

The complete list of winners of the OOH Awards 2014:

CATEGORY	AGENCY	CLIENT	WORK	AWARD
Innovative Use of Existing Medium	Bates CHI & Wallstreet	Life Ok	The Adventures of Hatim	Gold
Innovative Use of Existing Medium	MOMS Outdoor Media Solution	Big Thrill	Fear Factor	Silver
Innovative Use of Existing Medium	MOMS Outdoor Media Solution	Sony Entertainment	KBC Season 7	Bronze
Innovative Creation of a New Medium	Ogilvy & Mather	Hindustan Unilever	Lifebuoy Roti Reminder	Gold
Innovative Creation of a New Medium	Brandmovers India	MTS	MTS Wi-Fi Bin	Silver
Innovative Creation of a New Medium	DDB MudraMax	Adventure 18	Window Washers	Bronze
Most Innovative Use of Digital OOH Media	Brandmovers India	MTS Durga Puja Awards		Gold
Most Innovative Use of Digital OOH Media	Milestone Brandcom	Viacom 18	Bhaag Milkha Bhaag	Bronze
Most Innovative Use of Digital OOH Media	Milestone Brandcom	ABP News	Aap Ko Rakhe Aage	Bronze
Most Innovative Use of Indoor OOH Media in a Point-of-Purchase Environment	Candid Marketing	Nokia	Nokia Lumia 1020 CSI Activation	Gold
Most Innovative Use of Indoor OOH Media in a Point-of-Purchase Environment	Milestone Brandcom	McDonalds	Pakka Indian	Silver
Most Innovative Use of Indoor OOH Media in a Point-of-Purchase Environment	GroupM	PepsiCo	Mountain Dew Neon Launch	Bronze
Best Outdoor Plan – Strategy	Ogilvy & Mather	Hindustan Unilever	Lifebuoy Roti Reminder	Gold
Best Outdoor Plan – Strategy	Rapport Outdoor Advertising	Hindustan Unilever	Fair & Lovely	Silver
Best Outdoor Plan – Strategy	Milestone Brandcom	ABP News	Aap Ko Rakhe Aage	Bronze
Best Outdoor Plan – Strategy	Bates CHI & Wallstreet	Life Ok	The Adventures of Hatim	Bronze
Most Effective Outdoor Plan	Ogilvy & Mather	Hindustan Unilever	Lifebuoy Roti Reminder	Gold
Most Effective Outdoor Plan	Milestone Brandcom	Colors		24 Silver
Most Effective Outdoor Plan	Milestone Brandcom	McDonalds	Double Burger	Bronze

Most Innovative Use of Moving Media	Milestone Brandcom	Fastrack	Move On	Silver
Most Innovative Use of Moving Media	Greenline	Microsoft	Office 365	Bronze
Innovative Brand Fit Within Existing Media	Platinum Communications	Pernod Ricard	Blenders Pride Fashion Tour	Bronze
Innovative Brand Fit Within Existing Media	Milestone Brandcom	Skoda	Drinks Play Tricks	Bronze
Creative Awards: Telecom Product & Services	Ogilvy & Mather	Vodafone India	Vodafone Musical Earmuffs	Gold
Creative Awards: Telecom Product & Services	Storyboard Brandcom, a division of Milestone Brandcom	Uninor	Sabse Sasta Warna Mooch Saaf	Bronze
Creative Awards: Telecom Product & Services	Milestone Brandcom	Tata Docomo	Photon Max- Speed Redefined	Bronze
Creative Awards: Entertainment & Media	DDB MudraMax	STAR India	Mahabharat	Silver
Creative Awards: Entertainment & Media	DDB Mudramax	STAR India	Star Jalsha Maa Shehnai Innovation	Bronze
Creative Awards: Entertainment & Media	DDB Mudramax	STAR India	Master Chef 3	Bronze
Creative Awards: Automobiles	Milestone Brandcom	Skoda	Drinks Play Tricks	Gold
Creative Awards: FMCG	Ogilvy & Mather	Hindustan Unilever	Lifebuoy Roti Reminder	Gold
Creative Awards: FMCG	Ogilvy & Mather	Pidilite Industries	The Free Store	Silver
Creative Awards: FMCG	MOMS Outdoor Media Solution	Pidilite Industries	Fevicol Marine	Bronze
Creative Awards: Consumer Durables	DDB MudraMax	Lenovo	Yoga Tab Launch	Silver
Creative Awards: Public Service/Corporate Social Responsibility	Ogilvy & Mather	The Akanksha Foundation	Message Barter	Gold
Creative Awards: Public Service/Corporate Social Responsibility	DDB MudraMax	Lokarpan	Death By Choice	Silver
Creative Awards: Hospitality, Travel & Leisure	DDB MudraMax	Country Inn & Suites	Earth Hour Happy Hour	Gold
Creative Awards: Hospitality, Travel & Leisure	DDB MudraMax	Adventure 18	Window Washers	Silver

Creative Awards: Beverages & Food	Milestone Brandcom	McDonalds	Double Burger, Double Joyride	Gold
Creative Awards: Beverages & Food	Milestone Brandcom	ITC	Bingo- Wheel Of Madness	Silver
Creative Awards: Beverages & Food	Ogilvy & Mather	Cadbury India	Bournville - Not So Sweet - Mall Proposal	Bronze
Creative Awards: Retail Advertising	Milestone Brandcom	Titan Eye+	A perfect match for every lifestyle	Silver
Creative Awards: Retail Advertising	Milestone Brandcom	McDonalds	Pakka Indian	Bronze
Creative Awards: Others	DDB MudraMax	Gulf Oil Corporation	Truck Art	Gold
Creative Awards: Others	Oysters Advertising	Embassy Group	Green living gets real	Silver
Synergy Award	Milestone Brandcom	McDonalds	Double Burger, Double Joyride	Gold
Synergy Award	Milestone Brandcom	Sony Max	Aashiqui 2	Silver
Synergy Award	DDB Mudramax	STAR India	Star Jalsha Maa Shehnai Innovation	Bronze
Synergy Award	Milestone Brandcom	Tata Sky	Isse Kam Daam Mein	Bronze