

promaxbda AWARDS WINNERS 2017

india

TROPHY	PLACE	CAT NO.	CATEGORY	ENTRY TITLE	COMPANY
MUSE	GOLD	IND01	BEST IMAGE PROMO	NAYI SOCH HURDLE FILM	STAR INDIA - STAR PLUS
MUSE	SILVER	IND01	BEST IMAGE PROMO	ENGLISH ENTERTAINMENT CHANNEL HD SHOOT	BENNETT COLEMAN & CO. LTD
MUSE	GOLD	IND02	BEST IMAGE CAMPAIGN (IN-HOUSE)	STATION IMAGE CAMPAIGN	FLOWERS
MUSE	SILVER	IND02	BEST IMAGE CAMPAIGN (IN-HOUSE)	WEB 2 APP CAMPAIGN	HOTSTAR [NOVI DIGITAL ENTERTAINMENT]
MUSE	GOLD	IND03	BEST IMAGE CAMPAIGN (OUT-OF-HOUSE)	HD DABBA CAMPAIGN	STAR INDIA
MUSE	SILVER	IND03	BEST IMAGE CAMPAIGN (OUT-OF-HOUSE)	YAAD RAHEGA	SONY PICTURES NETWORKS INDIA - MAX 2
MUSE	GOLD	IND04	BEST PUBLIC SERVICE ANNOUNCEMENT	SAVDHAAN INDIA ANTHEM	STAR INDIA
MUSE	SILVER	IND04	BEST PUBLIC SERVICE ANNOUNCEMENT	MHRD SWACHH VIDYALAYA (CLEAN TOILETS)	VIACOM18 MEDIA - MTV
ISIS		IND05	BEST ON-AIR BRANDING DESIGN (IN-HOUSE)	- CATEGORY NOT JUDGED - NO AWARDS GIVEN -	
ISIS	GOLD	IND06	BEST ON-AIR BRANDING DESIGN (OUT-OF-HOUSE)	LE PLEX CHANNEL BRANDING	SONY PICTURES NETWORKS INDIA - LE PLEX
ISIS	SILVER	IND06	BEST ON-AIR BRANDING DESIGN (OUT-OF-HOUSE)	POGO REFRESH 2016	TURNER INTERNATIONAL INDIA
MUSE		IND07	BEST ONLINE / VOD SERVICE PROMO	- CATEGORY NOT JUDGED - NO AWARDS GIVEN -	
MUSE	GOLD	IND08	BEST HOLIDAY / SEASONAL PROMO	COMING HOME CHRISTMAS ZSTUDIO	ZEE ENTERTAINMENT ENTERPRISES - ZEE STUDIO
MUSE	SILVER	IND08	BEST HOLIDAY / SEASONAL PROMO	MTV CHRISTMAS PROMO	VIACOM18 MEDIA - MTV
MUSE	GOLD	IND09	BEST SPECIAL EVENT PROMO	UEFA EURO 2016 - TIME TO SWITCH	SONY PICTURES NETWORKS INDIA
MUSE	SILVER	IND09	BEST SPECIAL EVENT PROMO	CHAPLIN	SONY PICTURES NETWORKS INDIA - LE PLEX
MUSE	GOLD	IND10	BEST DRAMA PROMO	DEXTER	SONY PICTURES NETWORKS INDIA - AXN
MUSE	SILVER	IND10	BEST DRAMA PROMO	BREAKING BAD	SONY PICTURES NETWORKS INDIA - AXN
MUSE	GOLD	IND11	BEST DRAMA CAMPAIGN	RAKHI BANDHAN LAUNCH CAMPAIGN - STAR JALSHA	STAR INDIA
MUSE	SILVER	IND11	BEST DRAMA CAMPAIGN	DEXTER CAMPAIGN	SONY PICTURES NETWORKS INDIA - AXN
MUSE	GOLD	IND12	BEST MOVIE PROMO	DEADPOOL ON HOTSTAR	HOTSTAR [NOVI DIGITAL ENTERTAINMENT]
MUSE	SILVER	IND12	BEST MOVIE PROMO	DIRECTOR'S CUT - COEN BROTHERS 12	BENNETT COLEMAN & CO. LTD [MN+]
MUSE	GOLD	IND13	BEST ENTERTAINMENT / COMEDY PROMO	SABSE BADA KALALAR - SHARMAJI / VERMAJI PROMO	SONY PICTURES NETWORKS INDIA - SET
MUSE	SILVER	IND13	BEST ENTERTAINMENT / COMEDY PROMO	COMMUNITY - TROY & ABED	VIACOM18 MEDIA - COMEDY CENTRAL INDIA
MUSE	GOLD	IND14	BEST REALITY PROMO	VOICE HINDU PROMO	ZEE ENTERTAINMENT ENTERPRISES (& TV)
MUSE	SILVER	IND14	BEST REALITY PROMO	INDIAN IDOL LAUNCH PROMO	SONY PICTURES NETWORKS INDIA - SET
MUSE	GOLD	IND15	BEST SPORTS PROMO	WIMBLEDON - RUFUS	STAR INDIA
MUSE	SILVER	IND15	BEST SPORTS PROMO	LALIGA - IT'S NOT FOOTBALL IT'S WAR	SONY PICTURES NETWORKS INDIA
MUSE	GOLD	IND16	BEST NEWS / CURRENT AFFAIRS PROMO	NDTV YOU ARE WHAT YOU WATCH CELL ANIMATION	NDTV LTD
MUSE	SILVER	IND16	BEST NEWS / CURRENT AFFAIRS PROMO	NDTV YOU ARE WHAT YOU WATCH	NDTV LTD
MUSE	GOLD	IND17	BEST DOCUMENTARY OR FACTUAL ENTERTAINMENT PROMO	INDIA'S FRONTIER RAILWAYS	DISCOVERY COMMUNICATIONS INDIA
MUSE	SILVER	IND17	BEST DOCUMENTARY OR FACTUAL ENTERTAINMENT PROMO	HOUSE HUNTERS	DISCOVERY COMMUNICATIONS INDIA
MUSE	GOLD	IND18	BEST CHILDREN'S PROMO	SUPER DANCER FOOTSTEPS	SONY PICTURES NETWORKS INDIA - SET
MUSE	SILVER	IND18	BEST CHILDREN'S PROMO	SABSE BADA KALAKAAR - PUTTHA KHOLO	SONY PICTURES NETWORKS INDIA - SET
MUSE	GOLD	IND19	BEST LIFESTYLE PROMO	BIKINI DESTINATIONS	NGC NETWORK (INDIA)
MUSE	SILVER	IND19	BEST LIFESTYLE PROMO	GREAT ESCAPE WITH KALKI	NGC NETWORK (INDIA)
MUSE	GOLD	IND20	BEST PROMO NOT USING PROGRAMME FOOTAGE (IN-HOUSE)	DARK HOURS	NGC NETWORK (INDIA)
MUSE	SILVER	IND20	BEST PROMO NOT USING PROGRAMME FOOTAGE (IN-HOUSE)	DIRECTOR'S CUT - COEN BROTHERS 20	BENNETT COLEMAN & CO. LTD [MN+]
MUSE	GOLD	IND21	BEST PROMO NOT USING PROGRAMME FOOTAGE (OUT-OF-HOUSE)	BHABHI GHAR PAR HAI	ZEE ENTERTAINMENT ENTERPRISES
MUSE	SILVER	IND21	BEST PROMO NOT USING PROGRAMME FOOTAGE (OUT-OF-HOUSE)	GOT OATH	HOTSTAR [NOVI DIGITAL ENTERTAINMENT]
MUSE	GOLD	IND22	BEST PROMO USING ONLY PROGRAMME FOOTAGE	AXN RELAUNCH IMAGE SPOT	SONY PICTURES NETWORKS INDIA - AXN
MUSE	SILVER	IND22	BEST PROMO USING ONLY PROGRAMME FOOTAGE	SHERLOCK - SILENCE	SONY PICTURES NETWORKS INDIA - LE PLEX
ISIS	GOLD	IND23	BEST PROGRAMME TITLE SEQUENCE	BSF - INDIA'S FIRST LINE OF DEFENCE	NGC NETWORK (INDIA)
ISIS	SILVER	IND23	BEST PROGRAMME TITLE SEQUENCE	MTV INDIA'S NEXT TOP MODEL	VIACOM18 MEDIA - MTV

MUSE	GOLD	IND24	BRANDED CONTENT PROMOTION	MICKEY DANGAL	DISNEY BROADCASTING (INDIA) LTD
MUSE	SILVER	IND24	BRANDED CONTENT PROMOTION	JAGUAR XE PRESENTS READY TO RULE LAUNCH PROMO	TIMES GLOBAL BROADCASTING COMPANY LTD.
MUSE	GOLD	IND25	BEST THEMED CAMPAIGN	RISHTEY CINEPLEX BRAND FILMS	VIACOM18 MEDIA - RISHTEY CINEPLEX
MUSE	SILVER	IND25	BEST THEMED CAMPAIGN	SOUNDTREK	NGC NETWORK (INDIA)
MUSE	GOLD	IND26	BEST ON-AIR PROGRAMME CAMPAIGN	RIO OLYMPICS 2016 CAMPAIGN	STAR INDIA
MUSE	SILVER	IND26	BEST ON-AIR PROGRAMME CAMPAIGN	PESHTHA LAUNCH CAMPAIGN	SONY PICTURES NETWORKS INDIA - SET
MUSE	GOLD	IND27	BEST LAUNCH CAMPAIGN (IN-HOUSE)	AXN RELAUNCH BRAND CAMPAIGN	SONY PICTURES NETWORKS INDIA - AXN
MUSE	SILVER	IND27	BEST LAUNCH CAMPAIGN (IN-HOUSE)	SAREGAMAPA	ZEE ENTERTAINMENT ENTERPRISES
MUSE	GOLD	IND28	BEST LAUNCH CAMPAIGN (OUT-OF-HOUSE)	LALIGA - IT'S NOT FOOTBALL IT'S WAR	SONY PICTURES NETWORKS INDIA
MUSE	SILVER	IND28	BEST LAUNCH CAMPAIGN (OUT-OF-HOUSE)	UEFA EURO 2016 - TIME TO SWITCH	SONY PICTURES NETWORKS INDIA
MUSE	GOLD	IND29	BEST DRAMA PROMO NOT IN HINDI OR ENGLISH	OTTACHILAMBU	MMTV LTD
MUSE	SILVER	IND29	BEST DRAMA PROMO NOT IN HINDI OR ENGLISH	RAKHI BANDHAN LAUNCH - STAR JALSHA	STAR INDIA
MUSE	GOLD	IND30	BEST ENTERTAINMENT / COMEDY PROMO NOT IN HINDI OR ENGLISH	GUPCHUP - A SWEET WAR!	SONY PICTURES NETWORKS INDIA
MUSE	SILVER	IND30	BEST ENTERTAINMENT / COMEDY PROMO NOT IN HINDI OR ENGLISH	KHULTA KALI KHULENA MONTAGE	ZEE ENTERTAINMENT ENTERPRISES
MUSE		IND31	BEST NEWS / CURRENT AFFAIRS PROMO NOT IN HINDI OR ENGLISH	- CATEGORY NOT JUDGED - NO AWARDS GIVEN -	
MUSE	GOLD	IND32	SOMETHING FOR NOTHING NOT IN HINDI OR ENGLISH	AWAZ TEASER	VIACOM18 MEDIA - COLORS MARATHI
MUSE	SILVER	IND32	SOMETHING FOR NOTHING NOT IN HINDI OR ENGLISH	KELOR KIRTI CHASE - JALSHA MOVIES	STAR INDIA
MUSE	GOLD	IND33	FUNNIEST SPOT	LALIGA PIGEON FILM	SONY PICTURES NETWORKS INDIA
MUSE	SILVER	IND33	FUNNIEST SPOT	PRO KABADDI LEAGUE 4 - NEWSROOM	STAR INDIA
MUSE	GOLD	IND34	BEST INTERACTIVE PROMO	MTV NESCAFE LABS FILMMAKING CHALLENGE	VIACOM18 MEDIA - MTV
MUSE	SILVER	IND34	BEST INTERACTIVE PROMO	MTV CHRISTMAS PROMO	VIACOM18 MEDIA - MTV
MUSE	GOLD	IND35	BEST SPONSOR / BRAND INTEGRATION SPOT(S)	MTV HE DEOS THAND RAKH	VIACOM18 MEDIA - MTV
MUSE	SILVER	IND35	BEST SPONSOR / BRAND INTEGRATION SPOT(S)	MTV ROADIES	VIACOM18 MEDIA - MTV
MUSE	GOLD	IND36	BEST MARKETING VIDEO / SIZZLE REEL / SNEAK PEEK PRESENTATION	NGC FY 17 - BELONG	NGC NETWORK (INDIA)
MUSE	SILVER	IND36	BEST MARKETING VIDEO / SIZZLE REEL / SNEAK PEEK PRESENTATION	DISTRIBUTION AV	VIACOM18 MEDIA - NICK INDIA
MUSE	GOLD	IND37	MOST OUTSTANDING MARKETING INITIATIVE (IN-HOUSE)	HE NAMED ME MALALA	NGC NETWORK (INDIA)
MUSE		IND38	MOST OUTSTANDING MARKETING INITIATIVE (OUT-OF-HOUSE)	- CATEGORY NOT JUDGED - NO AWARDS GIVEN -	
ISIS	GOLD	IND39	BEST ON-AIR IDENT DESIGN (IN-HOUSE)	MTV HIT MORNINGS	VIACOM18 MEDIA - MTV
ISIS	SILVER	IND39	BEST ON-AIR IDENT DESIGN (IN-HOUSE)	SCIENCE AND TECH IDENTS	NGC NETWORK (INDIA)
ISIS	GOLD	IND40	BEST ON-AIR IDENT DESIGN (OUT-OF-HOUSE)	V CHANNEL IDENT	STAR INDIA
ISIS	SILVER	IND40	BEST ON-AIR IDENT DESIGN (OUT-OF-HOUSE)	REEL IDENT	SONY PICTURES NETWORKS INDIA - LE PLEX
ISIS	GOLD	IND41	BEST ORIGINAL LOGO DESIGN	DARK HOURS	NGC NETWORK (INDIA)
ISIS	SILVER	IND41	BEST ORIGINAL LOGO DESIGN	THE LEGEND OF JAGANNATH	NGC NETWORK (INDIA)
ISIS	GOLD	IND42	MOST OUTSTANDING DESIGN IN PROMOTION	TRUE SCHOOL OF MUSIC - BRAND FILM	DYNAMITE DESIGN LLP
MUSE	GOLD	IND43	BEST CONTENT OR LONG FORM	THANK GOD BAPPA	STAR INDIA
MUSE	SILVER	IND43	BEST CONTENT OR LONG FORM	NGC CUROSITY FILM	HOTSTAR [NOVI DIGITAL ENTERTAINMENT]
ISIS	GOLD	IND44	BEST CG ANIMATION	NAT GEO GOLD ANIMATION	NGC NETWORK (INDIA)
ISIS	SILVER	IND44	BEST CG ANIMATION	WIMBLEDON - RUFUS	STAR INDIA
ISIS	GOLD	IND45	BEST TRADITIONAL ANIMATION	MTV HIT MORNINGS	VIACOM18 MEDIA - MTV
ISIS	SILVER	IND45	BEST TRADITIONAL ANIMATION	V SPECIAL	STAR INDIA - CHANNEL V
MUSE	GOLD	IND46	BEST COPYWRITING	WOMEN KABADDI CHALLENGE	STAR INDIA
MUSE	SILVER	IND46	BEST COPYWRITING	INDIAN IDOL LAUNCH PROMO	SONY PICTURES NETWORKS INDIA - SET
MUSE	GOLD	IND47	BEST EDITING	HOTSTAR - FASTEST SCORE UPDATE-EDIT IDENT	DYNAMITE DESIGN LLP
MUSE	SILVER	IND47	BEST EDITING	BIG PICTURE @ 830	TURNER INTERNATIONAL INDIA
MUSE	GOLD	IND48	BIG BANG & FUZZ BEST SOUND DESIGN	DEATH ZONE 48	BENNETT COLEMAN & CO. LTD [MOVIES NOW 2]
MUSE	SILVER	IND48	BIG BANG & FUZZ BEST SOUND DESIGN	BULLET TO THE HEAD ZSTUDIO	ZEE ENTERTAINMENT ENTERPRISES - ZEE STUDIO
MUSE	GOLD	IND49	BEST ORIGINAL MUSIC COMPOSITION	BIG PICTURE @ 830	TURNER INTERNATIONAL INDIA

MUSE	SILVER	IND49	BEST ORIGINAL MUSIC COMPOSITION	HANUMAN - PRATAHM MILAN MUSIC VIDEO	SONY PICTURES NETWORKS INDIA - SET
MUSE	GOLD	IND50	BEST DIRECTING	COMMON MAN	VIACOM18 MEDIA - RISHTEY CINEPLEX
MUSE	SILVER	IND50	BEST DIRECTING	PREMIER LEAGUE SEASON OPENER	STAR INDIA
MUSE		IND51	BEST COLLATERAL MATERIAL	- CATEGORY NOT JUDGED - NO AWARDS GIVEN -	
ISIS	GOLD	IND52	BEST OUTDOOR	MARS	NGC NETWORK (INDIA)
ISIS	SILVER	IND52	BEST OUTDOOR	POOCHEN KOI BHI QUESTION AUR DEKHIYE YARO KA TASHAN (ASK ANY QUESTION AND WATCH 'YARO KA TASHAN')	SONY PICTURES NETWORKS INDIA - SAB TV
MUSE	GOLD	IND53	THE SMALL BIG IDEA BEST USE OF DIGITAL	DEADPOOL HACKS HOTSTAR'S TWITTER	HOTSTAR [NOVI DIGITAL ENTERTAINMENT]
MUSE	SILVER	IND53	THE SMALL BIG IDEA BEST USE OF DIGITAL	MOBILE HOLOGRAM GANAPATI DARSHAN	STAR INDIA
MUSE	GOLD	IND54	BEST INTEGRATED MARKETING CAMPAIGN (IN-HOUSE)	KOFFEE WITH KARAN SEASON 5	STAR INDIA - STAR WORLD
MUSE	SILVER	IND54	BEST INTEGRATED MARKETING CAMPAIGN (IN-HOUSE)	BOOK ADAPTATIONS ON STAR MOVIES SELECT HD	STAR INDIA - STAR MOVIES SELECT HD
MUSE	GOLD	IND55	BEST INTEGRATED MARKETING CAMPAIGN (OUT-OF-HOUSE)	SHAKTI	VIACOM18 MEDIA
MUSE	SILVER	IND55	BEST INTEGRATED MARKETING CAMPAIGN (OUT-OF-HOUSE)	KARMPHAL DATA - SHANI	VIACOM18 MEDIA
ISIS	GOLD	IND56	BEST PRINT BASED AD OR POSTER	MTV YOUTH MARKETING FORUM'16	VIACOM18 MEDIA - MTV
ISIS	SILVER	IND56	BEST PRINT BASED AD OR POSTER	VH1 REFRESH - CAMPAIGN POSTER	VIACOM18 MEDIA
MUSE	GOLD	IND57	SOMETHING FOR NOTHING	SOUNDTREK	NGC NETWORK (INDIA)
MUSE	SILVER	IND57	SOMETHING FOR NOTHING	BIG PICTURE @ 830	TURNER INTERNATIONAL INDIA
MUSE		IND58	MOST COST-EFFECTIVE GUERRILLA MARKETING	- CATEGORY NOT JUDGED - NO AWARDS GIVEN -	
MUSE	GOLD	IND59	ROCKET AWARD	SHREYAS DHATRAK	TURNER INTERNATIONAL INDIA
MUSE	GOLD	IND60	BEST WORK NEVER SEEN	MONKEY'S REVEALED	DISCOVERY COMMUNICATIONS INDIA
MUSE	SILVER	IND60	BEST WORK NEVER SEEN	WIMBLEDON - QUEEN	STAR INDIA