

IndIAA Awards 2018 – Winners

Sr No	Category
1	<p>AUTO FOUR WHEELERS Skoda Kodiaq – Power Should Be Beautiful</p> <p>Client : ŠKODA Auto India Private Ltd. Creative Agency: Publicis India</p>
2	<p>AUTO TWO WHEELERS- (Joint Winners in this category)</p>
(i)	<p>Hero - #Hero Salutes the heroes behind the heroes</p> <p>Client : Hero MotoCorp Creative Agency: Law&Kenneth Saatchi&Saatchi</p>
(ii)	<p>Bajaj Platina - Jatka Mana Hai</p> <p>Client : Bajaj Auto Creative Agency: Ogilvy</p>
3	<p>CONSUMER DURABLES Haier Bottom Mounted Refrigerators – Reverse Main India Rehti Hai</p> <p>Client : Haier Appliances India Pvt. Ltd Creative Agency: Famous Innovations</p>
4	<p>CONSUMER ELECTRONICS Saregama Carvaan – The Perfect Gift</p> <p>Client : Goenka Group Creative Agency: The Womb</p>
5	<p>BANKING AND FINANCE - (Joint Winners in this category)</p>
(i)	<p>Motilal Oswal - Think Equity, Think Motilal Oswal</p> <p>Client : Motilal Oswal Financial Services Ltd Creative Agency: MULLEN LINTAS</p>
(ii)	<p>Kotak Mahindra Bank – 811 is for Everyone</p> <p>Client : Kotak Mahindra Group Creative Agency: Cartwheel Creative Consultancy Pvt. Ltd</p>

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6	<p>INSURANCE HDFC Standard Life - Liar Mirror</p> <p>Client : HDFC life Creative Agency: Leo burnett</p>
7	<p>CORPORATE P&G Shiksha – Choose For Change</p> <p>Client : P&G India Creative Agency: Leo Burnett India</p>
8	<p>FASHION AND ACCESSORIES - (Joint Winners in this category)</p>
(i)	<p>Levi's – I Shape My World</p> <p>Client : Levi Strauss & Co. Creative Agency: Zeno Group India</p>
(ii)	<p>Tanishq Jewellery – The Love Remains</p> <p>Client : Titan Creative Agency: Lowe Lintas</p>
9	<p>FOOD & BEVERAGES Horlicks – Exam Nutrition; Fearless Kota</p> <p>Client : GSK Consumer Healthcare India Creative Agency: FCB Ulka</p>
10	<p>GOVERNMENT Ministry of Health, Government of India – Family Planning – Dabang Dadi</p> <p>Client : Ministry of Health and Family Welfare Agency : McCann Worldgroup India</p>
11	<p>HOME CARE - (Joint Winners in this category)</p>
(i)	<p>Surf Excel – Har Ko Harao / Daag Achche Hain</p> <p>Client : Hindustan Unilever Limited Creative Agency: Lowe Lintas</p>

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(ii)	<p>Fevicol Marine – The Sea Water-Proof Adhesive</p> <p>Client : Pidilite Industries Creative Agency: Ogilvy</p>
12	<p>HOME DÉCOR Asian Paints – Homes Not Showrooms</p> <p>Client : Asian Paints Limited Creative Agency: Ogilvy</p>
13	<p>PERSONAL CARE Axe Ticket Perfume – Tik Tik Tikey</p> <p>Client : Hindustan Unilever Limited. Creative Agency: BBH India</p>
14	<p>ENTERTAINMENT AND MEDIA Sony Pictures Networks FIFA World Cup – Second Country</p> <p>Client : Sony Pictures Networks Creative Agency: Culture Machine</p>
15	<p>ONLINE COMMERCE - <i>(Joint Winners in this category)</i></p>
(i)	<p>Amazon – Mom Be A Girl Again (Tufani and Gudiya)</p> <p>Client : Amazon Creative Agency: What's Your Problem (WYP)</p>
(ii)	<p>OLX – AageyBadho</p> <p>Client : OLX Creative Agency: Enormous Brands</p>
16	<p>RETAIL Manyavar Mohey – Naye Vaade</p> <p>Client : Vedant Fashions Pvt. Ltd. Creative Agency: Shreyansh Innovations</p>
17	<p>TELECOM AND TECHNOLOGY - <i>(Joint Winners in this category)</i></p>
(i)	<p>Phone Pe – Bhar Diya Hai Phone Pe</p> <p>Client : PhonePe.</p>

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	Creative Agency: Lowe Lintas
(ii)	Vodafone – This Friendship Day, Look Up Client : Vodafone India Creative Agency: Ogilvy
18	TRAVEL AND TOURISM Kashmir Tourism – The Warmest Place on Earth Client : Jammu& Kashmir Tourism Creative Agency: JWT
19	GENDER SENSITIVE ADVERTISING BBG – Twins: Your True Wealth Client : BBG India Creative Agency: HyperCollective