

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 Auckland
A01/048	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 Barcelona
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
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 Copenhagen
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
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	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
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 Copenhagen
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
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 APPLICATION	Y&R TEAM RED ISTANBUL	TURKEY	Y&R TEAM RED ISTANBUL
C04/012	01045	FOUND	MARS	PEDIGREE	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
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 & MATHER PRAGUE
D02 (Services)							
D02/001	00097	PROJECT LEARNING CURVE	DOMTAR	PAPER	ERIC MOWER + ASSOCIATES Charlotte	USA	ERIC MOWER + ASSOCIATES Charlotte
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	GOLI!	MCDONALD'S	FRENCH FRIES	DDB CHICAGO	USA	DDB CHICAGO
E02 (Services)							
E02/004	00717	MOVE UPDATE. THE OPEN SOURCE PROJECT	MCDONALD'S	OPEN SOURCE SOFTWARE	DDB & TRIBAL Warsaw	POLAND	DDB WARSAW
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	
F02 (Services)							
F02/005	01110	RABBIT RACE	MEDIA MARKT	MEDIA MARKT	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY Frankfurt
G01 (Mobile Messaging)							
G01/017	00838	SOS SMS	MEXICAN RED CROSS	ONLINE EMERGENCY SERVICE	GREY MÉXICO Mexico City	MEXICO	GREY MÉXICO 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 & MATHER PRAGUE
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 BJORN 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
I01/014	00411	RISE&FALL	3CS OUTWEAR	SNOWBOARD APPAREL	GREY SYDNEY Sydney	AUSTRALIA	GREY SYDNEY Sydney
I02 (Visual Design/Aesthetic)							
I02/005	00122	WINTERLANDS	AKQA	HOLIDAY CARD	AKQA Paris	FRANCE	AKQA Paris
I02/017	00876	HAMMERHEAD	HAMMERHEAD NAVIGATION	HAMMERHEAD	R/GA New York	USA	R/GA New York
I02/024	00504	ADVENTURES OF POCO ECO	IAMYANK	LOST SOUNDS	POSSIBLE CEE Budapest	HUNGARY	POSSIBLE CEE Budapest
I02/027	00870	THE PURSUIT BY EQUINOX	EQUINOX	EQUINOX	R/GA New York	USA	R/GA New York
I03 (User Experience)							
I03/005	00070	LOOK AT ME	SAMSUNG ELECTRONICS	SAMSUNG ELECTRONICS	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul
I03/015	00253	LIVING HISTORY AT UNION STATION	UNION STATION	NON PROFIT ORGANIZATION	VML Kansas City	USA	VML Kansas City
I03/023	00393	SOUTH KOREAN NORTH KOREAN TRANSLATOR	DREAM TOUCH FOR ALL	EDUCATIONAL NONPROFIT ORGANIZATION	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul / PENGTAI Seoul
I03/035	00880	THE PURSUIT BY EQUINOX	EQUINOX	EQUINOX	R/GA New York	USA	R/GA New York
I03/040	00372	ECOTRAIN	NSB (NORWEGIAN STATE RAILWAY)	TRAIN	TRY Oslo	NORWAY	TRY Oslo
I03/047	00882	HAMMERHEAD	HAMMERHEAD NAVIGATION	HAMMERHEAD	R/GA New York	USA	R/GA New York
I03/055	00991	CANON GIG APP	CANON	CANON DSLR	UNCLE GREY Copenhagen	DENMARK	UNCLE GREY Copenhagen
I03/065	01065	THE LES PAUL SKILL CHECK	GIBSON GUITAR	EPIPHONE LES PAUL BJORN GELOTTE SIGNATURE EDITION	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
I03/068	01126	MAKEUP GENIUS	L'ORÉAL PARIS	MAKEUP PRODUCTS / VIRTUAL MIRROR	McCANN PARIS	FRANCE	McCANN PARIS
I03/079	00344	THE IDEAS PROJECTOR	DEUTSCHE BANK	FINANCIAL SERVICES / FINANCIATION OF BUSINESS AND ENTREPRENEURS	FCB SPAIN Madrid	SPAIN	FCB SPAIN Madrid
I03/087	00751	THE UNFORGOTTEN	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	GUN VIOLENCE EDUCATION, AWARENESS AND LOBBYING	FCB CHICAGO	USA	FCB CHICAGO / CURRENT Chicago
I04 (Content)							
I04/002	00135	LIVING HISTORY AT UNION STATION	UNION STATION	NON PROFIT ORGANIZATION	VML Kansas City	USA	VML Kansas City
I04/005	00236	EA SPORTS MADDEN GIFERATOR: AN ART, COPY & CODE PROJECT WITH GOOGLE	EA SPORTS	MADDEN GIFERATOR	GROW Norfolk	USA	GROW Norfolk
I04/006	00281	SELF-DESTRUCTING BOOK	JAMES PATTERSON	INTERACTIVE BOOK	MOTHER NEW YORK	USA	MOTHER NEW YORK
I04/014	00665	TAP THRU	LOWE'S	LOWE'S	BBDO NEW YORK	USA	BBDO NEW YORK
I04/018	00560	IKEA PS	IKEA	IKEA PS DESIGNER COLLECTION	INSTINCT Moscow	RUSSIA	INSTINCT Moscow
I04/035	00964	BEDTIME CALLS	MICROSOFT	SKYPE	LOOK AT MEDIA	RUSSIA	DENTSU AEGIS NETWORK Moscow
I04/067	01273	#SPRINGISWEIRD	GAP	GAP SPRING COLLECTION	WIEDEN+KENNEDY New York	USA	WIEDEN+KENNEDY New York
I04/070	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)							
I05/006	00887	THE PURSUIT BY EQUINOX	EQUINOX	EQUINOX	R/GA New York	USA	R/GA New York
I05/019	01025	PAY PER LOVE	TEATRENEU	PAY PER LOVE	THE CYRANOS/McCANN Barcelona	SPAIN	THE CYRANOS/McCANN Barcelona
I05/030	00535	WORLD OF BELONGING	AIRBNB	AIRBNB	TOOL Santa Monica	USA	
I05/043	00851	OWLET	OWLET BABY CARE	OWLET	R/GA New York	USA	R/GA New York
I06 (Utility)							
I06/006	00072	LOOK AT ME	SAMSUNG ELECTRONICS	SAMSUNG ELECTRONICS	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul
I06/010	00302	CLEVER BUOY	OPTUS	OPTUS NETWORK	M&C SAATCHI Sydney	AUSTRALIA	M&C SAATCHI Sydney
I06/022	00894	LOGITECH HARMONY APP	LOGITECH	LOGITECH	R/GA New York	USA	R/GA New York
I06/023	00895	OWLET	OWLET BABY CARE	OWLET	R/GA New York	USA	R/GA New York
I06/031	00892	HAMMERHEAD	HAMMERHEAD NAVIGATION	HAMMERHEAD	R/GA New York	USA	R/GA New York
I06/047	01127	MAKEUP GENIUS	L'ORÉAL PARIS	MAKEUP PRODUCTS / VIRTUAL MIRROR	McCANN PARIS	FRANCE	McCANN PARIS
J01 (Community Building/Engagement)							
J01/016	00770	#MEALFORAMEAL	VIRGIN MOBILE AUSTRALIA	VIRGIN MOBILE	HAVAS WORLDWIDE AUSTRALIA Sydney	AUSTRALIA	HAVAS WORLDWIDE AUSTRALIA Sydney / ONE GREEN BEAN Sydney
J01/019	00360	4G4GOOD	STARHUB	4G	DDB GROUP SINGAPORE	SINGAPORE	DDB GROUP SINGAPORE
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	TWEET 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	WHYBINITBWA GROUP SYDNEY	AUSTRALIA	WHYBINITBWA 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							