

# IndIAA Awards 2017 – Winners

Sr No	Category
1	<p><b>AUTO FOUR WHEELERS</b> Volkswagen Ameo - Think Pride. Think New</p> <p>Client : Volkswagen Creative Agency: DDB Mudra West</p>
2	<p><b>AUTO TWO WHEELERS</b> Bajaj PlatinaComfortec - Humpty Dumpty</p> <p>Client : Bajaj Auto Creative Agency: Ogilvy West</p>
3	<p><b>AUTO OTHERS</b> CEAT – MrHaathDikhau</p> <p>Client : CEAT Limited Creative Agency: Ogilvy &amp; Mather India</p>
4	<p><b>BANKING AND FINANCE</b> MotilalOswal - Think Equity. Think MotilalOswal</p> <p>Client : MotilalOswal Creative Agency: LOWE LINTAS</p>
5	<p><b>CONSUMER DURABLES</b> Milton - Leak Lock Tiffins</p> <p>Client : Hamilton Housewares Pvt Ltd. Creative Agency: Ogilvy &amp; Mather</p>
6	<p><b>CONSUMER ELECTRONICS</b> Samsung India Service (SVC) – We'll take care of you, wherever you are. #SamsungService</p> <p>Client : Samsung India Creative Agency: Cheil</p>
7	<p><b>CORPORATE</b> Star Plus - NayiSoch – Son of Devki</p> <p>Client : Star Plus Creative Agency: Ogilvy</p>

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<b>8</b>	<p><b>FASHION AND ACCESSORIES</b> Tanishq - Rivaah Brides</p> <p>Client : Titan Creative Agency: Lowe Lintas</p>
<b>9</b>	<p><b>FOOD &amp; BEVERAGES</b> <i>(there are two winners in this category)</i></p>
<b>(i)</b>	<p><b>Nestle - #StayStarted with NESCAFÉ   RJ Rishi's story</b></p> <p>Client : Nestle Creative Agency: Mccann</p>
<b>(ii)</b>	<p><b>Brooke Bond Red Label - T for togetherness</b></p> <p>Client : Hindustan Unilever Creative Agency: Ogilvy</p>
<b>10</b>	<p><b>GOVERNMENT</b> Amitabh Bachchan as 'Coolie' - Swachh Bharat Mission</p> <p>Client : Government - Swachh Bharat Mission- The ministry of drinking water and sanitation Creative Agency: Ogilvy</p>
<b>11</b>	<p><b>HOME CARE (FMCG)</b> Ghadi - #SaareMaelDhoDaalo</p> <p>Client : RSPL Limited Creative Agency: ADK Fortune</p>
<b>12</b>	<p><b>INSURANCE</b> HDFC Life - Apnokoapnedumpejeenasikhao #MyMomentOfPride</p> <p>Client : HDFC life Creative Agency: Leoburnett</p>
<b>13</b>	<p><b>ENTERTAINMENT AND MEDIA</b> Tata Sky Acting Adda   Amitabh Bachchan   Ramleela</p> <p>Client : Tata Sky Creative Agency: Ogilvy West</p>

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<p><b>14</b></p>	<p><b>ONLINE COMMERCE</b>          MakeMytrip - Awesome Rooms</p> <p>Client : <a href="#">MakeMyTrip</a>          Creative Agency: Publicis</p>
<p><b>15</b></p>	<p><b>PERSONAL CARE</b>          Kunal's Lasting First Impression With Wild Stone</p> <p>Client : McNroe Consumer Products          Creative Agency: Ogilvy &amp; Mather India</p>
<p><b>16</b></p>	<p><b>RETAIL</b>          McDonald-Introducing the Happy Price Combos!</p> <p>Client : McDonald          Creative Agency: Leoburnett</p>
<p><b>17</b></p>	<p><b>TELECOM AND TECHNOLOGY</b>          Vodafone - #MakeMostOfNow</p> <p>Client : Vodafone India          Creative Agency: Ogilvy</p>
<p><b>18</b></p>	<p><b>TRAVEL AND TOURISM</b>          Lufthansa - A secret plot to defeat the Indians by thinking like Indians</p> <p>Client : Lufthansa          Creative Agency: Mccann</p>
<p><b>19</b></p>	<p><b>PHARMA, HYGIENE AND WELLNESS</b>          Volini #PatOnTheBack - Being there, matters.</p> <p>Client : Volini- Sun Pharma          Creative Agency: LOWE LINTAS</p>
<p><b>20</b></p>	<p><b>HOME DÉCOR</b>          Pidilite Industries: Fevikwik Gel TVC</p> <p>Client : Pidilite Industries Ltd          Creative Agency: Ogilvy</p>