

IAA Olive Crown Winners 2014

[4th edition]

Green Agency of the Year: McCann Erickson

Green Crusader Award: Maneka Gandhi

'Corporate Social Crusader of the Year', two Gold winners: HUL (Project Sunlight) and Mathrubhumi (SEED).

Category	Gold / Silver	Agency	Advertiser	Creative Heading/Title
Press - Services	Silver	McCann Erickson (Bengaluru)	Tulika Publishers	World War
Press - Corporate	Silver	FCB Ulka Advertising	ZEE Entertainment Enterprises Ltd.	Tiger / Gorilla
Press - Corporate	Gold	McCann Erickson (Bengaluru)	Bums on the Saddle	Bumper
TVC / Cinema - Corporate	Silver	Dentsu Creative Impact	Tetra Pak India Pvt. Ltd.	Your Cartons. My Classroom.
TVC / Cinema - Corporate	Gold	Niche Minds	Wipro Ltd.	We Live in a Blue Planet
Digital	Silver	Foxymoron	L'Oréal India Pvt. Ltd.	Power Light a Village
Digital	Gold	Webchutney Studios	Only Much Louder	Mr. Wasted Bin
Events	Silver	Dentsu Creative Impact	Tetra Pak India Pvt. Ltd.	Corporate Activations - Your Cartons. My Classroom
Pan Asia Jury Mention	Cerificate	JWT Colombo		One Plate Project
Out-of-Home	Silver	Touchstone Advertising & Marketing Services	Bajaj Electricals Ltd.	Asha (Hope)
Out-of-Home	Gold	McCann Erickson (Bengaluru)	BBMP (Karnataka State Government)	Disposable
Green Hungama Contest		Kartik Ramnathkar		
Print Production	Silver	FCB Ulka Advertising	ZEE Entertainment Enterprises Pvt Ltd	The Tree Story
TVC / Cinema - Unreleased	Silver	McCann Erickson (Bengaluru)	Tulika Publishers	Fish
Young Green Art Director of the Year	Silver	Amit Thakur (Leo Burnett)	Fresno & Bakersfield India Ltd	Good Paper Project

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Young Green Art Director of the Year	Gold	Sanuree Gomes (ex-DDB Mudra Group)	Shobha Murthy	Help Desk
Green Brand of the Year	Silver	DDB Mudra Group	Shobha Murthy	Help Desk
Green Brand of the Year	Gold	Ogilvy	Hindustan Unilever Ltd (HUL)	Project Sunlight Launch in India - Anthems
Campaign of the Year	Silver	Dentsu Creative Impact	Tetra Pak India Pvt. Ltd	Your Cartons. My Classroom.
Campaign of the Year	Gold	Mc Cann Erickson (Bengaluru)	BBMP (Karnataka State Government)	Wake Up Clean Up
Green Advertiser of the Year	Gold	BBMP (Karnataka State Government)		