



IndIAA Awards 2016 – WINNERS

1. AUTO TWO WHEELERS (Joint winners)

TVS Jupiter - Zyada ka fayda

Client : TVS Motor

Creative agency: Dentsu Communications, Bengaluru

Bajaj V – Invincible

Client : Bajaj Auto

Creative agency: Leo Burnett

2. CONSUMER ELECTRONICS

Micromax Unite4 - Angrezipanti ko dikhao angootha

Client : Micromax

Creative agency: Creativeland Asia

3. MEDIA and ENTERTAINMENT

Dainik Bhaskar - Zidd karo duniya badlo

Client : Dainik Bhaskar

Creative agency: Ogilvy & Mather

4. CORPORATE

Mahindra - Seed the Rise for India's Farmers

Client : Mahindra Group

Creative Agency - Flying Cursor

5. FASHION and ACCESSORIES

Titan Raga - Break the Bias

Client: Titan Company Ltd
Creative agency: Ogilvy & Mather

6. FOOD and BEVERAGES

Pepsi - Pepsi thi, pi gaya

Client: Pepsico
Creative agency: J. Walter Thompson

7. GOVT. / MINISTRIES

Indian Army - The Most Exciting Job

Client : Indian Army
Creative agency: Grey Group India

8. HOME CARE

Ariel - Dads Share the Load

Client : P&G India
Creative agency: BBDO India

9. INSURANCE

Max Life - Sachchi Advice

Client : Max Life
Creative agency: Ogilvy & Mather

10. ONLINE COMMERCE

Flipkart - Flipkart matlab bilkul pakka

Client : Flipkart
Creative agency: Lowe Lintas Bengaluru

11. PERSONAL CARE

He Deo - Hai Respect Toh Spray Respect

Client: Emami

Creative agency: Leo Burnett

12. TELECOM / INTERNET / IT / APPS

Vodafone Supernet

Client: Vodafone

Creative agency: Ogilvy & Mather

13. TRAVEL, TOURISM, HOSPITALITY

Rajasthan Tourism - Jaane Kya Dikh Jaye

Client : Rajasthan Tourism

Creative agency: Ogilvy & Mather

14. PHARMA / WELLNESS / HEALTHCARE

IAPC - Last Words

Client: Indian Association of Palliative Care

Creative: Medulla Healthcare Communications

15. FITTINGS AND FIXTURES

Wintech - Soundproof Diwali

Client: NCL Wintech

Creative agency: J. Walter Thompson