

Shortlist (Mobile Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency	Media Agency	Production Company
A01 (Activation by Location or Proximity)									
A01/011	00305	QIXXIT - MOBILITY FOR A NEW GENERATION	DB VERTRIEB	QIXXIT	CHEIL GERMANY Schwalbach	GERMANY	CHEIL GERMANY Schwalbach		
A01/021	00566	GUIDE DOTS	GUIDE DOGS ASSOCIATION FOR THE BLIND SINGAPORE	NON-PROFIT CHARITY	VML Kansas City	USA	VML Kansas City / Y&R SINGAPORE / UDKU Sydney		
A01/027	00123	TREE OF LETTERS	EPM	EPM LIBRARY	McCANN COLOMBIA Bogotá	COLOMBIA	McCANN COLOMBIA Bogotá		LOS NOTARIOS Bogotá
A01/032	00826	PROTECTION AD	NIVEA	NIVEA SUN KIDS	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo		EDIT2 São Paulo
A01/033	00874	RIP CURL SEARCH GPS	RIP CURL	SURFING SPORTSWEAR & EQUIPMENT	VML Sydney	AUSTRALIA	VML Sydney		
A01/068	01158	CATCH A PLANE	S7 AIRLINES	S7 AIRLINES	LEO BURNETT MOSCOW	RUSSIA	LEO BURNETT MOSCOW		UNREAL MOJO Saint Petersburg
A02 (Augmented Mobile Experience)									
A02/013	00670	GLASSES.COM FOR IPAD	GLASSES.COM	EYEWEAR RETAIL	GLASSES.COM Draper	USA	GLASSES.COM Draper		
A02/017	00741	VIDEO STAMP	AUSTRALIA POST	AUSTRALIA POST VIDEO STAMP	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	UM Melbourne	GUILTY CONTENT Melbourne
A02/022	00880	PAY PER LAUGH	TEATRE NEU	THEATER	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona	SPAIN	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona		
A03 (Networked Mobile Technology)									
A03/001	00164	THE WORLD'S FIRST REALLY LIVE FEED	COMPASSION IN WORLD FARMING	CHARITY CAMPAIGNING TO END THE FACTORY FARMING AND LOG DISTANCE TRANSPORTATION OF ANIMALS	ELVIS London	UNITED KINGDOM	ELVIS London	OCEAN OUTDOOR London	
A03/010	00758	CONNECTED WITH PERU	MOVISTAR	TELECOMMUNICATIONS	Y&R Lima	PERU	Y&R Lima		CINE 70 Lima
A03/023	00628	ALVIO	QOL	RESPIRATORY APP	R/GA New York	USA	R/GA New York		
A04 (Innovative Technology for Mobile)									
A04/006	00212	RACER	GOOGLE	MULTI-PLAYER, MULTI-DEVICE MOBILE CHROME EXPERIMENT	GOOGLE CREATIVE LAB New York	USA	GOOGLE CREATIVE LAB New York		ACTIVE THEORY Los Angeles
A04/016	00438	GUMULON	STRIDE	CHEWING GUM	WIEDEN+KENNEDY London	UNITED KINGDOM	WIEDEN+KENNEDY London		JOHNNY TWO SHOES London
A04/029	00720	THE GUARDIAN ANGEL	ASSOCIATION OF WOMEN FOR ACTION AND RESEARCH (AWARE)	NON-PROFIT	JWT SINGAPORE	SINGAPORE	JWT SINGAPORE		CURIUSLAB Singapore
A04/036	01076	EASY WAY LYRICS	EASY WAY LANGUAGE CENTER	EASY WAY LANGUAGE CENTER	LODUCCA São Paulo	BRAZIL	LODUCCA São Paulo		
A04/045	00320	SMART TOYS	SAMSUNG SPAIN	TABKIDS	CHEIL SPAIN Madrid	SPAIN	CHEIL SPAIN Madrid		
A04/055	00601	WAKE UP & SMELL THE BACON	KRAFT FOODS	OSCAR MAYER	360i New York	USA	360i New York	STARCOM MEDIAVEST GROUP Chicago	DIRTY ROBBIE Los Angeles
A04/060	01131	BABOLAT PLAY	BABOLAT	CONNECTED TENNIS RACKET AND TENNIS SOCIAL NETWORK	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris		
B01 (Products)									
B01/010	00793	A TRIP OUT TO SEA	GUY COTTEN	MARINE SECURITY GEAR - LIFEJACKETS	CLM BBDO Boulogne-Billancourt	FRANCE	CLM BBDO Boulogne-Billancourt		WANDA PRODUCTIONS Saint-Denis La Plaine Cedex / GROUEK Paris
B02 (Services)									
B02/006	00613	AVOID HUMANS	GSD&M	MOBILE WEB APP	GSD&M Austin	USA	GSD&M Austin		
B02/009	00666	WRITTEN IN THE STARS	AKQA	STARS	AKQA New York	USA	AKQA New York		

Shortlist (Mobile Lions)

B02/010	00207	MOON	ING DIRECT	ING DIRECT	OGILVYONE Madrid	SPAIN	OGILVYONE Madrid	MIOPIA EFECTOS VISUALES Madrid
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B03 (Media, Entertainment and Leisure)

B03/006	01086	OFFLINE BOOK	MATH PAPER PRESS	PRINTED BOOKS	DDB GROUP SINGAPORE	SINGAPORE	DDB GROUP SINGAPORE	
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B04 (Charities, Not for Profit and Public Information)

B04/002	00035	FOOD PHOTOS SAVE LIVES	UNICEF	PUBLIC AWARENESS	FCB NEW ZEALAND Auckland	NEW ZEALAND	FCB NEW ZEALAND Auckland	
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C01 (Products)

C01/018	00713	PERFECT POP BY POP SECRET	DIAMOND FOODS	POP SECRET (MOBILE DEUTSCH Los Angeles APPLICATION)		USA	DEUTSCH Los Angeles	UNCORKED Portland
C01/023	00827	PROTECTION AD	NIVEA	NIVEA SUN KIDS	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo	EDIT2 São Paulo
C01/033	00634	THE NIKE SB APP	NIKE	APPAREL	R/GA New York	USA	R/GA New York	
C01/045	00942	RADAR FOR GOOD	THE COCA-COLA COMPANY	COCA-COLA	BV McCANN ERICKSON ROMANIA Bucharest	ROMANIA	BV McCANN ERICKSON ROMANIA Bucharest / UMR ROMANIA Bucharest	MRM WORLDWIDE Bucharest
C01/051	01132	BABOLAT PLAY	BABOLAT	CONNECTED TENNIS RACKET AND TENNIS SOCIAL NETWORK	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris	

C02 (Services)

C02/009	00261	GET WELL KIT	SANOFI-AVENTIS GROUP	GET WELL KIT	GEOMETRY GLOBAL Moscow	RUSSIA	GEOMETRY GLOBAL Moscow / OGILVY	YARR! Moscow
C02/024	00742	VIDEO STAMP	AUSTRALIA POST	AUSTRALIA POST VIDEO STAMP	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	UM Melbourne GUILTY CONTENT Melbourne
C02/028	00862	UNLOCK LESSONS	VIVO/TELEFONICA	APP	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO	

C03 (Media, Entertainment and Leisure)

C03/016	01079	SAT-JF14	RECORD COLLECTION	MUSIC ALBUM - JOHN FRUSCIANTE	LODUCCA São Paulo	BRAZIL	LODUCCA São Paulo	
C03/020	01025	BEATS MUSIC	BEATS MUSIC	MUSIC STREAMING SERVICE	R/GA London	UNITED KINGDOM	R/GA London	

C04 (Charities, Not for Profit and Public Information)

C04/005	00069	KRINGL	MAKE-A-WISH CANADA	MAKE-A-WISH CANADA	ZULU ALPHA KILO Toronto	CANADA	ZULU ALPHA KILO Toronto	THINKING BOX Toronto
C04/018	00677	BLOOD OF HOPE	ADVANCED INFO SERVICE PLC. (AIS)	ADVANCED INFO SERVICE PLC. (AIS)	CJ WORX Bangkok	THAILAND	CJ WORX Bangkok	SPORE Bangkok 3DS INTERACTIVE Bangkok

D01 (Products)

D01/010	00638	ALVIO	QOL	RESPIRATORY APP	R/GA New York	USA	R/GA New York	
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D03 (Media, Entertainment and Leisure)

D03/006	00881	PAY PER LAUGH	TEATRE NEU	THEATER	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona	SPAIN	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona	
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D04 (Charities, Not for Profit and Public Information)

D04/001	00246	PENNY THE PIRATE	LUXOTTICA	OPSM KIDS EYE SCREENING TOOL	SAATCHI & SAATCHI Sydney	AUSTRALIA	SAATCHI & SAATCHI Sydney	TWO BULLS Collingwood
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E01 (Products)

E01/002	00028	GT RIDE	KIA MOTORS EUROPE	KIA PRO_CEE'D GT	LA RED Hamburg	GERMANY	LA RED Hamburg	ARTIFICIAL ROME Berlin
E01/012	00715	POPTOPIA & THE POP DONGLE BY POP SECRET	DIAMOND FOODS	POP SECRET (MOBILE DEUTSCH Los Angeles APPLICATION)		USA	DEUTSCH Los Angeles	UNIT 9 London
E01/024	00641	ALVIO	QOL	RESPIRATORY APP	R/GA New York	USA	R/GA New York	

E02 (Services)

Shortlist (Mobile Lions)

E02/002	00213	RACER	GOOGLE	MULTI-PLAYER, MULTI-DEVICE MOBILE CHROME EXPERIMENT	GOOGLE CREATIVE LAB New York	USA	GOOGLE CREATIVE LAB New York	ACTIVE THEORY Los Angeles
E02/006	00989	THE GOAL SCREEN	GIRAFFAS	GIRAFFAS	MOODITBWA São Paulo	BRAZIL	MOODITBWA São Paulo	PIXELLABS Sao Paulo
E02/009	00983	THE SCARECROW	CHIPOTLE MEXICAN GRILL	FAST CASUAL DINING	CREATIVE ARTISTS AGENCY Los Angeles	USA	CREATIVE ARTISTS AGENCY Los Angeles	MOONBOT STUDIOS Shreveport

E03 (Media, Entertainment and Leisure)

E03/002	00563	WATCH_DOGS LIVE	UBISOFT	VIDEO GAME	PUBLICIS MONTREAL Montreal	CANADA	PUBLICIS MONTREAL Montreal	ZENITHOPTIMEDIA Montreal	CODMORSE Montreal
E03/004	00555	SHERLOCK: THE NETWORK	THE PROJECT FACTORY / HARTSWOOD FILMS	IOS MOBILE AND TABLET GAME	THE PROJECT FACTORY London	UNITED KINGDOM			THE PROJECT FACTORY London

E04 (Charities, Not for Profit and Public Information)

E04/004	00303	DUMB WAYS TO DIE: GAME	METRO TRAINS	PUBLIC TRANSPORT	McCANN MELBOURNE	AUSTRALIA	McCANN MELBOURNE	
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F01 (Products)

F01/009	00473	RUBBERBAND AD	HENKEL, PATTEX	PATTEX GLUE	DDB TRIBAL WIEN	AUSTRIA	DDB TRIBAL WIEN	
F01/013	00814	STRIP COMMERCE	LOJAS MARISA	MARISA LINGERIE	ALMAPBDO Sao Paulo	BRAZIL	ALMAPBDO Sao Paulo	THE GOODFELLAS São Paulo

F04 (Charities, Not for Profit and Public Information)

F04/007	01003	THE FOLLOWER DOG	ADOTE UM VIRA-LATA	ADOPTION	DIM & CANZIAN São Paulo	BRAZIL	DIM & CANZIAN São Paulo	
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G01 (Messaging Campaigns, including SMS, MMS and Mobile Email Messaging Campaigns, including SMS, MMS and

G01/015	00893	MOVIE EMOJI	SINGTEL	SINGTEL MIO TV	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE	MEC Singapore
G01/026	01199	ELO TEDDY BEAR	AMARAL CARVALHO HOSPITAL	HEALTHCARE/CANCER HOSPITAL	DM9DDB São Paulo	BRAZIL	DM9DDB São Paulo	
G01/027	01226	HOME INVASION	ELMSTA 3000 HORROR FEST	FILM FESTIVAL	SAATCHI & SAATCHI Stockholm	SWEDEN	SAATCHI & SAATCHI Stockholm	
G01/031	00584	MESSAGES	RED CROSS	TELCEL	JWT MEXICO Mexico City	MEXICO	JWT MEXICO Mexico City	

H01 (Integrated Mobile Campaign)

H01/018	00208	MOON	ING DIRECT	ING DIRECT	OGILVYONE Madrid	SPAIN	OGILVYONE Madrid	MIOPIA EFECTOS VISUALES Madrid	
H01/020	00487	BLOODY TUBE	BASCULE INC.	M.I.E.S.(MASSIVE INTERACTIVE ENTERTAINMENT SYSTEM)	BASCULE Tokyo	JAPAN	BASCULE Tokyo	BASCULE Tokyo	
H01/022	00722	THE GUARDIAN ANGEL	ASSOCIATION OF WOMEN FOR ACTION AND RESEARCH (AWARE)	NON-PROFIT	JWT SINGAPORE	SINGAPORE	JWT SINGAPORE	CURIUSLAB Singapore	
H01/026	00828	PROTECTION AD	NIVEA	NIVEA SUN KIDS	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo	EDIT2 São Paulo	
H01/030	00953	THE NEXT BIG THING IS HERE WITH SAMSUNG + JAY Z	SAMSUNG TELECOMMUNICATIONS AMERICA	GALAXY	72ANDSUNNY Los Angeles, CA	USA	72ANDSUNNY Los Angeles, CA / R/GA New York	STARCOM MEDIAVEST GROUP New York	ANONYMOUS CONTENT Los Angeles, CA
H01/037	01053	MINUTE OF SILENCE	RSL AUSTRALIA	ANZAC APPEAL	DDB GROUP MELBOURNE	AUSTRALIA	DDB GROUP MELBOURNE	EXIT FILMS Melbourne, VIC	
H01/038	01106	ANDROID KIT KAT	NESTLÉ	KIT KAT	JWT LONDON	UNITED KINGDOM	JWT LONDON	MINDSHARE London	

I01 (Interface & Navigation)

I01/002	00227	VISA 360 CAM	VISA	FINANCIAL SERVICES	ATMOSPHERE PROXIMITY New York	USA	ATMOSPHERE PROXIMITY New York / BBDO NEW YORK	SWEETGRASS PRODUCTIONS Salt Lake City
I01/003	00029	GT RIDE	KIA MOTORS EUROPE	KIA PRO_CEE'D GT	LA RED Hamburg	GERMANY	LA RED Hamburg	ARTIFICIAL ROME Berlin
I01/008	00259	GET WELL KIT	SANOFI-AVENTIS GROUP	GET WELL KIT	GEOMETRY GLOBAL Moscow	RUSSIA	GEOMETRY GLOBAL Moscow / OGILVY	YARRI Moscow
I01/018	00667	WRITTEN IN THE STARS	AKQA	STARS	AKQA New York	USA	AKQA New York	
I01/020	00209	MOON	ING DIRECT	ING DIRECT	OGILVYONE Madrid	SPAIN	OGILVYONE Madrid	MIOPIA EFECTOS VISUALES Madrid
I01/024	00643	THE NIKE SB APP	NIKE	APPAREL	R/GA New York	USA	R/GA New York	
I01/025	01026	BEATS MUSIC	BEATS MUSIC	MUSIC STREAMING SERVICE	R/GA London	UNITED KINGDOM	R/GA London	

Shortlist (Mobile Lions)

I01/033	01128	FASHION FOR ALL KIND	STYLEPIT	ONLINE FASHION RETAILER	UNCLE GREY Copenhagen	DENMARK	UNCLE GREY Copenhagen	B-REEL Stockholm
I01/038	01249	BABOLAT PLAY	BABOLAT	CONNECTED TENNIS RACKET AND TENNIS SOCIAL NETWORK	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris	

I02 (Visual Design/Aesthetic)

I02/005	00030	GT RIDE	KIA MOTORS EUROPE	KIA PRO_CEE'D GT	LA RED Hamburg	GERMANY	LA RED Hamburg	ARTIFICIAL ROME Berlin
I02/009	00262	GET WELL KIT	SANOFI-AVENTIS GROUP	GET WELL KIT	GEOMETRY GLOBAL Moscow	RUSSIA	GEOMETRY GLOBAL Moscow / OGILVY	YARR! Moscow
I02/013	00218	KILLING KENNEDY	NATIONAL GEOGRAPHIC CHANNEL	TV PROGRAM/WEBSITE	MULLEN Boston	USA	MULLEN Boston	BRICKYARD Boston, MA
I02/037	00520	THE ROLEX DAYTONA EXPERIENCE	ROLEX	ROLEX DAYTONA	FIRSTBORN New York City, Ny	USA	FIRSTBORN New York City, Ny	

I03 (User Experience)

I03/005	00074	ZEISS LENS TEST DRIVE	CARL ZEISS	CAMERA LENSES	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY Frankfurt	
I03/019	00263	GET WELL KIT	SANOFI-AVENTIS GROUP	GET WELL KIT	GEOMETRY GLOBAL Moscow	RUSSIA	GEOMETRY GLOBAL Moscow / OGILVY	YARR! Moscow
I03/022	00292	VISA 360 CAM	VISA	FINANCIAL SERVICES	ATMOSPHERE PROXIMITY New York	USA	ATMOSPHERE PROXIMITY New York / BBDO NEW YORK	SWEETGRASS PRODUCTIONS Salt Lake City
I03/028	00395	THE LIFE-SAVING CABLE	AZERFON	CHARGING CABLE	Y&R Moscow	RUSSIA	Y&R Moscow	PROJECT 111 Moscow
I03/051	00794	A TRIP OUT TO SEA	GUY COTTEN	MARINE SECURITY GEAR - LIFEJACKETS	CLM BBDO Boulogne-Billancourt	FRANCE	CLM BBDO Boulogne-Billancourt	WANDA PRODUCTIONS Saint-Denis La Plaine Cedex / GROUEK Paris
I03/055	00808	SAFE DRIVING PROGRAM	SAMSUNG	S-DRIVE	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY	STARCOM MEDIAVEST GROUP Sydney
I03/066	00981	BEST DAY EVER SECOND SCREEN EXPERIENCE	FILIP TECHNOLOGIES, INC.	FILIP	LEO BURNETT NEW YORK	USA	LEO BURNETT NEW YORK / CAVIAR DIGITAL Los Angeles	CAVIAR Los Angeles
I03/080	01028	BEATS MUSIC	BEATS MUSIC	MUSIC STREAMING SERVICE	R/GA London	UNITED KINGDOM	R/GA London	
I03/124	01251	BABOLAT PLAY	BABOLAT	CONNECTED TENNIS RACKET AND TENNIS SOCIAL NETWORK	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris	

I04 (Content created for Mobile)

I04/001	00071	KRINGL	MAKE-A-WISH CANADA	MAKE-A-WISH CANADA	ZULU ALPHA KILO Toronto	CANADA	ZULU ALPHA KILO Toronto	THINKING BOX Toronto
I04/008	00299	PENNY THE PIRATE	LUXOTTICA	OPSM KIDS EYE SCREENING TOOL	SAATCHI & SAATCHI Sydney	AUSTRALIA	SAATCHI & SAATCHI Sydney	TWO BULLS Collingwood
I04/011	00671	GLASSES.COM FOR IPAD	GLASSES.COM	EYEWEAR RETAIL	GLASSES.COM Draper	USA	GLASSES.COM Draper	
I04/026	01082	EASY WAY LYRICS	EASY WAY LANGUAGE CENTER	EASY WAY LANGUAGE CENTER	LODUCCA São Paulo	BRAZIL	LODUCCA São Paulo	
I04/034	01197	NOT A STUPID COVER	LIVRARIA CULTURA	BOOKSTORE	DM9DDB São Paulo	BRAZIL	DM9DDB São Paulo	
I04/039	00986	THE SCARECROW	CHIPOTLE MEXICAN GRILL	FAST CASUAL DINING	CREATIVE ARTISTS AGENCY Los Angeles	USA	CREATIVE ARTISTS AGENCY Los Angeles	MOONBOT STUDIOS Shreveport

I05 (Use of Data/Insight)

I05/004	00617	AVOID HUMANS	GSD&M	MOBILE WEB APP	GSD&M Austin	USA	GSD&M Austin	
I05/017	00877	RIP CURL SEARCH GPS	RIP CURL	SURFING SPORTSWEAR & EQUIPMENT	VML Sydney	AUSTRALIA	VML Sydney	
I05/026	00718	GAME OF PHONES	VIRGIN MOBILE AUSTRALIA	VIRGIN MOBILE	HAVAS WORLDWIDE AUSTRALIA Sydney	AUSTRALIA	HAVAS WORLDWIDE AUSTRALIA Sydney	STARCOM MEDIAVEST GROUP Sydney
I05/027	01030	BEATS MUSIC	BEATS MUSIC	MUSIC STREAMING SERVICE	R/GA London	UNITED KINGDOM	R/GA London	
I05/039	01252	BABOLAT PLAY	BABOLAT	CONNECTED TENNIS RACKET AND TENNIS SOCIAL NETWORK	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris	

J01 (Community Building/Management)

J01/007	00656	JAY Z MAGNA CARTA HOLY GRAIL APP	SAMSUNG	MOBILE APP	R/GA New York	USA	R/GA New York	STARCOM MEDIAVEST GROUP Chicago
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Shortlist (Mobile Lions)

J02 (Response/Real-Time Activity (including crowdsourcing))

J02/004	00036	FOOD PHOTOS SAVE LIVES	UNICEF	PUBLIC AWARENESS	FCB NEW ZEALAND Auckland	NEW ZEALAND	FCB NEW ZEALAND Auckland	
J02/015	01145	SUPERBOWL VINES	PROCTER & GAMBLE	TIDE	SAATCHI & SAATCHI New York	USA	SAATCHI & SAATCHI New York	LEGS MEDIA New York
J02/019	00859	THE KAN KHAJURA STATION	UNILEVER INDIA	AN ON DEMAND ENTERTAINMENT CHANNEL ON A MOBILE PHONE.	LOWE AND PARTNERS WORLDWIDE Mumbai	INDIA	LOWE AND PARTNERS WORLDWIDE Mumbai	PHD Mumbai
J02/020	00890	REPLAY	HEINEKEN	HEINEKEN	WIEDEN + KENNEDY São Paulo	BRAZIL	WIEDEN + KENNEDY São Paulo	

J03 (Use of Co-Creation & User Generated Content)

J03/005	00031	GT RIDE	KIA MOTORS EUROPE	KIA PRO_CEE'D GT	LA RED Hamburg	GERMANY	LA RED Hamburg	ARTIFICIAL ROME Berlin
J03/017	00302	KMS SHAGS	KAO AUSTRALIA	KMS CALIFORNIA	BASHFUL Sydney	AUSTRALIA	BASHFUL Sydney	
J03/023	00993	WHATSAPP STORYTELLERS	CASA DA CRIANÇA SANTO AMARO	CASA DA CRIANÇA SANTO AMARO	MOODTBWA São Paulo	BRAZIL	MOODTBWA São Paulo	
J03/026	00657	THE NIKE SB APP	NIKE	APPAREL	R/GA New York	USA	R/GA New York	
J03/027	00822	THE SAMBA TABLE	AMBEV	ANTARCTICA	ALMAPBBDO Sao Paulo	BRAZIL	ALMAPBBDO Sao Paulo	
J03/031	01141	UNIVERSAL TYPEFACE	BIC DEUTSCHLAND	BIC PENCILS	DDB TRIBAL GROUP Düsseldorf	GERMANY	DDB TRIBAL DÜSSELDORF	MEDIA MONKS Hilversum
J03/036	00909	I SEE FRIES	McDONALDS	McDONALD'S FRIES	DDB Sydney	AUSTRALIA	DDB Sydney / DDB SHANGHAI	
J03/052	01089	UNSELFIE	TYPHOON YOLANDA APPEAL	FUNDRAISING	BBDO GUERRERO Makati City	THE PHILIPPINES	BBDO GUERRERO Makati City	

J04 (Innovative Use of Social for Mobile)

J04/002	00056	HAIRTAGPROJECT	THE LOUNGE HAIR SALON	HAIR DONATION CAMPAIGN	BBDO PROXIMITY THAILAND Bangkok	THAILAND	BBDO PROXIMITY THAILAND Bangkok	MEOUR Bangkok
J04/004	00172	#HAPPYBEERTIME	CARLSBERG GROUP	TUBORG	KONSTELLATION Copenhagen	DENMARK	KONSTELLATION Copenhagen	
J04/010	00343	MUTTBOMBING	DPA	PET ADOPTION	DIESTE Dallas	USA	DIESTE Dallas	LANDIA Buenos Aires
J04/014	00618	AVOID HUMANS	GSD&M	MOBILE WEB APP	GSD&M Austin	USA	GSD&M Austin	
J04/026	00917	FRIEND COMPASS	MOMONDO GROUP LTD	TRAVEL COMPARISON WEBSITE / TRAVEL SEARCH ENGINE	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	ESKIMO8 Buckinghamshire
J04/038	01058	#LASTSELFIE	WWF DENMARK & WWF TURKEY	NON PROFIT / CHARITY	41?29! Istanbul	TURKEY	41?29! Istanbul	
J04/040	01136	CRACK THE US OPEN	HEINEKEN	HEINEKEN	WIEDEN+KENNEDY New York	USA	WIEDEN+KENNEDY New York	LOVELY GIANT New York

Total Entries:

116