



5TH INDIA DIGITAL AWARDS



AMITABH BACHCHAN
Social Media Person
of the Year 2014

WINNERS-2014



Digital Start-Up
of the Year



Digital Person of the Year:
Deepinder Goyal,
Founder & CEO, Zomato



Digital Agency of the Year

MOBILE AWARDS

- Advertising or Marketing on Mobile:
 - Gold**
H.O.P.E - How Our Prime Minister got Elected by **Madison Communications**
 - Silver**
Samsung Galaxy S5 Launch Campaign by **Vserv Digital Services**
 - Bronze**
Ragini MMS2 by **Hungama Digital Media Entertainment**
- Consumer Mobile Service: **FreeCharge**
- Enterprise Product or Service: Sabsebolo - Audio Conference for Enterprise
- Innovative Mobile App: CultureAlley's English App
- Mobile Game: Keymon O'Fish by **Viacom18**

DIGITAL ADVERTISING/ MARKETING AWARDS

- Display Campaign:
 - Gold**
Saridon Sar-dard Rating by **FCB Ulka**
 - Silver**
Mahindra Spark the Rise by **Interactive Avenues**
 - Bronze**
Google Reunion by **Propaganda India**
- Display Campaign:
 - Gold**
Snickers-Wrong Spell by **Mediacom Communications**
 - Silver**
Cleartrip-Dynamic Landing Pages by **Communicate 2**
 - Bronze**
Koovs-The iLIVE Inventory Checker by **Communicate 2**

- Viral Marketing Campaign
 - Gold**
ItchGuard - Kissa Khujli Ka by **Interactive Avenues**
 - Silver**
Back To School (Pepsico Holdings) by **Mindshare**
 - Bronze**
Bajaj Allianz - Road Safety DVC by **WATMedia**

- Email Marketing Campaign
 - Gold**
BookMyShow by **Kenscio Digital Marketing**
 - Silver**
Jazzmyride.com by **Netcore Solutions**
 - Bronze**
ShopClues

- Social Media Marketing Campaign
 - Gold**
Koffee With Karan by **Star India**
 - Silver**
Multi Screen Media Pvt. Ltd. by **Tonic Media**
 - Bronze**
TVS Apache RTR by **Epagemaker**

- Digital Integrated Campaign
 - Gold**
Jubilant Foodworks Ltd. by **Blazar**
 - Silver**
Kissan Inspire (Hindustan Unilever) by **PHD India**
 - Bronze**
Oxygen Wallet by **Oxygen**

- Execution of Performance Campaign
 - Gold**
Cleartrip-Dynamic Landing Pages by **Communicate 2**
 - Silver**
Oxygen Wallet by **Oxygen**
 - Bronze**
Tata Value Homes by **FCB Ulka**

PAYMENTS AWARDS

- Mobile Money Product or Service: **MobiKwik Wallet**
- Prepaid Product: **DCB Janjeevan Prepaid Card**
- Digital Payment Facilitator: **Avenues India (CCAvenue)**
- Digital Wallet: **PayTM Wallet**
- Money Transfer Programme: **Oxygen**

WEBSITE AWARDS

- eCommerce Website by a Retail Brand: **Tata Docomo eShop**
- eCommerce Website in a Specialized Category: **www.freecharge.in**
- Local Language: **Navbharattimes.com**
- News Content: **NDTV Convergence**
- Travel: **HolidayIQ.com**
- Financial: **Policybazaar.com**
- Education: **NIIT Limited**
- Brand/Product Websites: **Micromax Canvas-4 Website**

DIGITAL SOCIAL & ECONOMIC EMPOWERMENT AWARDS

- Best Use of Mobile for Social and Economic Development: **Sounds of Silence Foundation**
- Best Use of Internet for Social and Economic Development: **Rashtriya Swasthya Bima Yojana by Reliance General Insurance**