

Category	Campaign Name	Brand Name	Company / Agency Name
Best App of the Year	Playflix K-DRAMA	One Take Media Co.	
Best Use of Data Analysis Marketing	Red Bus CPI Campaign ft Allu Arjun via Xapads Media	Redbus	Xapads Media
Best Use of PR	Back up Effortlessly - World Back up Day Campaign 2023	Western Digital	Archetype
Best Use of PR	Concept PR's campaign for amplification of merger - Shriram Group	Shriram Finance Ltd	Concept PR India Ltd
Best Use of Design & User Experience Marketing (UI/UX)	Heftyverse	Heftyverse - An Initiative by Hungama	Hungama Digital Media Entertainment
Best Use of Digital Content Marketing	KeshKing India's No1 Hair Oil Pulse via Xapads Interactive Avenues	Kesh King	Xapads Media
Best Use of Digital Content Marketing	#StopKiddingYourself	Karnataka Bank	Social Panga
Best Use of Mobile Marketing	Beats Campaign	IndiaFirst Life	Dentsu Creative
Best Use of Programmatic and Performance Marketing	Instant delivery, impeccable impact: Swiggy Instamart	Swiggy	mediasmart, an Affle company
Best Use of Programmatic and Performance Marketing	Launch of Tata Neu: Your SuperApp Campaign via Xerxes	Tata Neu	Xapads Media
Best Use of Creativity & Innovation	Dugout	aha	
Best Use of Technical Innovation Marketing	Weather-based AI-enabled campaign for appetising moments	Catch Foods	GRAPES DIGITAL PVT LTD
Best Use of Technical Innovation Marketing	Interactive Viewer Engagement Digital Activities	IN10 MEDIA NETWORK	
Best Use of SEO	Crompton	Puretech Digital	
Best Use of Instagram Marketing	Binge Song #BingeWithBadshah	Tata Play Limited	Chimp&z Inc
Best Use of Digital Social Media Marketing	Kundali Milan - Social Media Marketing	Shemaroo Umang	Shemaroo Entertainment Limited
Best Use of Digital Social Media Marketing	Flipkart Big Billion Day Sale	Flipkart	Memechat Pvt. Ltd.
Best Use of Collaborative Marketing (Sponsorship/Partner)	All India K-POP Contest 2023 Presented by LG	LG Electronics	HSAD India
Best Use of Collaborative Marketing (Sponsorship/ Partner)	Kinder Joy Natoon	Kinder Joy	Warner Bros. Discovery
Best Use of Quora	Godrej Appliances	Godrej Appliances Thought Leadership Content Campaign in association with Madison World on Quora	
Best Use of Quora	ICICI Direct	ICICI Direct content marketing campaigns on Quora	
B2B Brand Campaign of the Year	Future Ready AI Campaign	Microsoft	Carat
D2C Brand Campaign of the Year	Soch Ke Liya Hai	Kotak Life	
Digital Product Launch Campaign of the Year	Herb'l Charcoal Toothpaste Launch	Dabur Herb'l Charcoal	Dentsu X
Digital Product Launch Campaign of the Year	Living Adventure: Exploring The Ganges	HistoryTV18	AETN18 Media Pvt. Ltd
Best Viral Video Campaign of the Year	Unlock nahi karneka	GLANCE	RVCJ Digital Media Pvt. Ltd.
Digital Strategy Campaign of the Year	It Happens Only In India	NGC Network (India)	
Digital Branded Campaign of the Year - Text / Video	#DettolProtectsTomorrow	Dettol India	White Rivers Media
Digital Branded Campaign of the Year - Text / Video	#IPLonStar	Star Sports	RVCJ Digital Media Pvt. Ltd.
Best CSR Campaign of the Year	Dabur Hajmola Acchhai ka Chatkara	Dabur Hajmola	Dentsu X
Digital Influencer Marketing Campaign of the Year	Bhai, Behen aur #ChampiOn - Raksha Bandhan	Dabur Amla	Schbang
Digital Influencer Marketing Campaign of the Year	Disney 100	Disney Star	Disney Broadcasting (India) Private Limited
Digital Hashtag Campaign of the Year	Slug It Style It	Dabur Amla Hair Oil	Dentsu X
Integrated Digital Media Campaign of the Year	Sprite X Aha Screentime Campaign	aha	
Integrated Digital Media Campaign of the Year	Nescafe Classic Leading Coffee Recruitment in India	Nescafe Classic by Nestle India	Zenith Media
Digital Programmatic Campaign of the Year	Crossing Boundaries, Connecting Screens: American Tourister	American Tourister	mediasmart, an Affle company
Digital Programmatic Campaign of the Year	Knight Club - Ek Dum Fatafati App	Kolkata Knight Riders	White Rivers Media
Best Campaign of the Year - IT & Technology	Azure Digital Campaign	Microsoft	Carat
Best Campaign of the Year - Consumer Durables & Electronics	Crompton	Puretech Digital	
Best Campaign of the Year - Healthcare & Wellness	Berok Zindagi 5.0	Cipla	Schbang
Best Campaign of the Year - Media & Entertainment	#CrushedS3 #CrushedOnAmazonMinitv	Amazon Mini TV	RVCJ Digital Media Pvt. Ltd.