

# Indian Marketing Awards 2015

Author | exchange4media News Service | Friday, Dec 11,2015 10:02 PM

Indian Marketing Awards 2015 (IMA), exchange4media's stellar marketing awards were announced today at a gala evening celebrating the finest and trend-setting work in the marketing arena. R S Agarwal, Founder and Executive Chairman, Emami, was felicitated with the Lifetime Achievement Award. And Gaurav Mehta, CMO, OLX South Asia was awarded with Marketer of the Year award.

The awards spanned 14 categories (Brand Activation; Brand Revitalisation; Brand Extension Business-to-Business Marketing; Cause Related Marketing; Consumer Insight; Customer Relation Marketing, Digital Marketing, Social Media, Mobile Marketing; E-Commerce; Global Marketing; Marketing Communication; Marketing on a Small Budget and New Brand, Product or Service Launch) and were decided by an eminent jury of industry specialists.

The jury was headed by Shantanu Khosla, Managing Director- Consumer Business, Crompton Greaves;Former Managing Director, Proctor & Gamble India and the jury members included Amarjit Batra, CEO,OLX India; Dave Thomas, Managing Director, Adidas Group India; Manoj Kumar, Managing Director, GSK Consumer Healthcare India; Mohit Khattar, Managing Director,Godrej Nature's Basket; Rakshit Hargave, Managing Director, Nivea India; RS Sodhi, Managing Director,GCMMF Ltd. (Amul); Salil Kapoor, COO, Dish TV; Sam Balsara, Chairman, Madison World, Sandeep Kaul, CEO,Personal Care, ITC Limited and Vivek Khanna, CEO, Hindustan Media Ventures.

Among the gold winners (campaigns in brackets) were-WATConsult (SAP India - SAP Innovation Express “ Making Inroads into the Indian SMB Heartland); Quasar Media Pvt. Ltd.( P &G - #TouchThePickle), IPG Mediabrand (Reckitt Benckiser - Dettol Banega Swachch India); PHD India(Hindustan Unilever - Consumer 360); One97 Communications Ltd (Paytm); PolicyBazaar (How A Minnow Won the Advertiser's World Cup); HCL Technologies Ltd.( Relationship Beyond the Contract); Viacom18 Media Pvt.Ltd (Viacom18 Motion Pictures - Marketing Campaign for Manjhi The Mountain Man) and Dentsu Webchutney (adidas - adidas #sacredground).

The Hindustan Times Excellence in Print Marketing Award was awarded to Maruti Suzuki for the S-Cross Launch and Hindustan Excellence in Print Marketing Award went to Godrej for Google Search on Print.

Winners list as below –

BRAND - CAMPAIGN	AGENCY	WINNER
<b>BRAND ACTIVATION</b>		
SAP India - SAP Innovation Express “ Making Inroads into the Indian SMB Heartland	WATConsult	Gold
Viacom18 Motion Pictures - Marketing campaign for Gabbar Is Back	Viacom18 Media Pvt. Ltd.	Bronze
Usha International Limited - Usha InfinitiCook Halogen Oven Launch	IPG Mediabrand	Silver
<b>BRAND EXTENSION</b>		
Amul PRO Drink	Gujarat Cooperative Milk Marketing Federation Ltd.	Bronze
Viacom 18 Media Pvt. Ltd. - World's largest Indies	Vizeum Media Services Pvt Ltd	Bronze

stage		
<b>BRAND REVITALISATION</b>		
Proctor & Gamble - #TouchThePickle	Quasar Media Pvt. Ltd.	Gold
NIVEA India - NIVEA Lip's BFF	Interface Communications Pvt Ltd	Bronze
Amul Lassi	Gujarat Cooperative Milk Marketing Federation Ltd.	Silver
<b>BUSINESS TO BUSINESS MARKETING</b>		
Launch of Manchester United's Official Digital Transformation Partnership with HCL Technologies	HCL Technologies Ltd.	Bronze
SAP India - SAP ACE Awards - USIE	WATConsult	Silver
Realty Redefined - A paradigm shift from Broking to Consulting: RSquare launching World Brokers Day	Alchemist Marketing Talent Solutions Pvt. Ltd.	Bronze
<b>CAUSE RELATED MARKETING</b>		
Reckitt Benckiser - Dettol Banega Swachch India	IPG Mediabrands	Gold
Viacom18 Motion Pictures - Marketing Campaign for Manjhi - The Mountain Man	Viacom18 Media Pvt.Ltd	Bronze
BIG FM - Dilli Meri Jaan	Reliance Broadcast Network Ltd	Silver
<b>CONSUMER INSIGHT</b>		
Hindustan Unilever - Consumer 360	PHD India	Silver
Proctor & Gamble - #TouchThePickle	Quasar Media Pvt. Ltd.	Gold
SAB TV - 'Digital Divides, SAB Unites'	Everest Brands Solutions	Bronze
<b>CUSTOMER RELATION MARKETING</b>		
Hindustan Unilever - Consumer 360	PHD India	Gold
<b>DIGITAL MARKETING, SOCIAL MEDIA, MOBILE MARKETING</b>		
Franklin Tempelton - iSync	iProspect	Bronze
Cleartrip - Dynamic Landing Pages	iProspect	Bronze
Idea Cellular - #Trollumentary	Razorfish	Silver
<b>E-COMMERCE</b>		
Domino's E-Commerce	Jubilant FoodWorks Ltd	Bronze
Paytm	One97 Communications Ltd	Gold
How A Minnow Won the Advertiser's World Cup	PolicyBazaar	Gold
<b>GLOBAL MARKETING</b>		
Launch of Manchester United's Official Digital Transformation Partnership with HCL Technologies	HCL Technologies Ltd.	Silver
Relationship Beyond the Contract	HCL Technologies Ltd.	Gold
<b>MARKETING COMMUNICATIONS</b>		
Viacom18 Motion Pictures - Marketing Campaign for Manjhi The Mountain Man	Viacom18 Media Pvt.Ltd	Gold
Colors Infinity - Colors Infinity Launch Campaign	Viacom18 Media Pvt.Ltd	Bronze
Maruti Suzuki - Dzire 1 Million: Sweets are on us	Dentsu Creative Impact Pvt. Ltd.	Silver
<b>MARKETING ON A SMALL BUDGET</b>		
SAB TV - NO MOBILE DINING	Everest Brands Solutions	Silver
Thomas Cook - Search Engine Optimization	iProspect	Bronze
adidas - adidas #sacredground	Dentsu Webchutney	Gold
<b>NEW BRAND, PRODUCT OR SERVICE LAUNCH</b>		
Amul Smoothies	Gujarat Cooperative Milk Marketing Federation Ltd.	Bronze
Usha International Limited - Usha InfinitiCook Halogen Oven Launch	IPG Mediabrands	Silver
<b>NOT-FOR-PROFIT-MARKETING</b>		
No Winner		
<b>Marketer of the Year</b>		

Gaurav Mehta, CMO, OLX South Asia
<b>Lifetime Achievement Award</b>
R S Agarwal, Founder & Executive Chairman, Emami