



**MOBILE
LOTUS**

20 YEARS OF DIVERSITY

**ADFEST 2017
FINALIST**

MOBILE LOTUS

FINALISTS

MOBILE CAMPAIGN SUB-CATEGORY

CATEGORY MB01 : MOBILE CAMPAIGN

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
MB01/003	#BETHEIREYES	SAMSUNG	CHEIL	HONG KONG	CHEIL	HONG KONG	FINALIST

MOBILE DESIGN SUB-CATEGORIES

CATEGORY MB02 : MOBILE WEBSITE

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
MB02/004	MY SOLE STORY	NIKE RUNNING	AKQA	SHANGHAI	AKQA SHANGHAI	SHANGHAI	FINALIST

CATEGORY MB03 : USER EXPERIENCE FOR MOBILE

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
MB03/002	SIGNEMOJI	CHINA ASSOCIATION OF THE DEAF	TBWA\ SHANGHAI	SHANGHAI	TBWA\ SHANGHAI	SHANGHAI	FINALIST
MB03/005	SAFE&SOUND MUSIC PLAYER	LMG INSURANCE ROAD SAFETY CAMPAIGN	BBDO BANGKOK	BANGKOK	BBDO BANGKOK LTD	BANGKOK	FINALIST
MB03/008	GLICODE	GLICO	DENTSU INC./GOOGLE ZOO	TOKYO/TOKYO	DENTSU INC.	TOKYO	FINALIST

CATEGORY MB04 : DISPLAY AD & RICH MEDIA

NO AWARD

CATEGORY MB05 : MOBILE GAME

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
MB05/001	SPACE JAM 20 : DEFY THE POST	JORDAN BRAND	AKQA	SHANGHAI	AKQA SHANGHAI	SHANGHAI	FINALIST
MB05/002	GLICODE	GLICO	DENTSU INC./GOOGLE ZOO	TOKYO/TOKYO	DENTSU INC.	TOKYO	FINALIST
MB05/003	KIBO SCIENCE 360 - A SPACE EXPERIMENT WITH GOOGLE	GOOGLE	DENTSU INC./DENTSU TEC INC.	TOKYO/TOKYO	DENTSU TEC INC.	TOKYO	FINALIST

CATEGORY MB06 : MOBILE UTILITY

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
MB06/002	SAFE&SOUND MUSIC PLAYER	LMG INSURANCE ROAD SAFETY CAMPAIGN	BBDO BANGKOK	BANGKOK	BBDO BANGKOK LTD	BANGKOK	FINALIST
MB06/006	SMART STRETCH 360	YAHOO! JAPAN 20TH ANNIVERSARY	HAKUHODO KETTLE INC.	TOKYO	HAKUHODO KETTLE INC.	TOKYO	FINALIST

CATEGORY MB07 : MOBILE APPLICATION AND OTHER DOWNLOADABLE TOOLS

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
MB07/002	#BEFEARLESS	SAMSUNG ELECTRONICS	CHEIL WORLDWIDE/CHEIL MEA/ CHEIL RUSSIA/CHEIL GERMANY	SEOUL/DUBAI	CHEIL WORLDWIDE	SEOUL	FINALIST
MB07/003	POCKET PATROL	SAMSUNG	LEO BURNETT	SYDNEY	LEO BURNETT	SYDNEY	FINALIST
MB07/005	FAMI-NAVI	DONGFENG CITROEN	BEIJING DENTSU ADVERTISING CO.,LTD./ D2C CHINA CO., LTD.	BEIJING/SHANGHAI	BEIJING DENTSU ADVERTISING CO., LTD	BEIJING	FINALIST
MB07/007	A DOG'S STORY	PEDIGREE	COLENZO BBDO	AUCKLAND	COLENZO BBDO	AUCKLAND	FINALIST

MOBILE VIDEO SUB-CATEGORY
CATEGORY MB08 : VIDEO, VIRAL VDO & INTERACTIVE VDO (MOBILE AS AN IMPORTANT ROLE)

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
MB08/001	NATIVE MOBILE MUSIC VIDEO	LYRICAL SCHOOL	TBWA\HAKUHODO	TOKYO	TBWA\HAKUHODO INC.	TOKYO	FINALIST
MB08/002	5572320 / MASHUP MUSIC PLAYER	COCONUT SABLE	DENTSU INC.	TOKYO	BIRDMAN INC.	TOKYO	FINALIST
MB08/010	NEW SMART BUSINESS PERSON	ESPRESSO TEA LATTE	FRONTAGE INC.	TOKYO	TAIYO KIKAKU CO., LTD.	TOKYO	FINALIST

BEST USE OF TECHNOLOGY SUB-CATEGORIES
CATEGORY MB09 : USE OF TECHNOLOGY FOR MOBILE

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
MB09/002	THE WORLD'S FIRST VR MOBILE LIVE BASEBALL GAME BROADCAST, KT GIGA VR	KT GIGA VR	CHEIL WORLDWIDE	SEOUL	CHEIL WORLDWIDE	SEOUL	FINALIST
MB09/003	#BEFEARLESS	SAMSUNG ELECTRONICS	CHEIL WORLDWIDE/CHEIL MEA/ CHEIL RUSSIA/CHEIL GERMANY	SEOUL/DUBAI	CHEIL WORLDWIDE	SEOUL	FINALIST
MB09/004	LANDCRUISER EMERGENCY NETWORK	TOYOTA	SAATCHI & SAATCHI SYDNEY	SYDNEY	SAATCHI & SAATCHI AUSTRALIA	SYDNEY	FINALIST
MB09/005	BRAINBAND	BRAINBAND	LEO BURNETT	SYDNEY	LEO BURNETT	SYDNEY	FINALIST
MB09/006	POCKET PATROL	SAMSUNG	LEO BURNETT	SYDNEY	LEO BURNETT	SYDNEY	FINALIST
MB09/008	SAFE&SOUND MUSIC PLAYER	LMG INSURANCE ROAD SAFETY CAMPAIGN	BBDO BANGKOK	BANGKOK	BBDO BANGKOK LTD	BANGKOK	FINALIST

CATEGORY MB10 : USE OF DATA FOR MOBILE

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
MB10/002	MY SOLE STORY	NIKE RUNNING	AKQA	SHANGHAI	AKQA SHANGHAI	SHANGHAI	FINALIST
MB10/003	FAMI-NAVI	DONGFENG CITROEN	BEIJING DENTSU ADVERTISING CO.,LTD./ D2C CHINA CO., LTD.	BEIJING/SHANGHAI	BEIJING DENTSU ADVERTISING CO., LTD	BEIJING	FINALIST
MB10/006	DELICIOUS TREND-MAPPING	HOUSEHOLD ACCOUNTING APP	HAKUHODO INC.	TOKYO	HAKUHODO INC.	TOKYO	FINALIST

CATEGORY MB11 : USE OF SOCIAL FOR MOBILE

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
MB11/001	SIGNEMOJI	CHINA ASSOCIATION OF THE DEAF	TBWA\ SHANGHAI	SHANGHAI	TBWA\ SHANGHAI	SHANGHAI	FINALIST

AS OF 21 MARCH 2017