

Shortlist (Mobile Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency
A01 (Activation by Location)							
A01/008	00301	CLEVER BUOY	OPTUS	TELECOMS NETWORK	M&C SAATCHI Sydney	AUSTRALIA	M&C SAATCHI Sydney
A01/022	00843	HAMMERHEAD	HAMMERHEAD NAVIGATION	HAMMERHEAD	R/GA New York	USA	R/GA New York
A01/029	01044	FOUND	MARS	PEDIGREE	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO
A01/046	01163	DOG WALKER FIT PROGRAM	NESTLÉ PURINA PET CARE BRASIL	PURINA	PUBLICIS BRASIL São Paulo	BRAZIL	PUBLICIS BRASIL São Paulo
A02 (Activation by Proximity)							
A02/005	00276	THE BACKUP MEMORY	SAMSUNG TUNISIA	SERVICE	3SG-BBDO Ariana	TUNISIA	3SG-BBDO Ariana
A02/021	00719	SHADOW WIFI	LIGA CONTRA EL CANCER	HEALTH AWARENESS ORGANISATION	HAPPINESS BRUSSELS	BELGIUM	HAPPINESS BRUSSELS
A03 (Augmented Mobile Experience)							
A03/004	00124	LIVING HISTORY AT UNION STATION	UNION STATION	NON PROFIT ORGANIZATION	VML Kansas City	USA	VML Kansas City
A03/029	00452	AUDI TT BROCHURE HACK	AUDI	AUDI TT	RAZORFISH Berlin	GERMANY	RAZORFISH Berlin
A03/031	00803	THE NEXT PHOTO	CHILDHOOD EYE CANCER TRUST	FLASH PHOTO POSTER CAMPAIGN	WUNDERMAN London	UNITED KINGDOM	WUNDERMAN London
A03/037	01122	MAKEUP GENIUS	L'ORÉAL PARIS	MAKEUP PRODUCTS / VIRTUAL MIRROR	McCANN PARIS	FRANCE	McCANN PARIS
A03/039	00749	THE UNFORGOTTEN	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	GUN VIOLENCE EDUCATION, AWARENESS AND LOBBYING	FCB CHICAGO	USA	FCB CHICAGO / CURRENT Chicago
A04 (Networked Mobile Technology)							
A04/004	00847	THE PURSUIT BY EQUINOX	EQUINOX	EQUINOX	R/GA New York	USA	R/GA New York
A04/005	00850	LOGITECH HARMONY APP	LOGITECH	LOGITECH	R/GA New York	USA	R/GA New York
A04/026	01018	PAY PER LOVE	TEATRENEU	PAY PER LOVE	THE CYRANOS//McCANN Barcelona	SPAIN	THE CYRANOS//McCANN
A05 (Wearable Technology)							
A05/009	00853	OWLET	OWLET BABY CARE	OWLET	R/GA New York	USA	R/GA New York
A05/023	01250	SPORTS HOMEWORK	GATORADE	GATORADE	4 AM SAATCHI & SAATCHI Guatemala	GUATEMALA	4 AM SAATCHI & SAATCHI Guatemala

Shortlist (Mobile Lions)

A06 (Innovative Technology for Mobile)

A06/005	00167	CARDBOARD	GOOGLE	CARDBOARD	GOOGLE Mountain View	USA	
A06/022	00859	OWLET	OWLET BABY CARE	OWLET	R/GA New York	USA	R/GA New York
A06/027	00856	HAMMERHEAD	HAMMERHEAD NAVIGATION	HAMMERHEAD	R/GA New York	USA	R/GA New York
A06/030	00989	CANON GIG APP	CANON	CANON DSLR	UNCLE GREY Copenhagen	DENMARK	UNCLE GREY
A06/040	01085	HELLO PIZZA	CNA	ENGLISH SCHOOL	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo
A06/052	00858	LISNR	LISNR	LISNR	R/GA New York	USA	R/GA New York

B01 (Products)

B01/006	00234	NIKE PHENOMENAL SHOT: AN ART, COPY & CODE PROJECT WITH GOOGLE	NIKE	NIKE PHENOMENAL SHOT	GROW Norfolk	USA	GROW Norfolk
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B02 (Services)

B02/003	00119	WHERE'S MY WALLET?	COMMONWEALTH BANK	CARDLESS CASH	M&C SAATCHI Sydney	AUSTRALIA	M&C SAATCHI Sydney
B02/006	00582	GOGO FREE-NITURE	GOGO VAN	DELIVERY & LOGISTIC SERVICE	LEO BURNETT HONG KONG Hong Kong	HONG KONG	LEO BURNETT HONG KONG Hong Kong

B03 (Media, Entertainment and Leisure)

B03/006	00239	EA SPORTS MADDEN GIFERATOR: AN ART, COPY & CODE PROJECT WITH GOOGLE	EA SPORTS	MADDEN GIFERATOR	GROW Norfolk	USA	GROW Norfolk
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C01 (Products)

C01/017	00866	OWLET	OWLET BABY CARE	OWLET	R/GA New York	USA	R/GA New York
C01/023	00744	THE SWEDISH SNOW RESCUERS	AUDI	AUDI QUATTRO	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm
C01/025	00833	JOE BOXER INACTIVITY TRACKER	KMART / JOE BOXER	JOE BOXER INACTIVITY TRACKER	FCB CHICAGO	USA	FCB CHICAGO
C01/035	00990	CANON GIG APP	CANON	CANON DSLR	UNCLE GREY Copenhagen	DENMARK	UNCLE GREY
C01/039	00557	ORAL-B SMART BRUSH AND APP	PROCTER & GAMBLE	ORAL-B	ICONMOBILE GROUP Berlin	GERMANY	ICONMOBILE GROUP Berlin
C01/045	01124	MAKEUP GENIUS	L'ORÉAL PARIS	MAKEUP PRODUCTS / VIRTUAL MIRROR	McCANN PARIS	FRANCE	McCANN PARIS

Shortlist (Mobile Lions)

C02 (Services)

C02/002	00022	VIAOPTA DAILY SMARTPHONE APPLICATION	NOVARTIS PHARMA	VIAOPTA DAILY SMARTPHONE APPLICATION	ARWORKS Budapest	HUNGARY	ARWORKS Budapest
C02/013	00595	VISUAL DICTIONARY	BRITISH COUNCIL	LEARNING TOOL	GREY GROUP Singapore	SINGAPORE	GREY GROUP Singapore
C02/024	01070	SMART SENTRY	MAXIS BERHAD	MOBILE NETWORK	OGILVY & MATHER GROUP HONG KONG	HONG KONG	OGILVY & MATHER GROUP HONG KONG
C02/033	01200	BASE PHONEADDRESS	BASE	MOBILE PROVIDER	DDB BRUSSELS	BELGIUM	DDB BRUSSELS

C03 (Media, Entertainment and Leisure)

C03/004	00127	LIVING HISTORY AT UNION STATION	UNION STATION	NON PROFIT ORGANIZATION	VML Kansas City	USA	VML Kansas City
C03/011	00868	THE PURSUIT BY EQUINOX	EQUINOX	EQUINOX	R/GA New York	USA	R/GA New York
C03/017	00442	DEBATTLE	SVERIGES RADIO	TANKESMEDJAN I P3	CP+B SCANDINAVIA Gothenburg	SWEDEN	CP+B SCANDINAVIA Gothenburg

C04 (Corporate Image & Communication)

C04/008	00944	BACKMEAPP	PROCTER & GAMBLE	ALWAYS FEMININE CARE	LEO BURNETT ITALY Milan	ITALY	LEO BURNETT ITALY Milan
C04/010	01000	VODAFONE "BETWEEN US"	VODAFONE	VODAFONE RED LIGHT	Y&R TEAM RED ISTANBUL	TURKEY	Y&R TEAM RED ISTANBUL
C04/012	01045	FOUND	MARS	PEDIGREE	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO
C04/019	00067	LOOK AT ME	SAMSUNG ELECTRONICS	SAMSUNG ELECTRONICS	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul

C05 (Charities, Not for Profit and Public Information)

C05/021	01184	LGBT AVATARS	PRAGUE PRIDE	PRAGUE PRIDE	GEOMETRY GLOBAL Prague	CZECH REPUBLIC	GEOMETRY GLOBAL Prague / OGILVY &
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D02 (Services)

D02/001	00097	PROJECT LEARNING	DOMTAR	PAPER	ERIC MOWER + ASSOCIATES Charlotte	USA	ERIC MOWER + ASSOCIATES Charlotte
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E01 (Products)

E01/008	00325	THE WALKING DEAD CHOP SHOP APP 2.0	HYUNDAI MOTOR AMERICA	HYUNDAI	INNOCEAN USA Huntington Beach	USA	INNOCEAN USA Huntington Beach
E01/026	01227	GOL!	McDONALD'S	FRENCH FRIES	DDB CHICAGO	USA	DDB CHICAGO

E02 (Services)

Shortlist (Mobile Lions)

E02/004	00717	MOVE UPDATE. THE OPEN SOURCE PROJECT	McDONALD'S	OPEN SOURCE SOFTWARE	DDB & TRIBAL Warsaw	POLAND	DDB WARSAW
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E03 (Media, Entertainment and Leisure)

E03/002	00079	THE FUN QUEUE	LISEBERG	ROLLER COASTER	SHOUT Gothenburg	SWEDEN	SHOUT Gothenburg
E03/009	00501	ADVENTURES OF POCO ECO	IAMYANK	LOST SOUNDS	POSSIBLE CEE Budapest	HUNGARY	POSSIBLE CEE Budapest

E04 (Charities, Not for Profit and Public Information)

E04/001	00149	REVERSE THE ODDS	CHANNEL 4 & CANCER RESEARCH UK	MOBILE GAME	MAVERICK TELEVISION London	UNITED KINGDOM	
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F02 (Services)

F02/005	01110	RABBIT RACE	MEDIA MARKT	MEDIA MARKT	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY
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G01 (Mobile Messaging)

G01/017	00838	SOS SMS	MEXICAN RED CROSS	ONLINE EMERGENCY SERVICE	GREY MEXICO Mexico City	MEXICO	GREY MEXICO Mexico City
G01/031	00377	THE LIFE SAVING TV PROJECT	KT	OLLEH TV	KOREA TELECOM Seoul	SOUTH KOREA	
G01/038	01185	LGBT AVATARS	PRAGUE PRIDE	PRAGUE PRIDE	GEOMETRY GLOBAL Prague	CZECH REPUBLIC	GEOMETRY GLOBAL Prague / OGILVY &

H01 (Integrated Mobile Campaign)

H01/002	00063	HARUHI HUNTING	SANKYO PLANNING	GAME	PARTY Tokyo	JAPAN	PARTY Tokyo
H01/023	00836	PANDORA THUMB MOMENTS CAMPAIGN	PANDORA	PANDORA RADIO	TWOFIFTEENMCCANN San Francisco	USA	TWOFIFTEENMCCANN San Francisco
H01/032	01068	THE LES PAUL SKILL CHECK	GIBSON GUITAR	EPIPHONE LES PAUL BJOERN GELOTTE SIGNATURE EDITION	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
H01/041	00968	CLASS OF CLASSICS	BRAZILIAN SYMPHONY ORCHESTRA	CLASSICAL MUSIC CONCERTS	ARTPLAN Rio de Janeiro	BRAZIL	ARTPLAN Rio de Janeiro
H01/052	01075	PRO VISION	OAKLEY	OAKLEY	GPY&R Melbourne	AUSTRALIA	GPY&R Melbourne

I01 (Interface & Navigation)

I01/008	00392	SOUTH KOREAN NORTH KOREAN TRANSLATOR	DREAM TOUCH FOR ALL	EDUCATIONAL NONPROFIT ORGANIZATION	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul / PENGTAI Seoul
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Shortlist (Mobile Lions)

101/014	00411	RISE&FALL	3CS OUTWEAR	SNOWBOARD APPAREL	GREY SYDNEY Sydney	AUSTRALIA	GREY SYDNEY Sydney
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I02 (Visual Design/Aesthetic)

102/005	00122	WINTERLANDS	AKQA	HOLIDAY CARD	AKQA Paris	FRANCE	AKQA Paris
102/017	00876	HAMMERHEAD	HAMMERHEAD NAVIGATION	HAMMERHEAD	R/GA New York	USA	R/GA New York
102/024	00504	ADVENTURES OF POCO ECO	IAMYANK	LOST SOUNDS	POSSIBLE CEE Budapest	HUNGARY	POSSIBLE CEE Budapest
102/027	00870	THE PURSUIT BY EQUINOX	EQUINOX	EQUINOX	R/GA New York	USA	R/GA New York

I03 (User Experience)

103/005	00070	LOOK AT ME	SAMSUNG ELECTRONICS	SAMSUNG ELECTRONICS	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul
103/015	00253	LIVING HISTORY AT UNION STATION	UNION STATION	NON PROFIT ORGANIZATION	VML Kansas City	USA	VML Kansas City
103/023	00393	SOUTH KOREAN NORTH KOREAN TRANSLATOR	DREAM TOUCH FOR ALL	EDUCATIONAL NONPROFIT ORGANIZATION	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul / PENGTAI Seoul
103/035	00880	THE PURSUIT BY EQUINOX	EQUINOX	EQUINOX	R/GA New York	USA	R/GA New York
103/040	00372	ECOTRAIN	NSB (NORWEGIAN STATE RAILWAY)	TRAIN	TRY Oslo	NORWAY	TRY Oslo
103/047	00882	HAMMERHEAD	HAMMERHEAD NAVIGATION	HAMMERHEAD	R/GA New York	USA	R/GA New York
103/055	00991	CANON GIG APP	CANON	CANON DSLR	UNCLE GREY Copenhagen	DENMARK	UNCLE GREY
103/065	01065	THE LES PAUL SKILL CHECK	GIBSON GUITAR	EPIPHONE LES PAUL BJOERN GELOTTE SIGNATURE EDITION	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
103/068	01126	MAKEUP GENIUS	L'ORÉAL PARIS	MAKEUP PRODUCTS / VIRTUAL MIRROR	McCANN PARIS	FRANCE	McCANN PARIS
103/079	00344	THE IDEAS PROJECTOR	DEUTSCHE BANK	FINANCIAL SERVICES / FINANCIATION OF BUSINESS AND ENTREPRENEURS	FCB SPAIN Madrid	SPAIN	FCB SPAIN Madrid
103/087	00751	THE UNFORGOTTEN	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	GUN VIOLENCE EDUCATION, AWARENESS AND LOBBYING	FCB CHICAGO	USA	FCB CHICAGO / CURRENT Chicago

I04 (Content)

Shortlist (Mobile Lions)

104/002	00135	LIVING HISTORY AT UNION STATION	UNION STATION	NON PROFIT ORGANIZATION	VML Kansas City	USA	VML Kansas City
104/005	00236	EA SPORTS MADDEN GIFERATOR: AN ART, COPY & CODE PROJECT WITH GOOGLE	EA SPORTS	MADDEN GIFERATOR	GROW Norfolk	USA	GROW Norfolk
104/006	00281	SELF-DESTRUCTING BOOK	JAMES PATTERSON	INTERACTIVE BOOK	MOTHER NEW YORK	USA	MOTHER NEW YORK
104/014	00665	TAP THRU	LOWE'S	LOWE'S	BBDO NEW YORK	USA	BBDO NEW YORK
104/018	00560	IKEA PS	IKEA	IKEA PS DESIGNER COLLECTION	INSTINCT Moscow	RUSSIA	INSTINCT Moscow
104/035	00964	BEDTIME CALLS	MICROSOFT	SKYPE	LOOK AT MEDIA	RUSSIA	DENTSU AEGIS
104/067	01273	#SPRINGISWEIRD	GAP	GAP SPRING COLLECTION	WIEDEN+KENNEDY New York	USA	WIEDEN+KENNEDY New York
104/070	00148	AMERICAN EXPRESS UNSTAGED: TAYLOR SWIFT EXPERIENCE	AMERICAN EXPRESS	AMERICAN EXPRESS UNSTAGED: TAYLOR SWIFT EXPERIENCE	RADICAL MEDIA New York	USA	RADICAL MEDIA New York

I05 (Use of Data/Insight)

105/006	00887	THE PURSUIT BY EQUINOX	EQUINOX	EQUINOX	R/GA New York	USA	R/GA New York
105/019	01025	PAY PER LOVE	TEATRENEU	PAY PER LOVE	THE CYRANOS//McCANN Barcelona	SPAIN	THE CYRANOS//McCANN
105/030	00535	WORLD OF BELONGING	AIRBNB	AIRBNB	TOOL Santa Monica	USA	
105/043	00851	OWLET	OWLET BABY CARE	OWLET	R/GA New York	USA	R/GA New York

I06 (Utility)

106/006	00072	LOOK AT ME	SAMSUNG ELECTRONICS	SAMSUNG ELECTRONICS	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul
106/010	00302	CLEVER BUOY	OPTUS	OPTUS NETWORK	M&C SAATCHI Sydney	AUSTRALIA	M&C SAATCHI Sydney
106/022	00894	LOGITECH HARMONY APP	LOGITECH	LOGITECH	R/GA New York	USA	R/GA New York
106/023	00895	OWLET	OWLET BABY CARE	OWLET	R/GA New York	USA	R/GA New York
106/031	00892	HAMMERHEAD	HAMMERHEAD NAVIGATION	HAMMERHEAD	R/GA New York	USA	R/GA New York
106/047	01127	MAKEUP GENIUS	L'OREAL PARIS	MAKEUP PRODUCTS / VIRTUAL MIRROR	McCANN PARIS	FRANCE	McCANN PARIS

J01 (Community Building/Engagement)

Shortlist (Mobile Lions)

J01/016	00770	#MEALFORAMEAL	VIRGIN MOBILE AUSTRALIA	VIRGIN MOBILE	HAVAS WORLDWIDE AUSTRALIA Sydney	AUSTRALIA	HAVAS WORLDWIDE AUSTRALIA Sydney /
J01/019	00360	4G4GOOD	STARHUB	4G	DDB GROUP SINGAPORE	SINGAPORE	DDB GROUP
J01/042	01268	KEEP DEMOCRACY ALIVE	GOV TUNISIE	MOBILE APP DELIVERING REAL TIME SURVEYS	FRED & FARID PARIS	FRANCE	FRED & FARID GROUP Paris

J02 (Response/Real-Time Activity)

J02/008	00303	CLEVER BUOY	OPTUS	OPTUS NETWORK	M&C SAATCHI Sydney	AUSTRALIA	M&C SAATCHI Sydney
J02/009	00237	EA SPORTS MADDEN GIFERATOR: AN ART, COPY & CODE PROJECT WITH GOOGLE	EA SPORTS	MADDEN GIFERATOR	GROW Norfolk	USA	GROW Norfolk
J02/031	01183	SOCIAL BLOOD APP	RED CROSS	BANK OF BLOOD	PUBLICITAS/SAATCHI & SAATCHI Guayaquil	ECUADOR	PUBLICITAS/SAATCHI & SAATCHI Guayaquil
J02/037	01155	TWEAT TO EAT	PEPSICO	WALKERS	AMV BBDO London	UNITED KINGDOM	AMV BBDO London

J03 (Use of Co-Creation & User Generated Content)

J03/010	00669	HORSE WITH HARDEN	FOOT LOCKER	FOOT LOCKER	BBDO NEW YORK	USA	BBDO NEW YORK
J03/012	00825	THE ICE BUCKET CHALLENGE	THE ALS ASSOCIATION	THE ALS ASSOCIATION	THE ALS ASSOCIATION Washington	USA	
J03/028	01121	#NOFILTER CAMPAIGN	WAVES FOR WATER	INSTITUTIONAL	LODUCCA São Paulo	BRAZIL	LODUCCA São Paulo

J04 (Innovative Use of Social for Mobile)

J04/002	00043	YOUR RIDE. YOUR MUSIC.	UBER & SPOTIFY	UBER & SPOTIFY APPS	SPOTIFY Stockholm	SWEDEN	SPOTIFY Stockholm
J04/003	00061	NZDRONIE	TOURISM NEW ZEALAND	SKI	WHYBIN\TBWA GROUP SYDNEY	AUSTRALIA	WHYBIN\TBWA GROUP SYDNEY
J04/021	00321	THE SIGHT	HBO	GAME OF THRONES	ELASTIC Santa Monica	USA	
J04/023	00670	HOPE.LY	AMERICAN RED CROSS & BITLY	AMERICAN RED CROSS & BITLY	BBDO NEW YORK	USA	BBDO NEW YORK

Total Entries: 109