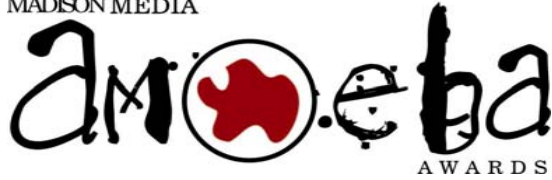


MADISON MEDIA



**AMOEBa AWARDS 2005-06 WINNERS**

<b>Category</b>	<b>Gold</b>	<b>Silver</b>
Best Media Strategy	Airtel - KBC 2 Marico - Owing World Heart Day	Asian Paints - SQ Modelling
Best Media Research	TATA AIG - Data Fusion for ROI based Planning	TATA Tea - Halo Effect McDonald's - Real Time Prediction
Best Media Innovation - Television	P&G - Whisper Choice Purna Puraskaar Perfetti - Deal Ya No Deal Placement	P&G - Ariel Anmol Surprise
Best Media Innovation : Print	Marico - World Heart Day Pledge	McDonald's - Music Meal Essel Group - Charred Effect for Time Bomb
Best Media Innovation : Cinema	Marico - World Heart Day	
Best Media Innovation : Radio	Marico - Reality on Saffola Healthy Lifestyle	Cadbury - Pappu Week
Best Media Innovation : Out of Home	Marico - World Heart Day	TATA Salt - Crossword Bookmark
Best Media Innovation : Events	TVS - Aagey Badho Initiative in U.P.	Coca Cola - Thums Up Everest Challenge
Best Media Innovation : Internet	McDonald's - SAB Lucky Stamp Viral	
Best Media Innovation : Never Used Before	Cadbury - Tie Up with Reliance Mobile Airtel - Indian Idol 2 Auditions on Mobile	Marico - World Heart Day
Best Media Innovation : Direct Marketing		Essel Group - Mid Day Headlines
MADISON MEDIA ALL ROUNDER OF THE YEAR	Marico	Essel Group
MADISON MEDIA TEAM OF THE YEAR	Marico	Airtel McDonald's