayyari Jeet Ki (Prepare to Win)
2	Cadbury Gems	Role Reversal

3	Dove Hair	Damage is beautiful
4	Idea	An Idea Can Change Your Life
5	OLX.in	Bech De
6	Tata Tea	From Packaged Good to Packaging Good
7	The Akanksha Foundation	GIVE TO RECEIVE
New Product or Service		
1	Mahindra Jeeto	Sahi Chuno. Kamao Jyada
2	pepperfry.com	OFFLINE TO ONLINE FURNITURE SHOPPING
3	Practo	Life Mein
4	Salaam Baalak Trust	The light bag - Bringing children out of the dark