

MediaCom India wins big at Emvies 2015

AWARD WINNING

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MediaCom India picks up 10 trophies at prestigious awards celebration

On Friday 11th September, the Emvies announced the winners of its 2015 awards at a celebration in Mumbai. Honouring the most innovative work in the industry, MediaCom India was recognised for its excellence by winning awards across seven categories.

MediaCom picked up five Gold, two Silver and three Bronze trophies for P&G:

- **Best Integrated Campaign Consumer products:** P&G, Ariel Share the Load (Gold) and P&G, Whisper Ultra, #touchthepickle (Gold)
- **Best Media Innovation - Branded Content:** P&G, Ariel Share the Load (Gold) and P&G, Whisper Ultra, #touchthepickle (Bronze)

- Best Media Innovation - Digital - Display: P&G, Ariel Share the Load (Bronze)
- Best Use of a Bollywood Celebrity in Media: P&G, Whisper Ultra, #touchthepickle (Gold) and P&G, Ariel Share the Load (Silver)
- Best Media Innovation - Print (Magazines): P&G, Whisper Ultra, #touchthepickle (Silver)
- Best Media Strategy - Consumer Products: P&G, Whisper Ultra, #touchthepickle (Gold)
- Best Ongoing Media Campaign: P&G, Gillette, Shave India Movement (Bronze)

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