

# IAA Olive Crown Winners 2011

[Inaugural edition]

Green Crusader Award: Bittu Sahgal  
Green Agency of the Year Award: Dentsu

Category	Gold / Silver	Agency	Advertiser	Creative Heading / Title
Radio	Silver	Mudra Communications	Sanctuary Asia	Akhbaar
Out Of Home	Joint Silver	Dentsu FCB Draft Ulka	Aircel Zee Entertainment	Save Our Tigers Environmental Day
Digital	Silver	Tribal DDB	Idea	Use Mobile, Save Paper
	Gold	Web Chutney	Makemytrip.Com	Amar Prem
Events	Gold	Dentsu	Toyota Kirloskar Motors	Greenathon 2
Press Unreleased	Joint Silver	Inter Publicity	Greenpeace	Stop Deforestation Get Back To Nature
Print Production	Silver	Chaos Design	Gaia Energy	Preserve, Protect...
	Gold	Dentsu	Aircel	Save Our Tigers
Press : Consumer Products & Services	Silver	Umbrella Design	Times of India	Eco Friendly Ganesha - Sarvajaneek Ganesh Mandal
	Gold	Umbrella Design	Times of India	Eco Friendly Ganesha - The Sun's Light
TV Consumer Product & Services	Silver	Mudra Communications	IAA/TERI	Light A Billion Lives
	Gold	JWT	National Geographic	Jadugar
Press Corporate	Joint Silver	Dentsu Mudra	Aircel Lavassa	Save Our Tigers Why Work At One End
TVC Corporate	Silver	Dentsu	Aircel	Save Our Tigers
Campaign of the Year	Silver	Lowes Worldwide	Idea	Save Paper, Use Mobile
	Gold	Dentsu	Aircel	Save Our Tigers
Green Brand of the Year	Joint Gold	Idea Nokia		
Green Advertiser of the Year		Aircel		(Second And Third Position: Idea, Nokia)
Green Agency of the Year		Dentsu		(Second And Third Position: Mudra Group, Umbrella Design)

Olive Crown Green Hungama Contest for young Indians

Olive Crown Green Hungama Gold - Fatima Husain and Rajeev Roy - BBH. Title: Bathing

Olive Crown Green Hungama Silver - Corsair Films. Title: Staircase.