



## **Velocity Awards Announces the winners of the second edition**

The organiser - CommsNews - announced the winners of the second edition of Velocity Awards on Thursday, November 10th 2022 at a virtual awards ceremony at 6 pm. The winners were announced on our website - [www.velocityawards.in](http://www.velocityawards.in).

The virtual awards evening saw compelling campaigns compete for Gold, Silver and Bronze in sub-categories of Best of Digital Awards and a Gold in Best of Team Awards. The winners were selected after a rigorous online process of evaluation by a Jury that included 15 eminent Marketing and Digital leaders. The process was reviewed by the Jury Chair.

The Velocity Awards were anchored by our Storytelling partner Papa CJ. The Awards are supported by Ants Digital as the Technology Partner; Critical Edge as the Marketing Partner; founderIndia as Media Partner and Promise Foundation as the Supporting Partner.

The trophies will be delivered to the winners before December 1st, 2022 and the certificates will be emailed latest by November 11th, 2022. To watch the Awards Night 2022, go to [<link>](#)

The complete results are outlined below:

## Best Of Digital Awards

### Best Integrated Digital Campaign of the Year - product / service brand (owned, earned, paid): A1

Winner	Entrant Name	Campaign Title	Client Name/Consultancy Partner
Gold	Godrej Industries Ltd - Godrej Vegetable Oils	Vada Pav Cha Raja (The King of Vada Pav)	
Silver	Mondelez India - Cadbury Celebrations	Not just a cadbury ad 2.0	MSL India
Bronze	TATA SIA Airlines Ltd-Vistara	The Soundtrack of Travel	FCB India

### Best Integrated Digital Campaign of the Year - organisation / corporate brand (owned, earned, paid): A2

Winner	Entrant Name	Campaign Title	Client Name/Consultancy Partner
Silver	First Partners Communications Pvt Ltd	#NursesMidwife4Change	Jhpiego (Johns Hopkins Program for International Education in Gynecology and Obstetrics)
Bronze	Adfactors PR Pvt Ltd	#ChangeTheStory	Ambuja Cements and ACC Ltd

### Best SEO Campaign of the Year: A3

Winner	Entrant Name	Campaign Title	Client Name/Consultancy Partner
Gold	AvianWE	Deloitte Touche Tohmatsu India LLP	Deloitte
Bronze	Chakrasiddh Healing Centre	SEO Campaign	

**Best Organic Content Campaign of the Year: A4**

Winner	Entrant Name	Campaign Title	Client Name/Consultancy Partner
Gold	First Partners Communications Pvt Ltd	#NursesMidwife4Change	Jhpiego (Johns Hopkins Program for International Education in Gynecology and Obstetrics)
Silver	Pinkvilla Media Pvt Ltd	The HallyuTalk Awards	

**Best Digital Crisis Management of the Year: A5**

Winner	Entrant Name	Campaign Title	Client Name/Consultancy Partner
Bronze	Mondelez India	Gelatin Crisis Case Study	MSL India

**Best Social Media Campaign of the Year: A6**

Winner	Entrant Name	Campaign Title	Client Name/Consultancy Partner
Silver	Archetype Agency Pvt Ltd	Momomia	Pizza Hut
Bronze	AvianWE	Harpic-World Toilet College: #LeaveNoOneBehind	Reckitt
Bronze	Organic by MSL	#DeliverThanks	Amazon India

**Best New Website of the Year: A7**

Winner	Entrant Name	Campaign Title	Client Name/Consultancy Partner
Silver	AvianWE	Makeover of CARE India	Care India
Bronze	Ting Works LLP	Corporate Website for Vedanta Ltd	Vedanta Ltd

**Best Social Cause Digital Campaign of the Year: A8**

Winner	Entrant Name	Campaign Title	Client Name/Consultancy Partner
Gold	AvianWE	Harpic-World Toilet College: #LeaveNoOneBehind	Reckitt
Silver	First Partners Communications Pvt Ltd	#NursesMidwife4Change	Jhpiego (Johns Hopkins Program for International Education in Gynecology and Obstetrics)
Bronze	AvianWE	EU – DAY OF THE GIRL	Delegation of the European Union to India & Bhutan
Special Mention	Adfactors PR Pvt Ltd	#ChangeTheStory	Ambuja Cements and ACC Ltd

**Best Digital New Product Launch of the Year: A10**

Winner	Entrant Name	Campaign Title	Client Name/Consultancy Partner
Silver	Archetype Agency Pvt Ltd	Momomia	Pizza Hut
Bronze	Youva- Navneet Publications	Stellar	Navneet Publications

**Best Use of Social Media on an Ongoing Basis: A14**

Winner	Entrant Name	Campaign Title	Client Name/Consultancy Partner
Gold	Organic by MSL	#GoDaddyHustlers	GoDaddy India
Silver	Roche Diagnostics India Pvt Ltd	Social Media Outreach	Roche Diagnostics India
Bronze	AvianWE	Inspiring young minds of India to Tinker	Atal Innovation Mission

**Best Podcast for a Brand / Corporate: A16**

Winner	Entrant Name	Campaign Title	Client Name/Consultancy Partner
Gold	Sony Pictures Networks India Pvt Ltd	Go-Beyond Podcast	AvianWE
Bronze	The Information Company (TIC)	TIC Podcast Series - How Did This Become a Thing	

**Best Use of Digital for Internal Communications in a Corporate: A17**

Winner	Entrant Name	Campaign Title	Client Name/Consultancy Partner
Gold	Godrej Housing Finance	Post Generation - -The Welcome Tweet-a-thon	
Silver	Biocon Biologics	#SHEINSPIRES	
Bronze	AvianWE	#EmpowerHerNow	Westlife Development Limited (Hardcastle Restaurants Pvt Ltd)
Special Mention	Max Life Insurance	Building a Stronger, Swifter Workplace in the post pandemic world	Max Life Insurance

**Best Use of Video by a Corporate / Brand: A18**

Winner	Entrant Name	Campaign Title	Client Name/Consultancy Partner
Gold	AGENCY09	Kahani Kaarigar Ki	Siyarams
Silver	Organic by MSL	#DeliverThanks	Amazon India
Bronze	Godrej Industries Ltd	Godrej Masterbrand	Creativeland Asia
Special Mention	Adfactors PR Pvt Ltd	Uncle-Nephew Banter Powers EC200D	Volvo CE India

**Best Of Team Awards****Digital Consultancy Company Of The Year: B2**

Winner	Entry Id	Entrant Name	Campaign Title
	HYS4H3	AvianWE	Moving People To Positive Action Against Covid19

**Digital Team Of The Year -AD Agency/ Event Firm/PR Consultancy: B4**

Winner	Entry Id	Entrant Name	Campaign Title
	14RZN0	AvianWE	Moving People To Positive Action

