

FOX
GLOVE

GALLERY
OF WORK
NATIONAL
2018

NATIONAL | AMBIENT MEDIA

Sub-Category: Non-Traditional Indoor | **Winner:** Famous Innovations
Metal: Silver | **Brand:** Livpure Water Purifier



Sub-Category: Non-Traditional Indoor | **Winner:** Ignite Mudra
Metal: Bronze | **Brand:** OnePlus



NATIONAL | AMBIENT MEDIA

Sub-Category: Traditional Billboards | **Winner:** Ignite Mudra

Metal: Bronze | **Brand:** Honda Motorcycles and Scooter India



Sub-Category: Traditional Billboards | **Winner:** Rapport Outdoor Advertising

Metal: Gold | **Brand:** Hamam



Campaign: Hamam #GoSafeOutside

NATIONAL | BRAND ACTIVATION

Sub-Category: Brand Activation | **Winner:** Famous Innovations

Metal: Bronze | **Brand:** Livpure Water Purifier



Sub-Category: Brand Activation | **Winner:** Isobar

Metal: Gold | **Brand:** Isobar



NATIONAL | BRAND ACTIVATION

Sub-Category: Brand Activation | **Winner:** Teen Bandar
Metal: Silver | **Brand:** Enable Travel



Sub-Category: Online Promotion | **Winner:** Visionin Tel
Metal: Silver | **Brand:** Emami Navratna



NATIONAL | BRAND ACTIVATION

Sub-Category: Online Promotion | **Winner:** PHD Media

Metal: Bronze | **Brand:** Kinder Joy



Campaign: Kinder Joy Just Kidding

NATIONAL | CONTENT MARKETING

Sub-Category: Branded Content Campaign | **Winner:** The Viral Fever
Metal: Gold | **Brand:** Procter & Gamble



Sub-Category: Branded Content Campaign | **Winner:** Pocket Aces Pictures
Metal: Bronze | **Brand:** Furlenco



NATIONAL | CONTENT MARKETING

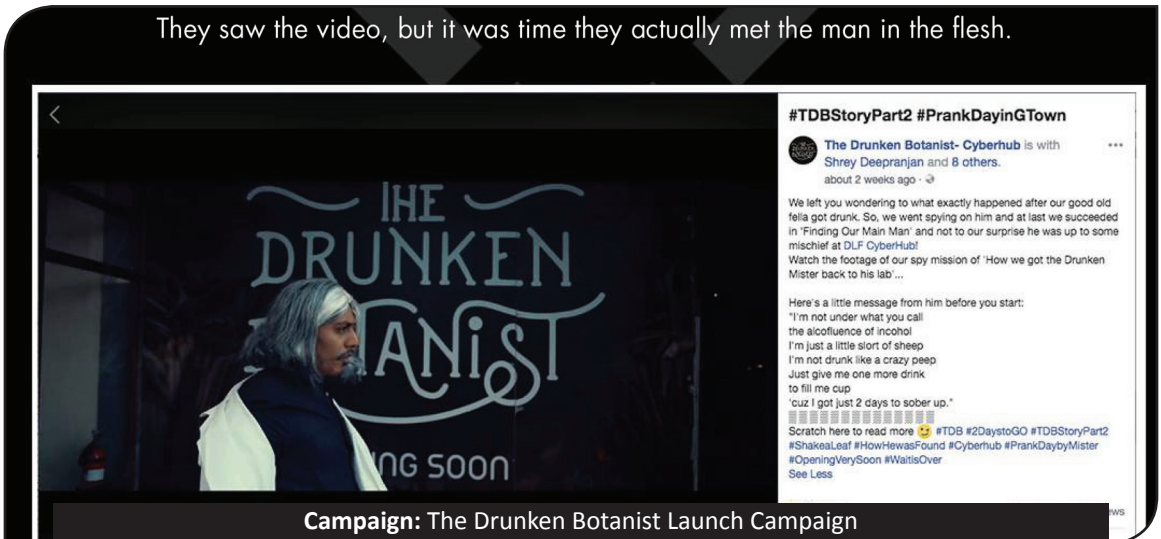
Sub-Category: Branded Content Campaign | **Winner:** Pocket Aces Pictures
Metal: Silver | **Brand:** Epigamia



Campaign: Filtercopy Campaign for Epigamia Artisanal Curd

Sub-Category: Content Marketing Launch | **Winner:** Blue Vector
Metal: Gold | **Brand:** The Drunken Botanist

They saw the video, but it was time they actually met the man in the flesh.



Campaign: The Drunken Botanist Launch Campaign

NATIONAL | CONTENT MARKETING

Sub-Category: Content Marketing Launch | **Winner:** Transition Insight

Metal: Bronze | **Brand:** Play to Potential Podcast



**play to
potential**

@PlayToPotential

WITH
DEEPAK JAYARAMAN

@DpakJraman



INSIGHTS FROM **BAIJAYANT JAY PANDA**

- 26.01 Politics as a career option
- 26.02 Markers of Long term Potential
- 26.03 Resilience
- 26.04 Staying relevant and leveraging technology
- 26.05 Generating options amidst political constraints
- 26.06 Balancing the Macro and Micro views
- 26.07 Three pieces of advice that stand out
- 26.08 Perspectives on Prioritization

Campaign: Conversations Around Where to Go & How to Grow

Sub-Category: Native Advertising/Sponsored Content | **Winner:** The Quint

Metal: Gold | **Brand:** Motorola

**connected?
or disconnected?**

How's your phone-life balance?



Campaign: Motorola - Phone Life Balance

NATIONAL | CONTENT MARKETING

Sub-Category: Native Advertising/Sponsored Content | **Winner:** Pocket Aces Pictures
Metal: Gold | **Brand:** Lifestyle Stores



Campaign: Fashion Conversations with Mom

Sub-Category: Native Advertising/Sponsored Content | **Winner:** WittyFeed
Metal: Bronze | **Brand:** Tinder



Unheard by InnerVoice is one-of-a-kind poetry event that attracts & invites passionate storytellers to narrate sweet/sour tales of love/lust/life, anything and everything that affects a young soul.

It saw two successful chapters in Indore & Mumbai, forcing the popular Dating App Tinder to right swap it and collaborate for its 3rd event that held in Delhi.

Campaign: UnHeard

NATIONAL | CONTENT MARKETING

Sub-Category: Use of Social Media for Content Distribution | **Winner:** Bloomberg Quint
Metal: Gold | **Brand:** Bloomberg Quint WhatsApp

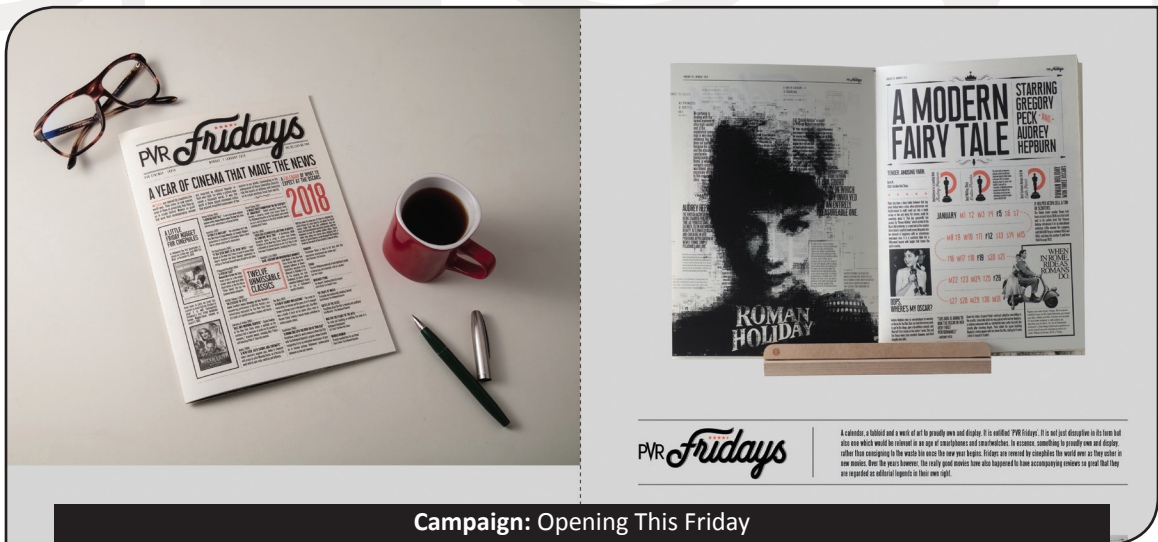


Sub-Category: Use of Social Media for Content Distribution | **Winner:** Bloomberg Quint
Metal: Bronze | **Brand:** Bloomberg Quint



NATIONAL | DESIGN

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



Campaign: Opening This Friday

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



Campaign: Twenty Years of Blockbuster Journeys

NATIONAL | DESIGN

Sub-Category: Books/Diaries | **Winner:** Tree Design
Metal: Silver | **Brand:** Heritage Xperiential Learning School



Campaign: Survival Of The Humanest

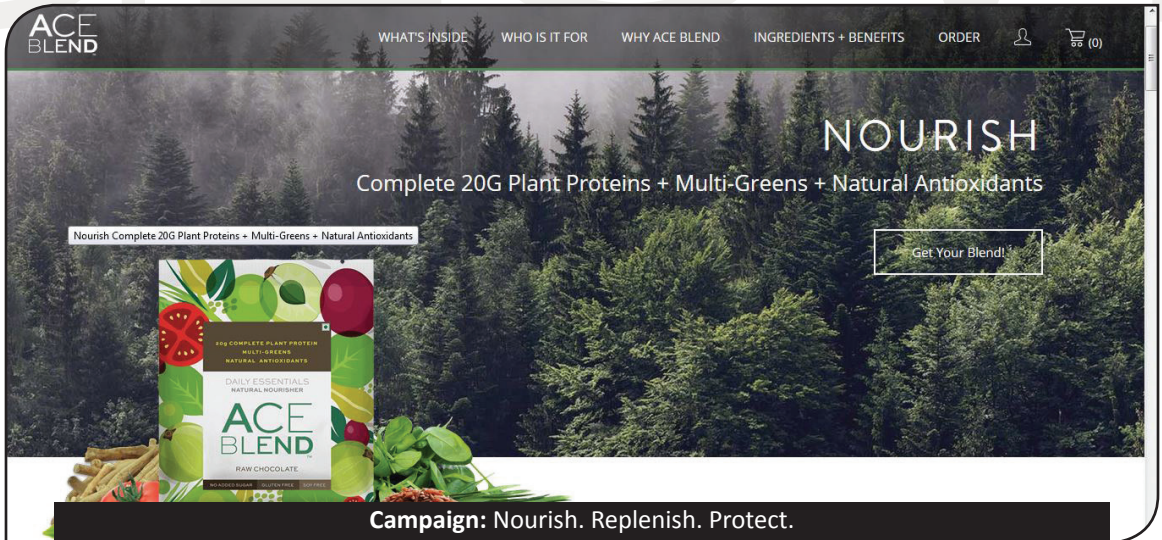
Sub-Category: Brand Website | **Winner:** Mad About Digital
Metal: Silver | **Brand:** Galito's India



Campaign: Galito's India Brand Website

NATIONAL | DESIGN

Sub-Category: Brand Website | **Winner:** HEPTA
Metal: Bronze | **Brand:** Ace Blend



Sub-Category: Corporate Website | **Winner:** Tree Design
Metal: Silver | **Brand:** Abaxial

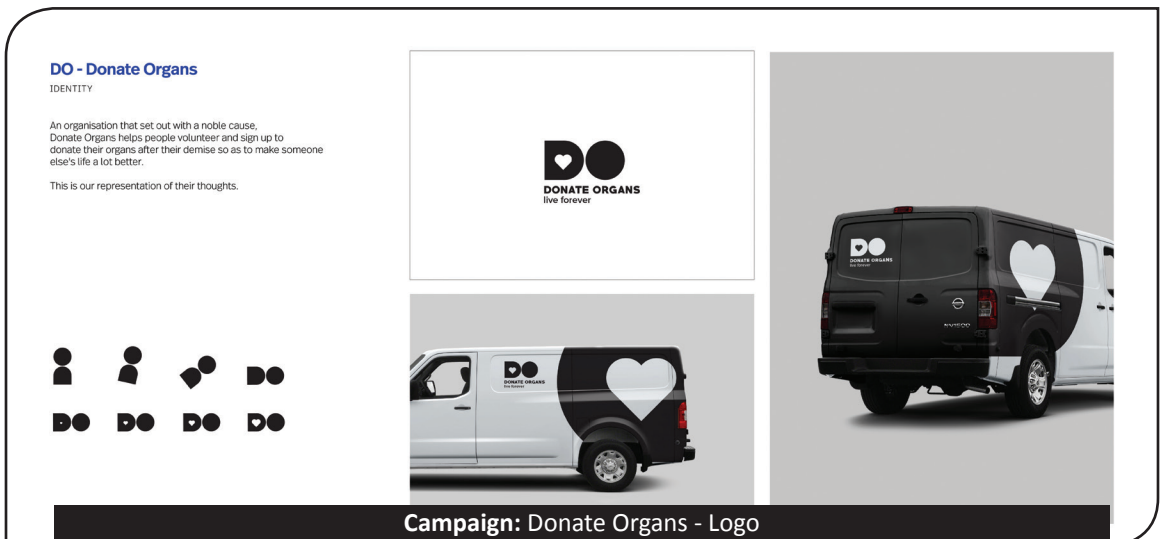


NATIONAL | DESIGN

Sub-Category: Corporate Website | **Winner:** Mad About Digital
Metal: Bronze | **Brand:** Shift Alt Cap



Sub-Category: Corporate/Brand Identity | **Winner:** First Show Tekzenit
Metal: Silver | **Brand:** Donate Organs



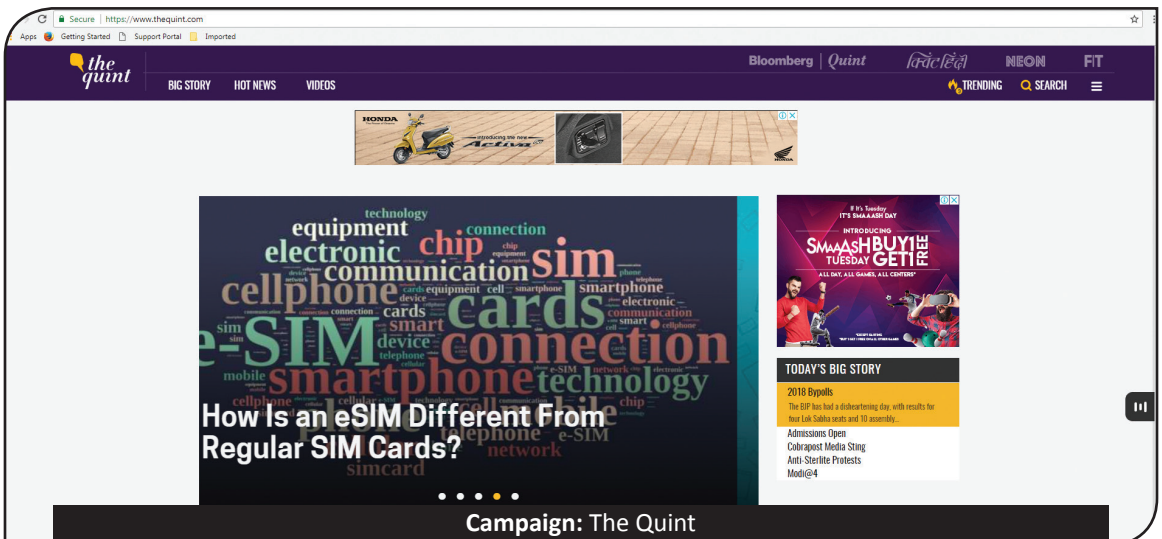
NATIONAL | DESIGN

Sub-Category: Corporate/Brand Identity | **Winner:** Firebrand
Metal: Gold | **Brand:** Plumage



Campaign: Merging borders through craft

Sub-Category: News & Features Website | **Winner:** The Quint
Metal: Bronze | **Brand:** The Quint



Campaign: The Quint

NATIONAL | DESIGN

Sub-Category: Newsletter/Email Design | **Winner:** Jossbox

Metal: Silver | **Brand:** Myntra Beauty



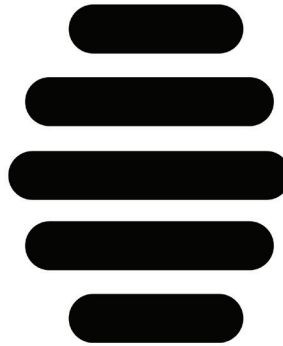
Sub-Category: Packaging | **Winner:** Famous Innovations

Metal: Silver | **Brand:** Livpure Water Purifier



NATIONAL | DESIGN

Sub-Category: Packaging | **Winner:** Thought Blurb
Metal: Bronze | **Brand:** Sprig - Synthite



Campaign: Sprig Honey – Packaging

Sub-Category: Packaging | **Winner:** Starting Monday Design & Branding Co.
Metal: Gold | **Brand:** VVF Limited



Campaign: Doy kids packaging

NATIONAL | DESIGN

Sub-Category: Poster | **Winner:** HS Ad
Metal: Silver | **Brand:** LG Electronics



Campaign: LG Air Puricare-Protect your Lungs

Sub-Category: Social Media Design | **Winner:** Grapes Digital
Metal: Bronze | **Brand:** Mankind Pharma

A social media post design for Manforce Condoms. It features a black and white photograph of a hand making a 'V' sign. The text 'MANforce condoms' is at the top right. Below it, 'PROMISE A PROTECTED PLEASURE' is written in white. On the left, a red vertical banner contains the text 'E AND POSSIBLE SEX' in white. The background is dark and textured.

Brand Name
Manforce Condoms

Category
Best Social Media Design

SEX IS TABOO

Manforce Condoms
Branded Social Channel/ Posts

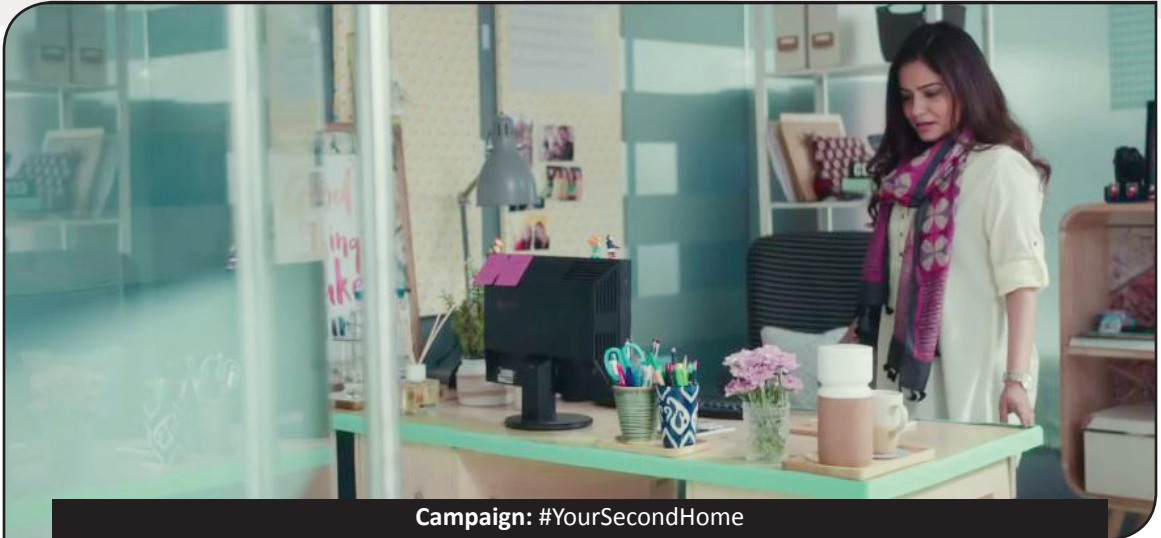
OBJECTIVE
Bridging the gap between the brand and the audience in terms of having a responsible communication about responsibility and safety when it comes to sex.

CHALLENGES
In the dichotomy of a nation that we live in, where talking

Campaign: Manforce Social Post

NATIONAL | DIGITAL

Sub-Category: Brand Integration | **Winner:** ADK Fortune Communications
Metal: Bronze | **Brand:** Prega News



Sub-Category: Brand Integration | **Winner:** ADK Fortune Communications
Metal: Silver | **Brand:** Manforce Condoms



NATIONAL | DIGITAL

Sub-Category: Brand Integration | **Winner:** Grapes Digital
Metal: Bronze | **Brand:** Ring-Out

Brand Name
Ringout

Category
Best Brand Integration

Zero Budget Campaign

**STAND UP COMEDY WITH
NO MEDIA BUDGETS AROUND
#KHUJLIWALAORGASM**

OBJECTIVE

To drive engagement and conversation
around the much silent
topic "KHUJLI".



WATCH THE FILM HERE : <https://youtu.be/jVerbDyFWjs>

Campaign: #KhujliWalaOrgasm

Sub-Category: Digital Brand Video | **Winner:** 101India
Metal: Bronze | **Brand:** Pepsico (Tropicana)



Campaign: The Man Who Planted A Forest: Jadav Payeng

NATIONAL | DIGITAL

Sub-Category: Digital Brand Video | **Winner:** ADK Fortune Communications

Metal: Silver | **Brand:** Manforce Condoms



Sub-Category: Digital Brand Video | **Winner:** Teen Bandar

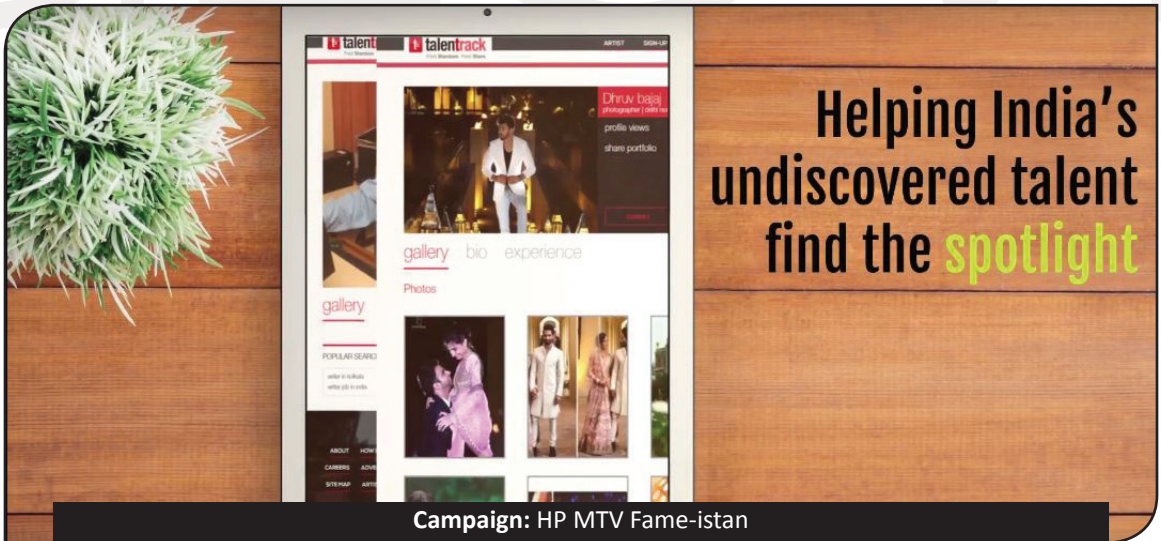
Metal: Bronze | **Brand:** Enable Travel



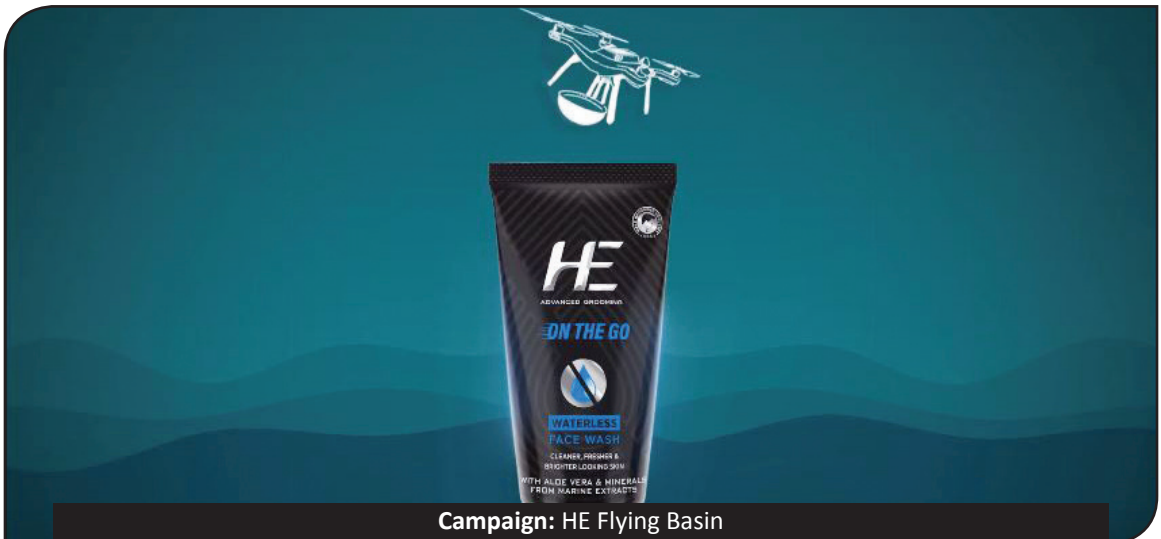
Age is just a number when you have a passion for travelling. Here's a bunch of senior citizens who show you how to live life to the fullest and travel beyond barriers. Watch them explore the beautiful hill station, Coorg, with Enable Travel.

NATIONAL | DIGITAL

Sub-Category: Innovation in Digital | **Winner:** Magnon eg+
Metal: Bronze | **Brand:** Hewlett Packard



Sub-Category: Innovation in Digital | **Winner:** WATConsult
Metal: Silver | **Brand:** HE Advanced Grooming



NATIONAL | DIGITAL

Sub-Category: Microsite | **Winner:** Grapes Digital
Metal: Bronze | **Brand:** Maruti Suzuki

Brand Name
Maruti Suzuki India Ltd.

Category
Best Microsite

#FlyingPasses

An Android experiment using motion control & Web GL

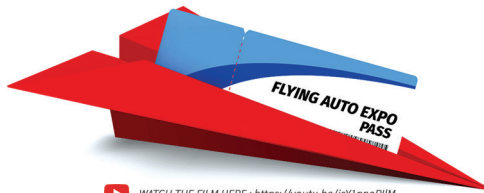
OBJECTIVE

The brief was to drive Experience, Participation & Amplification amongst Pan India Audience during Auto Expo.

IDEA & EXECUTION

We created a mobile website with the help of an Android experiment using motion control, Web GL & web sockets where you can catch a flying paper plane & participate to get a chance to experience Auto Expo before flying it back.

CATCH A FLYING HEART & WIN
ALL EXPENSE PAID TRIP TO AUTOEXPO.



WATCH THE FILM HERE : <https://youtu.be/jsY1pnoPIIM>

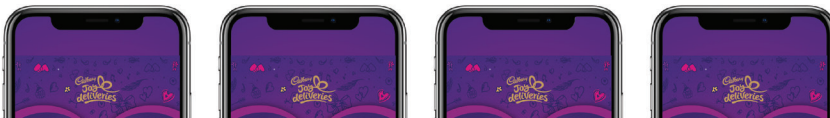
Campaign: Flying Passes

Sub-Category: Mobile Marketing | **Winner:** Tree Design
Metal: Bronze | **Brand:** Cadbury



LOVE KNOWS NO DISTANCE

Many in India switch cities for work. Every minute, 30 Indians move to some other city. Hence maintaining a long-distance relationship becomes a challenge. Internet and phone calls play their roles. But exchanges remain impersonal. On Valentine's Day, cadburygifting.in decided to make the exchange of love more personal. Presenting Cadbury Valentine's Day Box. A unique way of expressing love without being near to your sweetheart. How? For the first time in India, Cadbury designed a box that integrated augmented reality. We decided to create a limited edition box using cute, mushy imagery associated with love. All one had to do was to scan the box using the Blippar App on their phones. The scan made the viewer watch a short animated film with a love song and a message for the receiver. Further, the viewer could post a "Thank You" message on various social media channels. Soon the box became a hit. Indians living away from their sweethearts made a beeline at cadburygifting.in to buy one. Nearly 2000 boxes were sold in a span of two weeks. Cadbury Valentine's Box truly proved the point that love knows no distance.



Campaign: Say It With Silk

NATIONAL | DIGITAL

Sub-Category: Online Integrated Campaign | **Winner:** Big Trunk Communications
Metal: Gold | **Brand:** Zee TV



Sub-Category: Online Integrated Campaign | **Winner:** Happy mcgarrybowen
Metal: Silver | **Brand:** OLA



NATIONAL | DIGITAL

Sub-Category: Online Integrated Campaign | **Winner:** Isobar
Metal: Silver | **Brand:** National Geographic



Sub-Category: Real Time Video | **Winner:** The Viral Fever
Metal: Bronze | **Brand:** Airtel



NATIONAL | DIGITAL

Sub-Category: Use of Influencer Marketing | **Winner:** Grapes Digital
Metal: Bronze | **Brand:** Maruti Suzuki



Sub-Category: Use of Social Media | **Winner:** Grapes Digital
Metal: Bronze | **Brand:** Mankind Pharma



NATIONAL | DIGITAL

Sub-Category: Use of Social Media | **Winner:** Happy mcgarrybowen
Metal: Bronze | **Brand:** OLA

Case AV - Ola #FarakPadtaHai Integrated



Campaign: #FarakPadtaHai

Sub-Category: Use of Video for CSR | **Winner:** Color Features of India
Metal: Gold | **Brand:** Fortis Healthcare



Campaign: From His Heart to Hers

NATIONAL | DIGITAL

Sub-Category: Use of Video for CSR | **Winner:** ADK Fortune Communications

Metal: Silver | **Brand:** Manforce Condoms



Sub-Category: Use of Video for CSR | **Winner:** ADK Fortune Communications

Metal: Silver | **Brand:** Prega News



NATIONAL | FILM

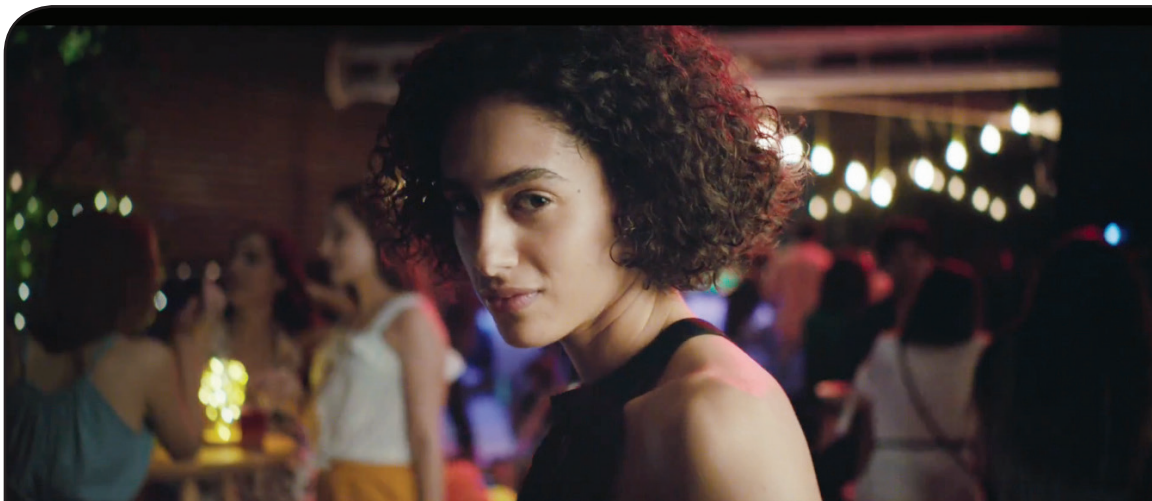
Sub-Category: TVC | **Winner:** ADK Fortune Communications
Metal: Gold | **Brand:** Ghadi Detergent



MORI

Campaign: #SaareMaelDhoDaalo Holi

Sub-Category: TVC | **Winner:** Happy mcgarrybowen
Metal: Bronze | **Brand:** Fastrack



Campaign: #ShutTheFakeUp

NATIONAL | FILM

Sub-Category: TVC | **Winner:** ADK Fortune Communications
Metal: Silver | **Brand:** Ghadi Detergent



MOF

Campaign: #SaareMaelDhoDaalo Eid

NATIONAL | PRINT

Sub-Category: Print Ad/Campaign | **Winner:** Famous Innovations

Metal: Gold | **Brand:** Livpure Water Purifier



Sub-Category: Print Ad/Campaign | **Winner:** Bang In The Middle

Metal: Bronze | **Brand:** Association of Indian Magazines

NAMING BABIES AFTER POLITICOS
COULD HAVE DROPPED BY 5.4%,
BUT DEEP READING OF POLITICAL NEWS
IN MAGAZINES HAS SCALED

IRS 2017 is here. And it reveals that in the last 3 years, the Total Readership of Magazines has grown by an incredible 95%*. Proof that magazines reach and engage with more Indian consumers, and brands that build customer loyalty with them gain even more. It's an unprecedented truth that will recalibrate every new media plan. Remember, magazines are now 95% stronger as an advertising platform. Period. Every other statistic is just fluff.



Campaign: 95% Campaign

NATIONAL | PRINT

Sub-Category: Print Ad/Single | **Winner:** Happy mcgarrybowen
Metal: Silver | **Brand:** MG Motor India

WOMEN DON'T GET CARS.

(Try saying that to Mira Erda.)

Mira is yet to pass out from school. But that hasn't stopped this young racer from Vadodara from becoming the first Indian female driver to compete in one of the highest classes of Formula Racing in the country.

A national champion in the Indikarting National Series, she was also named Formula 4 Rookie Champion of the year in 2016.

Mira has a whole slew of awards to

her name – Outstanding Woman in Motorsports, Outstanding Woman Performance Driver and first place at The Highland Xtreme TSD Offroading Rally being some of them.

To say women don't understand cars would be silly. To say that to Mira would be asking for trouble.

We're MG Motor. And we're on the lookout for our very own Anishas, Sabas, Debjanis, Sarahs and Nehas.

In short, women with drive.

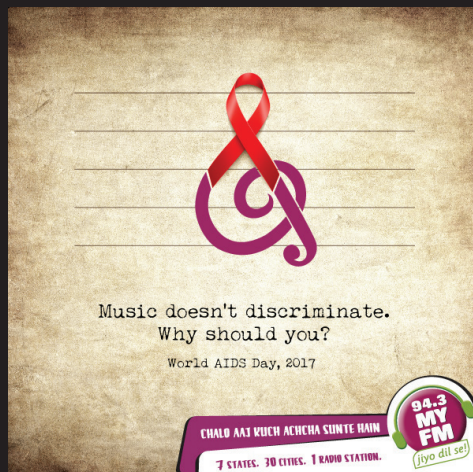
Our positions are open across Purchase, Product Engineering, Manufacturing Engineering & Manufacturing, and a caboodle of other functions. Point your browser to www.mgmotor.co.in to apply.

The way we see it, since the beginning of time, there's only been one rightful place for women.

And that's the driver's seat.

Campaign: Women don't get cars

Sub-Category: Print Ad/Single | **Winner:** MY FM
Metal: Bronze | **Brand:** MY FM



Campaign: World Aids Day