

MOBILE LOTUS

ALL ENTRIES

MOBILE CAMPAIGN SUB-CATEGORY

CATEGORY MB01 : MOBILE CAMPAIGN

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB01/001	CO-CREATE OUR AI GIRL	SWORD ART ONLINE: HOLLOW REALIZATION	DENTSU INC.	TOKYO
MB01/002	SPRITE RAMADAN	SPRITE	BERAKAR KOMUNIKASI	JAKARTA
MB01/003	STORIES OF VICTORY	ROBI AXIATA LIMITED	X	DHAKA
MB01/004	A MEME GALLERY	TENCENT	TENCENT	SHENZHEN
MB01/005	THE FADING FONT	ALZHEIMER'S DISEASE AWARENESS COMMUNICATION	MCGARRYBOWEN	SHANGHAI
MB01/006	CYBERBULLYING VACCINE APP	KOREA ASSOCIATION OF SCHOOL VIOLENCE VICTIMS FAMILIES	INNOCEAN WORLDWIDE	SEOUL
MB01/007	PEDIGREE SELFESTIX	PEDIGREE	COLENZO BBDO	AUCKLAND
MB01/008	YEAR WITH UBER	UBER	R/GA SINGAPORE	SINGAPORE

MOBILE DESIGN SUB-CATEGORIES

CATEGORY MB02 : MOBILE WEBSITE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB02/001	GR CONFIGURATOR	GR	HAKUHODO I-STUDIO INC.	TOKYO
MB02/002	WANPO WEATHER	IAMS	I&S BBDO INC.	TOKYO
MB02/003	IMMORTAL ADOPTION	THAI DOG HOUSE	BBDO BANGKOK LTD	BANGKOK
MB02/004	CAT CRITIC	FRISKIES	MCCANN	SYDNEY
MB02/005	YEAR WITH UBER	UBER	R/GA SINGAPORE	SINGAPORE

CATEGORY MB03 : USER EXPERIENCE FOR MOBILE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB03/001	FORWARD-LOOKING VIEW	WASURERANNEYO	TOKYU AGENCY INC.	TOKYO
MB03/002	SCROLL FOLLOWER	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE	SEOUL
MB03/003	HADA-PASHA	HADA-PASHA	HAKUHODO I-STUDIO INC.	TOKYO
MB03/004	GR CONFIGURATOR	GR	HAKUHODO I-STUDIO INC.	TOKYO
MB03/005	CLOSE YOUR EYES	JINS	HAKUHODO MAGNET INC.	TOKYO
MB03/006	THE TANGIBLE MANNER	IS JAPAN COOL?	ENJIN TOKYO	TOKYO
MB03/007	FINDING HOME	UNHCR	GREY MALAYSIA	KUALA LUMPUR
MB03/008	"BULLET TRAIN" CONNECTED MUSIC VIDEO	CHOTOKKYU "BULLET TRAIN"	I&S BBDO INC.	TOKYO
MB03/009	HEARING RESCUE	THAI HEALTH PROMOTION FOUNDATION & DEAF ASSOCIATION OF BANGKOK	BBDO BANGKOK LTD	BANGKOK
MB03/010	UNLOCK HAN ZI	AIRASIA	BBDO BANGKOK LTD	BANGKOK
MB03/011	SMARTPHONE SHRINE PETTOTO	PETTOTO (SMARTPHONE SHRINE)	HAKUHODO INC.	TOKYO
MB03/012	FISHERMEN'S WAKE-UP CALL	FISHERMAN JAPAN	PYRAMID FILM QUADRA INC.	TOKYO
MB03/013	CYBERBULLYING VACCINE APP	KOREA ASSOCIATION OF SCHOOL VIOLENCE VICTIMS FAMILIES	INNOCEAN WORLDWIDE	SEOUL

CATEGORY MB04 : DISPLAY AD & RICH MEDIA

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB04/001	ALERT AD	VICTORIAN GOVERNMENT	BWM DENTSU	SYDNEY
MB04/002	THE TANGIBLE MANNER	IS JAPAN COOL?	ENJIN TOKYO	TOKYO
MB04/003	MEETING YOU THROUGH THE PALACE MUSEUM	TENCENT	TENCENT	SHENZHEN

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CATEGORY MB05 : MOBILE GAME

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB05/001	FINGER DONUTS CHAMPION BATTLE	SUBARU	ISOBAR	TAIPEI
MB05/002	FEED OF SPEED	NIKE RUNNING	AKQA SHANGHAI	SHANGHAI
MB05/003	30 MILLION TOUCHES	JIO KBC	JIO	MUMBAI

CATEGORY MB06 : MOBILE UTILITY

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB06/001	ONE STAGE FOR ALL	VITA LEMON TEA	BBDO HONG KONG	HONG KONG
MB06/002	WANPO WEATHER	IAMS	I&S BBDO INC.	TOKYO
MB06/003	SPEED LIMIT MONK STATUE	ROAD SAFETY CAMPAIGN	BBDO BANGKOK LTD	BANGKOK
MB06/004	BAND TEE DETECTOR	JOOX	BBDO BANGKOK LTD	BANGKOK
MB06/005	HEARING RESCUE	THAI HEALTH PROMOTION FOUNDATION & DEAF ASSOCIATION OF BANGKOK	BBDO BANGKOK LTD	BANGKOK
MB06/006	PASS ME	SHINKENJUKU	PT. HARDANA WIDYA MAHIR (HYBRID:H)	JAKARTA

CATEGORY MB07 : MOBILE APPLICATION AND OTHER DOWNLOADABLE TOOLS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB07/001	ONE STAGE FOR ALL	VITA LEMON TEA	BBDO HONG KONG	HONG KONG
MB07/002	SCRABBLE KEYBOARD	SCRABBLE CLUB (HK)	CHEIL WORLDWIDE	HONG KONG
MB07/003	HADA-PASHA	HADA-PASHA	HAKUHODO I-STUDIO INC.	TOKYO
MB07/004	UNLOCK HAN ZI	AIRASIA	BBDO BANGKOK LTD	BANGKOK
MB07/005	STORIES OF VICTORY	ROBI AXIATA LIMITED	X	DHAKA
MB07/006	SMARTPHONE SHRINE PETTOTO	PETTOTO (SMARTPHONE SHRINE)	HAKUHODO INC.	TOKYO

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CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB07/007	PASS ME	SHINKENJUKU	PT. HARDANA WIDYA MAHIR (HYBRID:H)	JAKARTA
MB07/008	REACH CR-V ANYWHERE	HONDA CR-V	RABBIT DIGITAL GROUP COMPANY LIMITED	BANGKOK
MB07/009	CYBERBULLYING VACCINE APP	KOREA ASSOCIATION OF SCHOOL VIOLENCE VICTIMS FAMILIES	INNOCEAN WORLDWIDE	SEOUL

MOBILE VIDEO SUB-CATEGORY

CATEGORY MB08 : VIDEO, VIRAL VDO & INTERACTIVE VDO

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB08/001	HAPPY WRONG NUMBER	PANTENE	C3 FILM CO.,LTD.	TOKYO
MB08/002	ZHOU DONGYU : BELIEVE IN MORE	NIKE WOMEN	AKQA SHANGHAI	SHANGHAI
MB08/003	DIGI 'BEHIND THE FRIEND REQUEST'	DIGI CORPORATE	NAGA DDB SDN BHD	PETALING JAYA
MB08/004	SADOMETAL	SADO ISLAND	DENTSU EAST JAPAN INC.	TOKYO
MB08/005	STORIES OF VICTORY	ROBI AXIATA LIMITED	X	DHAKA
MB08/006	EXPERIMENT FOR THE SMART	TENCENT	TENCENT	SHENZHEN
MB08/007	HEART BEATING BEAUTY	HYUNDAI SONATA	INNOCEAN WORLDWIDE	SEOUL
MB08/008	FACEBOOK LIVE STUNT	AIS	CHOOJAI AND FRIENDS	BANGKOK
MB08/009	INSTADRIVE	MERCEDES BENZ	BBDO (MALAYSIA) SDN BHD	KUALA LUMPUR
MB08/010	THROUGH THE DARK	GOOGLE PLAY MUSIC	R/GA SYDNEY	SYDNEY
MB08/011	LINE CYBER EMERGENCY DRILL	CORPORATE COMMUNICATION	HAKUHODO INC.	TOKYO

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

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB09/001	THE FRAME TO GO	THE FRAME	PENGTAI KOREA	SEOUL
MB09/002	ART OF ENERGY	BMW	WIEDEN+KENNEDY SHANGHAI	SHANGHAI
MB09/003	GABBIE, THE ANTI-SEXUAL HARASSMENT CHATBOT	GABRIELA	DENTSU JAYME SYFU	MANILA
MB09/004	HADA-PASHA	HADA-PASHA	HAKUHODO I-STUDIO INC.	TOKYO
MB09/005	HEARING RESCUE	THAI HEALTH PROMOTION FOUNDATION & DEAF ASSOCIATION OF BANGKOK	BBDO BANGKOK LTD	BANGKOK
MB09/006	CAT CRITIC	FRISKIES	MCCANN	SYDNEY
MB09/007	ONE PHONE, ONE INSTRUMENT TRACK, & ONE BAND	CORONA	RELOAD ADVERTISING CORP	SHANGHAI
MB09/008	CATARART	THE JOHN FAWCETT FOUNDATION	TBWA SINGAPORE PTE LTD	SINGAPORE
MB09/009	THROUGH THE DARK	GOOGLE PLAY MUSIC	R/GA SYDNEY	SYDNEY
MB09/010	DONATE 4 BIRDS THE SUSTAINABLE IOT BOOK	CHARITIES & NON-PROFIT	DENTSU INC.	TOKYO

CATEGORY MB10 : USE OF DATA FOR MOBILE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB10/001	ALERT AD	VICTORIAN GOVERNMENT	BWM DENTSU	SYDNEY
MB10/002	THE TANGIBLE MANNER	IS JAPAN COOL?	ENJIN TOKYO	TOKYO
MB10/003	WANPO WEATHER	IAMS	I&S BBDO INC.	TOKYO
MB10/004	IMMORTAL ADOPTION	THAI DOG HOUSE	BBDO BANGKOK LTD	BANGKOK
MB10/005	EXPERIMENT FOR THE SMART	TENCENT	TENCENT	SHENZHEN
MB10/006	WALK YOUR FASHION	FASHION WALK	MCCANN & SPENCER	HONG KONG
MB10/007	YEAR WITH UBER	UBER	R/GA SINGAPORE	SINGAPORE

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CATEGORY MB11 : USE OF SOCIAL FOR MOBILE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB11/001	PREMMIE PROUD	BABYLOVE	BWM DENTSU	SYDNEY
MB11/002	DISAPPEARING PERSONS	QUEENSLAND POLICE	BWM DENTSU	SYDNEY
MB11/003	A MEME GALLERY	TENCENT	TENCENT	SHENZHEN
MB11/004	THE FADING FONT	ALZHEIMER'S DISEASE AWARENESS COMMUNICATION	MCGARRYBOWEN	SHANGHAI
MB11/005	INSTADRIVE	MERCEDES BENZ	BBDO (MALAYSIA) SDN BHD	KUALA LUMPUR
MB11/006	SAFE NEWS	SAFE NEWS INDONESIA	DENTSU INDONESIA	JAKARTA
MB11/007	DREAMLAB	VODAFONE AUSTRALIA	J. WALTER THOMPSON SYDNEY	SYDNEY
MB11/008	TOKYO ISLAN-DATE MESSAGING	TOKYO 11 ISLANDS	DAIKO ADVERTISING INC.	TOKYO

CATEGORY LRMB : LOTUS ROOTS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
LRMB/001	SHEDDING LIGHT ON THE BLIND	MOBITEL CORPORATE	MANDARIN REID (PVT) LTD	COLOMBO
LRMB/002	FINDING HOME	UNHCR	GREY MALAYSIA	KUALA LUMPUR
LRMB/003	SPEED LIMIT MONK STATUE	ROAD SAFETY CAMPAIGN	BBDO BANGKOK LTD	BANGKOK
LRMB/004	MEETING YOU THROUGH THE PALACE MUSEUM	TENCENT	TENCENT	SHENZHEN
LRMB/005	CYBERBULLYING VACCINE APP	KOREA ASSOCIATION OF SCHOOL VIOLENCE VICTIMS FAMILIES	INNOCEAN WORLDWIDE	SEOUL