

Mobile Shortlist

Track	Cat. No	Entry No	Title	Brand	Product	Entrant Company	Entrant Country	Idea Creation	Production	Media	PR	Additional
A01 (Activation by Location)												
Communication	A01/010	00205	SNELWEG SPROOKJES	VOLKSWAGEN	VOLKSWAGEN APPLICATION	ISOBAR Amsterdam	THE NETHERLANDS	ACHTUNG! mcgarrybowen Amsterdam	ACHTUNG! mcgarrybowen Amsterdam / BIG ORANGE Amsterdam / ISOBAR Amsterdam / ROBOT KITTENS Hilversum			
Communication	A01/020	00304	ACCESSIBILITY MAT	FORD MOTOR COMPANY	FORD MOTOR COMPANY	GTB BRASIL São Paulo	BRAZIL	GTB BRASIL São Paulo				BIZSYS Sao Paulo / CODE STUDIO São Paulo / J. WALTER THOMPSON BRAZIL São Paulo / PARANOID BR São Paulo
Communication	A01/021	00668	THE TRAFFIC JAM WHOPPER	BURGER KING MEXICO	BURGER KING DELIVERY	WE BELIEVERS New York	USA	WE BELIEVERS New York	BONSAI3 Miami / CENTRAL FILMS Mexico City / PICKLE MUSIC New York			
Communication	A01/023	00731	POWERSHARE	SAMSUNG	SAMSUNG – GALAXY S10	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY		STARCOM Sydney		
Communication	A01/024	00681	THE WHOPPER DETOUR	BURGER KING	FOOD	FCB NEW YORK	USA	FCB NEW YORK	CHEMISTRY CREATIVE New York / HUMAN New York / MACKCUT New York / O POSITIVE New York / ZOMBIE STUDIO São Paulo	HORIZON MEDIA New York	ALISON BROD MARKETING + COMMUNICATION S New York	HONEYMIX New York
Communication	A01/031	00386	OPERATION AIRDROP AT COACHELLA: ADIDAS ORIGINALS X CHILDISH GAMBINO	ADIDAS ORIGINALS	ADIDAS ORIGINALS	JAM3 Toronto	CANADA	JAM3 Toronto	JAM3 Toronto / PIXELPUSHER Toronto			
Communication	A01/032	00666	AIR MAX GRAFFITI STORES	NIKE	AIR MAX	AKQA São Paulo	BRAZIL	AKQA São Paulo	HEFTY São Paulo / ZOHAR CINEMA Rio de Janeiro	WIEDEN+KENNE DY São Paulo		
Communication	A01/036	00641	ECHOES	UBISOFT	DIVISION 2	MAKEMEPULSE Paris	FRANCE	DDB PARIS	MAKEMEPULSE Paris			
A02 (AR)												
Communication	A02/017	00524	LESSONS IN HERSTORY	DAUGHTERS OF THE EVOLUTION	EDUCATIONAL WOMEN'S HISTORY APP	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco	GOODBY SILVERSTEIN & PARTNERS San Francisco			ELEVEL San Francisco
Communication	A02/025	00556	PAY IT FORWARD	THE BIG ISSUE	THE BIG ISSUE	FCB INFERNO London	UNITED KINGDOM	FCB INFERNO London	ARCHER'S MARK London			
Communication	A02/026	00786	STORYSIGN	HUAWEI	HUAWEI BRAND	FCB INFERNO London	UNITED KINGDOM	FCB INFERNO London	AARDMAN ANIMATIONS Bristol / DOG EAT DOG London / MCASSO London / TENTHREE EDITING London / UNIT London	WAVEMAKER London		HUAWEI London
Communication	A02/038	00357	THE LOCKDOWN	ABN AMRO BANK	ABN AMRO EMPLOYER BRAND	CODE D'AZUR Amsterdam	THE NETHERLANDS	ABN AMRO BANK Amsterdam / CODE D'AZUR Amsterdam	CODE D'AZUR Amsterdam		NEWSLAB Amsterdam	SHERLOCKED Amsterdam / STUDIO 05 Amstelveen / WENNEKER-TV Amsterdam

Mobile Shortlist

Communication	A02/040	00758	BURN THAT AD	BURGER KING	BURGER KING WHOPPER	DAVID SÃO PAULO	BRAZIL	DAVID SÃO PAULO	CAFE ROYAL São Paulo / CLAN VFX São Paulo / HOGARTH WORLDWIDE São Paulo / JAMUTE São Paulo / VETOR ZERO São Paulo	DAVID SÃO PAULO	DAVID SÃO PAULO / LOURES COMMUNICATION Sao Paulo	BURGER KING BRAZIL Barueri
Communication	A02/043	00844	PET-COMMERCE	PETZ	ECOMMERCE	OGILVY São Paulo	BRAZIL	OGILVY São Paulo	D2G TECNOLOGIA São Paulo / HOGARTH WORLDWIDE Porto Alegre / HOGARTH WORLDWIDE São Paulo / PICT ESTUDIO São Paulo / PUNCH AUDIO São Paulo			PETZ São Paulo

A03 (VR)

Communication	A03/007	00330	MAGIC SNOW GLOBE	AMERICAN HONDA MOTOR CO.	CORPORATE IMAGE	RPA Santa Monica	USA	RPA Santa Monica	PSYOP Los Angeles			
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A05 (Networked / Connected Devices / Wearable Technology)

Communication	A05/001	00027	NAUGHTY OR NICE BAUBLE	MYER	MYER	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	CLEMENGER BBDO MELBOURNE / CREATOR GLOBAL Melbourne / THIRTEEN&CO Sydney	IKON Southbank	CLEMENGER BBDO MELBOURNE	MYER Docklands
Communication	A05/005	00181	ACCESSIBILITY MAT	FORD MOTOR COMPANY	FORD MOTOR COMPANY	GTB BRASIL São Paulo	BRAZIL	GTB BRASIL São Paulo				BIZSYS Sao Paulo / CODE STUDIO São Paulo / J. WALTER THOMPSON BRAZIL São Paulo / PARANOID BR São Paulo
Communication	A05/015	00867	KIT BEATS	MASTERCARD	MASTERCARD UEFA CHAMPIONS LEAGUE SPONSORSHIP	MRM/McCANN SPAIN Madrid	SPAIN	MRM/McCANN SPAIN Madrid	LA JOYA PRODUCCIONES Madrid / THE LION Madrid			
Communication	A05/018	00753	DOT MINI. THE FIRST SMART MEDIA DEVICE FOR THE VISUALLY IMPAIRED.	DOT	DOT	SERVICEPLAN GERMANY Munich	GERMANY	DOT INCORPORATION Seoul / SERVICEPLAN GERMANY Munich / SERVICEPLAN KOREA Seoul	CLOUDANDCO Seoul / DOT INCORPORATION Seoul / HYPERINTERACTIVE Hamburg / MOBY DIGG Munich / PAULUS.CO Seoul			
Communication	A05/019	00815	SEE SOUND	WAVIO	SEE SOUND	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	USA	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	AREA 23, AN FCB HEALTH NETWORK COMPANY New York			

A06 (Data / Insight)

Communication	A06/005	00058	ADDRESS THE FUTURE	CARLINGS	THE DIGITAL COLLECTION	VIRTUE Copenhagen	DENMARK	VIRTUE Copenhagen				
Communication	A06/014	00492	SAFETY HUB	NRMA	HOME INSURANCE	CHE PROXIMITY Melbourne	AUSTRALIA	CHE PROXIMITY Melbourne	CHE PROXIMITY Melbourne	CHE PROXIMITY Melbourne		
Communication	A06/015	00778	THE TIME WE HAVE LEFT - CASE	PERNOD RICHARD	RUAVIEJA	LEO BURNETT Madrid	SPAIN	LEO BURNETT Madrid	SERENA Madrid / TESAURO Madrid			LEO BURNETT Madrid

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Communication	A06/020	00682	THE WHOPPER DETOUR	BURGER KING	FOOD	FCB NEW YORK	USA	FCB NEW YORK	CHEMISTRY CREATIVE New York / HUMAN New York / MACKCUT New York / O POSITIVE New York / ZOMBIE STUDIO São Paulo	HORIZON MEDIA New York	ALISON BROD MARKETING + COMMUNICATION S New York	HONEYMIX New York
Communication	A06/026	00849	CONTRACT TRANSLATOR	RECLAME AQUI	RECLAME AQUI	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo	

A07 (Mobile Payment Solutions)

Communication	A07/003	00030	BLACK FRIDAY WHOPPER SHOPPER	BURGER KING CORPORATION	WHOPPER	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg	RABBICORN FILMS Hamburg		ALISON BROD MARKETING + COMMUNICATION S New York	BURGER KING DEUTSCHLAND GMBH Hannover / BURGER KING Miami / MITK ▽ MOTION IS THE KEY Hamburg / RELEVANT REWARDING Harderwijk / SLAUGHTERHO SE VISUAL MANUFACTURIN G Hamburg
Communication	A07/006	00258	POCKET FRANCHISE	KFC	KFC POCKET FRANCHISE	HO COMMUNICATION Shanghai	CHINA	HO COMMUNICATION Shanghai	HO COMMUNICATION Shanghai	HO COMMUNICATIO N Shanghai	HO COMMUNICATION Shanghai	
Communication	A07/007	00791	THE DEAF ALBUM	INSTITUT NATIONAL DE JEUNES SOURDS	INSTITUT NATIONAL DE JEUNES SOURDS	MARCEL Paris	FRANCE	MARCEL Paris	HKI PARIS / PRODIGIOUS Paris	BLUE 449 Paris / CLEAR CHANNEL Paris / SPOTIFY Paris		INSTITUT NATIONAL DE JEUNES SOURDS Paris / SPINNUP FRANCE Paris
Communication	A07/008	00557	PAY IT FORWARD	THE BIG ISSUE	THE BIG ISSUE	FCB INFERNO London	UNITED KINGDOM	FCB INFERNO London	ARCHER'S MARK London			
Communication	A07/009	00634	UCB AGROBANKING PROJECT	UCB - UCASH, SHWAPNO	MOBILE BANKING SERVICE	GREY BANGLADESH Dhaka	BANGLADESH	GREY BANGLADESH Dhaka				

A08 (Innovative Use of Technology)

Communication	A08/030	00148	GUARDIANS OF NATURE	HUAWEI TECHNOLOGIES CO LTD	HUAWEI	OGILVY SHENZHEN	CHINA	OGILVY SHENZHEN				OGILVY HONG KONG
Communication	A08/033	00787	STORYSIGN	HUAWEI	HUAWEI BRAND	FCB INFERNO London	UNITED KINGDOM	FCB INFERNO London	AARDMAN ANIMATIONS Bristol / DOG EAT DOG London / MCASSO London / TENTHREE EDITING London / UNIT London	WAVEMAKER London		HUAWEI London
Communication	A08/037	00733	POWERSHARE	SAMSUNG	SAMSUNG – GALAXY S10	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY		STARCOM Sydney		
Communication	A08/042	00683	THE WHOPPER DETOUR	BURGER KING	FOOD	FCB NEW YORK	USA	FCB NEW YORK	CHEMISTRY CREATIVE New York / HUMAN New York / MACKCUT New York / O POSITIVE New York / ZOMBIE STUDIO São Paulo	HORIZON MEDIA New York	ALISON BROD MARKETING + COMMUNICATION S New York	HONEYMIX New York

Mobile Shortlist

Communication	A08/060	00387	OPERATION AIRDROP AT COACHELLA: ADIDAS ORIGINALS X CHILDISH GAMBINO	ADIDAS ORIGINALS	ADIDAS ORIGINALS	JAM3 Toronto	CANADA	JAM3 Toronto	JAM3 Toronto / PIXELPUSHER Toronto
Communication	A08/065	00816	SEE SOUND	WAVIO	SEE SOUND	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	USA	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	AREA 23, AN FCB HEALTH NETWORK COMPANY New York

A09 (Advanced Learning Technologies / Voice-activation)

Communication	A09/016	00788	STORYSIGN	HUAWEI	HUAWEI BRAND	FCB INFERNO London	UNITED KINGDOM	FCB INFERNO London	AARDMAN ANIMATIONS Bristol / DOG EAT DOG London / MCASSO London / TENTHREE EDITING London / UNIT London	WAVEMAKER London	HUAWEI London
Communication	A09/022	00845	PET-COMMERCE	PETZ	ECOMMERCE	OGILVY São Paulo	BRAZIL	OGILVY São Paulo	D2G TECNOLOGIA São Paulo / HOGARTH WORLDWIDE Porto Alegre / HOGARTH WORLDWIDE São Paulo / PICT ESTUDIO São Paulo / PUNCH AUDIO São Paulo		PETZ São Paulo
Communication	A09/024	00817	SEE SOUND	WAVIO	SEE SOUND	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	USA	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	AREA 23, AN FCB HEALTH NETWORK COMPANY New York		

B01 (Brand-led Mobile Websites)

Communication	B01/006	00031	BLACK FRIDAY WHOPPER SHOPPER	BURGER KING CORPORATION	WHOPPER	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg	RABBICORN FILMS Hamburg	ALISON BROD MARKETING + COMMUNICATION S New York	BURGER KING DEUTSCHLAND GMBH Hannover / BURGER KING Miami / MITK ▽ MOTION IS THE KEY Hamburg / RELEVANT REWARDING Harderwijk / SLAUGHTERHOU SE VISUAL MANUFACTURIN G Hamburg
Communication	B01/012	00779	THE TIME WE HAVE LEFT - CASE	PERNOD RICHARD	RUAVIEJA	LEO BURNETT Madrid	SPAIN	LEO BURNETT Madrid	SERENA Madrid / TESAURO Madrid		LEO BURNETT Madrid

B02 (Charity & Non-profit led Mobile Websites)

Communication	B02/005	00300	ROO	PLANNED PARENTHOOD	AI-POWERED SEXUAL HEALTH CHATBOT	WORK & CO New York	USA	PLANNED PARENTHOOD Washington, DC / WORK & CO New York			
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C01 (Content for User Engagement)

Mobile Shortlist

Communication	C01/012	00194	VOICE OF HUNGER	SWIGGY	FOOD DELIVERY	DENTSU WEBCHUTNEY Bangalore	INDIA	DENTSU WEBCHUTNEY Bangalore	DENTSU WEBCHUTNEY Bangalore / DOT DOT BOOM Bengaluru			
Communication	C01/014	00079	LIVE MOVES	BACARDI	BACARDI	BBDO NEW YORK	USA	BBDO NEW YORK	BBDO STUDIOS New York		HARRISON & SHRIFTMAN New York	
Communication	C01/020	00168	IHOB	IHOP	IHOP	DROGA5 New York	USA	DROGA5 New York	BUTTER MUSIC + SOUND DESIGN New York / CUT+RUN New York / MPC New York / PRETTYBIRD Culver City / WOODSHOP Culver City	INITIATIVE Los Angeles	DEVRIES GLOBAL New York	IHOP California / JSM MUSIC New York / MY ACTIVE DRIVEWAY New York / NA COLLECTIVE New York / SOUND LOUNGE New York
Communication	C01/024	00331	#CODNATION	ACTIVISION	CALL OF DUTY	72ANDSUNNY Los Angeles	USA	72ANDSUNNY Los Angeles	HECHO STUDIOS Los Angeles			
Communication	C01/026	00251	MCDONALDS MCPICKLE	MCDONALDS	MCDONALDS	VMLY&R Sydney	AUSTRALIA	VMLY&R Sydney	VMLY&R Sydney		MANGO Sydney	
Communication	C01/043	00617	NOT A BOOMERANG	BITE BACK	ANIMAL RIGHTS ORGANISATION	FAMOUSGREY BRUSSELS	BELGIUM	FAMOUSGREY BRUSSELS	FAMOUSGREY BRUSSELS			
Communication	C01/045	00313	THE SOPRANOS NICKNAMES	HBO	THE SOPRANOS	ENGINE CREATIVE & CONTENT New York	USA	ENGINE CREATIVE & CONTENT New York	ENGINE CREATIVE & CONTENT New York			
Communication	C01/050	00691	VEILED SNAPCHAT LENS	S.C JOHNSON	GLADE	OGILVY Chicago	USA	OGILVY Chicago	OGILVY Chicago	PHD Chicago		
Communication	C01/093	00744	THE UNCENSORED PLAYLIST	REPORTERS WITHOUT BORDERS	SONGS WITH CENSORED ARTICLES	DDB BERLIN	GERMANY	DDB BERLIN	DAHOUSE AUDIO São Paulo / LE TOUR DU MONDE São Paulo / MEDIAMONKS Hilversum	DDB BERLIN	FINCHFACOR Amsterdam	

C02 (Real-time Response)

Communication	C02/007	00089	BAGELGATE	KRAFT-HEINZ	PHILADELPHIA CREAM CHEESE	DROGA5 New York	USA	DROGA5 New York		STARCOM Chicago	ALISON BROD MARKETING + COMMUNICATION S New York	VMLY&R Chicago
Communication	C02/011	00217	#FARMLANDXSU PREME LOOKBOOK	FARMLAND	FARMLAND FOODS	DONER Southfield	USA	DONER Southfield	DONER Southfield			
Communication	C02/024	00673	HAILSTORM IN ISTANBUL	IKEA	CARPENTS	TBWAISTANBUL	TURKEY	TBWAISTANBUL			TBWAISTANBUL	

C03 (Co-creation & User Generated Content)

Communication	C03/007	00059	ADDRESS THE FUTURE	CARLINGS	THE DIGITAL COLLECTION	VIRTUE Copenhagen	DENMARK	VIRTUE Copenhagen				
Communication	C03/010	00195	VOICE OF HUNGER	SWIGGY	FOOD DELIVERY	DENTSU WEBCHUTNEY Bangalore	INDIA	DENTSU WEBCHUTNEY Bangalore	DENTSU WEBCHUTNEY Bangalore / DOT DOT BOOM Bengaluru			
Communication	C03/011	00082	LIVE MOVES	BACARDI	BACARDI	BBDO NEW YORK	USA	BBDO NEW YORK	BBDO STUDIOS New York		HARRISON & SHRIFTMAN New York	
Communication	C03/016	00333	#CODNATION	ACTIVISION	CALL OF DUTY	72ANDSUNNY Los Angeles	USA	72ANDSUNNY Los Angeles	HECHO STUDIOS Los Angeles			
Communication	C03/025	00493	THE EARNBASSADORS	VELOCITY FREQUENT FLYERS	FREQUENT FLYER PROGRAM	CHE PROXIMITY Melbourne	AUSTRALIA	CHE PROXIMITY Melbourne	CHE PROXIMITY Melbourne / FINCH Melbourne	CHE PROXIMITY Melbourne	CHE PROXIMITY Melbourne	ARC EDIT Sydney

C04 (Targeted Communication)

Mobile Shortlist

Communication	C04/002	00065	NO NEED TO FLY - AROUND THE WORLD IN GERMANY	GERMAN RAIL	GERMAN RAIL	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY Frankfurt	SPIRABLE London		DEUTSCHE BAHN AG Frankfurt / GETTY IMAGES INTERNATIONAL Dublin	
Communication	C04/006	00083	ONE FOR TWO	MARS CHOCOLATE NORTH AMERICA	SNICKERS	BBDO NEW YORK	USA	BBDO NEW YORK	JHF PRODUCTIONS Los Angeles	MEDIACOM New York	COMPANY 3 New York / MACKENZIE CUTLER New York	
Communication	C04/009	00334	#CODNATION	ACTIVISION	CALL OF DUTY	72ANDSUNNY Los Angeles	USA	72ANDSUNNY Los Angeles	HECHO STUDIOS Los Angeles			
Communication	C04/019	00693	VEILED SNAPCHAT LENS	S.C JOHNSON	GLADE	OGILVY Chicago	USA	OGILVY Chicago	OGILVY Chicago	PHD Chicago		
Communication	C04/020	00644	HAMBURGER MENU TAKEOVER	MCDONALD'S	HAMBURGER	WE ARE UNLIMITED Chicago	USA	WE ARE UNLIMITED Chicago	WE ARE UNLIMITED Chicago	OMD USA Chicago / REDDIT San Francisco	GOLIN Chicago	
Communication	C04/024	00597	RESCUE DOGZ	GUD	GUD	WUNDERMAN THOMPSON Sao Paulo	BRAZIL	J. WALTER THOMPSON BRAZIL São Paulo	A9 AUDIO São Paulo / PLAY IT AGAIN São Paulo	J. WALTER THOMPSON BRAZIL São Paulo	J. WALTER THOMPSON BRAZIL São Paulo	
Communication	C04/027	00698	GO BACK TO AFRICA	BLACK & ABROAD	BLACK & ABROAD	FCB/SIX Toronto	CANADA	FCB/SIX Toronto	GRAYSON MATTHEWS Toronto / ROOSTER POST PRODUCTION Toronto	INITIATIVE Toronto	GLOSSY Toronto	
Communication	C04/036	00667	AIR MAX GRAFFITI STORES	NIKE	AIR MAX	AKQA São Paulo	BRAZIL	AKQA São Paulo	HEFTY São Paulo / ZOHAR CINEMA Rio de Janeiro	WIEDEN+KENNEDY São Paulo		
Communication	C04/039	00760	BURN THAT AD	BURGER KING	BURGER KING WHOPPER	DAVID SÃO PAULO	BRAZIL	DAVID SÃO PAULO	CAFE ROYAL São Paulo / CLAN VFX São Paulo / HOGARTH WORLDWIDE São Paulo / JAMUTE São Paulo / VETOR ZERO São Paulo	DAVID SÃO PAULO	DAVID SÃO PAULO / LOURES COMMUNICATION Sao Paulo	BURGER KING BRAZIL Barueri
Communication	C04/040	00747	INSTA NOVELS	THE NEW YORK PUBLIC LIBRARY	LITERATURE	MOTHER NEW YORK	USA	MOTHER NEW YORK	BUCK DESIGN New York / HORNET New York / MAGOZ Malmo / PSYOP New York / STRANGE BEAST London			

C05 (Social Trends)

Communication	C05/004	00061	ADDRESS THE FUTURE	CARLINGS	THE DIGITAL COLLECTION	VIRTUE Copenhagen	DENMARK	VIRTUE Copenhagen				
Communication	C05/007	00010	POLO UNFAIL	VOLKSWAGEN	VOLKSWAGEN POLO	DDB SYDNEY	AUSTRALIA	DDB SYDNEY	RIOT CONTENT Northcote			
Communication	C05/011	00090	BAGELGATE	KRAFT-HEINZ	PHILADELPHIA CREAM CHEESE	DROGA5 New York	USA	DROGA5 New York		STARCOM Chicago	ALISON BROD MARKETING + COMMUNICATION S New York	VMLY&R Chicago
Communication	C05/022	00619	NOT A BOOMERANG	BITE BACK	ANIMAL RIGHTS ORGANISATION	FAMOUSGREY BRUSSELS	BELGIUM	FAMOUSGREY BRUSSELS	FAMOUSGREY BRUSSELS			

C06 (Influencer / Talent)

Communication	C06/001	00100	SAMSUNG X FORTNITE: THE GALAXY SKIN	SAMSUNG GLOBAL	THE GALAXY SKIN	R/GA New York	USA	R/GA New York	PUBLICIS New York / R/GA New York	STARCOM Chicago / STARCOM London	WASSERMAN New York
Communication	C06/003	00085	LIVE MOVES	BACARDI	BACARDI	BBDO NEW YORK	USA	BBDO NEW YORK	BBDO STUDIOS New York		HARRISON & SHRIFTMAN New York

Mobile Shortlist

Communication	C06/005	00110	THE 85-YEAR-OLD REGRET	MARS, INC.	5 GUM	ENERGY BBDO Chicago	USA	ENERGY BBDO Chicago	FLARE BBDO Chicago / FLARE STUDIO London	MEDIACOM Chicago / STARCOM Chicago	OLSON ENGAGE Chicago	FANSCAPE Chicago
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C07 (Social Business & Commerce)

Communication	C07/001	00101	SAMSUNG X FORTNITE: THE GALAXY SKIN	SAMSUNG GLOBAL	THE GALAXY SKIN	R/GA New York	USA	R/GA New York	PUBLICIS New York / R/GA New York	STARCOM Chicago / STARCOM London	WASSERMAN New York	
Communication	C07/002	00062	ADDRESS THE FUTURE	CARLINGS	THE DIGITAL COLLECTION	VIRTUE Copenhagen	DENMARK	VIRTUE Copenhagen				
Communication	C07/010	00307	BLOCK WISH	HOK-ELANTO S GROUP	ALEPA	HOK-ELANTO Helsinki	FINLAND	HOK-ELANTO Helsinki / SOK MEDIA Helsinki	ACCENTURE Helsinki / BOUTIQUE Helsinki / WÖRKS Helsinki / ZEELAND Helsinki	CARAT Helsinki	NETPROFILE FINLAND Helsinki	S-GROUP Helsinki / TBWA\HELSINKI
Communication	C07/011	00259	POCKET FRANCHISE	KFC	KFC POCKET FRANCHISE	HO COMMUNICATION Shanghai	CHINA	HO COMMUNICATION Shanghai	HO COMMUNICATION Shanghai	HO COMMUNICATIO N Shanghai	HO COMMUNICATION Shanghai	

C08 (Social Purpose)

Communication	C08/001	00141	KUPU	SPARK	SPARK	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland	CREATURE Auckland / FRANKLIN RD Auckland / RUSH DIGITAL INTERACTIVE Auckland	PHD Auckland	DRUM Auckland	AUCKLAND UNIVERSITY OF TECHNOLOGY / TIKI TAANE N/A
Communication	C08/010	00011	PETME	PET RESCUE	CHARITY	DDB SYDNEY	AUSTRALIA	DDB SYDNEY				
Communication	C08/017	00282	#MOVEFOREQUALITY	UNESCO & PLAY MAGNUS	EQUALITY AWARENESS CAMPAIGN	BBDO Düsseldorf	GERMANY	BBDO Düsseldorf	CRAFTWORK Düsseldorf		EMANATE München	
Communication	C08/018	00184	ACCESSIBILITY MAT	FORD MOTOR COMPANY	FORD MOTOR COMPANY	GTB BRASIL São Paulo	BRAZIL	GTB BRASIL São Paulo				BIZSYS Sao Paulo / CODE STUDIO Sao Paulo / J. WALTER THOMPSON BRAZIL Sao Paulo / PARANOID BR Sao Paulo
Communication	C08/036	00558	PAY IT FORWARD	THE BIG ISSUE	THE BIG ISSUE	FCB INFERNO London	UNITED KINGDOM	FCB INFERNO London	ARCHER'S MARK London			
Communication	C08/037	00789	STORYSIGN	HUAWEI	HUAWEI BRAND	FCB INFERNO London	UNITED KINGDOM	FCB INFERNO London	AARDMAN ANIMATIONS Bristol / DOG EAT DOG London / MCASSO London / TENTHREE EDITING London / UNIT London	WAVEMAKER London		HUAWEI London
Communication	C08/072	00749	INSTA NOVELS	THE NEW YORK PUBLIC LIBRARY	LITERATURE	MOTHER NEW YORK	USA	MOTHER NEW YORK	BUCK DESIGN New York / HORNET New York / MAGOZ Malmo / PSYOP New York / STRANGE BEAST London			
Communication	C08/077	00861	MILES FOR THE PEOPLE	RECLAME AQUI	RECLAME AQUI	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo	

D01 (Games)

Mobile Shortlist

Communication	D01/014	00534	CRAFT A WESTERN WHOPPER	BURGER KING	WHOPPER	INGO Stockholm	SWEDEN	INGO Stockholm	INGO Stockholm		
Communication	D01/015	00359	THE LOCKDOWN	ABN AMRO BANK	ABN AMRO EMPLOYER BRAND	CODE D'AZUR Amsterdam	THE NETHERLANDS	ABN AMRO BANK Amsterdam / CODE D'AZUR Amsterdam	CODE D'AZUR Amsterdam	NEWSLAB Amsterdam	SHERLOCKED Amsterdam / STUDIO 05 Amstelveen / WENNEKER.TV Amsterdam

D02 (Utility Apps)

Communication	D02/012	00790	STORYSIGN	HUAWEI	HUAWEI BRAND	FCB INFERNO London	UNITED KINGDOM	FCB INFERNO London	AARDMAN ANIMATIONS Bristol / DOG EAT DOG London / MCASSO London / TENTHREE EDITING London / UNIT London	WAVEMAKER London	HUAWEI London
Communication	D02/014	00305	ACCESSIBILITY MAT	FORD MOTOR COMPANY	FORD MOTOR COMPANY	GTB BRASIL São Paulo	BRAZIL	GTB BRASIL São Paulo			BIZSYS Sao Paulo / CODE STUDIO São Paulo / J. WALTER THOMPSON BRAZIL São Paulo / PARANOID BR São Paulo
Communication	D02/025	00864	ICONS FOR MEDICINES	HOSPITAL HCOR	HOSPITAL HCOR	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo / GREY NEW YORK	GREY NEW YORK	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo
Communication	D02/032	00818	SEE SOUND	WAVIO	SEE SOUND	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	USA	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	AREA 23, AN FCB HEALTH NETWORK COMPANY New York		

D03 (Brand-led Mobile Apps)

Communication	D03/016	00496	SAFETY HUB	NRMA	HOME INSURANCE	CHE PROXIMITY Melbourne	AUSTRALIA	CHE PROXIMITY Melbourne	CHE PROXIMITY Melbourne	CHE PROXIMITY Melbourne	
Communication	D03/024	00865	CONTRACT TRANSLATOR	RECLAME AQUI	RECLAME AQUI	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo
Communication	D03/027	00761	BURN THAT AD	BURGER KING	BURGER KING WHOPPER	DAVID SÃO PAULO	BRAZIL	DAVID SÃO PAULO	CAFE ROYAL São Paulo / CLAN VFX São Paulo / HOGARTH WORLDWIDE São Paulo / JAMUTE São Paulo / VETOR ZERO São Paulo	DAVID SÃO PAULO	DAVID SÃO PAULO / LOURES COMMUNICATION Sao Paulo

D04 (Charity & Non-profit led Mobile Apps)

Communication	D04/007	00525	LESSONS IN HERSTORY	DAUGHTERS OF THE EVOLUTION	EDUCATIONAL WOMEN'S HISTORY APP	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco	GOODBY SILVERSTEIN & PARTNERS San Francisco		ELEVEL San Francisco
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E01 (Excellence in Mobile Campaign & Messaging)

Communication	E01/011	00029	NAUGHTY OR NICE BAUBLE	MYER	MYER	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	CLEMENGER BBDO MELBOURNE / CREATOR GLOBAL Melbourne / THIRTEEN&CO Sydney	IKON Southbank	CLEMENGER BBDO MELBOURNE	MYER Docklands
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Mobile Shortlist

Communication	E01/030	00684	THE WHOPPER DETOUR	BURGER KING	FOOD	FCB NEW YORK	USA	FCB NEW YORK	CHEMISTRY CREATIVE New York / HUMAN New York / MACKCUT New York / O POSITIVE New York / ZOMBIE STUDIO São Paulo	HORIZON MEDIA New York	ALISON BROD MARKETING + COMMUNICATION S New York	HONEYMIX New York
Communication	E01/034	00420	KFC CHRISTMAS POCKET STORE	YUM CHINA	KFC CHRISTMAS FRIED CHICKEN SHOP	ISOBAR CHINA GROUP Shanghai	CHINA	ISOBAR CHINA GROUP Shanghai	HO COMMUNICATION Shanghai			
Communication	E01/045	10779	SNELWEG SPROOKJES	VOLKSWAGEN	VOLKSWAGEN APPLICATION	ISOBAR Amsterdam	THE NETHERLANDS	ACHTUNG! mcgarrybowen Amsterdam	ACHTUNG! mcgarrybowen Amsterdam / BIG ORANGE Amsterdam / ISOBAR Amsterdam / ROBOT KITTENS Hilversum			

Total Entries:

102