

Shortlist (Mobile Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency
A01 (Activation by Location)							
A01/001	00096	JOHNSONVILLE SAUSAGE NONNAS	JOHNSONVILLE	SAUSAGE	DROGA5 New York	USA	DROGA5 New York
A01/005	00425	VODAFONE SMART JACKET	VODAFONE	MOBILE TECHNOLOGY	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS	DDB & TRIBAL WORLDWIDE AMSTERDAM
A01/015	00422	PIGEON AIR PATROL	PLUME LABS	PIGEON AIR PATROL	DIGITASLBi London	UNITED KINGDOM	DIGITASLBi London
A01/018	00571	#COMEONIN	THE SYDNEY OPERA HOUSE	THE SYDNEY OPERA HOUSE	DDB Sydney	AUSTRALIA	DDB Sydney
A01/028	01062	ROAM DELIVERY	VOLVO CARS	IN CAR DELIVERY SERVICE	OGILVYONE LONDON	UNITED KINGDOM	OGILVYONE LONDON / OGILVY PUBLIC RELATIONS London
A01/040	01004	THE TRAFFIC GAAYE	VIDEOCON	VIDEOCON MOBILES	Y&R Dubai	UNITED ARAB EMIRATES	Y&R DUBAI
A01/053	00016	VIRTUAL COASTGUARD	MARITIME NEW ZEALAND	WATER SAFETY	FCB NEW ZEALAND Auckland	NEW ZEALAND	FCB NEW ZEALAND Auckland
A02 (Activation by Proximity)							
A02/015	00754	SAMSUNG BLIND CAP	SAMSUNG ESPAÑA	GALAXY S7, GEAR S2, SAMSUNG INSTITUTIONAL	CHEIL SPAIN Madrid	SPAIN	CHEIL SPAIN Madrid
A02/019	01158	SAVE ME – THE SKI PASS THAT SAVES LIVES	ÖTZTAL TOURISMUS	ÖTZTAL TOURISMUS	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
A03 (Augmented Mobile Experience)							
A03/008	00865	AYRTON SENNA: THE HEART OF BRAZIL	INSTITUTO AYRTON SENNA	INSTITUTO AYRTON SENNA	J. WALTER THOMPSON BRAZIL São Paulo	BRAZIL	J. WALTER THOMPSON BRAZIL São Paulo
A03/022	00373	REMIX WITH M	MARS CHOCOLATE NORTH AMERICA	M&M'S	BBDO New York	USA	BBDO New York
A03/024	00757	WHO ART YOU	ALIBABA/ALIPAY	ONLINE AND MOBILE COMMERCE	DDB SHANGHAI	CHINA	DDB SHANGHAI
A03/030	00581	CHEERS TO A LEGEND	DIAGEO AUSTRALIA	BUNDABERG RUM	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY
A04 (Virtual Reality Experience)							
A04/003	00105	DREAMS OF DALÍ	THE DALÍ MUSEUM	THE DALÍ MUSEUM	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco
A04/016	01025	BMW MOTORCYCLE EYE RIDE	BMW MOTORCYCLE GERMANY	BMW MOTORCYCLE	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich / PLAN.NET Munich
A04/018	00224	GE/NYT - "NATURE IS INSPIRING OUR INDUSTRIAL FUTURE"	GE	GE'S INDUSTRIAL INTERNET	T BRAND STUDIO New York	USA	T BRAND STUDIO New York
A04/027	00328	#BEFEARLESS	SAMSUNG ELECTRONICS	SAMSUNG ELECTRONICS	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul / CHEIL GERMANY Schwalbach / CHEIL WORLDWIDE Dubai
A05 (Networked / Connected Mobile Technology)							
A05/003	00277	#SEECOLORS	SAMSUNG	SAMSUNG #SEECOLORS	LEO BURNETT BUDAPEST	HUNGARY	LEO BURNETT BUDAPEST

Shortlist (Mobile Lions)

A05/006	00457	LIGHTSABER ESCAPE: A CHROME EXPERIMENT	GOOGLE, DISNEY, INDUSTRIAL LIGHT & MAGIC, LUCAS FILM	GOOGLE CHROME	72ANDSUNNY Playa Vista	USA	72ANDSUNNY Playa Vista / GOOGLE Mountain View
A05/009	00428	HACK IN BLACK	ACTIVISION	CALL OF DUTY : BLACK OPS 3	EDELMAN Los Angeles	USA	EDELMAN Los Angeles

A06 (Connected Devices)

A06/004	00426	VODAFONE SMART JACKET	VODAFONE	MOBILE TECHNOLOGY	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS	DDB & TRIBAL WORLDWIDE AMSTERDAM
A06/022	00979	LANDCRUISER EMERGENCY NETWORK	TOYOTA MOTOR CORPORATION AUSTRALIA	LANDCRUISER	SAATCHI & SAATCHI Sydney	AUSTRALIA	SAATCHI & SAATCHI Sydney
A06/028	00473	WILSON X CONNECTED BASKETBALL	WILSON SPORTING GOODS	WILSON X CONNECTED BASKETBALL	PHENOMENON Los Angeles	USA	PHENOMENON Los Angeles
A06/030	01121	AMATEUR REPLAY	ALLIANZ	INSURANCE	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE
A06/034	00408	CLEVER KASH	ASB BANK	CLEVER KASH	SAATCHI & SAATCHI Auckland	NEW ZEALAND	SAATCHI & SAATCHI Auckland
A06/040	01179	PINLIST	TOK&STOK	FURNITURE STORE	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo
A06/046	01160	DOT. THE FIRST BRAILLE SMARTWATCH.	DOT INCORPORATION	DOT. THE FIRST BRAILLE SMARTWATCH.	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich / SERVICEPLAN KOREA Seoul / DOT INCORPORATION Seoul

A07 (Wearable Technology)

A07/004	00560	BABOLAT POP	JEAN-MARC ZIMMERMANN	BABOLAT - FRENCH TENNIS, BADMINTON, AND SQUASH EQUIPMENT COMPANY	OGILVYONE Paris	FRANCE	OGILVYONE Paris
A07/012	00717	HELPMET	THAI HEALTH PROMOTION FOUNDATION	THAIHEALTH ROAD SAFETY PROJECT	BBDO BANGKOK	THAILAND	BBDO BANGKOK
A07/016	01096	COMMITMENT RINGS	UNILEVER	CORNETTO	LOLA MULLENLOWE Madrid	SPAIN	LOLA MULLENLOWE Madrid

A08 (Data / Insight)

A08/001	00002	MFISH	US Department of State / Tone	MFISH	TONE New York	USA	TONE New York
A08/003	00054	SLOW DOWN GPS	IF INSURANCE	INSURANCE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg
A08/013	00905	THE END OF SOCIETY SIMULATOR	UBISOFT	UBISOFT	BETC Paris	FRANCE	BETC Paris
A08/016	00582	CELEBRITY TANTRUM	SAMSUNG AUSTRALIAN=	SAMSUNG TAB S2	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY
A08/038	00372	DISCOVER WEEKLY	SPOTIFY	SPOTIFY	SPOTIFY New York	USA	SPOTIFY New York
A08/053	01044	ISEA APP	MIGRANT OFFSHORE AID STATION (MOAS)	ISEA APP	GREY GROUP Singapore	SINGAPORE	GREY GROUP Singapore

A09 (Innovative Technology)

A09/020	00828	TRY ON A SIX	SAMSUNG	SAMSUNG GALAXY S6	R/GA New York	USA	R/GA New York
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Shortlist (Mobile Lions)

A09/023	00458	LIGHTSABER ESCAPE: A CHROME EXPERIMENT	GOOGLE, DISNEY, INDUSTRIAL LIGHT & MAGIC, LUCAS FILM	GOOGLE CHROME	72ANDSUNNY Playa Vista	USA	72ANDSUNNY Playa Vista / GOOGLE Mountain View
A09/053	00470	THE MYSTERIOUS BLACK PRINT	BACKUS SABMILLER	ABRAXAS	PHANTASIA AFILIADA A WUNDERMAN Lima	PERU	PHANTASIA AFILIADA A WUNDERMAN Lima

B01 (Websites as Part of a Campaign)

B01/001	00230	#OPTOUTSIDE	REI	REI	VENABLES BELL & PARTNERS San Francisco	USA	VENABLES BELL & PARTNERS San Francisco
B01/003	00114	SHOP WITH THE FORCE	STANCE	STANCE STAR WARS SOCKS	ZAMBEZI Venice	USA	ZAMBEZI Venice

B02 (Websites as a Product / Service)

B02/008	00960	PLAY WITH POP	CLINIQUE	CLINIQUE	WIEDEN+KENNEDY New York	USA	WIEDEN+KENNEDY New York
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C01 (Utilities)

C01/002	00055	SLOW DOWN GPS	IF INSURANCE	INSURANCE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg
C01/007	00123	SPEAKEMOJI	SAPIENTNITRO	SAPIENTNITRO - SELF-PROMOTION	SAPIENTNITRO London	UNITED KINGDOM	SAPIENTNITRO London
C01/020	00046	SAMSUNG BLIND CAP	SAMSUNG ESPAÑA	GALAXY S7, GEAR S2, SAMSUNG INSTITUTIONAL	CHEIL SPAIN Madrid	SPAIN	CHEIL SPAIN Madrid
C01/022	00703	SAFE & SOUND MUSIC PLAYER	LMG INSURANCE PUBLIC COMPANY	ROAD SAFETY AWARENESS CAMPAIGN	BBDO BANGKOK	THAILAND	BBDO BANGKOK
C01/029	01064	ROAM DELIVERY	VOLVO CARS	IN CAR DELIVERY SERVICE	OGILVYONE LONDON	UNITED KINGDOM	OGILVYONE LONDON / OGILVY PUBLIC RELATIONS London
C01/038	01077	A DOG'S STORY	MARS	PEDIGREE	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
C01/049	01073	LIFE SIGNAL	UNACEM	UNACEM	CIRCUS GREY Lima	PERU	CIRCUS GREY Lima
C01/051	00743	RE:SHAKESPEAR E	SAMSUNG ELECTRONICS, THE ROYAL SHAKESPEARE COMPANY	THE RE:SHAKESPEARE APP	CHEIL UK London	UNITED KINGDOM	CHEIL UK London
C01/079	12629	WHATSGERMAN	PLAN.NET GROUP	WHATSGERMAN	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich / PLAN.NET Munich

C02 (Apps as Part of a Campaign)

C02/014	00934	THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	TOURISM	INGO Stockholm	SWEDEN	INGO Stockholm
C02/018	00652	SPRINTER	BJÖRN BORG	SPRINTER APP	GARBERGS Stockholm	SWEDEN	GARBERGS Stockholm
C02/021	00721	CHANGE 4 LIFE - SUGAR SWAPS	PUBLIC HEALTH ENGLAND	PROMOTING HEALTH AND WELLBEING, SUGAR SWAPS APP	M&C SAATCHI London	UNITED KINGDOM	M&C SAATCHI London
C02/027	00225	NYT VR	?	THE NEW YORK TIMES, NYT VR, T BRAND STUDIO, GOOGLE, GE, MINI	T BRAND STUDIO New York	USA	T BRAND STUDIO New York
C02/028	00631	SIZZL	OSCAR MAYER	OSCAR MAYER BACON	360i New York	USA	360i New York

C03 (Apps as a Product / Service)

Shortlist (Mobile Lions)

C03/005	00124	SPEAKEMOJI	SAPIENTNITRO	SAPIENTNITRO - SELF-PROMOTION	SAPIENTNITRO London	UNITED KINGDOM	SAPIENTNITRO London
C03/012	00688	FORD CREDIT LINK SHARED LEASING	FORD MOTOR CREDIT COMPANY	FORD	VML Kansas City	USA	VML Kansas City / GTB Dearborn
C03/053	01007	THE TRAFFIC GAAYE	VIDEOCON	VIDEOCON MOBILES	Y&R Dubai	UNITED ARAB EMIRATES	Y&R DUBAI
C03/060	00751	CALL CENTER	ANHEUSER-BUSCH INBEV MEXICO	VICTORIA BEER	J. WALTER THOMPSON MEXICO Mexico City	MEXICO	J. WALTER THOMPSON MEXICO Mexico City

C04 (Accessibility, Charity & Non-profit)

C04/006	00955	YOU'RE ACCEPTED	MINUS 18	LGBT YOUTH SUPPORT	GPY&R Melbourne	AUSTRALIA	GPY&R Melbourne
C04/023	01048	HEARTBEAT PROJECT	APOTEK 1	PHARMACY	McCANN OSLO	NORWAY	McCANN OSLO
C04/026	00641	RED CROSS CONNECTION	SINGAPORE RED CROSS SOCIETY	BLOOD DONATION APP	MRM/McCANN Singapore	SINGAPORE	MRM/McCANN Singapore
C04/028	00329	#BEFEARLESS	SAMSUNG ELECTRONICS	SAMSUNG ELECTRONICS	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul / CHEIL GERMANY Schwalbach / CHEIL WORLDWIDE Dubai
C04/033	00565	PARKINSOUNDS	TEVA NEUROSCIENCE	INSTITUTIONAL	HAVAS LIFE Sao Paulo	BRAZIL	HAVAS LIFE Sao Paulo

D01 (Corporate / Commercial)

D01/002	00584	CELEBRITY TANTRUM	SAMSUNG AUSTRALIAN=	SAMSUNG TAB S2	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY
D01/004	00972	SONGS OF VIOLENCE	ESTADAO DIGITAL	ESTADAO DIGITAL	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo
D01/012	01190	KIDSBOOK COLLECTION	ITAU BANK	INSTITUTIONAL	AFRICA São Paulo	BRAZIL	AFRICA São Paulo

D02 (Accessibility, Charity & Non-profit)

D02/005	00973	SONGS OF VIOLENCE	ESTADAO DIGITAL	ESTADAO DIGITAL	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo
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E01 (App Games)

E01/009	01116	SEA HERO QUEST	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London
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E04 (Connected Experience Games)

E04/002	00463	#RACEYOURHEARTOUT	ACURA	AUTOMOTIVE	IGNITION A RAZORFISH COMPANY San Francisco	USA	IGNITION A RAZORFISH COMPANY San Francisco
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F01 (Content for User Engagement)

F01/006	00287	THE SUPER BOWL DUNK	GATORADE	GATORADE	VML Kansas City	USA	VML Kansas City
F01/028	00877	CHOOSE YOUR SMELLSTINY	OLD SPICE	MEN'S BODY CARE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland
F01/029	00572	#COMEONIN	THE SYDNEY OPERA HOUSE	THE SYDNEY OPERA HOUSE	DDB Sydney	AUSTRALIA	DDB Sydney
F01/031	00866	DONATE THE BARS	ATADOS	BLACK BARS	J. WALTER THOMPSON BRAZIL São Paulo	BRAZIL	J. WALTER THOMPSON BRAZIL São Paulo
F01/032	00324	A VALENTINE FROM ADIDAS	ADIDAS	PURE BOOST X	HILL+KNOWLTON STRATEGIES London	UNITED KINGDOM	HILL+KNOWLTON STRATEGIES London
F01/037	00854	IN-A-SNAP	LOWE'S	LOWE'S	BBDO New York	USA	BBDO New York

Shortlist (Mobile Lions)

F01/046	00404	THE FIRST EVER PINTEREST YARD SALE	SHERWIN WILLIAMS	KRYLON	DEUTSCH New York	USA	DEUTSCH New York
F01/052	01038	CHECK IT BEFORE IT'S REMOVED: NAKED BREASTS ON FACEBOOK AGAINST BREAST CANCER.	PINK RIBBON GERMANY	BREAST CANCER AWARENESS	DDB GROUP Berlin	GERMANY	DDB GROUP GERMANY Berlin
F01/084	01170	MASHIMACHINE	4PELAGATOS.COM	ONLINE JOURNAL	LEO BURNETT MEXICO	MEXICO	LEO BURNETT MEXICO
F01/086	01155	TACO EMOJI ENGINE	TACO BELL	TACO EMOJI LAUNCH	DEUTSCH LA	USA	DEUTSCH LA

F02 (Response / Real-time Activity)

F02/014	00670	TWITTER REFUGEES	PASSOP	AWARENESS MESSAGE	VML Cape Town	SOUTH AFRICA	VML Cape Town
F02/029	00594	UNCRUSHABLE	M.J. BALE	M.J. BALE 100% MERINO WOOL SUIT	TBWA\SYDNEY	AUSTRALIA	TBWA\SYDNEY
F02/031	00846	#LIVEINTHEMOVIES	AIRBNB	AIRBNB	TBWA\CHIAT\DAY Los Angeles	USA	TBWA\CHIAT\DAY Los Angeles
F02/049	12421	THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	TOURISM	INGO Stockholm	SWEDEN	INGO Stockholm

F03 (Co-Creation & User Generated Content)

F03/010	00574	#COMEONIN	THE SYDNEY OPERA HOUSE	THE SYDNEY OPERA HOUSE	DDB Sydney	AUSTRALIA	DDB Sydney
F03/011	00867	DONATE THE BARS	ATADOS	BLACK BARS	J. WALTER THOMPSON BRAZIL São Paulo	BRAZIL	J. WALTER THOMPSON BRAZIL São Paulo
F03/035	01168	COMMERCIALIZER	LETGO	LETGO	CP+B Boulder	USA	CP+B Miami
F03/047	12846	SEA HERO QUEST	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London

F04 (Targeted Communication)

F04/010	00575	#COMEONIN	THE SYDNEY OPERA HOUSE	THE SYDNEY OPERA HOUSE	DDB Sydney	AUSTRALIA	DDB Sydney
F04/013	00672	TWITTER REFUGEES	PASSOP	TBA	VML Cape Town	SOUTH AFRICA	VML Cape Town
F04/021	00855	FLIPSIDE	LOWE'S	LOWE'S	BBDO New York	USA	BBDO New York
F04/063	11679	SIZZL	OSCAR MAYER	OSCAR MAYER BACON	360i New York	USA	360i New York
F04/066	12422	THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	TOURISM	INGO Stockholm	SWEDEN	INGO Stockholm

F05 (Social Gaming & Competitions)

F05/007	01117	SEA HERO QUEST	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London
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F06 (Social Trends)

F06/005	00243	GIGA SELFIE	TOURISM AUSTRALIA	SIGHTSEEING	TBWA\HAKUHODO Tokyo	JAPAN	TBWA\HAKUHODO Tokyo
F06/006	00106	I AM A WITNESS	AD COUNCIL	EMOJI	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco
F06/013	00829	STRAIGHT OUTTA	BEATS BY DRE.	BEATS BY DRE.	R/GA HUSTLE Los Angeles	USA	R/GA HUSTLE Los Angeles

Shortlist (Mobile Lions)

F06/025	00739	THE MOUTH BOGGLES	DOMINO'S	DOMINO'S PIZZA	IRIS WORLDWIDE London	UNITED KINGDOM	IRIS WORLDWIDE London
F06/028	00387	#NARCOS BILLS	NETFLIX FRANCE	NARCOS NETFLIX ORIGINAL SHOW	DAREWIN ENTERTAINMENT AGENCY Paris	FRANCE	DAREWIN ENTERTAINMENT AGENCY Paris
F06/035	00517	#SQUARESHAKE S	SONIC DRIVE-IN	SONIC DRIVE-IN	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco
F06/046	01000	#NETFLIXSWAP	NETFLIX	NETFLIX	DAREWIN ENTERTAINMENT AGENCY Paris	FRANCE	DAREWIN ENTERTAINMENT AGENCY Paris

F07 (Influencer / Talent)

F07/011	00935	THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	TOURISM	INGO Stockholm	SWEDEN	INGO Stockholm
F07/014	01039	CHECK IT BEFORE IT'S REMOVED: NAKED BREASTS ON FACEBOOK AGAINST BREAST CANCER.	PINK RIBBON GERMANY	BREAST CANCER AWARENESS	DDB GROUP GERMANY Berlin	GERMANY	DDB GROUP GERMANY Berlin
F07/023	00586	CHEERS TO A LEGEND	DIAGEO AUSTRALIA	BUNDABERG RUM	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY

F08 (Social Business)

F08/004	00576	#COMEONIN	THE SYDNEY OPERA HOUSE	THE SYDNEY OPERA HOUSE	DDB Sydney	AUSTRALIA	DDB Sydney
F08/009	00339	KLM LAYOVER WITH A LOCAL	KLM	KLM LAYOVER WITH A LOCAL	ACHTUNG!MCGARRYBOW EN Amsterdam	THE NETHERLANDS	ACHTUNG!MCGARRYBOW EN Amsterdam

F09 (Social Purpose)

F09/008	00619	HASHTAGS FOR LIFE.	PERUVIAN RED CROSS	VOLUNTARY BLOOD DONORS	McCANN LIMA	PERU	McCANN LIMA
F09/015	00869	DONATE THE BARS	ATADOS	BLACK BARS	J. WALTER THOMPSON BRAZIL São Paulo	BRAZIL	J. WALTER THOMPSON BRAZIL São Paulo
F09/026	00974	SONGS OF VIOLENCE	ESTADAO DIGITAL	ESTADAO DIGITAL	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo
F09/027	01026	WHATSGERMAN	PLAN.NET GROUP	WHATSGERMAN	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich / PLAN.NET Munich
F09/029	01040	CHECK IT BEFORE IT'S REMOVED: NAKED BREASTS ON FACEBOOK AGAINST BREAST CANCER.	PINK RIBBON GERMANY	BREAST CANCER AWARENESS	DDB GROUP GERMANY Berlin	GERMANY	DDB GROUP GERMANY Berlin
F09/067	01030	MANBOOBS	MACMA	BREAST CANCER AWARENESS	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires

G01 (Integrated Campaign)

G01/001	00232	#OPTOUTSIDE	REI	REI	VENABLES BELL & PARTNERS San Francisco	USA	VENABLES BELL & PARTNERS San Francisco
G01/006	00737	RATE MY ROOF	ORIGIN ENERGY	ORIGIN ENERGY	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE
G01/010	00936	THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	TOURISM	INGO Stockholm	SWEDEN	INGO Stockholm
G01/012	00807	ANTIIDIARY: VR + VIDEO EXPERIENCE	SAMSUNG	SAMSUNG	R/GA New York	USA	R/GA New York

Shortlist (Mobile Lions)

G01/018	00633	SIZZL	OSCAR MAYER	OSCAR MAYER BACON	360i New York	USA	360i New York
G01/019	00713	LO KAR LO BAAT	HINDUSTAN UNILEVER	ACTIVE WHEEL DETERGENT	PHD INDIA Mumbai	INDIA	PHD INDIA Mumbai

G02 (Cross-device Campaign)

G02/005	00763	HCD RINK BINGO	HOCKEY CLUB DAVOS	HCD MERCHANDISE	FCB ZÜRICH	SWITZERLAND	FCB ZÜRICH
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G03 (Messaging Campaign)

G03/006	00108	I AM A WITNESS	AD COUNCIL	EMOJI	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco
G03/015	01027	WHATSGERMAN	PLAN.NET GROUP	WHATSGERMAN	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich / PLAN.NET Munich
G03/036	12641	SNAP KING	BURGER KING ARGENTINA	GRILL HERITAGE	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires

Total Entries: 123