

IAA Olive Crown Winners 2012

[2nd edition]

Green Crusader Award: Dr R K Pachauri
Green Advertiser of the Year: Ogilvy & Mathrubhumi

Category	Gold / Silver	Agency	Advertiser	Creative Heading / Title
Press : Consumer Products & Services	Silver	Lowe Lintas	Suzlon	Suzlon "PALS"
Press Corporate	Silver	Umbrella Design	TOI	TOI - Ganesha 2011
TVC / Cinema - Consumer Products & Services	Silver	Ogilvy	Thane Municipal Corporation	Thane Municipal Corporation- "Slap"
TVC / Cinema - Corporate	Gold	JWT	Nokia	Nokia - I Recycle my phone
	Silver	Lowe Lintas	Suzlon	Suzlon "PALS"
Digital	Gold	Webchutney	Nokia	Nokia - I Recycle my phone
Events	Gold	Mathrubhumi	Mathrubhumi	Mathrubhumi SEED
	Gold	Lodestar	Garnier	Garnier
	Silver	Draft FCB Ulka	Whirlpool	Whirlpool - Ek Jodi Kapda
	Silver	Dentsu	Toyota	Toyota Greenathon
Out of Home	Silver	Contract	JK Tyre	JK Tyre - Soles with Souts
	Gold	Mudra/ Mediacom	Volkswagen	Volkswagen - Think Blue
	Silver	Umbrella Design	TOI	TOI
Documentary & Short Films	Gold	Dustyfoot Productions		The Wild Meat Trail
Press Unreleased	Silver	Goldmine	Greenpeace	Nuclear Bomb
Young Green Art Director of the Year	Gold	Webchutney		Abhishek Saxena
	Silver	Umbrella Design		Uttam Sutar
Green Brand of the Year	Gold	Webchutney / JWT	Nokia	Nokia - I Recycle my phone
	Silver	Mathrubhumi	Mathrubhumi	Mathrubhumi SEED
	Silver	Contract	JK	JK Tyre - Soles with Souts

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Category	Gold / Silver	Agency	Advertiser	Creative Heading / Title
Campaign of the Year	Gold	Ogilvy	Ogilvy	iFold
	Silver	Webchutney	Nokia	Nokia - I Recycle my phone
	Silver	Mudra/ Mediacom	Volkswagen	Volkswagen - Think Blue
Green Advertiser of the Year	Gold	Nokia		
Green Advertiser of the Year - Special Category	Gold	Webchutney / JWT		Ogilvy & Mather
Olive Crown Green Hungama		Kartik Ramnathkar		A big Thank you to Global Warming
		Komal Udeshi		Save Power & Go Green