

# IndIAA Awards 2024 – Winners

Sr No	Category
1	<p><b>AUTOMOTIVES &amp; ACCESSORIES</b> Gulf Oil   Pride   Insta Pick Up</p> <p>Client : Gulf Oil Creative Agency: DDB Mudra</p>
2	<p><b>BANKING AND FINANCE</b> CRED   Favour   Upgrade To CRED UPI</p> <p>Client : CRED Creative Agency: Moonshot</p>
3	<p><b>CONSUMER DURABLES &amp; UTILITIES</b> Samsonite   Tested Like Samsonite (2024)</p> <p>Client : Samsonite India Creative Agency: Social Beat Media Agency : IPG Mediabrands India</p>
4	<p><b>CONSUMER ELECTRONICS</b> Fire-Boltt   Gale Toh Mil</p> <p>Client : Bolt (Savex Technologies) Creative Agency: Moonshot Media Agency : EssenceMediacom</p>
5	<p><b>CORPORATE <i>(Joint Winners in this category)</i></b></p>
(i)	<p>TVS Motor Company   Protect Little Riders</p> <p>Client : TVS Motor Company Creative Agency: MullenLowe Lintas Group Media Agency : Motivator</p>
(ii)	<p>DailyHunt   Elections   One Vote</p> <p>Client : DailyHunt (VerSe Innovation) Creative Agency: What's Your Problem Media Agency : EssenceMediacom</p>
6	<p><b>EDUCATION &amp; LEARNING</b> Henry Harvin   Upskilling Courses   Stuck In The Wrong Job?</p>

## IndIAA Awards 2024 – Winners

	<p>Client : Henry Harvin Education  Creative Agency: Inhouse  Media Agency : Henry Harvin Pvt Ltd</p>
<b>7</b>	<p><b>ENTERTAINMENT &amp; MEDIA, GAMING</b>  Prime Video   Everyone Is Talking Prime   Tripathy    Bajpayee</p> <p>Client : Prime Video India  Creative Agency: Manja  Media Agency : IPG Mediabrands India</p>
<b>8</b>	<p><b>FASHION &amp; ACCESSORIES</b>  CaratLane   Postcards   Khul Ke Karo Express</p> <p>Client : CaratLane  Creative Agency: BBH India  Media Agency : Madison Media</p>
<b>9</b>	<p><b>FOOD &amp; BEVERAGES - <i>(Joint Winners in this category)</i></b></p>
<b>(i)</b>	<p>Brooke Bond Red Label   Swad Apnepan Ka   Train</p> <p>Client: Hindustan Unilever Ltd  Creative Agency: Ogilvy  Media Agency : Mindshare</p>
<b>(ii)</b>	<p>Lahori Zeera   Har Koi Peera Lahori Zeera</p> <p>Client : Lahori Zeera  Creative Agency: Enormous Brands  Media Agency : Scribbles</p>
<b>10</b>	<p><b>Home Care Essentials, Misc. Home Goods &amp; Stationery</b>  Harpic   Loocator</p> <p>Client : Reckitt  Creative Agency: tgthr  Media Agency : Wavemaker</p>
<b>11</b>	<p><b>Home Decor, Infra &amp; Fittings</b>  Fevicol   Jugalbandhi</p>

## IndIAA Awards 2024 – Winners

	<p>Client : Pidilite Creative Agency : Ogilvy India Media Agency : Madison Media</p>
<b>12</b>	<p><b>INSURANCE</b> PhonePe   Stop Running Away   Monthly Premium</p> <p>Client : PhonePe Creative Agency : The Script Room</p>
<b>13</b>	<p><b>Online Classifieds, Commerce &amp; Services</b> Swiggy   Gulab Jamun Uncle Returns   Right On Time</p> <p>Client : Swiggy Media Agency : Havas Media India</p>
<b>14</b>	<p><b>PERSONAL CARE</b> Colgate MaxFresh   Neend Bagao Taazgi Jagao</p> <p>Client : Colgate-Palmolive (India) Ltd Creative Agency : Ogilvy India Media Agency : Wavemaker</p>
<b>15</b>	<p><b>Pharma Hygiene &amp; Wellness</b> Bold Care   #TakeBoldCareOfHer</p> <p>Client : Bold Care Creative Agency : Moonshot</p>
<b>16</b>	<p><b>Real Estate &amp; Related</b> Housing.com   Housing Assist   Parr Se Perfect (2024)</p> <p>Client : Housing.com Creative Agency : McCann Worldgroup Media Agency : Havas Media India</p>
<b>17</b>	<p><b>Telecom, Technology &amp; Logistics</b> Google   Dhoondenge Toh Milega</p> <p>Client : Google Creative Agency : Toaster Media Agency : EssenceMediacom</p>

## IndIAA Awards 2024 – Winners

<b>18</b>	<b>Travel, Tourism &amp; Hospitality</b> redBus   Yeh Time Pass Skip Karo  Client : RedBus Creative Agency : Leo Burnett India Media Agency: Wavemaker
<b>19</b>	<b>Voice of Change - (Joint Winners in this category)</b>
<b>(i)</b>	St. Jude India ChildCare Centres   The Impossible Choice  Client: St. Jude India ChildCare Centres Creative Agency: Ogilvy India Media Agency : Mindshare
<b>(ii)</b>	Urban Company   Chhoti Soch, Bada Kaam  Client : Urban Company Creative Agency: Talented