

## **DDB Mudra Group brings home 18 Elephants from the Kyoorius Creative Awards night**

*Work created by the Group gathered 17 Blue Elephants, 1 Gold Elephant and 32 baby elephants,  
across advertising, digital and media.*

**National | June 2019:** With 18 Elephants - 17 Blue and one Gold, and 32 baby Elephants, the work created by the DDB Mudra Group dominated the 2019 Kyoorius Creative Awards.

The star of the night was the 2019 IPL campaign for Hotstar. Titled '[Superheroes](#)', the campaign gathered 8 Blue Elephants, across film and film craft categories, making Hotstar one of the most awarded brands at the awards night. Incidentally, Hotstar set the world record for live OTT viewership, this IPL.

Commenting on the wins, Hotstar's Executive Vice President- **Sidharth Shakhder** said, "Watching cricket together is the quintessential ritual that binds every friendship in India. So we wanted to target every friend, and cricket viewer, who – because of today's hectic everyday life – couldn't watch cricket together with their friend. We built a social interactive layer on our cricket-watching experience and asked our agency to have fun and be unconstrained in their creative expression of this insight. We wanted them to create something really clutter-breaking that would be a hit among the masses, and make this a record-breaking IPL for us!"

[#ProjectFreePeriod](#), an initiative by Stayfree India and one of the most celebrated social pieces by any brand in this country was awarded three Blue Elephants under media, experiential marketing, and activation, as well as the cross-platform/ integrated categories. It was also awarded a Gold Elephant for being a winner in the 'Creativity for Good' category. Since its initiation in 2018, Project Free Period has been awarded at prestigious forums like Cannes Lions, Spikes Asia, One Show, EFFIES and D&AD Impact. It is also the first initiative in the world, to win a D&AD Impact Awards Prize fund of USD 20,000.

Three Blue Elephants were scored by 'Mr. Perfect'. It's part of a campaign created for Fru2Go, a natural fruit snack for kids. It was awarded for both creativity and craft.

'Hashtags don't heal', a print-poster work by Khalsa Aid and the Group brought two Blue Elephants and 17 baby Elephants into the herd. Khalsa Aid is a UK-based NGO that aims to provide humanitarian aid in civil conflict zones and disaster areas around the world. 'Hashtags don't heal' seeks to move readers from arm-chair activism to make a real difference in the lives of the affected by supporting the efforts of Khalsa Aid through donations. The campaign uses authentic pictures from Syrian war-inflicted areas and the message itself is strung together with actual hashtags used around the issue.

DDB Mudra Group's work for Spotify India's 'Meme-vertising' brought home a Blue Elephant under the 'digital media: use of social platform' category. The campaign took the brand's positioning 'There's a playlist for that' forward by turning memes into advertising space. Spotify also got 5 baby Elephants for the campaign 'Packet mein Playlist'.

Commenting on the wins, **Rahul Mathew**, National Creative Director, DDB Mudra Group said, “We’ve come to Kyoorius after a brief hiatus and I don’t think we could have scripted a better return. It reflects the transformation that the Group has been undergoing over the last couple of years. From the traditional film & print to digital creativity to new media to technology-driven solutions. And all of it by forging deep partnerships with our clients and their business.”

### **About the DDB Mudra Group**

The DDB Mudra Group is one of India’s largest marketing communications and services network. We partner over 200 clients with our suite of offerings including brand consultancy, advertising, digital marketing, brand activation, media planning and buying, and shopper marketing through our agencies – Interbrand, DDB Mudra, 22Feet Tribal Worldwide, OMD Mudramax, Track DDB and TracyLocke. Our approach combines a deep understanding of people, culture and businesses with persuasive storytelling, creativity and technology.

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