

**TECHNOLOGY ABBY Awards - 2022****RESULTS ARE EMBARGOED TILL END OF AWARD CEREMONY**

Category	Sub Category	Entry ID	Brand	Title / Caption	Agency / Organisation	Metal
Technology	11Ab-II: Best Website with the use of CMS Platform - General	TAC-12293	Tata Motors Passenger Vehicles	Ai driven dynamic personalization at scale	Fulcro	Bronze
Technology	11B: Best use of Technology for community management / building	TAC-10597	Sangbad Pratidin	#MaaClicks - No Selfie this Puja	Sangbad Pratidin	Gold
Technology	11B: Best use of Technology for community management / building	TAC-10803	adidas	The Unreal Fans of Real Kashmir	Cheil India Private Limited	Silver
Technology	11B: Best use of Technology for community management / building	TAC-10045	Michelin India Pvt Ltd	Michelin - For Those Who Drive The Change	Tribes Communications	Bronze
Technology	11B: Best use of Technology for community management / building	TAC-12202	Vedantu	V Maps	GREY Group	Merit
Technology	11C: Best Internal App & Intranet	TAC-10631	Tata Sustainability Group	Tata Engage App	Idealake Information Technologies	Silver
Technology	11Ea: Best use of Augmented Reality for Brand Experience	TAC-12460	AXE	Axe - The game of attraction	Mindshare	Bronze
Technology	11Eb: Best use of Augmented Reality on Gamification	TAC-10950	KFC India	KFC Munch the burger	Blink Digital Pvt. Ltd.	Bronze
Technology	11Eb: Best use of Augmented Reality on Gamification	TAC-12287	Spartan Poker	The Table of Awe	Laqshya Media Group	Merit
Technology	11F: Best Creative use of Tech Innovation	TAC-11283	Samsung	Samsung Goodvibes	Cheil India Private Limited	Gold
Technology	11F: Best Creative use of Tech Innovation	TAC-12500	Boost	Boost Stamina Meter - A new currency in town !!!	Mindshare	Silver
Technology	11F: Best Creative use of Tech Innovation	TAC-10046	Michelin India Pvt Ltd	Michelin - For Those Who Drive The Change	Tribes Communications	Silver
Technology	11F: Best Creative use of Tech Innovation	TAC-10595	Sangbad Pratidin	#MaaClicks - No Selfie this Puja	Sangbad Pratidin	Silver
Technology	11F: Best Creative use of Tech Innovation	TAC-12005	Amazon Prime Video	Bandish Bandits singing banner	Interactive Avenues - A Reprise Network Company	Bronze
Technology	11G: Best Use of Voice Service in a digital platform/ using digital technology.	TAC-12011	Amazon Prime Video	Bandish Bandits singing banner	Interactive Avenues - A Reprise Network Company	Silver

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Technology	11H: Best use of influencer activity in a digital platform/using digital technology	TAC-12422	Boost	Game Stamina Ka	Mindshare	Silver
Technology	11H: Best use of influencer activity in a digital platform/using digital technology	TAC-11143	Sony Pictures Entertainment India	Venomisation	SoCheers	Bronze
Technology	11H: Best use of influencer activity in a digital platform/using digital technology	TAC-12454	Surf Excel	When India Made Time for Playtime	Mindshare	Bronze
Technology	11H: Best use of influencer activity in a digital platform/using digital technology	TAC-10741	UPI	Zimmedaar Raho, UPI Karo	YAAP Digital Pvt. Ltd.	Merit
Technology	11H: Best use of influencer activity in a digital platform/using digital technology	TAC-11599	Burger King	A Price approved by Rahul Bose	Famous Innovations	Merit