

## Shortlist (Mobile)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country
<b>A01 (Activation by Location or Proximity)</b>						
A01/001	00004	VODAFONE BETWEEN US	VODAFONE	VODAFONE RED LIGHT APPLICATION	Y&R TEAM RED ISTANBUL	TURKEY
A01/009	00078	PHONEADDRESS	BASE	MOBILE OPERATOR	DDB BRUSSELS	BELGIUM
A01/010	00100	SLOW DOWN GPS	IF INSURANCE	INSURANCE	FORSMAN & BODENFORS Gothenburg	SWEDEN
A01/011	00120	THE SWEDISH SNOW RESCUERS	AUDI	AUDI QUATTRO	ÅKESTAM HOLST Stockholm	SWEDEN
<b>A02 (Augmented Mobile Experience)</b>						
A02/003	00107	THE MATCH	SKY DEUTSCHLAND FERNSEHEN	SKY FOOTBALL BUNDESLIGA PACKAGE	SERVICEPLAN Munich	GERMANY
A02/004	00110	READ A TREE	ELEFANT.RO	ONLINE BOOK SELLER	GEOMETRY GLOBAL Bucharest	ROMANIA
A02/007	00125	FEEL EVERY SMILE	LISTERINE	LISTERINE ADVANCED WHITE	J. WALTER THOMPSON London	UNITED KINGDOM
<b>A04 (Data/Insight for Mobile)</b>						
A04/004	00032	THE LES PAUL SKILL CHECK	GIBSON GUITAR	EPIPHONE LES PAUL BJOERN GELOTTE SIGNATURE EDITION	SERVICEPLAN Munich	GERMANY
A04/009	00101	SLOW DOWN GPS	IF INSURANCE	INSURANCE	FORSMAN & BODENFORS Gothenburg	SWEDEN
<b>A05 (Innovative Technology for Mobile)</b>						
A05/002	00024	CANON GIG APP	CANON	CANON DSLR	UNCLE GREY Copenhagen	DENMARK
<b>C01 (Mobile Applications)</b>						
C01/002	00005	VODAFONE BETWEEN US	VODAFONE	VODAFONE RED LIGHT APPLICATION	Y&R TEAM RED ISTANBUL	TURKEY
C01/007	00043	MAKE UP GENIUS VIRTUAL MIRROR	L'ORÉAL PARIS	VIRTUAL MAKE UP MIRROR APPS	McCANN PARIS	FRANCE
C01/015	00071	KEEP DEMOCRACY ALIVE	GOV	MOBILE APP DELIVERING REAL TIME SURVEYS	FF PARIS	FRANCE
C01/016	00080	PHONEADDRESS	BASE	MOBILE OPERATOR	DDB BRUSSELS	BELGIUM
C01/018	00102	SLOW DOWN GPS	IF INSURANCE	INSURANCE	FORSMAN & BODENFORS Gothenburg	SWEDEN
C01/022	00121	THE SWEDISH SNOW RESCUERS	AUDI	AUDI QUATTRO	ÅKESTAM HOLST Stockholm	SWEDEN
<b>D01 (Messaging for Mobile)</b>						
D01/003	00075	ABUSED EMOJIS	BRIS	NON PROFIT ORGANIZATION	GARBERGS Stockholm	SWEDEN
<b>F01 (Mobile Advertising)</b>						
F01/004	00067	HEINEKEN THE VALENTINE'S GIFT	HEINEKEN NETHERLANDS	BEER	TBWA\NEBOKO Amsterdam	THE NETHERLANDS
<b>G01 (Social for Mobile)</b>						
G01/007	00072	KEEP DEMOCRACY ALIVE	GOV	MOBILE APP DELIVERING REAL TIME SURVEYS	FF PARIS	FRANCE
G01/008	00084	#THANKSFORBEING LATE	EDITIONS POINTS	EPOINTS.FR	MARCEL Paris	FRANCE

## Shortlist (Mobile)

### H01 (Integrated Mobile Campaign)

H01/001	00006	VODAFONE BETWEEN US	VODAFONE	VODAFONE RED LIGHT APPLICATION	Y&R TEAM RED ISTANBUL	TURKEY
H01/003	00033	THE LES PAUL SKILL CHECK	GIBSON GUITAR	EPIPHONE LES PAUL BJOERN GELOTTE SIGNATURE EDITION	SERVICEPLAN Munich	GERMANY
H01/008	00122	THE SWEDISH SNOW RESCUERS	AUDI	AUDI QUATTRO	ÅKESTAM HOLST Stockholm	SWEDEN
H01/011	00103	MAKE UP GENIUS VIRTUAL MIRROR	L'ORÉAL PARIS	VIRTUAL MAKE UP MIRROR APPS	McCANN PARIS	FRANCE

### I02 (Visual Design/ Aesthetic)

I02/001	00019	RAY-BAN #REFLECTIONS	RAY-BAN LUXOTTICA	PHOTO APPLICATION	GENTS AGENCY Gent	BELGIUM
I02/002	00055	MY GARAGE	YAMAHA MOTOR EUROPE	REALTIME CONFIGURATOR APP INCLUDING 3D ASSETS	INDG Amsterdam	THE NETHERLANDS <sup>1</sup>
I02/003	00059	ADVENTURES OF IAMYANK POCO ECO		LOST SOUNDS	POSSIBLE CEE Budapest	HUNGARY

### I03 (User Experience)

I03/005	00036	THE LES PAUL SKILL CHECK	GIBSON GUITAR	EPIPHONE LES PAUL BJOERN GELOTTE SIGNATURE EDITION	SERVICEPLAN Munich	GERMANY
I03/008	00056	MY GARAGE	YAMAHA MOTOR EUROPE	REALTIME CONFIGURATOR APP INCLUDING 3D ASSETS	INDG Amsterdam	THE NETHERLANDS <sup>1</sup>
I03/013	00118	ABUSED EMOJIS	BRIS	NON PROFIT ORGANIZATION	GARBERGS Stockholm	SWEDEN
I03/015	00124	TRAY TYPER	KENTUCKY FRIED CHICKEN (GREAT BRITAIN), GERMAN BRANCH	TRAY TYPER	SERVICEPLAN Munich	GERMANY

Total Entries:

31

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