

Mobile Shortlist - EB2013

| Cat. No | Entry No | Title | Advertiser | Product | Entrant Company | Country | Agency |
|---------------------------------------------------------------|----------|-----------------------------------------|-------------------------------------|----------------------------------------------------|-------------------------------------|-----------------|-------------------------------------------------------------|
| A01 (MOBILE WEBSITES AND WEB APPLICATIONS) | | | | | | | |
| A01/005 | 00068 | GET LOUD PARIS | CONVERSE | CONVERSE | BLAST RADIUS Paris | FRANCE | BLAST RADIUS Paris |
| A01/007 | 00080 | NITROCHARGE YOUR GAME | ADIDAS FOOTBALL | NITROCHARGE SILO | DDB & TRIBAL WORLDWIDE Amsterdam | THE NETHERLANDS | DDB & TRIBAL WORLDWIDE Amsterdam |
| A01/011 | 00137 | NIKE PHOTOID | NIKE | NIKE SPORTSWEAR | AKQA London | UNITED KINGDOM | AKQA London |
| A02 (MOBILE APPLICATIONS AND OTHER DOWNLOADABLE TOOLS) | | | | | | | |
| A02/003 | 00009 | TOOTHBRUSH GAMES | LZG ? NATIONAL GERMAN CENTRE FOR | APPLICATION FOR EDUCATION | OGILVY GERMANY Frankfurt | GERMANY | OGILVY GERMANY Frankfurt |
| A02/006 | 00019 | THE SELFSCAN REPORT | AUCHAN | AUCHAN | SERVICEPLAN Munich | GERMANY | SERVICEPLAN Munich |
| A02/007 | 00025 | MERCEDES-BENZ BLUEEFFICIENCY APP | MERCEDES-BENZ | BLUEEFFICIENCY APP | FHV BBDO Amsterdam | THE NETHERLANDS | FHV BBDO Amsterdam |
| A02/013 | 00035 | SCORECLEANER | DOREMIR | SCORECLEANER NOTES | MOBIENTO Stockholm | SWEDEN | MOBIENTO Stockholm / DOREMIR MUSIC RESEARCH Stockholm |
| A02/016 | 00049 | CIF THE WEB | UNILEVER | CIF | DLKW LOWE London | UNITED KINGDOM | DLKW LOWE London |
| A02/026 | 00079 | SECOND LIFE APPS | REBORN | ORGAN DONATION FOUNDATION | DUVAL GUILLAUME MODEM Antwerp | BELGIUM | DUVAL GUILLAUME MODEM Antwerp |
| A02/029 | 00098 | KAIZERVIRUS | KAIZERS ORCHESTRA | VIOLETA VIOLETA VOL.3 | ANORAK Oslo | NORWAY | ANORAK Oslo / HES Oslo |
| A03 (VIRAL MARKETING & MESSAGING FOR MOBILE) | | | | | | | |
| A03/002 | 00004 | SAMUSOCIAL REPLACE YOUR VOICEMAIL | SAMUSOCIAL | HOMELESS CHARITY | McCANN Hoeilaart | BELGIUM | McCANN Hoeilaart |
| A03/010 | 00115 | NATALIA PROJECT | CIVIL RIGHTS DEFENDERS | ASSAULT ALARM SYSTEM POWERED BY SOCIAL MEDIA | RBK COMMUNICATION Stockholm | SWEDEN | RBK COMMUNICATION Stockholm |
| A04 (MOBILE GAMES) | | | | | | | |
| A04/002 | 00017 | MAGNUM 5 LOST KISSES | UNILEVER | MAGNUM ICE CREAM | LOWE BRINDFORS Stockholm | SWEDEN | LOWE BRINDFORS Stockholm |
| A05 (RICH MEDIA ADVERTISING FOR MOBILE DEVICES) | | | | | | | |
| A05/001 | 00002 | THE BRIGHTEST ONLINE AD | LUPINE LIGHTING SYSTEMS // BIKE | LUPINE BETTY // BIKE MAGAZINE | PUBLICIS MUNICH | GERMANY | PUBLICIS MUNICH |
| B01 (INTEGRATED MOBILE CAMPAIGNS) | | | | | | | |
| B01/005 | 00052 | FREE THE FORCED | UNITED NATIONS ASSOCIATION OF | CAMPAIGN AGAINST FORCED MARRIAGE | CHEIL GERMANY Schwalbach | GERMANY | CHEIL GERMANY Schwalbach |
| B01/006 | 00066 | ALL EYES ON S4 | SWISSCOM | SWISSCOM / SAMSUNG GALAXY S4 | HEIMAT Berlin | GERMANY | HEIMAT Berlin |

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| B01/008 | 00075 | WFP FOOD LINK | WORLD FOOD PROGRAMME / | DONATIONS | GRABARZ & PARTNER Hamburg | GERMANY | GRABARZ & PARTNER Hamburg |
| B01/012 | 00091 | ADIDAS WINDOW SHOPPING | ADIDAS | ADIDAS NEO | TBWA\HELSINKI | FINLAND | TBWA\HELSINKI |

C01 (BEST VISUAL DESIGN/AESTHETIC)

| | | | | | | | |
|---------|-------|-----------|--------------------------|-------------------------------------|----------------------------------|-----------------|----------------------------------------------------|
| C01/001 | 00024 | KLM SPACE | KLM ROYAL DUTCH AIRLINES | KLM ROYAL DUTCH AIRLINES | DDB & TRIBAL WORLDWIDE Amsterdam | THE NETHERLANDS | DDB & TRIBAL WORLDWIDE Amsterdam / RAPP Amstelveen |
| C01/002 | 00040 | LEVEL .06 | SYSTEMBOLAGET | THE SWEDISH ALCOHOL RETAIL MONOPOLY | FORSMAN & BODENFORS Gothenburg | SWEDEN | FORSMAN & BODENFORS Gothenburg |

C02 (BEST USER EXPERIENCE)

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|---------|-------|------------------------|-----------------|---------------------|----------------------------------|-----------------|-------------------------------------------------------|
| C02/002 | 00015 | BACK TO VINYL | KONTOR RECORDS | KONTOR RECORDS | OGILVY GERMANY Düsseldorf | GERMANY | OGILVY GERMANY Düsseldorf / OGILVYONE Düsseldorf |
| C02/004 | 00038 | SCORECLEANER | DOREMIR | SCORE CLEANER NOTES | MOBIENTO Stockholm | SWEDEN | MOBIENTO Stockholm / DOREMIR MUSIC RESEARCH Stockholm |
| C02/008 | 00082 | NITROCHARGE YOUR GAME | ADIDAS FOOTBALL | NITROCHARGE SILO | DDB & TRIBAL WORLDWIDE Amsterdam | THE NETHERLANDS | DDB & TRIBAL WORLDWIDE Amsterdam |
| C02/011 | 00092 | ADIDAS WINDOW SHOPPING | ADIDAS | ADIDAS NEO | TBWA\HELSINKI | FINLAND | TBWA\HELSINKI |

C03 (BEST CONTENT CREATED FOR MOBILE)

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|---------|-------|--------------------|-------------------------------|-------------------------------|--------------------|---------|--------------------------------------|
| C03/001 | 00061 | INSTAGRAM TAKEOVER | SWISS INTERNATIONAL AIR LINES | SWISS INTERNATIONAL AIR LINES | SERVICEPLAN Munich | GERMANY | SERVICEPLAN Munich / PLAN.NET Munich |
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Total Entries:

25