



# FULCRUM AWARDS 2019 – The Shortlists

## TECHNIQUE AWARDS

Category	Organisation	Campaign Title	Client/Consultancy
<b>A1. Best Use of Content</b>	Adfactors PR Pvt Ltd Edelman India Pvt Ltd Genesis BCW Genesis BCW Six Degrees BCW	ATMaraksha, the CATMI way Listening is Seeing Emotional Nutrition #PaiseKikadar (#TheValueOfMoney) IKEA India Retail Launch	Confederation of ATM Industry (CATMI) Audible GSK Consumer Healthcare Jana Small Finance Bank IKEA India
<b>A2. Best Use of Creativity and Innovation</b>	First Partners Genesis BCW Media Mantra MSL India Current Global	Mangaldeep 'Temple Run' Emotional Nutrition Land of "DISCREET AFFAIRS" #Meri Doosri Country Do you think YOGA can sell more truck lubricants?	ITC Limited GSK Consumer Healthcare GLEEDEN Sony Pictures Network Castrol India
<b>A3. Best Use of Event</b>	Archetype India Pvt Ltd AvianWE Edelman India Pvt Ltd Perfect Relations Pvt Ltd Ideosphere Consulting P L	Against the arms race Niti Aayog Global Mobility Summit Listening is Seeing Sitaare Zameen Par: Creating a Winning IP Breaking the Swiss Stereotype at Cleantech Week	SIFive Niti Aayog Audible Heartfulness Institute swissnex (Swiss Global Network)
<b>A4. Best Use of Digital</b>	Adfactors PR Pvt Ltd Genesis BCW Godrej Industries Ltd MSL India Turner India	Wings for our girls #DareToDisconnect India's First Platelet Donor Community by HIT #Bacardi House Party Sessions Who's Got The Power? We Got The Power	Mahindra Group Sennheiser Electronics India Pvt Ltd - Bacardi Turner India
<b>A5. Best Use of Integrated Communications</b>	Adfactors PR Pvt Ltd AvianWE Genesis BCW MSL India PR Pundit Public Relations Pvt Ltd	Human trafficking no more The Good Food Story; McDonald's West and South Marie Gold MyStartup #Behar Kal adidas India x Parley, Run for the Oceans	Kailash Satyarthi Children's Foundation (KSCF) Mc Donald: (Hardcastle Restaurants Private Limited) Britannia Industries Limited Saifee Burhani Upliftment Trust adidas India
<b>A6. Best Use of Public Affairs</b>	Adfactors PR Pvt Ltd Adfactors PR Pvt Ltd First Partners First Partners Perfect Relations Pvt Ltd	ATMaraksha, the CATMI way Human trafficking no more Baareh Mahine Hariyadi: Doubling Farmer Incomes in India People Affected by Leprosy: You are not alone! Influencing the Influencer: - Putting discussion on E-mobility at forefront	Confederation of ATM Industry (CATMI) Kailash Satyarthi Children's Foundation (KSCF) ITC Limited Sasakawa-India Leprosy Foundation Society of Manufacturers of Electric Vehicles
<b>A7. Best Management of Crisis</b>	Adfactors PR Pvt Ltd Genesis BCW Media Mantra MSL India Value 360 Communications	Let there be light PNB Back on Track "Diplomatic Stalwarts deepen bilateral ties Mitigating Crisis Paving India's way to electric Vehicles via Himalaya	All India Agarbathi Manufacturers' Association Punjab National Bank India visit by crown prince of Saudi Arabia Economic Board of Mauritius Okinawa Scooters
<b>A8. Best Use of Internal Communications</b>	Aditya Birla Fashion and Retail Ltd Mondelez India Foods Pvt Ltd NetApp India Pvt Ltd Piramal Group UltraTech Cement	In Touch Mondelez India - Celebrating 70 Years in India #IAmUnique and #ShelsUnique Piramal Group Internal Communications Approach One UltraTech Day	- MSL India, Candid Marketing, M- Power Creations - - -
<b>A9. Best New Product Launch</b>	AvianWE First Partners Godrej Industries Ltd MSL India Six Degrees BCW	Cancel that Noise; SONY INDIA Santro - A Legend is Reborn India's First-Ever Powder to Liquid Handwash - Protekt Mr. Magic #Bacardi House Party Sessions IKEA India Retail Launch	Sony Hyundai Motors India Godrej Group Bacardi IKEA India
<b>A10. Best Use of Media Relations</b>	Adfactors PR Pvt Ltd Edelman India Pvt Ltd Genesis BCW Genesis BCW Vistara	United to end TB Earning Fans, Followers, Fortune and Fame in 48 hours PNB Back on Track RED FM on Fleek #PadsOnBoard	Indian Medical Association (IMA) Under Armour Punjab National Bank RED FM 93.5 AvianWE
<b>A11. Best CSR Campaign</b>	Adfactors PR Pvt Ltd Edelman India Hill+Knowlton Strategies India Godrej Industries Ltd Value360 Communications	Wings for our girls Have You Clicked Today Making Life Safe @KumbhMela 2019 India's First Platelet Donor Community by HIT Uniting India for Indians: Kerala Floods	Mahindra Group Nissan LG India Hit - Godrej Paytm
<b>A12. Best Regional Campaign</b>	Adfactors PR Pvt Ltd Adfactors PR Pvt Ltd AvianWE First Partners Weber Shandwick	Mango's Capital Odyssey Reinventing Learning Mastercard: Driving acceptance of digital payments in BHARAT Baareh Mahine Hariyadi: Doubling Farmer Incomes in India Grassroots communication through folk art	Mother Dairy BYJU'S Mastercard ITC Limited Cairn Oil & Gas, Vedanta Ltd

## SECTOR AWARDS

### B1. Best Hospitality and Travel Sector Campaign

Organisation	Campaign Title	Client/Consultancy
Adfactors PR Pvt Ltd AvianWE Chase AvianWE PR Pundit Public Relations Pvt Ltd Vistara	Unveiling the real Singapore Generating healthy tourism-based livelihood opportunities in Northeast India #UnDiscoverAustralia Launch of Holiday Inn Express Hotels and 'More Than Ready' Campaign #PadsOnBoard	Singapore Tourism Board Airbnb India Tourism Australia Holiday Inn Express AvianWE

### B2. Best Automobile Sector Campaign

Organisation	Campaign Title	Client/Consultancy
Adfactors PR Pvt Ltd AvianWE First Partners Perfect Relations Pvt Ltd Value 360 Communications	Wings for our girls A New Coat of Paint Santro – A Legend is Reborn The Forever Bike: Re-Introduction of Jawa Motorcycles in India No Calm before The Storm! Almost a century old brand, lost in time! Bringing MG Motor to India	Mahindra Group Maruti Suzuki India Limited Hyundai Motors India Classic Legends Pvt Ltd  MG Motor India

### B3. Best Lifestyle, Luxury and Sports Sector Campaign

Organisation	Campaign Title	Client/Consultancy
Adfactors PR Pvt Ltd Edelman India Pvt Ltd Kaizzen MSL India Value360 Communications	Kissa Kursi Ka Earning Fans, Followers, Fortune And Fame In 48 hours adidas changing the perception of Kashmir through the lens of football #Meri Doosri Country Making India #ReadytoMove	Godrej Interio Under Armour Adidas Sony Pictures Entertainment PROWL

### B4. Best Technology and Telecom Sector Campaign

Organisation	Campaign Title	Client/Consultancy
AvianWE The PRactice Value360 Communications Value360 Communications Value360 Communications	Qualcomm: Powering your smartphone #ItsAllAboutBlockchain Busting Crime with AI: An Awakening, from Alwar to Dubai with Staqu Changing the Way Mobile India Expresses A start-up's pivot from Aladdin's Genie to J.A.R.V.I.S for Indian Businesses	Qualcomm Oracle Staqu Technologies Facemoji Haptik

### B5. Best Healthcare and Pharma Sector Campaign

Organisation	Campaign Title	Client/Consultancy
Adfactors PR Pvt Ltd Adfactors PR Pvt Ltd AvianWE  First Partners Edelman India Pvt Ltd	Busting the many myths United to end TB Pushing the universal healthcare agenda through PM-JAY: National Health Agency, Government of India People Affected by Leprosy: You are not alone! "A small step that became a giant leap"	Nova IVI Indian Medical Association (IMA)  Ayushman Bharat Sasakawa-India Leprosy Foundation Pfizer India Limited – Vaccines

### B6. Best Consumer Products and Retail Sector Campaign

Organisation	Campaign Title	Client/Consultancy
Edelman India Pvt Ltd First Partners Genesis BCW Godrej Interio Ketchum Sampark Pvt Ltd	Listening Is Seeing Mangaldeep 'Temple Run' Emotional Nutrition India Needs to Sleep at 10 Ariel Sons #ShareTheLoad	Audible ITC Limited GSK Consumer Healthcare Godrej Interio Proctor & Gamble

### B7. Best Not for Profit and Associations Sector Campaign

Organisation	Campaign Title	Client/Consultancy
Adfactors PR Pvt Ltd Adfactors PR Pvt Ltd Archetype India Pvt Ltd First Partners Ideosphere Consulting P L	ATMaraksha, the CATMI way Human trafficking no more British Council – Study UK, Discover You Nothing Traditional About It – Making women drivers a new workforce in India One Home, One Toilet!	Confederation of ATM Industry (CATMI) Kailash Satyarthi Children's Foundation (KSCF) British Council India Azad Foundation – Sakha Cabs Shelter Associates

### B8. Best Manufacturing Sector Campaign

Organisation	Campaign Title	Client/Consultancy
AvianWe First Partners First Partners	BAE Systems' drive to "Partnering India to Make in India" Brilliant Moments with Hyundai Mangaldeep 'Temple Run'	BAE Systems Hyundai Motors India ITC Limited

### B9. Best Entertainment and Media Sector Campaign

Organisation	Campaign Title	Client/Consultancy
AvianWE Genesis BCW Genesis BCW Turner India Value360 Communications	LET PEOPLE SPEAK #Nooutsidefoodincinema (F&B crisis) RED FM on Fleek Introducing A Whole New World Of Entertainment Who's Got the Power? We Got The Power Making of the Indian "Pop Culture" trendsetter	PVR RED FM 93.5 BookMyShow Turner India Comic Con

### B10. Best Banking and Financial Services Sector Campaign

Organisation	Campaign Title	Client/Consultancy
Adfactors PR Pvt Ltd Adfactors PR Pvt Ltd AvianWE  Genesis BCW Weber Shandwick	Wooing the Indian millennials Mission Interoperability Making e-waste recycling a way of life  PNB Back on Track Insurance Awareness Junior Awards- Quiz	BankBazaar Payments Council of India International Finance Corporation and Karo Sambhav Punjab National Bank HDFC Ergo

### B11. Best Services Sector Campaign

Organisation	Campaign Title	Client/Consultancy
Boring Brands Pvt Ltd First Partners Genesis BCW Media Mantra Value360 Communications	#OneMonthNoticePeriod Nothing Traditional About It – Making women drivers a new workforce in India Befikar Book Kar (Book Without A Care) "Saving traditional crop of India" Stand Against Scams	Hush Azad Foundation – Sakha Cabs MakeMyTrip Indian Industrial Hemp Association Shine.com

## SPECIAL AWARDS

### D1. In-House Team of the Year (Mid-size)

Organisation	Campaign Title
Ford India Pvt Ltd	Small But Mighty - Ford India Communication Team
HDFC Securities Ltd	-
Motilal Oswal Financial Services Ltd	-
Turner India	Guardians of PR-verse: Turner's Powerpuff Squad

### D2. In-House Team of the Year (Large)

Organisation	Campaign Title
Godrej Group	Re-Imagining PR at Godrej
Mondelez India Foods Pvt Ltd	The Power packed CGA team of Mondelez India
PwC India	-

### D3. PR Consultancy of the Year (Emerging)

Organisation	Campaign Title
Catalyst Public Relations Pvt Ltd	-
Ideosphere Consulting P L	Aspire to Influence
Kaizzen	-
Veritas Reputation PR Pvt Ltd	-

### D4. PR Consultancy of the Year (Mid-size)

Organisation	Campaign Title
Fuzion PR Pvt Ltd	Regional is the new National
Media Mantra	-
S.P.A.G. Asia	-

### D5. PR Consultancy of the Year (Large)

Organisation	Campaign Title
AvianWE	Creating a consultancy of the future
Value 360 Communications	India's quickest entrant to the large-sized consultancy league

### D6. PR Consultancy of the Year (Giant)

Organisation	Campaign Title
Adfactors PR Pvt Ltd	-
Edelman India	-
Genesis BCW	-
MSL India	Creating Integrated Communications Solutions That Build Influence And Drive Impact
Weber Shandwick	-



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