

## **Shortlist (Mobile)**

<b>Cat. No</b>	<b>Entry No</b>	<b>Title</b>	<b>Client</b>	<b>Product</b>	<b>Entrant Company</b>	<b>Country</b>	<b>Idea creation</b>
<b><u>A01 (Activation by Location)</u></b>							
A01/001	00026	THE END OF SOCIETY SIMULATOR	UBISOFT	UBISOFT	BETC Paris	FRANCE	BETC Paris
A01/005	00073	GIVE A BEEP	HÖVDING	HÖVDING	EDELMAN DEPORTIVO Stockholm	SWEDEN	EDELMAN DEPORTIVO Stockholm
A01/007	00067	PIGEON AIR PATROL	PLUME LABS	PLUME LABS	DIGITASLBI London	UNITED KINGDOM	DIGITASLBI London
A01/009	00107	MR. BEAR DRIVER	THE AUTOMOBILE CLUB OF ROMANIA	APP GAME	PUBLICIS ROMANIA Bucharest	ROMANIA	PUBLICIS ROMANIA Bucharest
<b><u>A02 (Activation by Proximity)</u></b>							
A02/002	10064	HCD RINK BINGO	HOCKEY CLUB DAVOS	HOCKEY CLUB DAVOS	FCB ZÜRICH	SWITZERLAND	FCB ZÜRICH
<b><u>A03 (Augmented Mobile Experience)</u></b>							
A03/004	00084	THE ASMR EAR BEER	SPENDRUPS	NORRLANDS GULD	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm
<b><u>A04 (VR Experience)</u></b>							
A04/003	00098	#BEFEARLESS	SAMSUNG ELECTRONICS	SAMSUNG GEAR VR	CHEIL GERMANY Schwalbach	GERMANY	CHEIL GERMANY Schwalbach / CHEIL WORLDWIDE Seoul / CHEIL WORLDWIDE Dubai
A04/009	00124	BULLYING - IN VIRTUAL REALITY	UR (THE SWEDISH EDUCATIONAL BROADCAST COMPANY)	"DET HANDLAR OM DIG". TELEVISION SERIES ON THE SUBJECT OF BULLYING.	McCANN STOCKHOLM Stockholm	SWEDEN	McCANN STOCKHOLM Stockholm
<b><u>A06 (Connected Devices)</u></b>							
A06/002	00065	FOUND BY MERCEDES-BENZ & MAISON KITSUNÉ	MERCEDES-BENZ	A COLLECTION OF SCARVES AND HATS FOR THE LAUNCH OF ITS NEW RANGE OF CONVERTIBLES	BBDO PARIS	FRANCE	BBDO PARIS
A06/005	00077	THE SWEDISH NUMBER	THE SWEDISH TOURIST ORGANISATION	TOURISM	INGO Stockholm	SWEDEN	INGO Stockholm
A06/006	00048	DOT. THE FIRST BRAILLE SMARTWATCH.	DOT INCORPORATION	DOT. THE FIRST BRAILLE SMARTWATCH.	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich / DOT INCORPORATION Seoul

## **Shortlist (Mobile)**

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A06/009	00045	HCD RINK BINGO	HOCKEY CLUB DAVOS	HOCKEY CLUB DAVOS	FCB ZÜRICH	SWITZERLAND	FCB ZÜRICH
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## **A08 (Data Insight)**

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A08/001	00027	THE END OF SOCIETY SIMULATOR	UBISOFT	UBISOFT	BETC Paris	FRANCE	BETC Paris
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## **A09 (Innovative Technology)**

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A09/001	00004	MCTRAX	McDONALD'S	RESTAURANTS	TBWAINEBOKO Amsterdam	THE NETHERLANDS	TBWAINEBOKO Amsterdam
A09/013	00121	SAVE ME – THE SKI PASS THAT SAVES LIVES	ÖTZTAL TOURISMUS	ÖTZTAL TOURISMUS	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
A09/014	00122	DOT. THE FIRST BRAILLE SMARTWATCH.	DOT INCORPORATION	DOT. THE FIRST BRAILLE SMARTWATCH.	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich / DOT INCORPORATION Seoul

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## **B02 (Mobile Apps)**

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B02/004	00032	REMUMBER	MISSING CHILDREN EUROPE	REMUMBER	FAMOUSGREY	BELGIUM	FAMOUSGREY
B02/013	00066	RE: SHAKESPEARE	SAMSUNG & THE ROYAL SHAKESPEARE COMPANY	RE:SHAKESPEARE	CHEIL UK London	UNITED KINGDOM	CHEIL UK London
B02/015	00082	EPICGRAM	B-CLASSIC	MOBILE APP	DDB BRUSSELS	BELGIUM	DDB BRUSSELS
B02/023	10065	HCD RINK BINGO	HOCKEY CLUB DAVOS	HOCKEY CLUB DAVOS	FCB ZÜRICH	SWITZERLAND	FCB ZÜRICH
B02/025	00072	MINISTRY OF TALES	BERÄTTARMINISTERIET	IREAD TO UNLOCK- APP	KING Stockholm	SWEDEN	KING Stockholm

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## **B03 (Social for Mobile)**

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B03/002	00038	#NOLIKESFORRA CISM	LICRA	LICRA	DDB PARIS	FRANCE	DDB PARIS
B03/006	00078	THE SWEDISH NUMBER	THE SWEDISH TOURIST ORGANISATION	TOURISM	INGO Stockholm	SWEDEN	INGO Stockholm
B03/009	00090	CHECK IT BEFORE IT'S REMOVED: NAKED BREASTS ON FACEBOOK AGAINST BREAST CANCER.	PINK RIBBON DEUTSCHLAND	BREAST CANCER AWARENESS	DDB GROUP GERMANY Berlin	GERMANY	DDB GROUP GERMANY Berlin

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## **Shortlist (Mobile)**

B03/020	00123	SEA HERO QUEST	DEUTSCHE TELEKOM DEUTSCHE TELEKOM	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London
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## **B04 (Mobile Games)**

B04/003	00041	HCD RINK BINGO	HOCKEY CLUB DAVOS	HOCKEY CLUB DAVOS	FCB ZÜRICH	SWITZERLAND	FCB ZÜRICH
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## **C01 (Integrated Mobile Campaigns)**

C01/001	00058	SPRINTER	BJÖRN BORG	SPORTSWEAR/FAS HION	GARBERGS Stockholm	SWEDEN	GARBERGS Stockholm
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C01/002	00079	THE SWEDISH NUMBER	THE SWEDISH TOURIST ORGANISATION	TOURISM	INGO Stockholm	SWEDEN	INGO Stockholm
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## **C03 (Messaging Campaign)**

C03/001	00052	WHATSGERMAN	PLAN.NET GROUP /	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich / PLAN.NET Munich
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**Total Entries:** 29