

AWARDS

Campaign India Team | Sep 17, 2016

IndIAA Awards 2016: Winners announced

Campaigns by Ogilvy (5), JWT (2), Leo Burnett (2), BBDO, Creativeland Asia, Dentsu, Flying Cursor, Grey Group India, Lowe Lintas and Medulla Healthcare among winners



Winners for the second edition of the IndIAA Awards were announced at an awards gala in Mumbai on 16 September 2016. Winners were announced across 15 of the 21 categories this year. The jury decided not to award any of the work in six categories.

Work by Ogilvy & Mather took home five of the awards on the night. JWT (2), Leo Burnett (2), BBDO, Creativeland Asia, Dentsu, Flying Cursor, Grey Group India, Lowe Lintas and Medulla Healthcare were among creators of winning work.

The Jury headed by PepsiCo's D Shivakumar included Geetu Verma of HUL, Shantanu Khosla of Crompton Greaves Consumer Electricals, Sanjay Behl of Raymond, Amit Syngde of Asian Paints and VL Rajesh of ITC.

The IndIAA Awards chooses only one winner in a category, or a joint winner in case of tied scores.

Pradeep Guha, chairman, IndIAA Awards, said, "What started as a concept last year has matured very fast. It is very rare that something matures in two years and I think that this concept is here to stay."

Srinivasan Swamy, President, IAA India chapter and SVR, IAA Global, added, "Last year, when we conceptualised the IndIAA Awards, we intended it to be different. We are happy to see industry acknowledge the concept of awarding all the co-creators of the campaign. I would also like to thank the stellar jury for their perspective on the winning campaigns."

Winners

Auto Two Wheelers (Joint winners)
TVS Jupiter: Zyada ka fayda
Creative agency: Dentsu Communications, Bengaluru



Bajaj V: Invincible
Client: Bajaj Auto
Creative agency: Leo Burnett



Consumer Electronics
Micromax Unite4: Angrezipanti ko dikhaoo angootha
Client: Micromax
Creative agency: Creativeland Asia



Media and Entertainment
Dainik Bhaskar: Zidd karo duniya badlo
Client: Dainik Bhaskar
Creative agency: Ogilvy & Mather



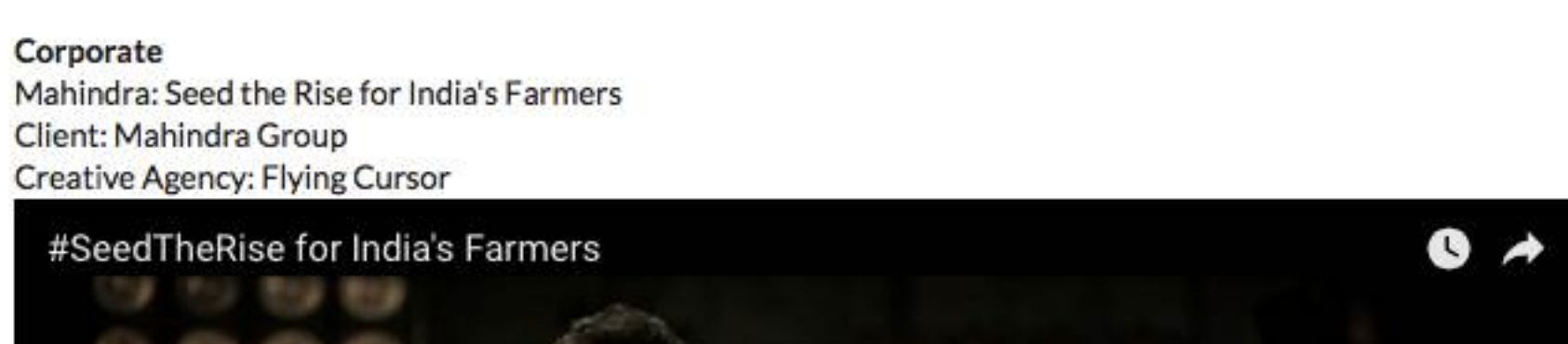
Corporate
Mahindra: Seed the Rise for India's Farmers
Client: Mahindra Group
Creative Agency: Flying Cursor



Fashion and accessories
Titan Raga: Break the Bias
Client: Titan Company
Creative agency: Ogilvy & Mather



Food and Beverages
Pepsi: Pepsi thi, pi gaya
Client: PepsiCo
Creative agency: J. Walter Thompson



Government/Ministries
Indian Army: The Most Exciting Job
Client: Indian Army
Creative agency: Grey Group India



Home care
Ariel - Dads Share the Load
Client: P&G India
Creative agency: BBDO India



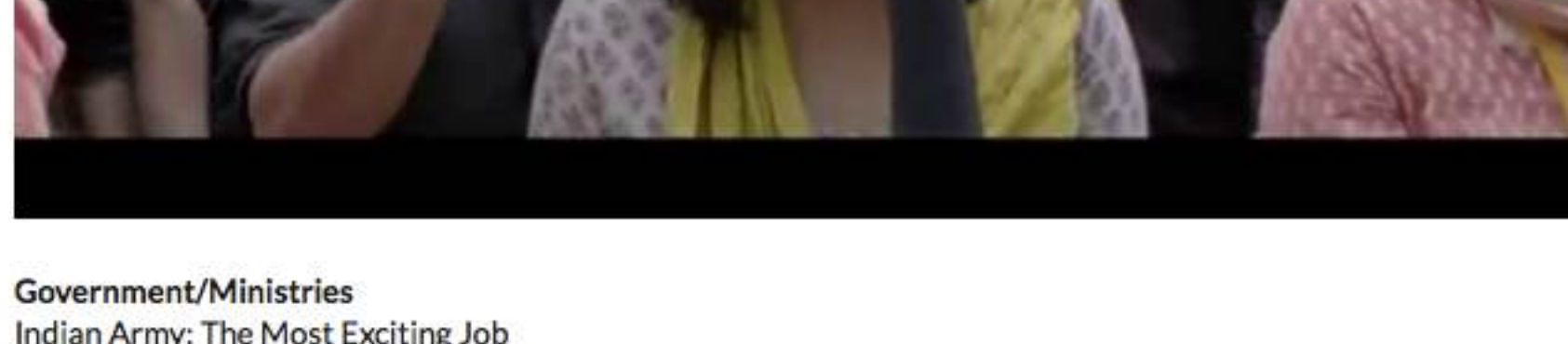
Insurance
Max Life: Sachchi Advice
Client: Max Life
Creative agency: Ogilvy & Mather



Online Commerce
Flipkart: Flipkart matlab bilkul pakka
Client: Flipkart
Creative agency: Lowe Lintas Bengaluru



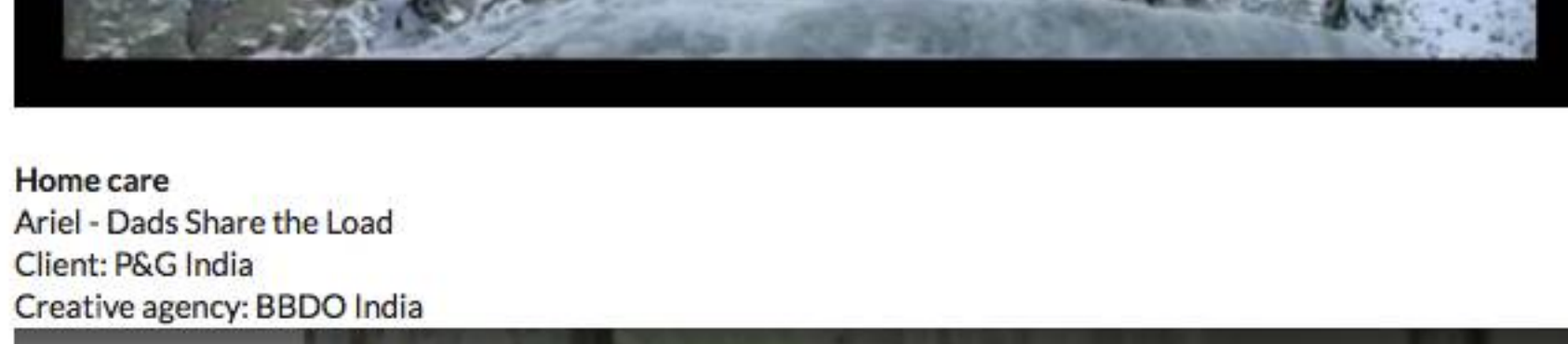
Personal Care
He Deo: Hai Respect Toh Spray Respect
Client: Emami
Creative agency: Leo Burnett



Telecom/Internet/IT/Apps
Vodafone SuperNet
Client: Vodafone
Creative agency: Ogilvy & Mather



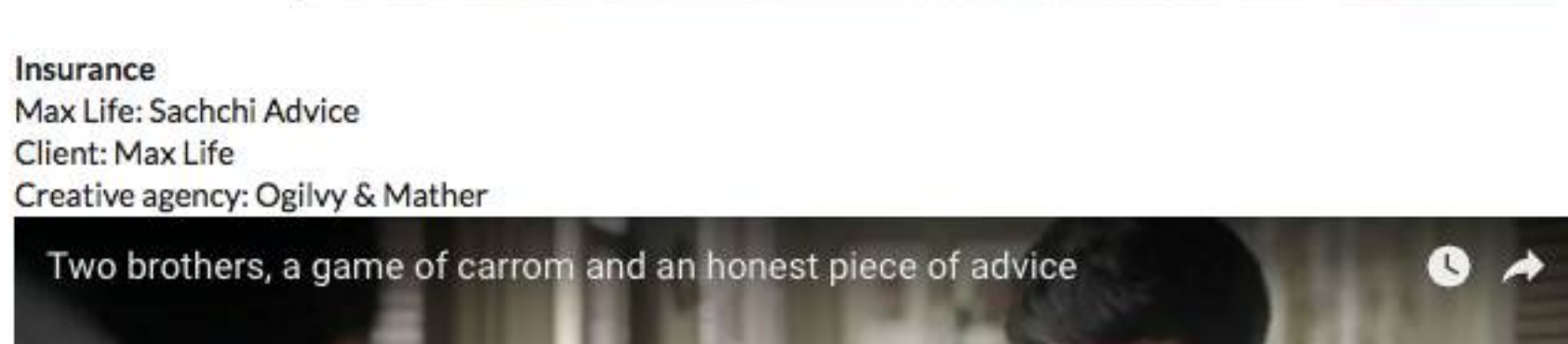
Travel, tourism and hospitality
Rajasthan Tourism: Jaane Kya Dikh Jaye
Client: Rajasthan Tourism
Creative agency: Ogilvy & Mather



Pharma/Wellness/Healthcare
IAPC - Last Words
Client: Indian Association of Palliative Care
Creative: Medulla Healthcare Communications



Fittings and Fixtures
Wintech - Soundproof Diwali
Client: NCL Wintech
Creative agency: J. Walter Thompson



Also read:

[IndIAA Awards 2016 to be hosted on 16 September in Mumbai](#)

(Disclosure: Campaign India is knowledge partner for IndIAA Awards 2016, responsible for screening nominations invited from the industry, and scanning all work that appeared during the eligibility period, to arrive at the shortlist.)

Source: Campaign India

Tags

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