

FOX
GLOVE

GALLERY
OF WORK
REGIONAL
2018

REGIONAL | AMBIENT MEDIA

Sub-Category: Non-Traditional Indoor | **Winner:** AAIBA Design
Metal: Gold | **Brand:** Riso Rice Bran Oil



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



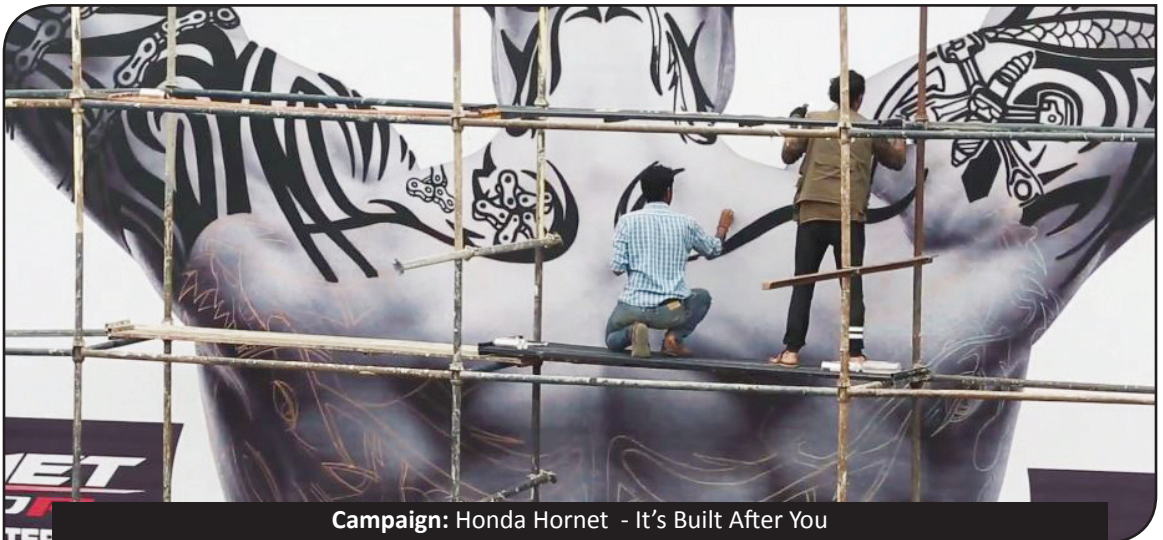
REGIONAL | AMBIENT MEDIA

Sub-Category: Non-Traditional Indoor | **Winner:** Rapport Outdoor Advertising
Metal: Bronze | **Brand:** Dove



Campaign: Dove Dtox Fight Pollution

Sub-Category: Traditional Billboards | **Winner:** Ignite Mudra
Metal: Silver | **Brand:** Honda Motorcycles and Scooter India



Campaign: Honda Hornet - It's Built After You

REGIONAL | AMBIENT MEDIA

Sub-Category: Traditional Billboards | **Winner:** Ignite Mudra
Metal: Bronze | **Brand:** Honda Motorcycles and Scooter India



Sub-Category: Traditional Billboards | **Winner:** Hetarsh
Metal: Gold | **Brand:** Kalpana



REGIONAL | BRAND ACTIVATION

Sub-Category: Brand Activation | **Winner:** Three Bags Full
Metal: Silver | **Brand:** Axis Mutual Funds



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



REGIONAL | BRAND ACTIVATION

Sub-Category: Online Promotion | **Winner:** Gozoop

Metal: Bronze | **Brand:** Kolkata Knight Riders



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

Metal: Silver | **Brand:** Kinder Joy



REGIONAL | CONTENT MARKETING

Sub-Category: Branded Content Campaign | **Winner:** Lowfundwala Communications
Metal: Bronze | **Brand:** Oxemberg



Sub-Category: Branded Content Campaign | **Winner:** Mirum Digital
Metal: Gold | **Brand:** Franklin Templeton Investments



REGIONAL | CONTENT MARKETING

Sub-Category: Branded Content Campaign | **Winner:** Dell India Pvt. Ltd.

Metal: Gold | **Brand:** Dell India Pvt. Ltd.



Dell (IN)

The 4th #DellFuturist episode is here!
Anish Sood joins us to share his experience of building his career in music with the help of technology. 🎵💻
Watch all the episodes here: <http://bit.ly/2AgJfYd>

265k Views
58k Likes + Reactions
110 Shares



Campaign: Dell Futurist

Sub-Category: Content Marketing Launch | **Winner:** Be the Bee Com Designs

Metal: Silver | **Brand:** The 42



MORE VIDEOS

Campaign: The 42: Celebrating Independence Day 2017

REGIONAL | CONTENT MARKETING

Sub-Category: Content Marketing Launch | **Winner:** VML - India

Metal: Bronze | **Brand:** Sony LIV



Campaign: Love Bytes 2

Sub-Category: Use of Social Media for Content Distribution | **Winner:** Insight Brandcom

Metal: Bronze | **Brand:** G Plus



Campaign: Digital Frontrunners of Guwahati

REGIONAL | DESIGN

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



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



REGIONAL | DESIGN

Sub-Category: Books/Diaries | **Winner:** Elixir Integrated Brandcomm
Metal: Bronze | **Brand:** Godrej Food Trends 2018 Report



Campaign: Godrej Food Trends 2018 Report

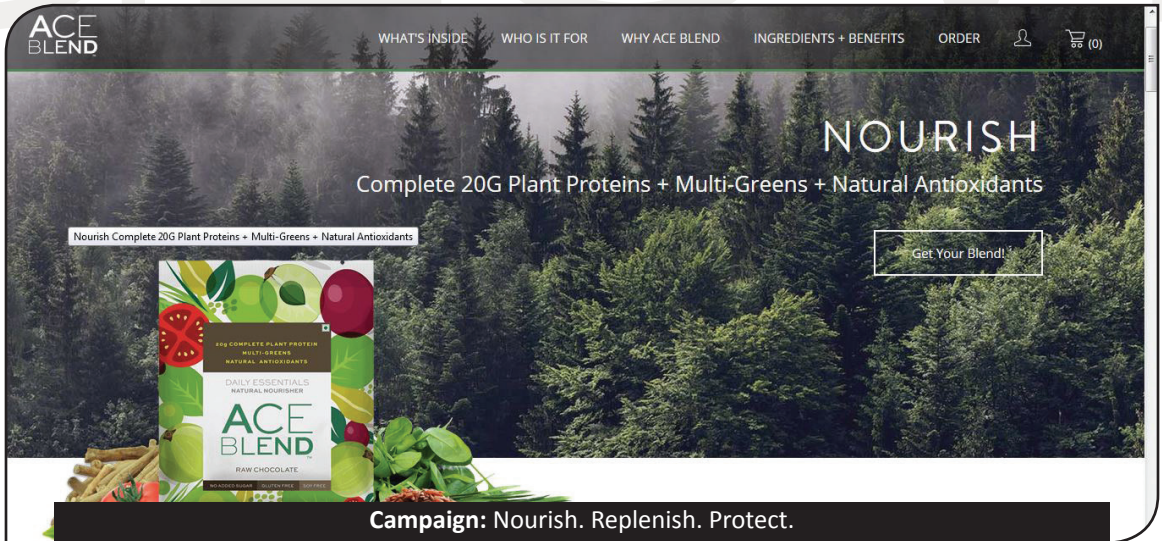
Sub-Category: Brand Website | **Winner:** Mad About Digital
Metal: Gold | **Brand:** Galito's India



Campaign: Galito's India Brand Website

REGIONAL | DESIGN

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



Sub-Category: Brand Website | **Winner:** Digitally Inspired Media
Metal: Bronze | **Brand:** Buttalks



REGIONAL | DESIGN

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



Campaign: The Axials

Sub-Category: Corporate Website | **Winner:** Freedom of Expression
Metal: Bronze | **Brand:** Mayapraaxis



Campaign: Sleek & Modern

REGIONAL | DESIGN

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



Sub-Category: Corporate/Brand Identity | **Winner:** Dreamjar Studios
Metal: Gold | **Brand:** Chiron Children's Super Speciality Hospital



REGIONAL | DESIGN

Sub-Category: Corporate/Brand Identity | **Winner:** Be the Bee Com Designs

Metal: Bronze | **Brand:** The Noodle Story



Campaign: Creating a Brand: The Noodle Story

Sub-Category: Corporate/Brand Identity | **Winner:** Purple Phase Communications

Metal: Silver | **Brand:** Whiskers



Campaign: Whiskers – Men's New Grooming Swag

REGIONAL | DESIGN

Sub-Category: News & Features Website | **Winner:** Insight Brandcom
Metal: Silver | **Brand:** G Plus



Campaign: G Plus

Sub-Category: Newsletter/Email Design | **Winner:** Marshmallow
Metal: Silver | **Brand:** Marshmallow



Campaign: E-mailer for Christmas

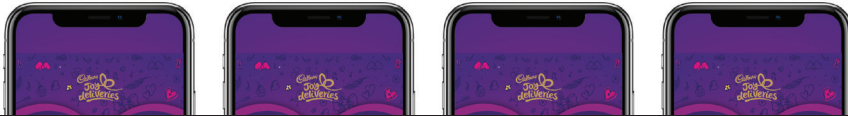
REGIONAL | DESIGN

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

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

Sub-Category: Packaging | **Winner:** Ordinary Marketing
Metal: Gold | **Brand:** Flipkart Supermart

The Transparent Kitchen Jar

Task:
 Brand Identity & Packaging for Flipkart Supermart's private label grocery offering 'Select'.

Challenge:
 The launch was planned for 120+ offerings under the sub-brand 'Select'. How do we reduce the packaging complexity and cost, yet retain a unique look for each offering?

Idea:
 The humble kitchen jar is a symbolic representation of purity, quality & trust for the primary online buyer for this category (the mother). For decades the jar has held a very important place in the Indian kitchen, but we found out surprisingly that no food brand has owned it symbolically. And we did just that.

We used the shape and transparency of these containers to show the content inside, building trust and removing uncertainty amongst the mothers to buy grocery online. What's more, the transparency reduced the complexity of creating unique packaging for 120+ offerings.



Results:

Campaign: Flipkart Supermart Brand Identity - Packaging Design

REGIONAL | DESIGN

Sub-Category: Packaging | **Winner:** Taali Creative
Metal: Gold | **Brand:** Cutty Sark



Campaign: Cutty Sark Limited Edition

Sub-Category: Poster | **Winner:** The Brand Shop
Metal: Silver | **Brand:** Po10tial

AWARD ENTRY CASE STUDY

The Play of Mind – 3 Amigos.

THE BRIEF

A group of three artist friends are planning to organise an art show. Can we promote it differently?

OUR APPROACH

To promote an art show, the promotional communication needs to be as artistic. We started researching the story of the three artists, their work, relation to each other and the target audience. We were trying to find a common thread between these variables.

THE INSIGHT

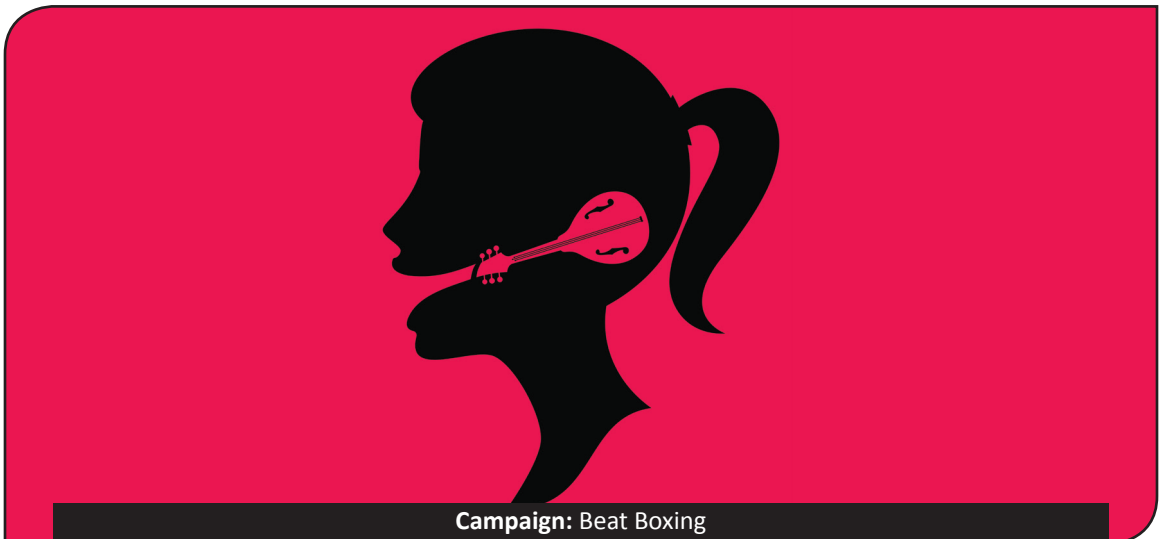
Campaign: 3 Amigos

REGIONAL | DESIGN

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



Sub-Category: Poster | **Winner:** Brand Bazooka Advertising
Metal: Silver | **Brand:** MySchool



REGIONAL | DESIGN

Sub-Category: Poster | **Winner:** AAIBA Design
Metal: Silver | **Brand:** Taalbelia



Campaign: Taalbelia

Sub-Category: Social Media Design | **Winner:** Social Kinnect
Metal: Silver | **Brand:** Asian Paints



Campaign: St+Art Project - Mumbai

REGIONAL | DESIGN

Sub-Category: Social Media Design | **Winner:** WATConsult
Metal: Bronze | **Brand:** Bajaj Allianz General Insurance



Campaign: Bajaj Allianz - Drive Safely

Sub-Category: Social Media Design | **Winner:** Social Kinnect
Metal: Gold | **Brand:** Asian Paints



Campaign: #DonateAWall

REGIONAL | DIGITAL

Sub-Category: Application of User Generated Content | **Winner:** Teen Bandar

Metal: Bronze | **Brand:** INOX



Sub-Category: Brand Integration | **Winner:** The Viral Fever
Metal: Bronze | **Brand:** Association of Mutual Funds of India (AMFI)



REGIONAL | DIGITAL

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

The insight was simple. Everyone loves using the word 'khujli' as far as the actual act of itching isn't discussed. Everyone can have a conversation about 'khujli' as something that stands for an 'itch to succeed', but literal itching? Nope, that's gross!



While the entire category is constantly trying to provide relief from itching, it was Ringout that decided that there was a serious need to de-sensitize the conversation, and move it into a lighthearted space.

Campaign: #KhujliWalaOrgasm

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



Campaign: The Man Who Planted A Forest: Jadav Payeng

REGIONAL | DIGITAL

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

Campaign: #CanDo Diaries

Sub-Category: Digital Brand Video | **Winner:** Be the Bee Com Designs
Metal: Bronze | **Brand:** SBI Life Insurance



Campaign: SBI Life Insurance - Naye Zamane Ke Papa

REGIONAL | DIGITAL

Sub-Category: Innovation in Digital | **Winner:** Grapes Digital
Metal: Silver | **Brand:** Maruti Suzuki

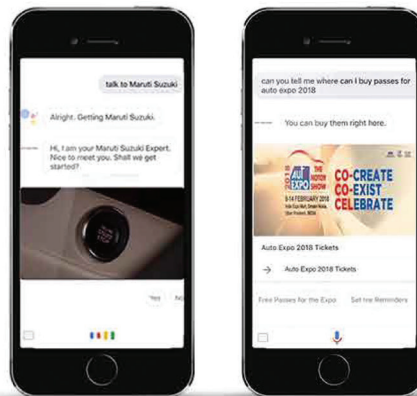
India's First Branded Google Voice Assistant

OBJECTIVE

To create engagement and project ourselves as futuristic and technology savy brand.

INSIGHT

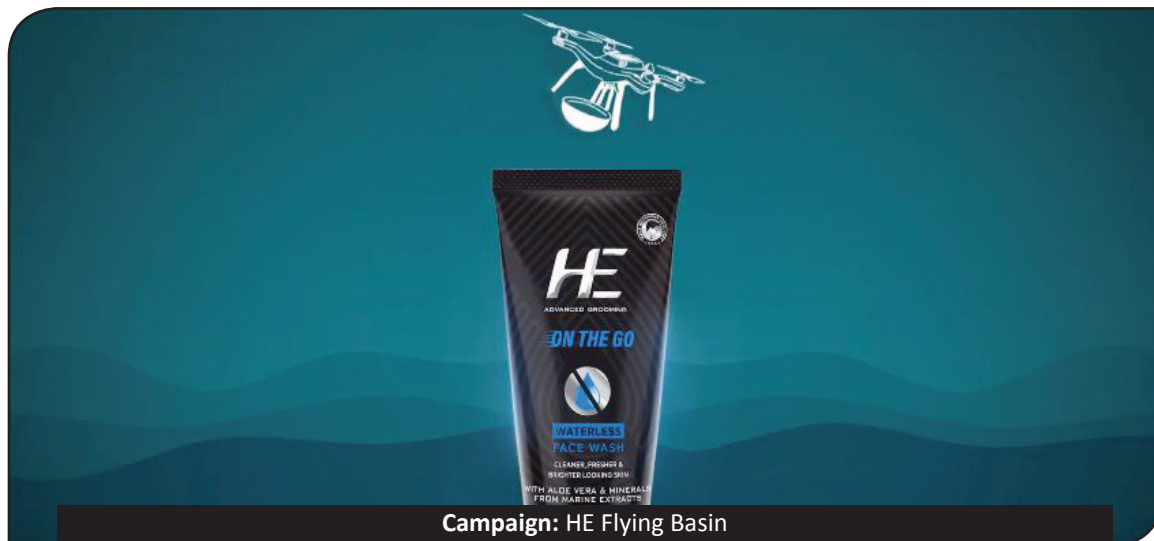
Voice Search and Artificial Intelligence are digital trends of the future. As per Google, 23 % of all search queries in India are already voice based. Today auto enthusiast don't settle for information given by journalist and brand themselves & hence they are in constant mode of asking questions.



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

Campaign: Google Voice Assistant

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

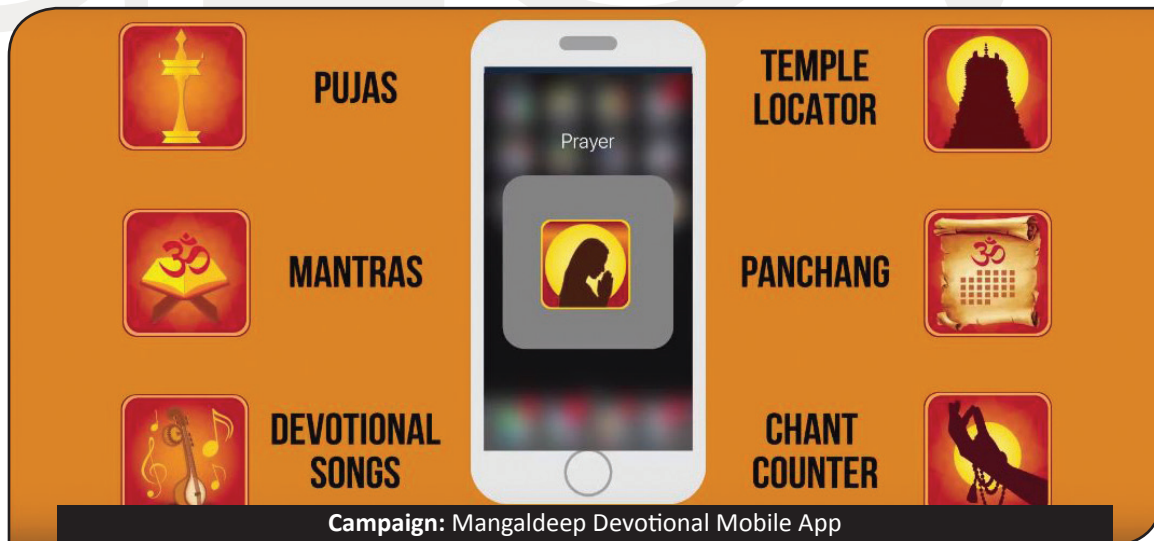


Campaign: HE Flying Basin

REGIONAL | DIGITAL

Sub-Category: Innovation in Digital | **Winner:** Untitled SP

Metal: Bronze | **Brand:** Mangaldeep



Campaign: Mangaldeep Devotional Mobile App

Sub-Category: Microsite | **Winner:** Grapes Digital

Metal: Silver | **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

Campaign: Flying Passes

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



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

REGIONAL | DIGITAL

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



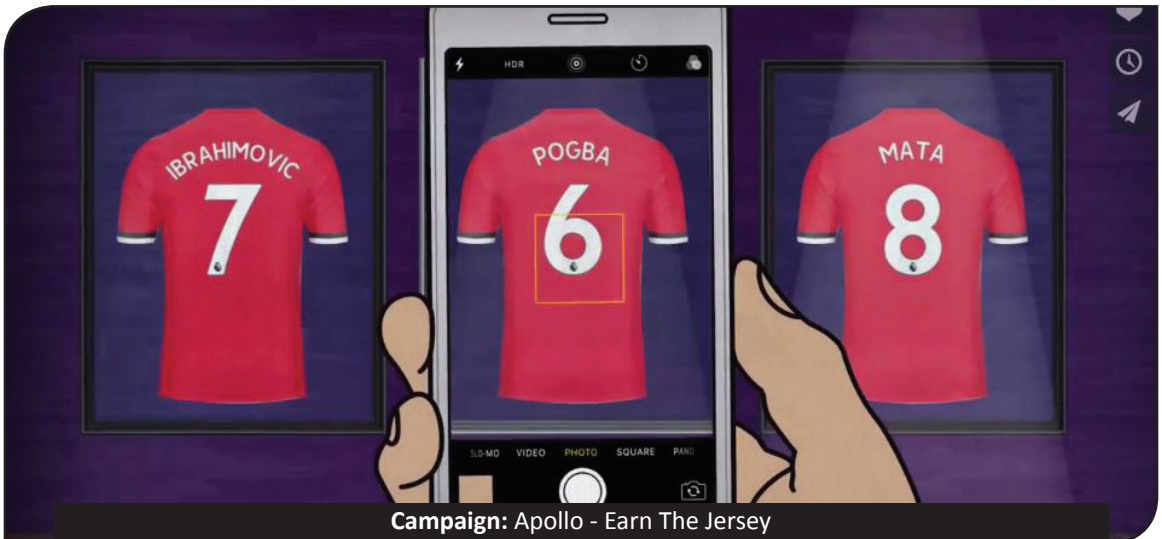
LOVE KNOWS NO DISTANCE

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Campaign: Say It With Silk

Sub-Category: Mobile Marketing | **Winner:** WATConsult
Metal: Bronze | **Brand:** Apollo Tyres

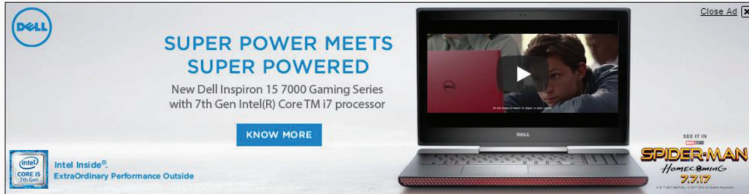


Campaign: Apollo - Earn The Jersey

REGIONAL | DIGITAL

Sub-Category: Online Integrated Campaign | **Winner:** Dell India Pvt. Ltd.

Metal: Bronze | **Brand:** Dell India Pvt. Ltd.



YouTube's Masthead had best ever performance, delivering 6.6mn views in 1 day and 350 Mn impressions!

Results

1) PR: **12+ articles (online and print)** with strategically placed call to actions leading to positive sentiments and traction.

2) **Campaign:** Spiderman Association-Dell Inspiron 15 7000 series

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Sub-Category: Online Integrated Campaign | **Winner:** Mirum Digital

Metal: Silver | **Brand:** Franklin Templeton India



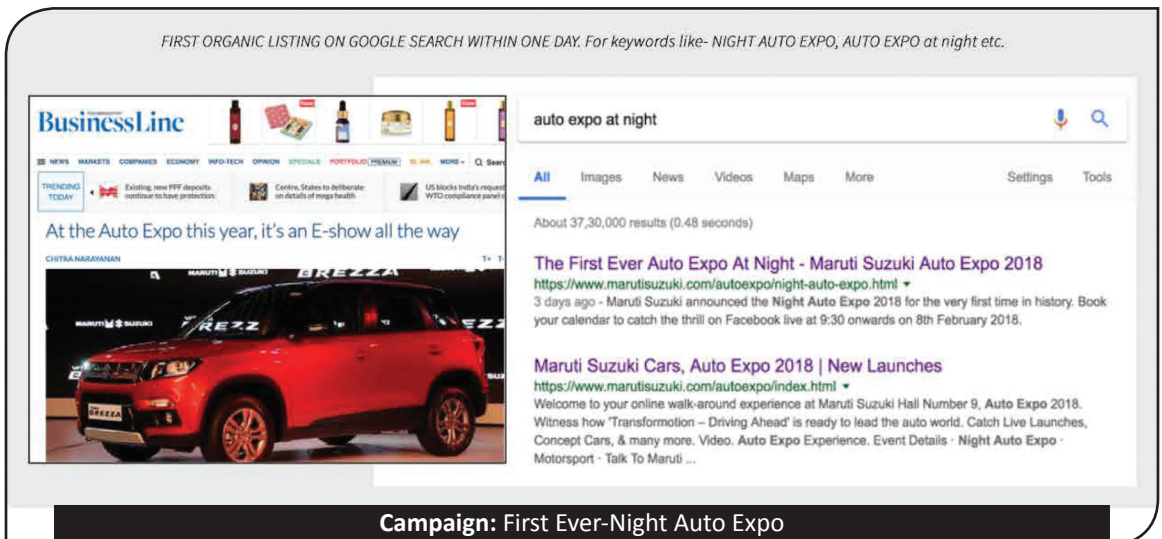
Campaign: The Marathon of Life

REGIONAL | DIGITAL

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



Sub-Category: Real Time Video | **Winner:** Grapes Digital
Metal: Bronze | **Brand:** Maruti Suzuki



REGIONAL | DIGITAL

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



Campaign: YouTube Fan Fest

Sub-Category: Use of Influencer Marketing | **Winner:** Shreyansh Innovations
Metal: Bronze | **Brand:** Manyavar



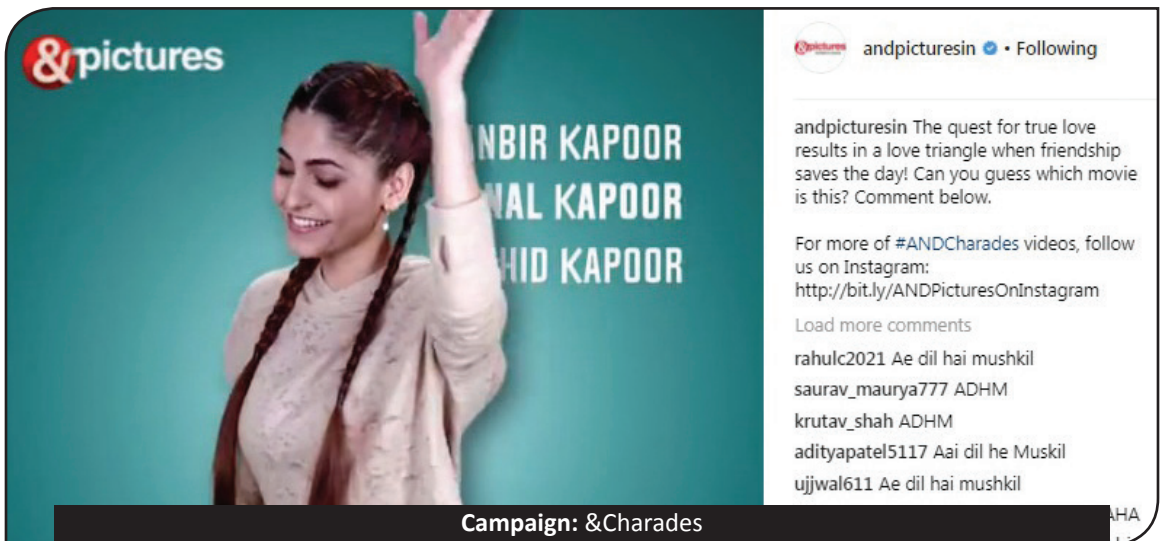
Campaign: NayeRishteNayeVaade

REGIONAL | DIGITAL

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



Sub-Category: Use of Social Media | **Winner:** The Small Big Idea
Metal: Gold | **Brand:** &pictures



REGIONAL | DIGITAL

Sub-Category: Use of Social Media | **Winner:** Hashtag Inc.
Metal: Silver | **Brand:** The Bleu Label



Campaign: #not (Collection Launch)

Sub-Category: Web Banner | **Winner:** Oddinary Marketing
Metal: Bronze | **Brand:** Flipkart Mobiles

Flipkart Mobiles Friendship Day

Brief:
To create a web banner campaign that builds brand affinity amongst the youth and takes the brand relationship beyond the transactional space - starting with "Friendship Day".

Challenge:
Currently, most of the smart phone communication on retail websites are transactional. How do we connect with the youth in a way that puts a smile on their face and builds a relationship that isn't just sales oriented?

Idea:
While friendship day was around the corner, we realized that a true friend is someone who sticks by you come what may. And in today's world, a phone is more than just a need; it is your true friend. So we created 'the Friendship banners'. A banner campaign where we associated the various types of friends in our life with various types of phone features available today - and that just like your friends, you can also count on your phone to be with you, no matter what.

Execution:
Different banners were created to highlight different features, right from long-lasting batteries to selfie-experts, from high-end gaming to high-performance. Each of these features were given a friendship tag and upon clicking, connected back to a range of phones on Flipkart. What's more, the banners also asked the audience to spend time with their friends, not just virtually but in reality too.

Campaign: Flipkart Mobiles Friendship Day

REGIONAL | FILM

Sub-Category: TVC | **Winner:** HS Ad
Metal: Bronze | **Brand:** LG Electronics



REGIONAL | PRINT

Sub-Category: Print Ad/Campaign | **Winner:** Hetarsh
Metal: Gold | **Brand:** Kalpana



Campaign: God's Favourite

Sub-Category: Print Ad/Campaign | **Winner:** Popkon Creatives
Metal: Silver | **Brand:** Pling



Campaign: Never be bored

REGIONAL | PRINT

Sub-Category: Print Ad/Campaign | **Winner:** Rioconn Interactive
Metal: Bronze | **Brand:** Khushi Ambient Media Solutions



Across South & West India

Coffee wasn't enough, so
we added a Burger

Exclusive branding &
 activation opportunities
at McDonald's
 too

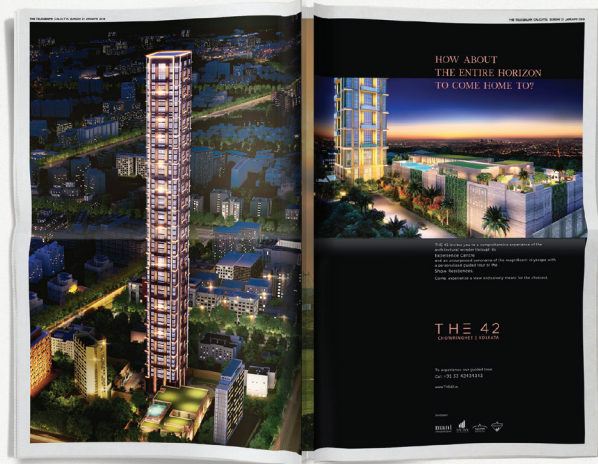
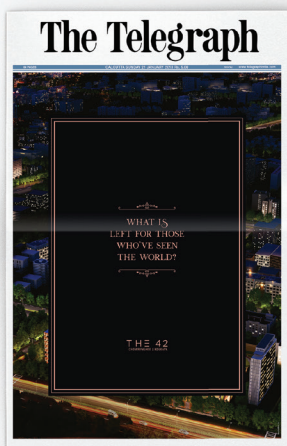


We thought we were missing
 an ***important Slice***
 of the ***target group***,
 So we added ***Pizza Hut***



Campaign: Space for all

Sub-Category: Print Ad/Single | **Winner:** Be the Bee Com Designs
Metal: Bronze | **Brand:** The 42



Campaign: Relaunching The 42: With a 7 pager single ad

REGIONAL | PRINT

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



Campaign: World Aids Day

Sub-Category: Print Ad/Single | **Winner:** HS Ad
Metal: Bronze | **Brand:** LG Electronics



Campaign: LG K7i- Marsquito

REGIONAL | PRINT

Sub-Category: Print Ad/Single | **Winner:** CR8 Advertising
Metal: Silver | **Brand:** Tip Top Sofa Offer

EVEN SOFAS ARE SWEET
WHEN WRAPPED WITH OFFER



Campaign: Even sofas are sweet when wrapped with offer