

Mobile Lions Winners

Cat. No	Entry No	Title	Client	Product	Entrant / Idea Creation	Country	Production	Media	PR	Additional	Short	Prize	Award
C01/007	00291	THE FAMILY WAY	RECRUIT LIFESTYLE CO., LTD.	SEEM	DENTSU Y&R, Tokyo	JAPAN	DENTSU Y&R Tokyo / TOKYO Tokyo	DENTSU Y&R Tokyo	DENTSU Y&R, Tokyo	RECRUIT COMMUNICATIONS / DENTSU PUBLIC RELATIONS	YES	Grand Prix	Grand Prix
A03/027	00848	THE NEVER-ENDING FOREST APP	FABER-CASTELL	FABER-CASTELL	DAVID THE AGENCY, São Paulo	BRAZIL	VE TOR ZERO São Paulo			PUNCH AUDIO / FABER-CASTELL BRAZIL	YES	Gold Lion	Gold Lion
A09/038	00805	CHAT YOURSELF	ITALIA LONGEVA - ITALIAN NETWORK DEDICATED TO AGING, CREATED BY THE MINISTRY OF	CHAT YOURSELF	Y&R ITALIA, Milan	ITALY	NEXTOPERA Bari / THE BIGMAMA Milan / SEDICI:9 Milan		BURSON-MARSTELLER, Milan		YES	Gold Lion	Gold Lion
C02/025	00808	OFFICIAL GORILLAZ APP	GORILLAZ	NEW GORILLAZ ALBUM	B-REEL, New York	USA	B-REEL New York				YES	Gold Lion	Gold Lion
C03/004	00292	THE FAMILY WAY	RECRUIT LIFESTYLE CO., LTD.	SEEM	DENTSU Y&R, Tokyo	JAPAN	DENTSU Y&R Tokyo / TOKYO Tokyo	DENTSU Y&R Tokyo	DENTSU Y&R, Tokyo	RECRUIT COMMUNICATIONS / DENTSU PUBLIC RELATIONS	YES	Gold Lion	Gold Lion
F02/010	00349	HUNGERITHM	MARS CHOCOLATE AUSTRALIA	SNICKERS®	CLEMENGER BBDO MELBOURNE	AUSTRALIA	FINCH Melbourne / FLUTTER Melbourne	MEDIACOM AUSTRALIA Melbourne	CLEMENGER BBDO MELBOURNE		YES	Gold Lion	Gold Lion
F05/001	00063	LIKE MY ADDICTION	ADDICT'AIDE	ADDICT'AIDE	BETC, Paris	FRANCE	GUM Paris / FRANCINE FRAMBOISE Paris				YES	Gold Lion	Gold Lion
F07/007	00351	HUNGERITHM	MARS CHOCOLATE AUSTRALIA	SNICKERS®	CLEMENGER BBDO MELBOURNE	AUSTRALIA	FINCH Melbourne / FLUTTER Melbourne	MEDIACOM AUSTRALIA Melbourne	CLEMENGER BBDO MELBOURNE		YES	Gold Lion	Gold Lion
G02/006	00864	GOOGLE HOME OF THE WHOPPER	BURGER KING	WHOPPER	DAVID, Miami	USA	CAVIAR Los Angeles			COSMO STREET / BURGER KING	YES	Gold Lion	Gold Lion
A01/034	00807	OFFICIAL GORILLAZ APP	GORILLAZ	NEW GORILLAZ ALBUM	B-REEL, New York	USA	B-REEL New York				YES	Silver Lion	Silver Lion
A02/013	00858	GOOGLE HOME OF THE WHOPPER	BURGER KING	WHOPPER	DAVID, Miami	USA	CAVIAR Los Angeles			COSMO STREET / BURGER KING	YES	Silver Lion	Silver Lion
A07/010	00483	SPECTACLES	SNAP, INC.	SPECTACLES	SNAP, Los Angeles	USA	SNAP Los Angeles	SNAP Los Angeles	SNAP, Los Angeles		YES	Silver Lion	Silver Lion
A07/015	00360	RIMOWA ELECTRONIC TAG	RIMOWA ELECTRONIC TAG GMBH	RIMOWA ELECTRONIC TAG	PHILIPP UND KEUNTJE, Hamburg / RIMOWA ELECTRONIC TAG, Hamburg / T-SYSTEMS INTERNATIONAL, Frankfurt / AIRBUS GROUP, Leiden	GERMANY	E INK HOLDINGS INC. Taipei City / NETRONIX INC. Taipei City				YES	Silver Lion	Silver Lion
A07/027	01006	FLEETLIGHTS	DIRECT LINE	INSURANCE	SAATCHI & SAATCHI, London	UNITED KINGDOM	INSIDE JOB London / ELECTRIC THEATRE COLLECTIVE London / THE SOUND COMPANY London	MEDIACOM London	UNITY, London		YES	Silver Lion	Silver Lion

A09/005	00290	THE FAMILY WAY	RECRUIT LIFESTYLE CO., LTD.	SEEM	DENTSU Y&R, Tokyo	JAPAN	DENTSU Y&R Tokyo / TOKYO Tokyo	DENTSU Y&R Tokyo	DENTSU Y&R, Tokyo	RECRUIT COMMUNICATIONS / DENTSU PUBLIC RELATIONS	YES	Silver Lion	Silver Lion
B02/003	00430	BOTBOT	REPLY.AI	BOTBOT	R/GA SAN FRANCISCO	USA	REPLY.AI New York				YES	Silver Lion	Silver Lion
C01/011	00215	THE MAGIC WALLPAPER	CASTORAMA	STORE TOOLS	TBWA\PARIS, Paris / DAN PARIS, Boulogne-Billancourt	FRANCE					YES	Silver Lion	Silver Lion
C03/045	12273	CHAT YOURSELF	ITALIA LONGEVA - ITALIAN NETWORK DEDICATED TO AGING, CREATED BY THE MINISTRY OF	CHAT YOURSELF	Y&R ITALIA, Milan	ITALY	NEXTOPERA Bari / THE BIGMAMA Milan / SEDICI:9 Milan		BURSON-MARSTELLER, Milan		YES	Silver Lion	Silver Lion
D01/001	00076	MADE IN A MINUTE	LOWE'S	LOWE'S	BBDO NEW YORK	USA	1STAVEMACHINE Brooklyn	RESOLUTION MEDIA Charlotte		Q DEPARTMENT	YES	Silver Lion	Silver Lion
E01/006	00623	QUEST TO LEGOLAND	LEGOLAND FLORIDA RESORT	LEGOLAND	VML, New York	USA	MEDIAMONKS New York	VML New York		THE ZOO	YES	Silver Lion	Silver Lion
E02/004	00932	SERENA WILLIAMS MATCH POINT GATORADE	GATORADE	GATORADE	TBWA\CHIAT\DAY, Los Angeles	USA	TBWA\CHIAT\DAY Los Angeles / LUDOMADE Los Angeles	OMD USA Chicago	FLEISHMANHILLARD, Chicago		YES	Silver Lion	Silver Lion
F01/002	00061	LIKE MY ADDICTION	ADDICT'AIDE	ADDICT'AIDE	BETC, Paris	FRANCE	GUM Paris / FRANCINE FRAMBOISE Paris				YES	Silver Lion	Silver Lion
F02/039	00863	GOOGLE HOME OF THE WHOPPER	BURGER KING	WHOPPER	DAVID, Miami	USA	CAVIAR Los Angeles			COSMO STREET / BURGER KING	YES	Silver Lion	Silver Lion
F02/047	01095	KISS THE KREMLIN	SSEX BBOX	SSEX BBOX	DM9DDB, São Paulo	BRAZIL		DM9DDB São Paulo	ELLO AGENCY, Rio De Janeiro	PANELA	YES	Silver Lion	Silver Lion
F03/037	11620	SNAPPLICATIONS	MCDONALD'S AUSTRALIA	MCDONALD'S RECRUITMENT	VML, Sydney	AUSTRALIA	VML Sydney	OMD SYDNEY		McDONALD'S	YES	Silver Lion	Silver Lion
F04/034	00902	VENMO MICRO HACK	WATERISLIFE	CHARITY	DEUTSCH, New York	USA	DEUTSCH New York	DEUTSCH New York	DEUTSCH, New York		YES	Silver Lion	Silver Lion
F04/055	11621	SNAPPLICATIONS	MCDONALD'S AUSTRALIA	MCDONALD'S RECRUITMENT	VML, Sydney	AUSTRALIA	VML Sydney	OMD SYDNEY		McDONALD'S	YES	Silver Lion	Silver Lion
F05/012	00350	HUNGERITHM	MARS CHOCOLATE AUSTRALIA	SNICKERS®	CLEMENGER BBDO MELBOURNE	AUSTRALIA	FINCH Melbourne / FLUTTER Melbourne	MEDIACOM AUSTRALIA Melbourne	CLEMENGER BBDO MELBOURNE		YES	Silver Lion	Silver Lion
F06/030	12498	SERENA WILLIAMS MATCH POINT GATORADE	GATORADE	GATORADE	TBWA\CHIAT\DAY, Los Angeles	USA	TBWA\CHIAT\DAY Los Angeles / LUDOMADE Los Angeles	OMD USA Chicago	FLEISHMANHILLARD, Chicago		YES	Silver Lion	Silver Lion
F07/006	00434	BOTBOT	REPLY.AI	BOTBOT	R/GA SAN FRANCISCO	USA	REPLY.AI New York				YES	Silver Lion	Silver Lion
F08/060	00702	YASMIN'S SEX-ED REVOLUTION	BAYER	YASMIN	PHD, Shanghai	CHINA	PHD Shanghai / WEZEIT MEDIA Beijing	PHD Shanghai		SUPER CURRICULUM	YES	Silver Lion	Silver Lion

F08/102	22848	KISS THE KREMLIN	SSEX BBOX	SSEX BBOX	DM9DDB, São Paulo	BRAZIL		DM9DDB São Paulo	ELLO AGENCY, Rio De Janeiro	PANELA	YES	Silver Lion	Silver Lion
G01/007	00352	HUNGERITHM	MARS CHOCOLATE AUSTRALIA	SNICKERS®	CLEMENGER BBDO MELBOURNE	AUSTRALIA	FINCH Melbourne / FLUTTER Melbourne	MEDIACOM AUSTRALIA Melbourne	CLEMENGER BBDO MELBOURNE		YES	Silver Lion	Silver Lion
A01/027	00563	QUEST TO LEGOLAND	LEGOLAND FLORIDA RESORT	LEGOLAND	VML, New York	USA	MEDIAMONKS New York	VML New York		THE ZOO	YES	Bronze Lion	Bronze Lion
A03/007	00213	THE MAGIC WALLPAPER	CASTORAMA	STORE TOOLS	TBWA/PARIS, Paris / DAN PARIS, Boulogne-Billancourt	FRANCE					YES	Bronze Lion	Bronze Lion
A05/011	00374	BATTLE TEST: A NISSAN ROGUE® 360° VR EXPERIENCE	NISSAN NORTH AMERICA	THE NEW 2017 NISSAN ROGUE®	CRITICAL MASS, Calgary	CANADA	RADICAL MEDIA New York / INDUSTRIAL LIGHT & MAGIC San Francisco / SKYWALKER SOUND Nicasio / DISNEY/PIXAR Burbank	OMD USA Los Angeles			YES	Bronze Lion	Bronze Lion
A05/019	00736	STOP THE CYCLE	HUFFINGTON POST SOUTH AFRICA	NON-PROFIT	VML, Johannesburg	SOUTH AFRICA			THE DIGITAL MEDIA CONSULTANCY Durban		YES	Bronze Lion	Bronze Lion
A07/001	00021	MAX MOTOR DREAMS	FORD SPAIN	FORD SPAIN	OGILVY MADRID / GTB, Madrid	SPAIN	ESPADAYSANTACR UZ STUDIO Madrid		MINDSHARE, Madrid		YES	Bronze Lion	Bronze Lion
A08/003	00484	SPECTACLES	SNAP, INC.	SPECTACLES	SNAP, Los Angeles	USA	SNAP Los Angeles	SNAP Los Angeles	SNAP, Los Angeles		YES	Bronze Lion	Bronze Lion
A09/043	00313	QQ ALERT: HOPE NEVER DIES	QQ	QQ ALERT	TENCENT, Shenzhen	CHINA	TENCENT Shenzhen	TENCENT Shenzhen	TENCENT, Shenzhen		YES	Bronze Lion	Bronze Lion
A09/049	00842	THE VOICE OF ART	IBM	IBM CLOUD	OGILVY BRASIL, São Paulo	BRAZIL	BANDO São Paulo / BANDA SONORA PRODUÇÕES ARTÍSTICAS São Paulo		INPRESS, São Paulo	IBM BRASIL	YES	Bronze Lion	Bronze Lion
A10/022	00577	TINYMOS - THE WORLD'S SMARTEST ASTROPHOTOGRAPHY CAMERA	TINYMOS PRIVATE LIMITED	ASTROPHOTOGR APHY CAMERA	Y&R SINGAPORE	SINGAPORE			TINYMOS, Singapore		YES	Bronze Lion	Bronze Lion
A10/033	00361	RIMOWA ELECTRONIC TAG	RIMOWA ELECTRONIC TAG GMBH	RIMOWA ELECTRONIC TAG	PHILIPP UND KEUNTJE, Hamburg / RIMOWA ELECTRONIC TAG, Hamburg / T-SYSTEMS INTERNATIONAL, Frankfurt / AIRBUS GROUP, Leiden	GERMANY	E INK HOLDINGS INC. Taipei City / NETRONIX INC. Taipei City				YES	Bronze Lion	Bronze Lion
A10/041	11232	THROUGH THE DARK	GOOGLE	GOOGLE PLAY	R/GA SYDNEY	AUSTRALIA	EXIT FILMS Sydney / XYZ STUDIOS Melbourne	ESSENCE DIGITAL Sydney	POEM GROUP, Sydney		YES	Bronze Lion	Bronze Lion

A10/060	01007	FLEETLIGHTS	DIRECT LINE	INSURANCE	SAATCHI & SAATCHI, London	UNITED KINGDOM	INSIDE JOB London / ELECTRIC THEATRE COLLECTIVE London / THE SOUND COMPANY London	MEDIACOM London	UNITY, London	YES	Bronze Lion	Bronze Lion	
B02/007	00233	VISIT BRITAIN	EXPEDIA	VISIT BRITAIN PARTNERSHIP	180LA, Santa Monica	USA			180LA, Santa Monica	YES	Bronze Lion	Bronze Lion	
B03/003	01010	SAFEST ROUTE	GROUPAMA	GROUPAMA	MARCEL, Paris	FRANCE	PRODIGIOUS Paris / PRODIGIOUS Paris / PUBLICIS ETO La Madeleine / KUEST PROD Paris	VIZEUM Paris	GROUPAMA	YES	Bronze Lion	Bronze Lion	
C01/012	00628	THE SOUND BOOK APP	NORDSUD VERLAG	CHILDREN BOOK	JUNG VON MATT/LIMMAT, Zürich	SWITZERLAND			JUNG VON MATT/LIMMAT, Zürich	YES	Bronze Lion	Bronze Lion	
C01/017	00457	AAMI SMARTPLATES	SUNCORP	AAMI INSURANCE	OGILVY AUSTRALIA, Melbourne	AUSTRALIA	OGILVY AUSTRALIA Melbourne		OGILVY PUBLIC RELATIONS, Melbourne	YES	Bronze Lion	Bronze Lion	
C03/012	00355	NOTIFICA: THE APP YOU'LL BE GLAD YOU DON'T NEED	UNITED WE DREAM	NOTIFICA ALERT SERVICE APP	HUGE, New York	USA				YES	Bronze Lion	Bronze Lion	
D01/012	00737	STOP THE CYCLE	HUFFINGTON POST SOUTH AFRICA	NON-PROFIT	VML, Johannesburg	SOUTH AFRICA			THE DIGITAL MEDIA CONSULTANCY Durban	YES	Bronze Lion	Bronze Lion	
E01/005	00072	MR. BEAR DRIVER	THE AUTOMOBILE CLUB OF ROMANIA	THE AUTOMOBILE CLUB OF ROMANIA & THE FIA (FÉDÉRATION INTERNATIONALE DE L'AUTOMOBILE)	PUBLICIS ROMANIA, Bucharest	ROMANIA			PUBLICIS ROMANIA, Bucharest	NURUN ROMANIA / PUBLICIS ONE	YES	Bronze Lion	Bronze Lion
E04/005	00717	GLICODE	EZAKI GLICO COMPANY, LIMITED	CORPORATE	DENTSU INC., Tokyo / GOOGLE, Tokyo	JAPAN	COCONOE Okayama / BIRDMAN Tokyo / ROBOT COMMUNICATIONS Tokyo		DENTSU INC., Tokyo	YES	Bronze Lion	Bronze Lion	
F01/041	00600	GO BALLS OUT	TESTICULAR CANCER NEW ZEALAND	TESTICULAR CANCER AWARENESS	FCB NEW ZEALAND, Auckland	NEW ZEALAND	FCB NEW ZEALAND Auckland	FCB NEW ZEALAND Auckland	FCB NEW ZEALAND, Auckland	YES	Bronze Lion	Bronze Lion	
F01/073	00933	SERENA WILLIAMS MATCH POINT GATORADE	GATORADE	GATORADE	TBWA\CHIAT\DAY, Los Angeles	USA	TBWA\CHIAT\DAY Los Angeles / LUDOMADE Los Angeles	OMD USA Chicago	FLEISHMANHILLARD, Chicago	YES	Bronze Lion	Bronze Lion	

F01/090	01040	ADIDAS NEO SNAPCHAT - #MYNEOLABEL	ADIDAS	ADIDAS NEO	IRIS WORLDWIDE, London	UNITED KINGDOM				YES	Bronze Lion	Bronze Lion
F02/006	00093	#BREAKTHEGAME	UNDER ARMOUR	SPORTS APPAREL	DROGA5, New York / UNDER ARMOUR, Baltimore	USA	O POSITIVE New York			YES	Bronze Lion	Bronze Lion
F03/004	00107	UNSAFETY CHECK	BLACK LIVES MATTER	NONPROFIT	J. WALTER THOMPSON NEW YORK	USA	J. WALTER THOMPSON NEW YORK			YES	Bronze Lion	Bronze Lion
F03/033	01096	KISS THE KREMLIN	SSEX BBOX	SSEX BBOX	DM9DDB, São Paulo	BRAZIL	DM9DDB São Paulo	ELLO AGENCY, Rio De Janeiro	PANELA	YES	Bronze Lion	Bronze Lion
F04/002	00062	LIKE MY ADDICTION	ADDICT'AIDE	ADDICT'AIDE	BETC, Paris	FRANCE	GUM Paris / FRANCINE FRAMBOISE Paris			YES	Bronze Lion	Bronze Lion
F04/067	12271	CHAT YOURSELF	ITALIA LONGEVA - ITALIAN NETWORK DEDICATED TO AGING, CREATED BY THE MINISTRY OF	CHAT YOURSELF	Y&R ITALIA, Milan	ITALY	NEXTOPERA Bari / THE BIGMAMA Milan / SEDICI:9 Milan	BURSON-MARSTELLER, Milan		YES	Bronze Lion	Bronze Lion
F05/059	11622	SNAPPLICATIONS	MCDONALD'S AUSTRALIA	MCDONALD'S RECRUITMENT	VML, Sydney	AUSTRALIA	VML Sydney	OMD SYDNEY	McDONALD'S	YES	Bronze Lion	Bronze Lion
F07/016	00546	SNAPPLICATIONS	MCDONALD'S AUSTRALIA	MCDONALD'S RECRUITMENT	VML, Sydney	AUSTRALIA	VML Sydney	OMD SYDNEY	McDONALD'S	YES	Bronze Lion	Bronze Lion
F08/001	00064	LIKE MY ADDICTION	ADDICT'AIDE	ADDICT'AIDE	BETC, Paris	FRANCE	GUM Paris / FRANCINE FRAMBOISE Paris			YES	Bronze Lion	Bronze Lion
F08/005	00108	UNSAFETY CHECK	BLACK LIVES MATTER	NONPROFIT	J. WALTER THOMPSON NEW YORK	USA	J. WALTER THOMPSON NEW YORK			YES	Bronze Lion	Bronze Lion
F08/089	12455	VENMO MICRO HACK	WATERISLIFE	CHARITY	DEUTSCH, New York	USA	DEUTSCH New York	DEUTSCH New York	DEUTSCH, New York	YES	Bronze Lion	Bronze Lion
G03/003	00058	GIVE A BEEP	HOVDING	HOVDING - AIRBAG FOR CYCLISTS	EDELMAN DEPORTIVO, Stockholm	SWEDEN	EDELMAN DEPORTIVO Stockholm	EDELMAN DEPORTIVO Stockholm	EDELMAN DEPORTIVO, Stockholm	YES	Bronze Lion	Bronze Lion
G03/039	12272	CHAT YOURSELF	ITALIA LONGEVA - ITALIAN NETWORK DEDICATED TO AGING, CREATED BY THE MINISTRY OF	CHAT YOURSELF	Y&R ITALIA, Milan	ITALY	NEXTOPERA Bari / THE BIGMAMA Milan / SEDICI:9 Milan	BURSON-MARSTELLER, Milan		YES	Bronze Lion	Bronze Lion

Total Awards: 68