



Adobe

Presents

FOXGLOVE
AWARDS

NATIONAL WINNERS 2017

NATIONAL - AMBIENT MEDIA

- **Sub-Category:** Non-Traditional Indoor
- **Winner:** Be The Bee Com Designs
- **Metal:** Bronze
- **Brand:** ARRJAVV

Campaign: ARRJAVV



- **Sub-Category:** Traditional Billboards
- **Winner:** Tribes Communication
- **Metal:** Bronze
- **Brand:** Magic Bricks

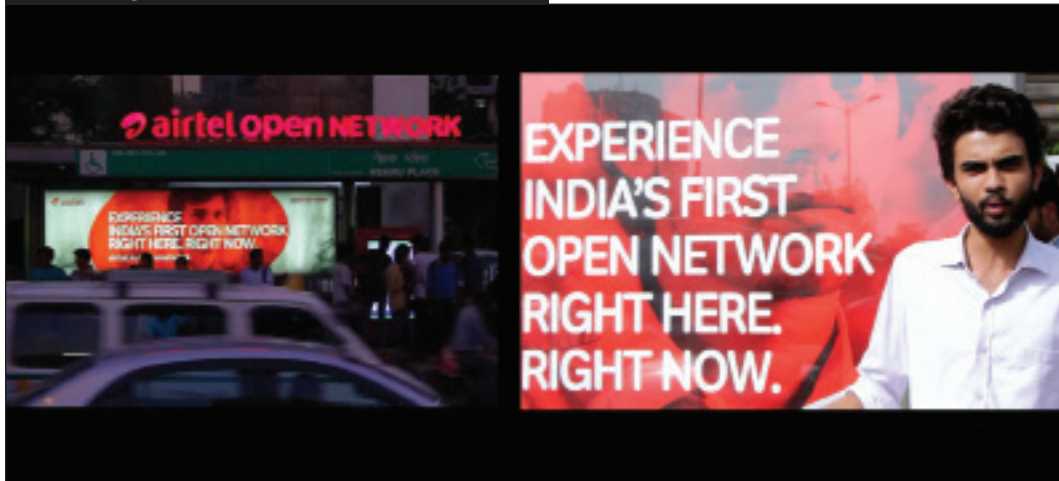
Campaign: Magic Bag



NATIONAL - BRAND ACTIVATION

- **Sub-Category:** Brand Activation & Promotion
- **Winner:** Milestone Brandcom
- **Metal:** Gold
- **Brand:** AIRTEL

Campaign: AIRTEL Open Network



- **Sub-Category:** Brand Activation & Promotion
- **Winner:** The Brand Brewery
- **Metal:** Silver
- **Brand:** Tata Salt

Campaign: Shubh Bhojan Ki Shubh Shuruwat



NATIONAL - BRAND ACTIVATION

- **Sub-Category:** Brand Activation & Promotion
- **Winner:** Milestone Brandcom
- **Metal:** Bronze
- **Brand:** BIG FM

Campaign: 92.7 BIG FM 'RADIO ON THE GO'



- **Sub-Category:** Contests, Prizes, Draws & Games
- **Winner:** Interspace Communications
- **Metal:** Bronze
- **Brand:** Standard Chartered Bank

Campaign: The Social Feet #OneStepCloser



NATIONAL - CONTENT MARKETING

- **Sub-Category:** Content
- **Winner:** BBH India
- **Metal:** Gold
- **Brand:** Abbott Healthcare

Campaign: Abbott Live Radio Spots



- **Sub-Category:** Content
- **Winner:** Liqvd Asia
- **Metal:** Silver
- **Brand:** Legrand

Campaign: Come Home To Pujo – India's First Instagram Microsite



NATIONAL - CONTENT MARKETING

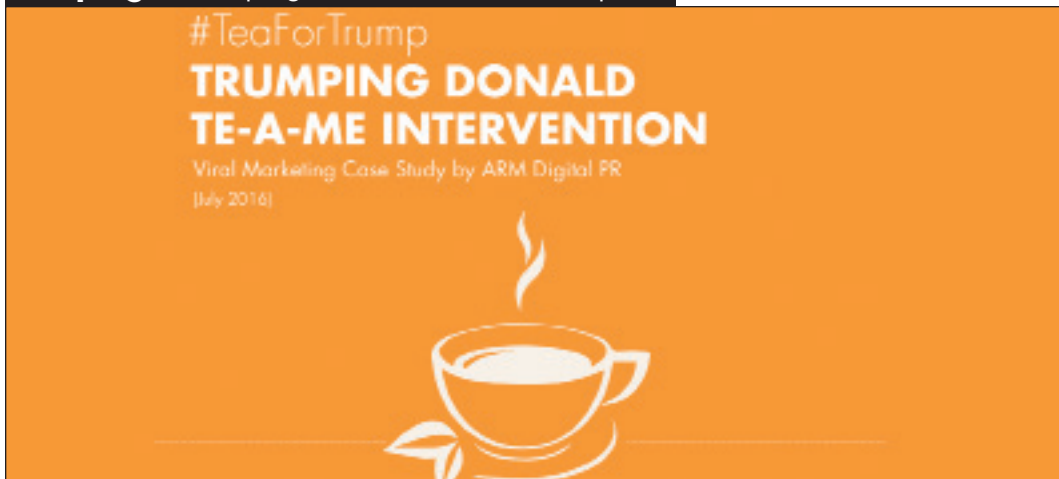
- **Sub-Category:** Content
- **Winner:** Liqvd Asia
- **Metal:** Silver
- **Brand:** GAIL

Campaign: Hawa Badlo – The Air Seller



- **Sub-Category:** Distribution
- **Winner:** Arm Digital
- **Metal:** Silver
- **Brand:** TE-A-ME

Campaign: Trumping Donald - Tea For Trump



NATIONAL - CONTENT MARKETING

- **Sub-Category:** Distribution
- **Winner:** Pulp Strategy Communications
- **Metal:** Bronze
- **Brand:** Intel India

Campaign: Ek Kadam Unnati Ki Aur



- **Sub-Category:** Strategy
- **Winner:** Bang In The Middle
- **Metal:** Gold
- **Brand:** Inox Leisure

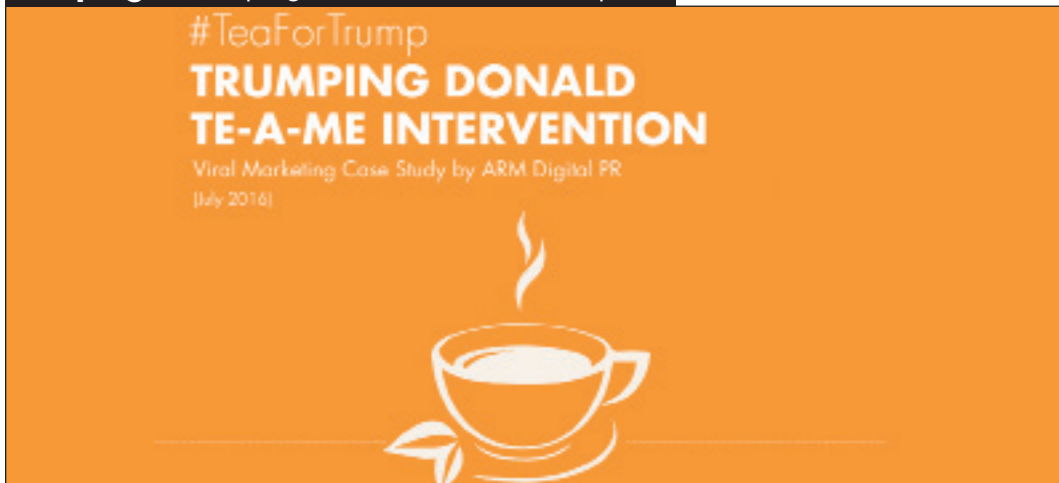
Campaign: Yoga With Inox



NATIONAL - CONTENT MARKETING

- **Sub-Category:** Strategy
- **Winner:** Arm Digital
- **Metal:** Gold
- **Brand:** TE-A-ME

Campaign: Trumping Donald - Tea For Trump



- **Sub-Category:** Strategy
- **Winner:** Jossbox
- **Metal:** Silver
- **Brand:** Rise Legs

Campaign: Rise Legs



NATIONAL - CONTENT MARKETING

- **Sub-Category:** Strategy
- **Winner:** Be The Bee Com Designs
- **Metal:** Bronze
- **Brand:** ROLEX

Campaign: ROLEX Sale



NATIONAL - DESIGN

- **Sub-Category:** Books/Diaries
- **Winner:** Tree Design

- **Metal:** Bronze
- **Brand:** PVR Cinemas

Campaign: Books To Blockbusters



- **Sub-Category:** Corporate/Brand Identity
- **Winner:** Happy mcgarrybowen

- **Metal:** Bronze
- **Brand:** Team Swachh Bharat

Campaign: A symbol to lead the conversation on open defecation

A symbol to lead the conversation on open defecation



Creative Solution

Recognized as communication initiatives, partners were anxious about the stigma of open defecation. Talking about toilets wasn't a taboo. To break communication, we had to change the perception of toilets from dirty places that's why we merged the campaign with hand hygiene under the slogan of 'Hand for Open Defecation'. To spread the message, we made the hand icon as a symbol. The primary color of the hand icon 'blue' is related to the most common and easily available water source 'blue'. It is part of the water and toilets, because positive communication around the activities really helps.

Result

The hand icon is the most important thing to motivate and inspire people to use toilets and hand hygiene. The logo serves as a strong symbol for the campaign and is being displayed from all over the country.







NATIONAL - DESIGN

- **Sub-Category:** Packaging
- **Winner:** Tree Design

- **Metal:** Bronze
- **Brand:** Horlicks

Campaign: Celebrating India



- **Sub-Category:** Posters
- **Winner:** BBH India

- **Metal:** Silver
- **Brand:** CRY

Campaign: CRY Thumbprint



NATIONAL - DESIGN

- **Sub-Category:** Posters
- **Winner:** BBH India
- **Metal:** Bronze
- **Brand:** Gustoso

Campaign: Gustoso



NATIONAL - DIGITAL

- **Sub-Category:** Best Innovation
- **Winner:** Happy mcgarrybowen
- **Metal:** Silver
- **Brand:** Ola

Campaign: Ola - #PeekeMatChala (Drunk Tweets)



- **Sub-Category:** Best Innovation
- **Winner:** Tonic Media
- **Metal:** Bronze
- **Brand:** Aditya Birla Group

Campaign: How To Unlock Big Ideas?



NATIONAL - DIGITAL

- **Sub-Category:** Brand Integration - Long Format
- **Winner:** Boring Brands
- **Metal:** Silver
- **Brand:** OnePlus

Campaign: The Journey



- **Sub-Category:** Brand Integration - Short Format
- **Winner:** BBH India
- **Metal:** Gold
- **Brand:** Abbott Healthcare

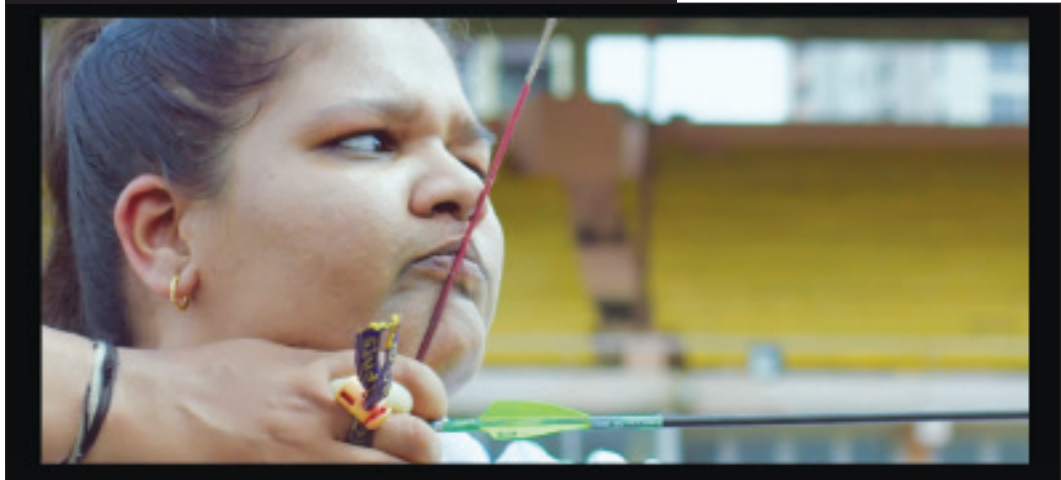
Campaign: Abbott Live Radio Spots



NATIONAL - DIGITAL

- **Sub-Category:** Brand Integration - Short Format
- **Winner:** Culture Machine
- **Metal:** Silver
- **Brand:** Dove

Campaign: Is That You? | #ChangeTheRhyme



- **Sub-Category:** Brand Integration - Short Format
- **Winner:** Culture Machine
- **Metal:** Bronze
- **Brand:** Nestle

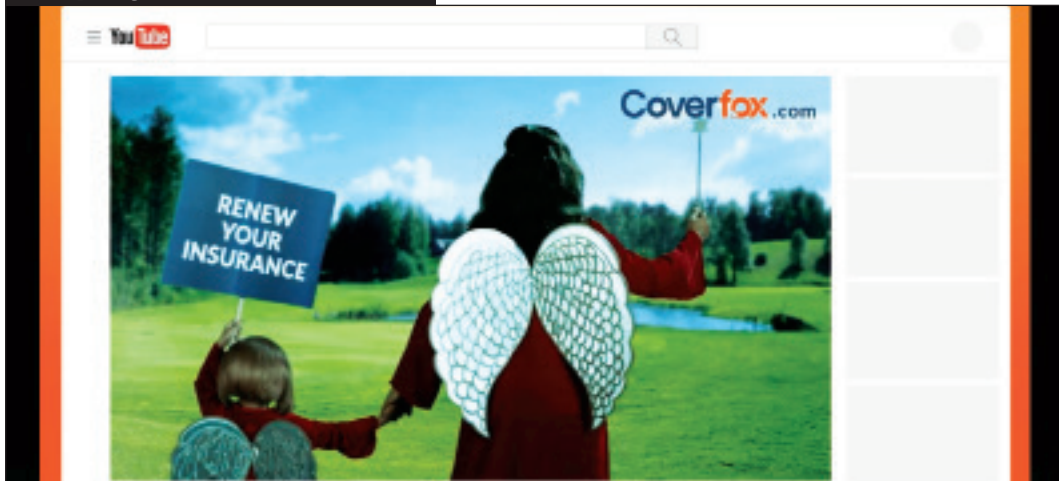
Campaign: Dhusra: Winds of Change | Blush Originals | #EducateTheGirlChild



NATIONAL - DIGITAL

- **Sub-Category:** Creative Use of Social Media
- **Winner:** BBH India
- **Metal:** Gold
- **Brand:** Coverfox

Campaign: Videobomber



- **Sub-Category:** Creative Use of Social Media
- **Winner:** WAT Consult
- **Metal:** Silver
- **Brand:** Himalaya

Campaign: Muskaan



NATIONAL - DIGITAL

- **Sub-Category:** Creative Use of Social Media
- **Winner:** Happy mcgarrybowen
- **Metal:** Silver
- **Brand:** Ola

Campaign: Ola - #PeekeMatChala (Drunk Tweets)



- **Sub-Category:** Digital Brand Video
- **Winner:** BBH India
- **Metal:** Gold
- **Brand:** Abbott Healthcare

Campaign: Abbott Live Radio Spots



NATIONAL - DIGITAL

- **Sub-Category:** Digital Brand Video
- **Winner:** Humour Me
- **Metal:** Silver
- **Brand:** Paper Boat

Campaign: Rizwan



- **Sub-Category:** Digital Brand Video
- **Winner:** Happy mcgarrybowen
- **Metal:** Bronze
- **Brand:** Ola

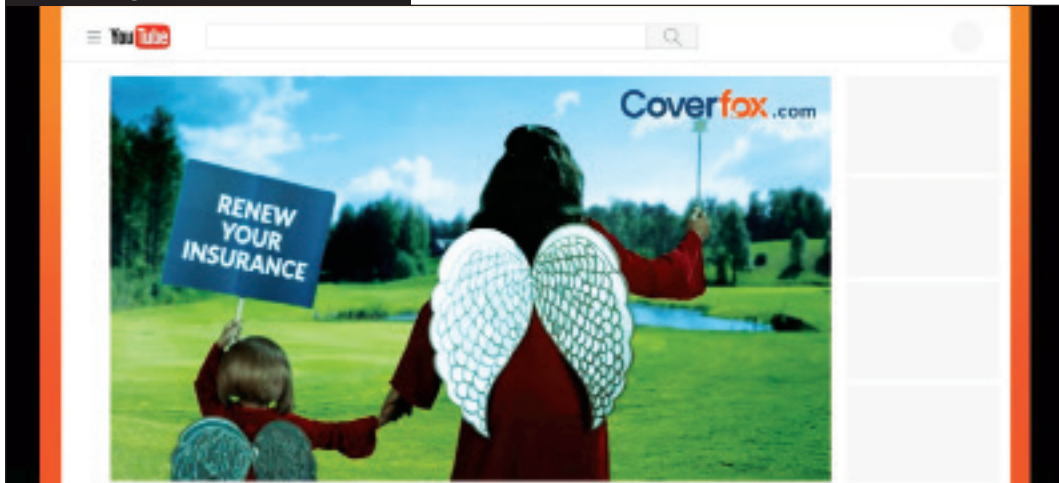
Campaign: Ola Sainik - #TakeCommand



NATIONAL - DIGITAL

- **Sub-Category:** Online Integrated Campaigns
- **Winner:** BBH India
- **Metal:** Gold
- **Brand:** Coverfox

Campaign: Videobomber



- **Sub-Category:** Online Integrated Campaigns
- **Winner:** Chimp&Z
- **Metal:** Bronze
- **Brand:** Tata Sky

Campaign: Music Plus



NATIONAL - DIGITAL

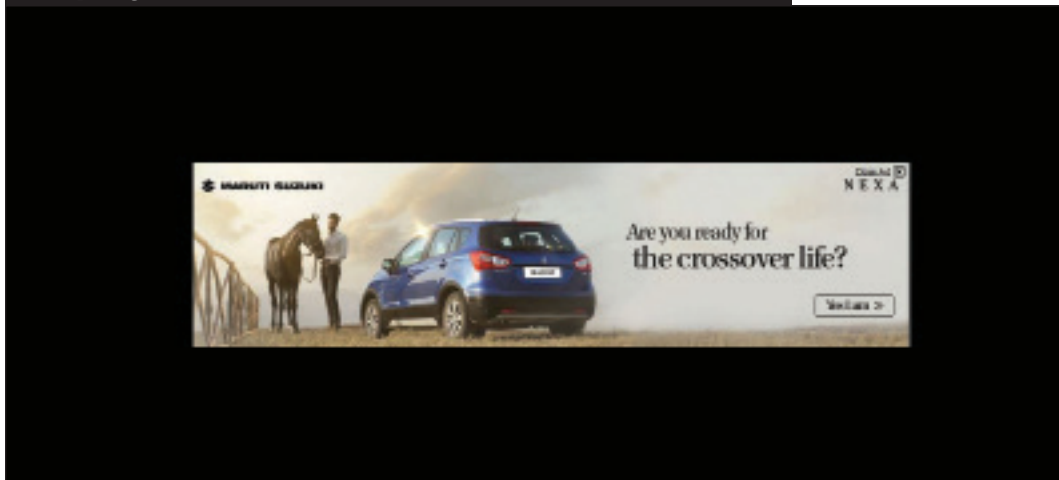
- **Sub-Category:** Real Time Videos
- **Winner:** Jossbox
- **Metal:** Bronze
- **Brand:** Levi's

Campaign: Live in Levi's



- **Sub-Category:** Web Banner
- **Winner:** Grapes Digital
- **Metal:** Bronze
- **Brand:** Maruti Suzuki

Campaign: S-Cross - Crossover Map YouTube Masthead



NATIONAL - DIGITAL

- **Sub-Category:** Website/Microsite
- **Winner:** Jossbox
- **Metal:** Gold
- **Brand:** Rise Legs

Campaign: Rise Legs



- **Sub-Category:** Website/Microsite
- **Winner:** Liqvd Asia
- **Metal:** Silver
- **Brand:** Legrand

Campaign: Come Home To Pujo – India's First Instagram Microsite



NATIONAL - DIRECT MARKETING

- **Sub-Category:** Direct Response (TV, Radio & Infomercial)
- **Winner:** BBH India
- **Metal:** Bronze
- **Brand:** Abbott Healthcare

Campaign: Abbott Live Radio Spots



- **Sub-Category:** Direct Response Digital
- **Winner:** Happy mcgarrybowen
- **Metal:** Silver
- **Brand:** Ola

Campaign: Ola - #PeekeMatChala (Drunk Tweets)

A screenshot of a social media campaign. On the left, four tweets from the Ola brand are displayed, each with a yellow profile picture and a yellow background. The tweets are:

- Ola (@OlaIndia) - 28 Dec 2016: Hey @Flipkart - lets put one for the road!
- Ola (@OlaIndia) - 25 Dec 2016: @TheIndoFever Puneshottari Ji, if you're out drinking tonight, give me a shout lol
- Ola (@OlaIndia) - 25 Dec 2016: I am totally in control!!!!!! #Feelinggood
- Ola (@OlaIndia) - 28 Dec 2016: It's my lifeeee. It's now or ever. I ain't gonna drive forever

On the right, a photograph shows a group of people at a party. A man in a white shirt and tie is dancing in the center. The text "PEEKE MAT CHALA" is overlaid in large, colorful letters at the bottom of the photo.

NATIONAL - DIRECT MARKETING

- **Sub-Category:** Direct Response Digital
- **Winner:** Pocket Aces
- **Metal:** Bronze
- **Brand:** OYO Rooms

Campaign: Valentine's Day - 10 Amazing Things About Being In A Relationship



NATIONAL - FILM

- **Sub-Category:** Casting
- **Winner:** BBH India
- **Metal:** Silver
- **Brand:** Abbott Healthcare

Campaign: Abbott Live Radio Spots



- **Sub-Category:** Casting
- **Winner:** BBH India
- **Metal:** Bronze
- **Brand:** Channel V

Campaign: The Shallowest Place On TV



NATIONAL - FILM

- **Sub-Category:** TVC
- **Winner:** Happy mcgarrybowen
- **Metal:** Silver
- **Brand:** Ola

Campaign: Ola Micro - Chalti Hai Sirf 6/km Se



- **Sub-Category:** TVC
- **Winner:** Infectious
- **Metal:** Bronze
- **Brand:** Tasty Treat

Campaign: Bhujia Ghum Aaya Duniya!



NATIONAL - PRINT

- **Sub-Category:** Print Ad (Campaign)
- **Winner:** Tree Design
- **Metal:** Bronze
- **Brand:** The Heritage School

Campaign: In Flames



- **Sub-Category:** Print Ad (Single)
- **Winner:** Tinacca Media
- **Metal:** Bronze
- **Brand:** Sebamed

Campaign: Play Station

