



**MOBILE
LOTUS**

20 YEARS OF DIVERSITY
ADFEST 2017
ENTRIES LIST



MOBILE LOTUS

ALL ENTRIES

MOBILE CAMPAIGN SUB-CATEGORY

CATEGORY MB01 : MOBILE CAMPAIGN

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB01/001	THE DIFFERENCE THAT MAKES THE DIFFERENCE	LYCRA	AKQA SHANGHAI	SHANGHAI
MB01/002	HOUSEWIFE ANNUAL INCOME SIMULATOR	KIRIN NODOGOSHI ALLRIGHT	HAT INC.	TOKYO
MB01/003	#BETHEIREYES	SAMSUNG	CHEIL	HONG KONG
MB01/004	SIMPLY IRRESISTIBLE 8 MINUTES	NISSIN RAOH	HAKUHODO PRODUCT'S INC.	TOKYO
MB01/005	THE CROWD-COORDINATED MUSIC VIDEO	KIRIGAMINE STYLE	TAIYO KIKAKU CO., LTD.	TOKYO

MOBILE DESIGN SUB-CATEGORIES

CATEGORY MB02 : MOBILE WEBSITE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB02/001	HAKUHODO FUTURE ME	HAKUHODO	HAKUHODO I-STUDIO INC.	TOKYO
MB02/002	LIVE STATS LOTTERY	FOOTBALL CHANNEL	ADK JAPAN	TOKYO
MB02/003	IT MAKES YOU THINK	NSW DEPARTMENT OF EDUCATION	MCCANN SYDNEY	SYDNEY
MB02/004	MY SOLE STORY	NIKE RUNNING	AKQA SHANGHAI	SHANGHAI
MB02/005	HOUSEWIFE ANNUAL INCOME SIMULATOR	KIRIN NODOGOSHI ALLRIGHT	HAT INC.	TOKYO
MB02/006	INTERVIEW WITH DEVELOPER OF NOSE & EAR HAIR TRIMMER WEBSITE	ETIQUETTE CUTTER	DENTSU INC.	OSAKA
MB02/007	SYNC! THE "DISNEYLAND PARADE"	TOKYO DISNEY RESORT	ENJIN INC.	TOKYO



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CATEGORY MB03 : USER EXPERIENCE FOR MOBILE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB03/001	SHINOZAKI "AI-PHONE"	SONY MUSIC LABELS INC.	TOKYU AGENCY INC.	TOKYO
MB03/002	SIGNEMOJI	CHINA ASSOCIATION OF THE DEAF	TBWA\ SHANGHAI	SHANGHAI
MB03/003	LIVE STATS LOTTERY	FOOTBALL CHANNEL	ADK JAPAN	TOKYO
MB03/004	HOUSEWIFE ANNUAL INCOME SIMULATOR	KIRIN NODOGOSHI ALLRIGHT	HAT INC.	TOKYO
MB03/005	SAFE&SOUND MUSIC PLAYER	LMG INSURANCE ROAD SAFETY CAMPAIGN	BBDO BANGKOK LTD	BANGKOK
MB03/006	PRETTIFY YOUR PANTY	CAREFREE	DDB TRIBAL WORLDWIDE PHILIPPINES	MANILA
MB03/007	UNITED HEARTS	MANG INASAL	DDB TRIBAL WORLDWIDE PHILIPPINES	MANILA
MB03/008	GLICODE	GLICO	DENTSU INC.	TOKYO
MB03/009	SAY HI WIFI	BROADBAND	LEO BURNETT JAKARTA	JAKARTA
MB03/010	SMART STRETCH 360	YAHOO! JAPAN 20TH ANNIVERSARY	HAKUHODO KETTLE INC.	TOKYO
MB03/011	BEAT THE ORDINARY	SAMSUNG GALAXY NOTE	THE LEO BURNETT GROUP THAILAND	BANGKOK
MB03/012	SYNC! THE "DISNEYLAND PARADE"	TOKYO DISNEY RESORT	ENJIN INC.	TOKYO
MB03/013	LIGHT A LIFE	MAXIS	STAR REACHER ADVERTISING SDN BHD	KUALA LUMPUR
MB03/014	VISA_THE CHASE	VISA	BBDO CHINA	SHANGHAI

CATEGORY MB04 : DISPLAY AD & RICH MEDIA

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB04/001	OVERTURN THE LIFE	GREAT MASTERS IN THE WORLD	GUANGDONG GDAD-HAKUHODO ADVERTISING CO., LTD.	GUANGZHOU
MB04/002	AIR POLLUTION DISCOUNT	HADAGOKOCHI	BEIJING DENTSU ADVERTISING CO., LTD	BEIJING
MB04/003	SYNC! THE "DISNEYLAND PARADE"	TOKYO DISNEY RESORT	ENJIN INC.	TOKYO



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CATEGORY MB05 : MOBILE GAME

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

CATEGORY MB06 : MOBILE UTILITY

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB06/001	HEADGEAR-COVER PLAN	CLEAR	ADK JAPAN	TOKYO
MB06/002	SAFE&SOUND MUSIC PLAYER	LMG INSURANCE ROAD SAFETY CAMPAIGN	BBDO BANGKOK LTD	BANGKOK
MB06/003	HELPMET	THAI HEALTH PROMOTION FOUNDATION	BBDO BANGKOK LTD	BANGKOK
MB06/004	SAY HI WIFI	BROADBAND	LEO BURNETT JAKARTA	JAKARTA
MB06/005	10 MINUTE SAFETAIMENT	BROADBAND	LEO BURNETT JAKARTA	JAKARTA
MB06/006	SMART STRETCH 360	YAHOO! JAPAN 20TH ANNIVERSARY	HAKUHODO KETTLE INC.	TOKYO

CATEGORY MB07 : MOBILE APPLICATION AND OTHER DOWNLOADABLE TOOLS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB07/001	CERITA BINTANG	PERMATA TABUNGAN BINTANG	DDB GROUP INDONESIA/PT INAZUMA INDONESIA	JAKARTA
MB07/002	#BEFEARLESS	SAMSUNG ELECTRONICS	CHEIL WORLDWIDE	SEOUL
MB07/003	POCKET PATROL	SAMSUNG	LEO BURNETT	SYDNEY
MB07/004	HEADGEAR-COVER PLAN	CLEAR	ADK JAPAN	TOKYO
MB07/005	FAMI-NAVI	DONGFENG CITROEN	BEIJING DENTSU ADVERTISING CO., LTD	BEIJING
MB07/006	SAFE&SOUND MUSIC PLAYER	LMG INSURANCE ROAD SAFETY CAMPAIGN	BBDO BANGKOK LTD	BANGKOK



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CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB07/007	A DOG'S STORY	PEDIGREE	COLENZO BBDO	AUCKLAND
MB07/008	DIGITAL GOLDFISH SCOOPING	GALAXY S7 EDGE	TOHOKUSHINSHA FILM CORPORATION	TOKYO
MB07/009	IGNORE THE MOBILE TEMPTATION	KDDI CORPORATION	HAKUHODO INC.	TOKYO
MB07/010	DELICIOUS TREND-MAPPING	HOUSEHOLD ACCOUNTING APP	HAKUHODO INC.	TOKYO

MOBILE VIDEO SUB-CATEGORY

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

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB08/001	NATIVE MOBILE MUSIC VIDEO	LYRICAL SCHOOL	TBWA\HAKUHODO INC.	TOKYO
MB08/002	5572320 / MASHUP MUSIC PLAYER	COCONUT SABLE	BIRDMAN INC.	TOKYO
MB08/003	SNAPCHAT BUG	SMART COMMUNICATIONS INC.	TBWA\SANTIAGO MANGADA PUNO	MANILA
MB08/004	10 MINUTE SAFETAIMENT	BROADBAND	LEO BURNETT JAKARTA	JAKARTA
MB08/005	SMART STRETCH 360	YAHOO! JAPAN 20TH ANNIVERSARY	HAKUHODO KETTLE INC.	TOKYO
MB08/006	VACUUM CLIMBING	LG CORDZERO CYKING	HS AD	SEOUL
MB08/007	COFFEE TIME	TENCENT GAMES	TENCENT TECHNOLOGY(SHENZHEN) COMPANY LIMITED	SHENZHEN
MB08/008	SYNC! THE "DISNEYLAND PARADE"	TOKYO DISNEY RESORT	ENJIN INC.	TOKYO
MB08/009	THE CROWD-COORDINATED MUSIC VIDEO	KIRIGAMINE STYLE	TAIYO KIKAKU CO., LTD.	TOKYO
MB08/010	NEW SMART BUSINESS PERSON	ESPRESSO TEA LATTE	TAIYO KIKAKU CO., LTD.	TOKYO
MB08/011	DADS #SHARETHELOAD	ARIEL MATIC	BBDO INDIA	MUMBAI
MB08/012	VISA_ THE CHASE	VISA	BBDO CHINA	SHANGHAI
MB08/013	WITHDRAWN			

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CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB08/014	WITHDRAWN			
MB08/015	SAMSUNG SERVICE - VAN	SAMSUNG	CHEIL INDIA	GURGAON
MB08/016	10 ANNIVERSARY VIDEO 《THE THINKING OF GOLF》	LENOVO THINKPAD	MEILAMEILA (BEIJING) TECHNOLOGY LTD.	BEIJING

BEST USE OF TECHNOLOGY SUB-CATEGORIES

CATEGORY MB09 : USE OF TECHNOLOGY FOR MOBILE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB09/001	SHINOZAKI "AI-PHONE"	SONY MUSIC LABELS INC.	TOKYU AGENCY INC.	TOKYO
MB09/002	THE WORLD'S FIRST VR MOBILE LIVE BASEBALL GAME BROADCAST, KT GIGA VR	KT GIGA VR	CHEIL WORLDWIDE	SEOUL
MB09/003	#BEFEARLESS	SAMSUNG ELECTRONICS	CHEIL WORLDWIDE	SEOUL
MB09/004	LANDCRUISER EMERGENCY NETWORK	TOYOTA	SAATCHI & SAATCHI AUSTRALIA	SYDNEY
MB09/005	BRAINBAND	BRAINBAND	LEO BURNETT	SYDNEY
MB09/006	POCKET PATROL	SAMSUNG	LEO BURNETT	SYDNEY
MB09/007	HEADGEAR-COVER PLAN	CLEAR	ADK JAPAN	TOKYO
MB09/008	SAFE&SOUND MUSIC PLAYER	LMG INSURANCE ROAD SAFETY CAMPAIGN	BBDO BANGKOK LTD	BANGKOK
MB09/009	HELPMET	THAI HEALTH PROMOTION FOUNDATION	BBDO BANGKOK LTD	BANGKOK
MB09/010	UNITED HEARTS	MANG INASAL	DDB TRIBAL WORLDWIDE PHILIPPINES	MANILA
MB09/011	GLICODE	GLICO	DENTSU INC.	TOKYO
MB09/012	SYNC! THE "DISNEYLAND PARADE"	TOKYO DISNEY RESORT	ENJIN INC.	TOKYO



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CATEGORY MB10 : USE OF DATA FOR MOBILE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB10/001	LIVE STATS LOTTERY	FOOTBALL CHANNEL	ADK JAPAN	TOKYO
MB10/002	MY SOLE STORY	NIKE RUNNING	AKQA SHANGHAI	SHANGHAI
MB10/003	FAMI-NAVI	DONGFENG CITROEN	BEIJING DENTSU ADVERTISING CO., LTD	BEIJING
MB10/004	AIR POLLUTION DISCOUNT	HADAGOKOCHI	BEIJING DENTSU ADVERTISING CO., LTD	BEIJING
MB10/005	THE FRUS-TWEET BURNER	KIRIN NODOGOSHI ALL LIGHT	PICT INC.	TOKYO
MB10/006	DELICIOUS TREND-MAPPING	HOUSEHOLD ACCOUNTING APP	HAKUHODO INC.	TOKYO
MB10/007	COFFEE TIME	TENCENT GAMES	TENCENT TECHNOLOGY(SHENZHEN) COMPANY LIMITED	SHENZHEN

CATEGORY MB11 : USE OF SOCIAL FOR MOBILE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB11/001	SIGNEMOJI	CHINA ASSOCIATION OF THE DEAF	TBWA\ SHANGHAI	SHANGHAI
MB11/002	CULL THE KALE	PAPA GIUSEPPI	BWM DENTSU	SYDNEY
MB11/003	MOM'S LITTLE WISDOM	ULTRA MIMI	BATES CHI & PARTNERS	JAKARTA
MB11/004	#BETHEIREYES	SAMSUNG	CHEIL	HONG KONG
MB11/005	PRETTIFY YOUR PANTY	CAREFREE	DDB TRIBAL WORLDWIDE PHILIPPINES	MANILA
MB11/006	INSTAZOOM	CANON	DENTSU SINGAPORE PTE LTD	SINGAPORE
MB11/007	THE MOST ENVIOUS TWEET	NOGIKOI	TAIYO KIKAKU CO., LTD.	TOKYO
MB11/008	PANCAKE HOUSE DOODLE VOUCHER	PANCAKE HOUSE	BBDO GUERRERO	MANILA



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CATEGORY LRMB : LOTUS ROOTS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
LRMB/001	DELICIOUS TREND-MAPPING	HOUSEHOLD ACCOUNTING APP	HAKUHODO INC.	TOKYO
LRMB/002	DADS #SHARETHELOAD	ARIEL MATIC	BBDO INDIA	MUMBAI

AS OF 15 MARCH 2017