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VIACOM **18**

PRESENTS



**2019
KYOORIUS
CREATIVE
AWARDS**



BLACK
ELEPHANT
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JIMMY NELSON FOUNDATION
“BLINK TEST”

WUNDERMAN THOMPSON INDIA



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FLIPKART INTERNET SERVICES

“HAGGLE BOT”

DENTSU WEBCHUTNEY



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KYOORIUS ADVERTISING AWARDS



PRESS ADVERTISING

PRESS ADVERTISING
MUMBAI PRESS CLUB
"BEHIND THE PHOTOGRAPH"
FAMOUS INNOVATIONS



PRESS ADVERTISING
TADOBA WILDLIFE SANCTUARY & IRAI SAFARI
"THE BAD NEWS CAMPAIGN"
FAMOUS INNOVATIONS



PRESS ADVERTISING
KHALSA AID
"HASHTAGS DON'T HEAL"
DDB MUDRA GROUP



OUTDOOR ADVERTISING

POSTER ADVERTISING - FREE FORMAT
TIC TAC INDIA
"RAW MANGO MAN"
BBH COMMUNICATIONS INDIA



INNOVATION IN OUTDOOR ADVERTISING
HUL / BROOKE BOND RED LABEL
"TEA FOR TRASH"
OGILVY

INAUGURATED BY THE MAYOR OF THE CITY AND HONORARY RELIGIOUS LEADERS



1. Throw garbage here.
2. Watch tea pour from above.
3. Enjoy your free cup of tea.

93 TONNES OF GARBAGE COLLECTED 4,70,000 ORIGINAL

BACKGROUND
The Mumbai Metropolitan Region (MMR) is a large city with a population of over 20 million. The city is known for its high density and rapid growth. The MMR is facing significant challenges in managing its waste, with a large amount of garbage being generated every day.

OPPORTUNITY
The Mumbai Metropolitan Region (MMR) is a large city with a population of over 20 million. The city is known for its high density and rapid growth. The MMR is facing significant challenges in managing its waste, with a large amount of garbage being generated every day.

IDEA
The idea was to create a public space that would encourage people to dispose of their waste responsibly. The idea was to create a public space that would encourage people to dispose of their waste responsibly.

EXECUTION
The idea was to create a public space that would encourage people to dispose of their waste responsibly. The idea was to create a public space that would encourage people to dispose of their waste responsibly.

DIRECT MARKETING COMMUNICATIONS

DIRECT RESPONSE - AMBIENT

CAPTAIN GRUB **BHARTIYA JANATA** **CHILLI CORN CONGRESS**

"ELECTION BURGERS"

FAMOUS INNOVATIONS

Each burger also came with its own manifesto. While a QR code on the side of the box helped people register to vote.

SCAN HERE TO REGISTER

IT'S TIME TO CHOOSE.

OUR RESULTS SO FAR

captain GRUB **BHARTIYA JANATA PATTY** **CHILLI CORN CONGRESS**

DIRECT RESPONSE - MAILERS

DAINIK BHASKAR

"THE TRUE PRICE OF A PRICELESS VOTE"

FAMOUS INNOVATIONS

इस इलेक्शन, अपना वोट बेचकर मिलेगी एक साड़ी, और साथ में बहुत कुछ...

DIRECT RESPONSE - AMBIENT

HUL / BROOKE BOND RED LABEL

"TEA FOR TRASH"

OGILVY

INNOVATED BY THE FAVOR OF THE CITY AND IMPORTANT RELIGIOUS SEERS

1. Throw garbage here
2. Watch tea pour from above
3. Enjoy your free cup of tea.

93 TONNES of garbage collected **4,70,00,000** rupees

BACKGROUND **OPPORTUNITY** **IDEA** **EXECUTION**

DIRECT RESPONSE - FILM

BUNDL TECHNOLOGIES / SWIGGY

"WHAT'S IN A NAME"

BUNDL TECHNOLOGIES / SWIGGY

SAVE THE OCEAN

THE CHALLENGE

THE IDEA

THIS ONE OF ITS KIND... AND STORE OPEN CONCEALED COLLECTORS ON EVERY ONE... MORE THAN 1000... AND CLEANED BY THOUS OF BUOYS FROM THE BEACH... THESE WERE GIVEN TO SOCIAL MEDIA POSTS ABOUT THE CLEANUP... AND MULTIPLE NEWS... MANIFESTO... THE ACTIVITY TO REACH... 25 BILLION PEOPLE.

INNOVATION IN DIRECT MARKETING COMMUNICATIONS

FLIPKART INTERNET SERVICES

"HAGGLE BOT"

DENTSU WEBCHUTNEY

HAGGLEBOT

The World's First Bargaining Experience
Built On Google Assistant

ART DIRECTION



CRAFT FOR ADVERTISING



WRITING FOR ADVERTISING

WRITING FOR PRESS ADVERTISING
MUMBAI PRESS CLUB
"BEHIND THE PHOTOGRAPH"
FAMOUS INNOVATIONS



WRITING FOR FILM ADVERTISING (TVCS)
MADHYA PRADESH TOURISM DEVELOPMENT CORPORATION
"WORLD'S MOST HONEST TOURISM FILM"
OGILVY



WRITING FOR FILM ADVERTISING (TVCS)
RPG GROUP / CEAT TYRES
"KAMLA"
OGILVY



BRANDED CONTENT



BROADCAST TV / PROMOS



FILM ADVERTISING

AD / PROMOTIONAL FILM (1 - 30 SECONDS)
SANOFI INDIA
"JOLLY UNCLE"
OGILVY



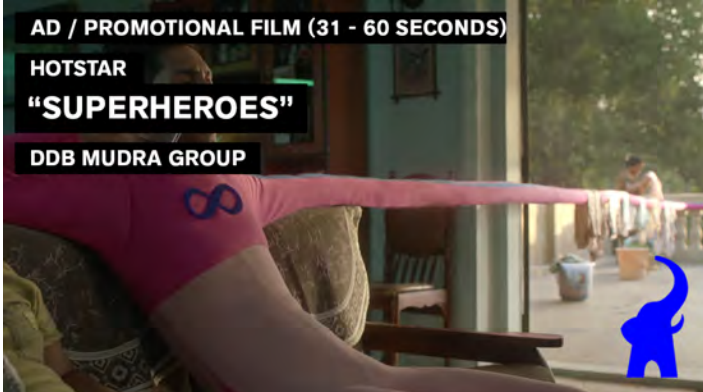
A man in a light green polo shirt and grey trousers is dancing in a living room. He is pointing towards the camera with a playful expression. The room has a patterned rug, a wooden cabinet with a lamp, and a window with curtains.

AD / PROMOTIONAL FILM (1 - 30 SECONDS)
BISLERI INTERNATIONAL
"MOTHER-BABY"
EIGHTY TWO POINT FIVE COMMUNICATIONS



A camel is standing in a dry, dusty landscape. In the foreground, there is a shallow pool of water reflecting the camel and the sky. The background shows sparse vegetation and a clear sky.

AD / PROMOTIONAL FILM (31 - 60 SECONDS)
HOTSTAR
"SUPERHEROES"
DDB MUDRA GROUP



A person is wearing a pink superhero costume with a blue infinity symbol on the chest. They are sitting in a room with a window in the background. The scene is brightly lit.

AD / PROMOTIONAL FILM (31 - 60 SECONDS)
VIACOM18 / MTV INDIA
"PRANK AT YOUR OWN RISK"
MTV INDIA



Two men are in a room. One man is wearing glasses and a purple shirt, and the other is wearing a dark shirt. They are looking at the camera. In the background, there is a model ship on a table.

AD / PROMOTIONAL FILM (31 - 60 SECONDS)
JAIN FARM FRESH / FRU2GO
"MR PERFECT"
DDB MUDRA GROUP



A young boy in a light blue school uniform is holding a red and white striped object. He is standing in a room with a desk and a chair in the background.

AD / PROMOTIONAL FILM (31 - 60 SECONDS)
HIL
"WHAT'S YOUR NAME?"
OGILVY



A man with a beard and a white shirt is smiling. He is looking towards the camera. The background is a blurred indoor setting.

AD / PROMOTIONAL FILM (61+ SECONDS)
JIMMY NELSON FOUNDATION
"BLINK. AND THEY'RE GONE."
WUNDERMAN THOMPSON INDIA



A person is standing on a rocky cliff overlooking a tropical landscape with a beach and mountains. The person is holding a bow and arrow.

AD / PROMOTIONAL FILM (61+ SECONDS)
MADHYA PRADESH TOURISM DEVELOPMENT CORPORATION
"WORLD'S MOST HONEST TOURISM FILM"
OGILVY



A black and white photograph of ancient stone ruins, possibly a temple or palace. The ruins are made of large stone blocks and have a central archway.

AD / PROMOTIONAL FILM CAMPAIGNS
JIMMY NELSON FOUNDATION
"BLINK. AND THEY'RE GONE."
WUNDERMAN THOMPSON INDIA

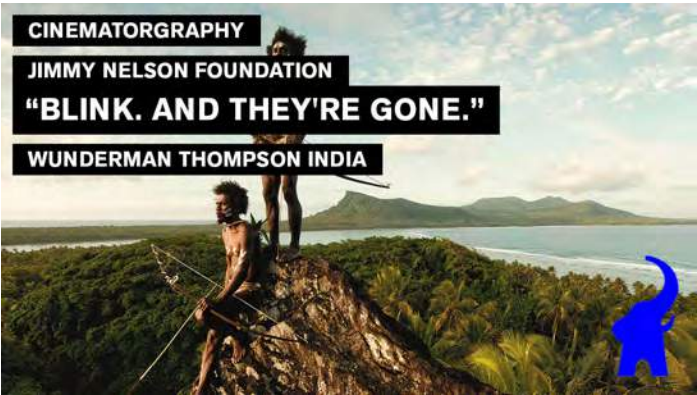
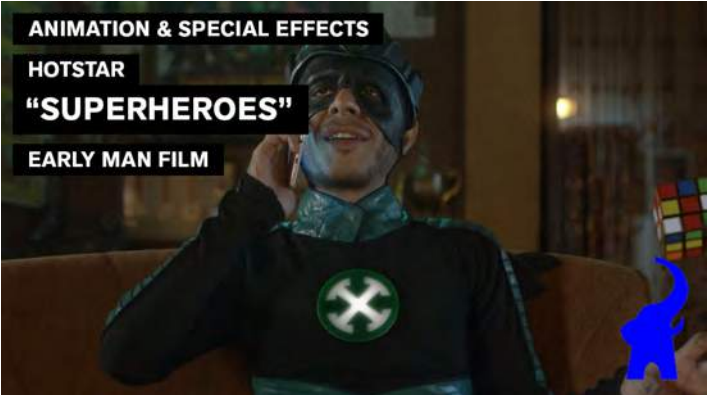


A group of people in traditional tribal attire are standing on a rocky shore near a waterfall. They are wearing headbands and traditional clothing.

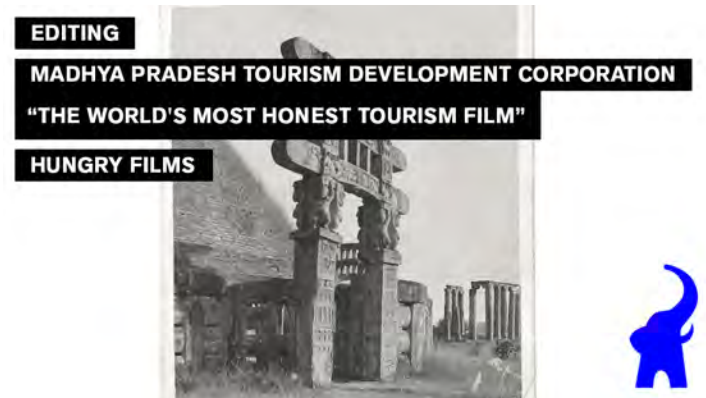
FILM ADVERTISING



FILM CRAFT



FILM CRAFT



EXPERIENTIAL MARKETING & ACTIVATIONS

LIVE BRAND EXPERIENCE OR ACTIVATIONS

THE SHOE LAUNDRY

"A PLEASANT SURPRISE"

THE SOCIAL STREET

PLEASANT SURPRISE

800

1000

FROM 1000 PEOPLE REACHED ONE DAY

CLEANING PROCESS

GURUMARA ACTIVITY

LIVE BRAND EXPERIENCE OR ACTIVATIONS

THE MILLENNIUM SCHOOLS

"THE OPEN DOOR PROJECT"

FCBINDIA ADVERTISING

THE OPEN DOOR PROJECT

Reopening India's private schools doors to the underprivileged.

This idea came from a love letter for The Open Door Film. A film that makes...

Support by the...

TEACH FOR INDIA

LIVE BRAND EXPERIENCE OR ACTIVATIONS

HUL / BROOKE BOND RED LABEL

"TEA FOR TRASH"

OGILVY

INITIATED BY THE MAYOR OF THE CITY AND IMPORTANT RELIGIOUS SEERS

1. Throw garbage here.

2. Match tea pour from above.

3. Enjoy your free cup of tea.

93 TONNES OF GARBAGE COLLECTED

4,70,000 ORIGINALS

BACKGROUND

OPPORTUNITY

IDEA

EXECUTION

SPONSORSHIP OR PARTNERSHIP

JOHNSON & JOHNSON / STAYFREE

"PROJECT FREE PERIOD"

DDB MUDRA GROUP

Project Free Period

TOPICAL ADVERTISING

TOPICAL ADVERTISING - DIGITAL MEDIA
SAMSONITE INDIA
"KERALA IS OPEN"
AUTUMN GREY **KeralalsOpen**
An initiative by Samsonite



TOPICAL ADVERTISING - CROSS-PLATFORM / INTEGRATED
CAPTAIN GRUB **BHARTIYA JANATA** **VS** **CHILLI CORN CONGRESS**
"ELECTION BURGERS"

FAMOUS INNOVATIONS
Scan here to register and see how the burgers are made. Scan the QR code on the side of the box helped people register to vote.

SCAN HERE TO REGISTER

OUR RESULTS SO FAR

BHARTIYA JANATA PATTY	62%
CHILLI CORN CONGRESS	37%

IT'S TIME TO CHOOSE.

BHARTIYA JANATA PATTY **VS** **CHILLI CORN CONGRESS**

ORDER NOW



PUBLIC SERVICE ANNOUNCEMENTS

PSA - FILM ADVERTISING
ZEE ENTERTAINMENT ENTERPRISES LTD
"THE REAL POWER OF BANANA CHIPS" #DIBBALAUTAAO"
ZEE ENTERTAINMENT ENTERPRISES LTD
#DibbaLautaaoo



PSA - PRESS ADVERTISING
KHALSA AID
"HASHTAGS DON'T HEAL"
DDB MUDRA GROUP



PSA - POSTER & OUTDOOR ADVERTISING
MANUSKI HUMAN RIGHTS ORGANISATION
"THE SAVE THE HUMAN POSTERS"
FAMOUS INNOVATIONS



PSA - SOCIAL MEDIA
BLOOD DONORS INDIA
"STRANGERS HELPING STRANGERS"
THE SOCIAL STREET



PSA - FILM ADVERTISING
VIACOM18 / MTV INDIA
"PROUD BLOOD DONOR"
MTV INDIA



CREATIVITY FOR GOOD

CREATIVITY FOR GOOD - LED BY BRANDS
JOHNSON & JOHNSON / STAYFREE
"PROJECT FREE PERIOD"
DDB MUDRA GROUP

Project Free Period

CREATIVITY FOR GOOD - LED BY BRANDS
LIVPURE WATER PURIFIERS
"A WATER-FREE JANMASHTAMI"
FAMOUS INNOVATIONS

PEENE WALA. **CONSUMERS HELPED MUMBAI SAVE WATER & LIVES.**

In Mumbai nearly 5000 families celebrate Dahi Handi, a festival where the custom is to throw water at participants, so that they stay cool. A practice that causes loss of water and the health. In the past 25 years, this festival has caused nearly 200 million litres of water wastage, along with 15000 injuries and 14 deaths. We took the help of celebrities as role models who took the front of this practice, to put an end to this wasteful tradition. One day before Dahi Handi we reached out to local markets in Mumbai, and engaged in our message during their practice runs. The little Guinness limited us top of the pyramid and saved their neighbourhood to not throw water at them. As water is hard to come by, the message spread in abundance and we shared how wearing water, our activation added back this message to billions of people on social media.

The biggest result was the fact that Mumbai saved nearly 250,000 litres of water than being wasted. Though drinking water for more than 60,000 people and averted an accident that could have cost lives.

livpure
WATER PURIFIER

CREATIVITY FOR GOOD - LED BY NON-PROFIT
BLOOD DONORS INDIA
"STRANGERS HELPING STRANGERS"
THE SOCIAL STREET

to seek and donate blood

1 million members and counting

With the help of Blood Donors India, I want to give my blood for my country.

Blood Donors India

The Problem
 Blood donation is a noble act, but it is often overlooked. Many people are unaware of the importance of blood donation, and the process is often seen as a daunting task. This led to a shortage of blood donors, especially in emergency situations.

The Solution
 We created a social street where people can easily find and connect with blood donors. This platform provides a simple and accessible way for people to donate blood, and it also allows donors to find recipients who need their blood.

The Results
 The social street has been a huge success. It has helped to increase the number of blood donors significantly, and it has also made the donation process much easier and more convenient. This has led to a significant increase in the number of blood donations, and it has helped to save many lives.

CREATIVITY FOR GOOD - LED BY BRANDS
JASLOK HOSPITAL & RESEARCH CENTRE
"INFANT CPR"
DENTSU WEBCHUTNEY

SOLUTION
 To make people aware of the difference, Jaslok has an interactive Facebook post where users had to pick named Nani by administering CPR. As expected, most picked adult CPR. They were told the difference as to perform infant CPR. The experience was made real using 3D Pressure Point Technology on iOS devices and Haptic Feedback Technology on Android devices.

WRONG **RIGHT**

3D Pressure Point Technology **Haptic Feedback Technology**

Are you ready for the ultimate emergency?

RESULTS
5 Million People Engaged
2 Million People Turned into Lifesavers

CROSS PLATFORM / INTEGRATED

CROSS-PLATFORM / INTEGRATED CAMPAIGNS

HUL / HAMAM Women in India

"#GOSAFEOUTSIDE"

OGILVY

The brand recently launched its CC TV campaign for women's safety. We started creating awareness with the State Police.

MOTHERS SAFETY FORCE

A movement that recruited the most trusted members of society - Mothers, to take just for every child's safety outside.

SELF-DEFENSE IN EVERYDAY SITUATIONS

Online videos that taught girls how to defend themselves in everyday situations.

SCHOOL CONTACT PROGRAM

We taught over 4 lakh students the basics of self-defense.

DAFP REGION



CROSS-PLATFORM / INTEGRATED CAMPAIGNS

JOHNSON & JOHNSON / STAYFREE

"PROJECT FREE PERIOD"

DDB MUDRA GROUP

Project Free Period





**KYOORIUS
DIGITAL
AWARDS**



DIGITAL MARKETING



MOBILE MARKETING

MOBILE APPS, TOOLS & UTILITIES

FLIPKART INTERNET SERVICES

"HAGGLE BOT"

DENTSU WEBCHUTNEY

HAGGLEBOT

The World's First Bargaining Experience
Built On Google Assistant



MOBILE APPS, TOOLS & UTILITIES

JASLOK HOSPITAL & RESEARCH CENTRE

"INFANT CPR"

DENTSU WEBCHUTNEY

Are you ready for the ultimate emergency?

RESULTS

- 5 Million People Engaged
- 2 Million People Turned into Lifesavers

This initiative spreads awareness about a life saving technique that can prepare people for the ultimate



DIGITAL AUDIO & VIDEO

NON-INTERACTIVE FILMS - ADVERTISING
HINDUSTAN UNILEVER
"THE SHOWER"
OGILVY



NON-INTERACTIVE FILMS - ADVERTISING
HIL
"WHAT'S YOUR NAME?"
OGILVY




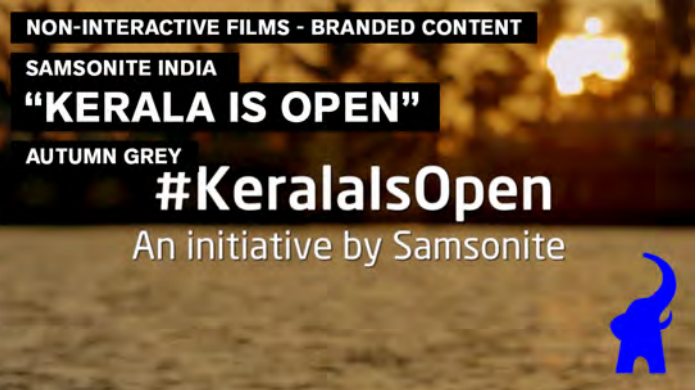
NON-INTERACTIVE FILMS - ADVERTISING
BUNDL TECHNOLOGIES / SWIGGY
"WHAT'S IN A NAME"
BUNDL TECHNOLOGIES / SWIGGY



NON-INTERACTIVE FILMS - ADVERTISING
PAISABAZAAR
"WEDDING SPEECH"
ENORMOUS BRANDS



NON-INTERACTIVE FILMS - BRANDED CONTENT
SAMSONITE INDIA
"KERALA IS OPEN"
AUTUMN GREY
#KeralalsOpen
An initiative by Samsonite



INTERACTIVE FILMS - ADVERTISING
JIMMY NELSON FOUNDATION
"BLINK TEST"
WUNDERMAN THOMPSON INDIA



SOCIAL MEDIA

BRANDED SOCIAL POST VALENTINE'S DAY

AO SMITH

"H2O: A LOVE STORY"

DIGITAS

drinking water by leveraging its top relevant digital behaviour

IDEA

A social media campaign capturing the tale of hydrogen and oxygen falling in love and experiencing the ups and downs that every relationship goes through. To show that even eternal (covalent) bonds need to undergo purification to filter the toxins.

IMPLEMENTATION

To tell the story in a manner that doesn't feel like an ad, we leveraged Facebook's inherent environment. We used visual cues from the platform's environment like timeline history, comments, status updates and memories. We introduced the brand by leveraging the popular "Terribly Tiny" meme, creating our own series called the "Terribly Tiny Beings" applying the hashtag #TIB same.

"A billion year old love story adapted to a modern Facebook romance."

Total Impressions: 10,52,585
TTI Views: 2,27,190
Total Likes: 32,822
Total Reach: 15,06,129



SOCIAL ENGAGEMENT - USER-GENERATED CONTENT

BUNDL TECHNOLOGIES / SWIGGY

"VOICE OF HUNGER"

DENTSU WEBCHUTNEY

SWIGGY

voice of hunger



CREATIVE USE OF DATA

REAL-TIME
BITCHES NEAR ME TAKEOVER

KARMA ANIMAL FOUNDATION
"BITCHES NEAR ME TAKEOVER"

DENTSU WEBCHUTNEY
Just talking and
tricks of being the
Animal Foundation
by more people
ownership for animals near me, and use this as a
perfect opportunity to take our mission forward

IDEA
In a matter of hours, we conceptualized and
deployed an SEM campaign that leveraged the
existing "Bitches Near Me" key phrase to encourage
adoption. From there, a user would search for "Bitches
Near Me", we would show them a list of listicles and
sign up for adoption.

RESULTS
**11 DOGS
ADOPTED**

Just what you're looking for. Trust us.
👉 <https://www.karmainitiative.com>

She'll play, cuddle and love you like no one else.
Bring home a furry friend.

We know what you're looking for. Hazel is waiting
for you.
👉 <https://www.karmainitiative.com>

She'll keep you company and never fall out.
Adopt a furry friend today.

CRAFT FOR DIGITAL & MOBILE MARKETING



CRAFT FOR DIGITAL AUDIO & VIDEO

ANIMATION, ILLUSTRATION & ART DIRECTION
TURTLE
"MADE IN PRISON"
WUNDERMAN THOMPSON INDIA
MADE IN PRISON
collection

CASTING & PERFORMANCE
HOTSTAR
"SUPERHEROES"
DDB MUDRA GROUP

CINEMATOGRAPHY
HAMILTON INDUSTRIES
"KAHAN KA PIYA"
OGILVY

CINEMATOGRAPHY
ARVIND FASHIONS / ARROW
"#BESTISYETOCOME"
WHAT'S YOUR PROBLEM BRAND SOLUTIONS

Arrow celebrated its 70th anniversary in India by encouraging people to believe that their #BestisYetToCome.

CRAFT FOR DIGITAL AUDIO & VIDEO - CINEMATOGRAPHY
34233 | Craft for Digital Audio & Video - Cinematography - Single

Background	Challenge	Solution	Execution
The client wanted a video campaign for Arrow's 70th anniversary in India.	How to create a video campaign that resonates with the Indian audience and encourages them to believe that their #BestisYetToCome.	An in-depth research into the Indian market and the Arrow brand. We identified the key challenges and opportunities for the campaign.	We developed a video campaign that resonates with the Indian audience and encourages them to believe that their #BestisYetToCome. The campaign was executed through various digital channels, including social media, video ads, and email marketing.

EXECUTIVE
Digital Video
Social Media Engagement
WhatsApp Groups

DIRECTION
HIMALAYA DRUG COMPANY
"EK NAYI MUSKAAN"
ROADRUNNER PRODUCTIONS

DIRECTION
HOTSTAR
"SUPERHEROES"
DDB MUDRA GROUP

DIRECTION
JIMMY NELSON FOUNDATION
"BLINK TEST"
WUNDERMAN THOMPSON INDIA

SOUND DESIGN
MUSIC: HIRSHI, KISHORE KUMAR, VISITS
KIA MOTORS INDIA
"TWO LITTLE FEET"
INNOCEAN WORLDWIDE COMMUNICATION

- More than 724K Ad Clicks
- More than 3Mn Ad Engagements
- More than 83Mn Video Views

DIGITAL INNOVATION

INNOVATIVE USE OF MOBILE PLATFORMS OR TECHNOLOGY
FLIPKART INTERNET SERVICES
"HAGGLE BOT"
DENTSU WEBCHUTNEY



The World's First Bargaining Experience
Built On Google Assistant



INNOVATIVE USE OF MOBILE PLATFORMS OR TECHNOLOGY
BUNDL TECHNOLOGIES / SWIGGY
"VOICE OF HUNGER"
DENTSU WEBCHUTNEY



INNOVATIVE USE OF MOBILE PLATFORMS OR TECHNOLOGY
JIMMY NELSON FOUNDATION
"BLINK TEST"
WUNDERMAN THOMPSON INDIA



INNOVATIVE USE OF SOCIAL MEDIA
BUNDL TECHNOLOGIES / SWIGGY
"VOICE OF HUNGER"
DENTSU WEBCHUTNEY





KYOORIUS MEDIA AWARDS

PRESENTED BY



TRADITIONAL MEDIA

USE OF OUTDOOR

HUL / VIM

“MIRROR IMAGE”

GEOMETRY ENCOMPAS

IDEA

Further emphasized the brand personality.

Highlighted every corner of handwash stations with geometry and with VIM, giving an extra fun benefit by using and aesthetic addition of the advertisement.

RESULT

In 100 days, our estimated reach was around 1.2 million consumers spending just 100 lakhs.

USE OF TV & CINEMA

GOOGLE INDIA

“WHEN YOU SAVE A STORY, YOU SAVE A LIFE”

ESSENCE / GROUP M MEDIA INDIA

Google Photos

Photos. For life.

USE OF PR

MOHAN FOUNDATION

“LIFE BEFORE ASHES”

THE SOCIAL STREET

EVERY YEAR, OVER 5,00,000 INDIANS DIE DUE TO LACK OF AN ORGAN DONOR.

NEWS COVERAGE

NTV
THE HINDU
THE TIMES OF INDIA

USE OF DIRECT MEDIA

LIVPURE WATER PURIFIERS

“CUTTING PAANI”

FAMOUS INNOVATIONS

PAANI BACHAO “CUTTING PAANI MANGAO.”

PROBLEM

Water scarcity was a major problem in the slums of Mumbai. The challenge was to provide clean water to the slum dwellers in a cost-effective and sustainable way.

SOLUTION

We designed a water purifier that is easy to use and maintain. It is also affordable and can be used in small spaces.

RESULT

The water purifier has been installed in many slums, providing clean water to the residents. This has helped to reduce the incidence of water-borne diseases and improve the quality of life in the slums.

“It’s a commendable idea, and one that can help all water-scarce regions. It’s a win-win for everyone.”

Research Sharma, Mysore, Kerala

“This water crisis in Mumbai is a warning for the rest of the world. Cutting Paani is not just a slogan, it’s a call to action. Let’s all do our part to save water. Let’s all do our part to save the world.”

Jashin Dasgupta

DIGITAL MEDIA

USE OF SOCIAL PLATFORMS

BUNDL TECHNOLOGIES / SWIGGY

"VOICE OF HUNGER"

DENTSU WEBCHUTNEY

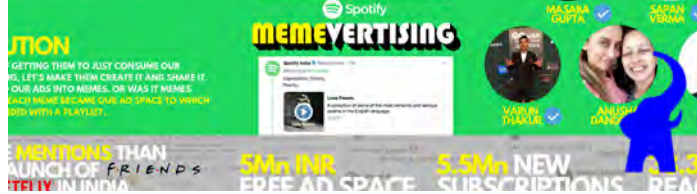


USE OF SOCIAL PLATFORMS

SPOTIFY

"SPOTIFY MEMEVERTISING"

DDB MUDRA GROUP



USE OF MOBILE

JASLOK HOSPITAL & RESEARCH CENTRE

"INFANT CPR"

DENTSU WEBCHUTNEY



USE OF MOBILE

YASH RAJ FILMS

"DONKEY ON YOUR GOOGLE MAPS"

YASH RAJ FILMS

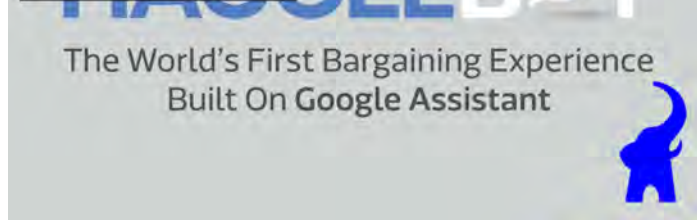


USE OF TECHNOLOGY

FLIPKART INTERNET SERVICES

"HAGGLE BOT"

DENTSU WEBCHUTNEY



EXPERIENTIAL MEDIA

USE OF INTERACTION

BUNDL TECHNOLOGIES / SWIGGY

"VOICE OF HUNGER"

DENTSU WEBCHUTNEY



USE OF INTERACTION

FLIPKART INTERNET SERVICES

"HAGGLE BOT"

DENTSU WEBCHUTNEY



The World's First Bargaining Experience
Built On Google Assistant



USE OF INTERACTION

JOHNSON & JOHNSON / STAYFREE

"PROJECT FREE PERIOD"

DDB MUDRA GROUP



CROSS PLATFORM / INTEGRATED

USE OF BRAND INTEGRATION

GOOGLE INDIA |oog|e Home

"KOFFEE BREWED BEST WITH GOOGLE HOME"

ESSENCE / GROUP M MEDIA INDIA

Karan
SEASON 6

Audi |oog|e 4G



WINNERS
WINNERS
WINNERS
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VIACOM **18**

PRESENTS



**2019
KYOORIUS
CREATIVE
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