



Adobe

Presents

**FOXGLOVE
AWARDS**

REGIONAL WINNERS 2017

REGIONAL - AMBIENT MEDIA

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

Campaign: ARRJAVV



- **Sub-Category:** Non-Traditional Indoor
- **Winner:** Elixir Integrated Brandcomm
- **Metal:** Silver
- **Brand:** Elixir Integrated Brandcomm

Campaign: Wall branding - Elixir Integrated Brandcomm



REGIONAL - AMBIENT MEDIA

- **Sub-Category:** Non-Traditional Indoor
- **Winner:** HS Ad India
- **Metal:** Bronze
- **Brand:** LG

Campaign: Big Bites



- **Sub-Category:** Traditional Billboards
- **Winner:** Infectious
- **Metal:** Gold
- **Brand:** DNA

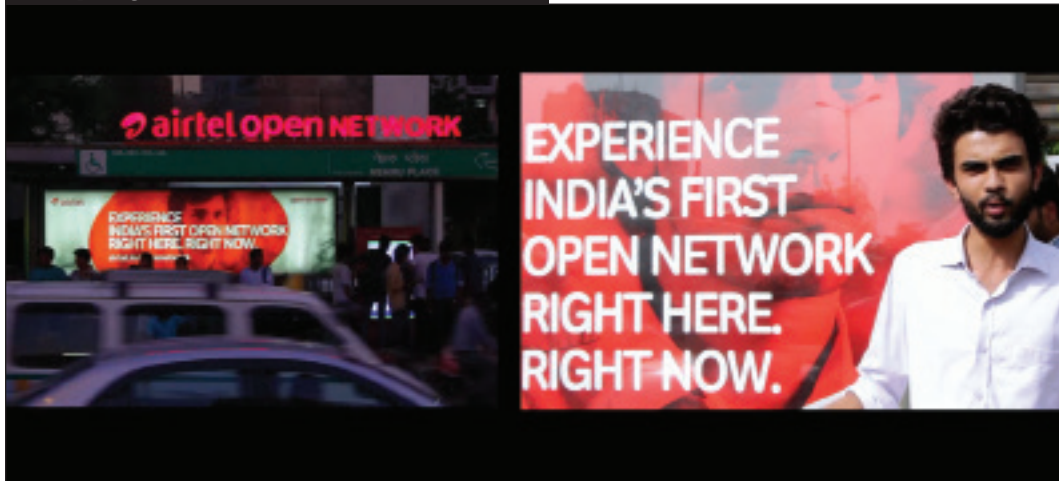
Campaign: More You Know, More You Become.



REGIONAL - 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



REGIONAL - BRAND ACTIVATION

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

Campaign: 92.7 BIG FM 'RADIO ON THE GO'



REGIONAL - CONTENT MARKETING

- **Sub-Category:** Content
- **Winner:** Infectious
- **Metal:** Gold
- **Brand:** DNA

Campaign: More You Know, More You Become.



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

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



REGIONAL - CONTENT MARKETING

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

Campaign: Hawa Badlo – The Air Seller



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

Campaign: Ek Kadam Unnati Ki Aur



REGIONAL - CONTENT MARKETING

- **Sub-Category:** Distribution
- **Winner:** Liqvd Asia
- **Metal:** Bronze
- **Brand:** Legrand

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



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

Campaign: ROLEX Sale



REGIONAL - CONTENT MARKETING

- **Sub-Category:** Strategy
- **Winner:** WAT Consult
- **Metal:** Gold
- **Brand:** Godrej Appliances

Campaign: Flaunt To Feed



- **Sub-Category:** Strategy
- **Winner:** Liqvd Asia
- **Metal:** Gold
- **Brand:** Legrand

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



REGIONAL - DESIGN

- **Sub-Category:** Books/Diaries
- **Winner:** Mad About Digital
- **Metal:** Silver
- **Brand:** Amadeus

Campaign: Le Blaireu - A Global Mystery



- **Sub-Category:** Books/Diaries
- **Winner:** Tree Design
- **Metal:** Bronze
- **Brand:** PVR Cinemas

Campaign: Books To Blockbusters



REGIONAL - DESIGN

- **Sub-Category:** Corporate Brand Identity
- **Winner:** Tag Vinnatti
- **Metal:** Gold
- **Brand:** Sambar Pub & Kitchen

Campaign: Sambar Brand Identity



- **Sub-Category:** Corporate Brand Identity
- **Winner:** Firebrand
- **Metal:** Silver
- **Brand:** Fabogo

Campaign: Redefining Beauty & Wellness



REGIONAL - DESIGN

- **Sub-Category:** Corporate Brand Identity
- **Winner:** The Brand Brewery
- **Metal:** Silver
- **Brand:** Tata Salt

Campaign: Sehat Ki Chuski



- **Sub-Category:** Packaging
- **Winner:** Tree Design
- **Metal:** Silver
- **Brand:** Horlicks

Campaign: Celebrating India



REGIONAL - DESIGN

- **Sub-Category:** Packaging
- **Winner:** Happy mcgarrybowen
- **Metal:** Bronze
- **Brand:** Chai Point

Campaign: Afterlives Of A Plastic Water Bottle



- **Sub-Category:** Posters
- **Winner:** Communication Crafts
- **Metal:** Bronze
- **Brand:** Saffron Lifestyle

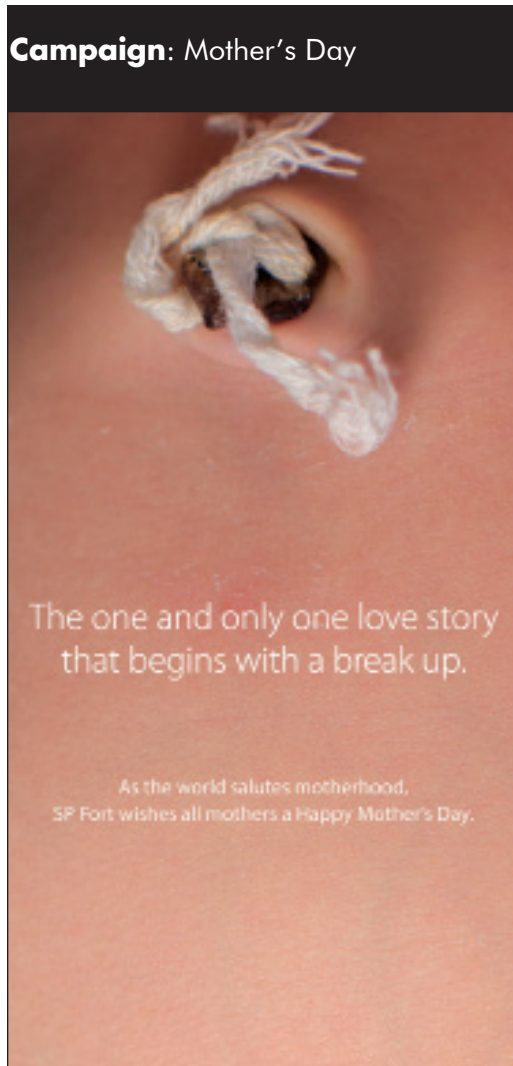
Campaign: Posters For Internal Branding



REGIONAL - DESIGN

- **Sub-Category:** Posters
- **Metal:** Gold
- **Winner:** Plainspeak
- **Brand:** SP Fort Hospital

- **Sub-Category:** Posters
- **Metal:** Silver
- **Winner:** Aaiba Brand Strategy & Designs
- **Brand:** Intact and Janwani



REGIONAL - DESIGN

- **Sub-Category:** Stationery
- **Winner:** Digitally Inspired Media
- **Metal:** Bronze
- **Brand:** Digitally Inspired Media

Campaign: Two Fold Truth



REGIONAL - DIGITAL

- **Sub-Category:** Best Innovation
- **Winner:** Tonic Media

- **Metal:** Silver
- **Brand:** Aditya Birla Group

Campaign: How To Unlock Big Ideas?



- **Sub-Category:** Best Innovation
- **Winner:** Liqvd Asia

- **Metal:** Bronze
- **Brand:** GAIL

Campaign: Hawa Badlo – The Air Seller



REGIONAL - DIGITAL

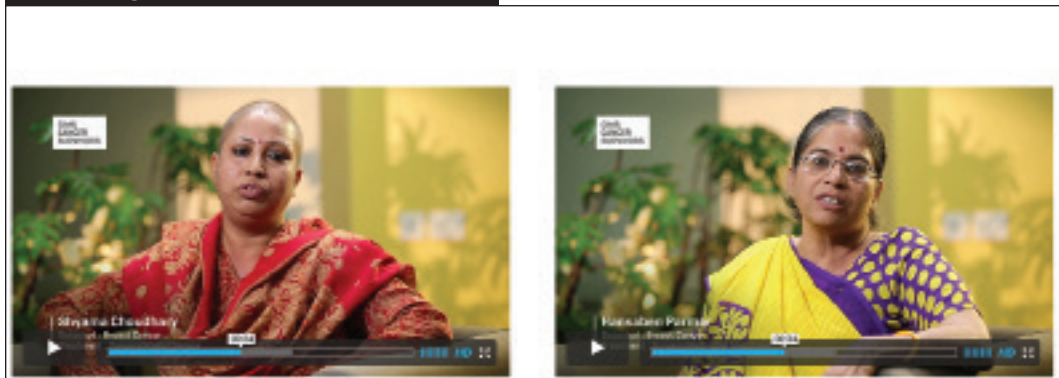
- **Sub-Category:** Brand Integration - Long Format
- **Winner:** Tetramind
- **Metal:** Silver
- **Brand:** Hot Wheels

Campaign: Build With Hot Wheels



- **Sub-Category:** Brand Integration - Long Format
- **Winner:** Communication Crafts
- **Metal:** Silver
- **Brand:** CIMS Cancer

Campaign: CIMS Cancer Film



Real cancer patients who volunteered to share their story after hearing what we were doing.

REGIONAL - DIGITAL

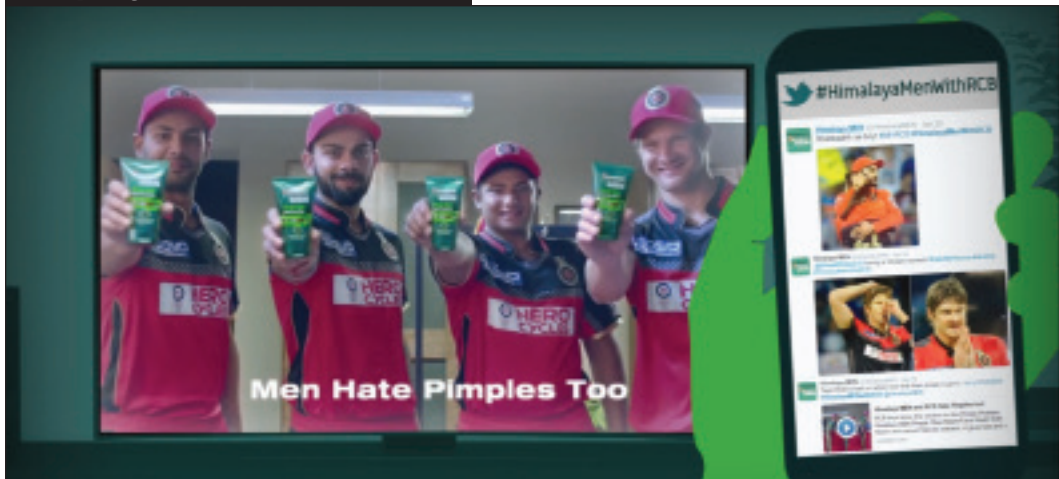
- **Sub-Category:** Brand Integration - Short Format
- **Winner:** Teen Bandar
- **Metal:** Bronze
- **Brand:** INOX

Campaign: #YogaWithINOX



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

Campaign: Hate The Pimple



REGIONAL - DIGITAL

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

Campaign: Muskaan



- **Sub-Category:** Creative Use of Social Media
- **Winner:** Liqvd Asia
- **Metal:** Silver
- **Brand:** GAIL

Campaign: Hawa Badlo – The Air Seller



REGIONAL - DIGITAL

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

Campaign: Ola - #SpeakIndian



- **Sub-Category:** Digital Brand Video
- **Winner:** Circus Elephants
- **Metal:** Silver
- **Brand:** RailYatri.in

Campaign: Meri Rail, Mera Desh



REGIONAL - DIGITAL

- **Sub-Category:** Digital Brand Video
- **Winner:** Shreyansh Innovations
- **Metal:** Bronze
- **Brand:** Manyavar

Campaign: Aadha Aadha



- **Sub-Category:** Digital Brand Video
- **Winner:** Marathon Films
- **Metal:** Bronze
- **Brand:** HCG Centre of Oncology

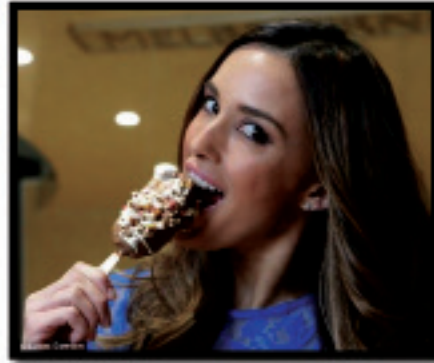
Campaign: Lakshmi



REGIONAL - DIGITAL

- **Sub-Category:** Mobile Marketing
- **Winner:** PHD India
- **Metal:** Silver
- **Brand:** Magnum

Campaign: Magnum - Orchestrating Impulse Purchase



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

Campaign: Ek Kadam Unnati Ki Aur

USE OF INTEGRATED MEDIA



50 MILLION
consumers engaged

7,00,000
received trainings

1,509,549
unique visits to the
campaign website

94%
visits qualified with the
Learners' experience

REGIONAL - DIGITAL

- **Sub-Category:** Online Integrated Campaigns
- **Winner:** WAT Consult
- **Metal:** Gold
- **Brand:** Himalaya

Campaign: Muskaan



- **Sub-Category:** Real Time Videos
- **Winner:** Teen bandar
- **Metal:** Bronze
- **Brand:** INOX

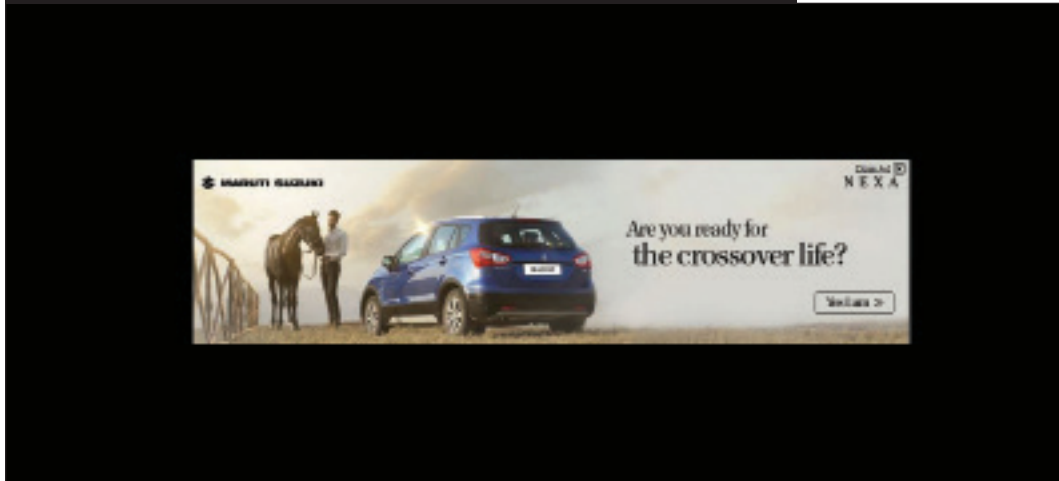
Campaign: Marvel Movie Marathon



REGIONAL - DIGITAL

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

Campaign: S-Cross - Crossover Map YouTube Masthead



- **Sub-Category:** Web Banner
- **Winner:** Magnon eg+
- **Metal:** Bronze
- **Brand:** Hewlett Packard

Campaign: HP Printer Dynamic Banner



REGIONAL - DIGITAL

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

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



- **Sub-Category:** Website/Microsite
- **Winner:** Amura Marketing Technologies
- **Metal:** Bronze
- **Brand:** Royal Purandar

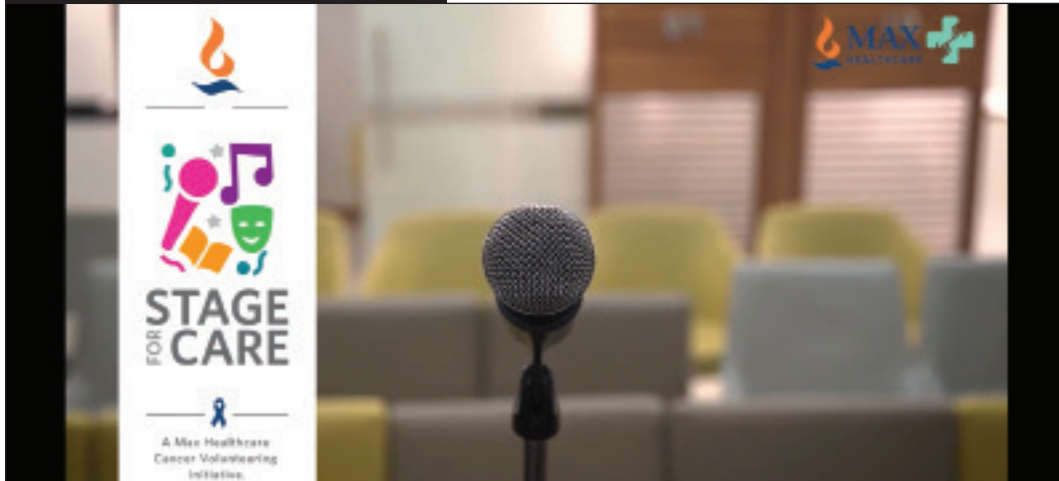
Campaign: #LiveInspired With Royal Purandar



REGIONAL - DIRECT MARKETING

- **Sub-Category:** Direct Response Digital
- **Winner:** Propaganda India
- **Metal:** Silver
- **Brand:** Max Healthcare

Campaign: Stage For Care



REGIONAL - FILM

- **Sub-Category:** Casting
- **Winner:** Happy mcgarrybowen
- **Metal:** Gold
- **Brand:** Preethi

Campaign: Preethi - Life Long Free Service



- **Sub-Category:** Casting
- **Winner:** Happy mcgarrybowen
- **Metal:** Silver
- **Brand:** Preethi

Campaign: Preethi - Wrong Mixie



REGIONAL - FILM

- **Sub-Category:** Casting
- **Winner:** Happy mcgarrybowen
- **Metal:** Bronze
- **Brand:** Preethi

Campaign: Preethi Zodiac - Not Just A Mixer Grinder



- **Sub-Category:** Direction
- **Winner:** Happy mcgarrybowen
- **Metal:** Silver
- **Brand:** Preethi

Campaign: Preethi - Life Long Free Service



REGIONAL - FILM

- **Sub-Category:** Direction
- **Winner:** Happy mcgarrybowen
- **Metal:** Silver
- **Brand:** Preethi

Campaign: Preethi - Wrong Mixie



- **Sub-Category:** Direction
- **Winner:** Light Bulb Motion Pictures
- **Metal:** Bronze
- **Brand:** Manyavar

Campaign: Manyavar Summer Collection



REGIONAL - FILM

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

Campaign: Preethi - Life Long Free Service



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

Campaign: Preethi - Wrong Mixie



REGIONAL - PRINT

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

Campaign: In Flames



- **Sub-Category:** Print Ad (Campaign)
- **Winner:** Popkon Creatives
- **Metal:** Silver
- **Brand:** Deshabhimani

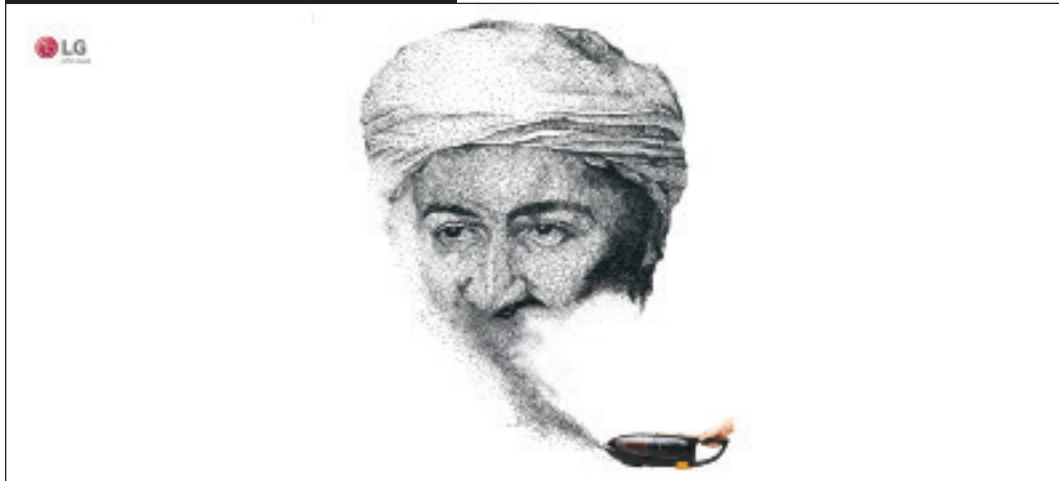
Campaign: Keralam Vilayatte



REGIONAL - PRINT

- **Sub-Category:** Print Ad (Campaign)
- **Winner:** HS Ad India
- **Metal:** Bronze
- **Brand:** LG

Campaign: Cleans Any Dirt



- **Sub-Category:** Print Ad (Single)
- **Winner:** Tinacca media
- **Metal:** Silver
- **Brand:** Sebamed

Campaign: Play Station



REGIONAL - PRINT

- **Sub-Category:** Print Ad (Single)
- **Winner:** Plainspeak
- **Metal:** Bronze
- **Brand:** Sree Dhanya Homes

Campaign: All Free

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തലയിണ തുടങ്ങി എല്ലാം സൗജന്യം, ശ്രീകാര്യത്തെ ശ്രീധന്യയുടെ

പ്ലാനറ്റ് x അപ്പാർട്ട്മെന്റിനൊപ്പം. കൂടുതൽ അറിയാൻ വിളിക്കൂ: 94478 5000