

MOBILE LOTUS

WINNERS

MOBILE CAMPAIGN SUB-CATEGORY

CATEGORY MB01 : MOBILE CAMPAIGN

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
MB01/007	PEDIGREE SELFIESTIX	PEDIGREE	COLENZO BBDO, AUCKLAND	COLENZO BBDO, AUCKLAND	GRANDE

MOBILE DESIGN SUB-CATEGORIES

CATEGORY MB02 : MOBILE WEBSITE

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
MB02/004	CAT CRITIC	FRISKIES	MCCANN, SYDNEY	MCCANN, SYDNEY	BRONZE
MB02/003	IMMORTAL ADOPTION	THAI DOG HOUSE	BBDO BANGKOK, BANGKOK	BBDO BANGKOK LTD, BANGKOK	FINALIST

CATEGORY MB03 : USER EXPERIENCE FOR MOBILE

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
MB03/007	FINDING HOME	UNHCR	GREY MALAYSIA, KUALA LUMPUR	GREY MALAYSIA, KUALA LUMPUR	BRONZE

CATEGORY MB04 : DISPLAY AD & RICH MEDIA

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
MB04/001	ALERT AD	VICTORIAN GOVERNMENT	BWM DENTSU, MELBOURNE/ COLUMBUS, MELBOURNE/ DENTSU MITCHELL, MELBOURNE	BWM DENTSU, SYDNEY	BRONZE

CATEGORY MB05 : MOBILE GAME

NO AWARD

CATEGORY MB06 : MOBILE UTILITY

NO AWARD

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CATEGORY MB07 : MOBILE APPLICATION AND OTHER DOWNLOADABLE TOOLS

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
MB07/002	SCRABBLE KEYBOARD	SCRABBLE CLUB (HK)	CHEIL WORLDWIDE, HONG KONG	CHEIL WORLDWIDE, HONG KONG	GOLD

MOBILE VIDEO SUB-CATEGORY

CATEGORY MB08 : VIDEO, VIRAL VDO & INTERACTIVE VDO

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
MB08/008	FACEBOOK LIVE STUNT	AIS	CHOOJAI&FRIENDS, BANGKOK	CHOOJAI AND FRIENDS, BANGKOK	GOLD
MB08/010	THROUGH THE DARK	GOOGLE PLAY MUSIC	R/GA, SYDNEY	R/GA SYDNEY, SYDNEY	SILVER

BEST USE OF TECHNOLOGY SUB-CATEGORIES

CATEGORY MB09 : USE OF TECHNOLOGY FOR MOBILE

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
MB09/009	THROUGH THE DARK	GOOGLE PLAY MUSIC	R/GA, SYDNEY	R/GA SYDNEY, SYDNEY	SILVER

CATEGORY MB10 : USE OF DATA FOR MOBILE

NO AWARD

CATEGORY MB11 : USE OF SOCIAL FOR MOBILE

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
MB11/002	DISAPPEARING PERSONS	QUEENSLAND POLICE	BWM DENTSU, MELBOURNE/ COX INALL CHANGE, MELBOURNE/ VIZEUM, MELBOURNE	BWM DENTSU, SYDNEY	BRONZE
MB11/007	DREAMLAB	VODAFONE AUSTRALIA	J. WALTER THOMPSON SYDNEY, SYDNEY	J. WALTER THOMPSON SYDNEY, SYDNEY	BRONZE