

Mobile Lions Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional
A01 (Activation by Location)											
A01/009	00352	THE UNFILTERED HISTORY TOUR	VICE MEDIA	BRITISH MUSEUM	DENTSU CREATIVE, Bengaluru / DENTSU CREATIVE, Mumbai / DENTSU CREATIVE, Gurgaon	INDIA	DENTSU CREATIVE Bengaluru	DENTSU CREATIVE Bengaluru		DENTSU CREATIVE Bengaluru	
A01/020	00499	HACK MARKET	BACK MARKET	MARKETPLACE FOR REFURBISHED ELECTRONIC GOODS	MARCEL, Paris	FRANCE	ADF L'ATELIER Paris / ARTISANS DU FILM Paris				PRESS PLAY ON TAPE Paris
A01/027	10478	BACKUP UKRAINE	POLYCAM X UNESCO	PRESERVE REGIONAL AND CULTURAL HISTORY, AND PROMOTE CULTURAL DIVERSITY	VIRTUE WORLDWIDE, New York	USA	VIRTUE WORLDWIDE New York	VIRTUE WORLDWIDE New York	VIRTUE WORLDWIDE New York	VIRTUE WORLDWIDE New York	POLYCAM 3D Altadena, CA / UNESCO NATIONAL COMMISSION OF DENMARK Kobenhavn
A02 (AR)											
A02/014	00016	THE BOOKCASE FOR TOLERANCE	ANNE FRANK HOUSE	THE BOOKCASE FOR TOLERANCE	INNOCEAN WORLDWIDE EUROPE, Berlin	GERMANY	HOLY FOOLS Amsterdam / MASSIVEMUSIC BERLIN GMBH / MEDIA.MONKS Hilversum / TED ALKEMADE PRODUCTIES Amsterdam / TRIGGER HAPPY PRODUCTIONS Berlin		MEDIA.MONKS Hilversum	HAGENS PR & STRATEGY Amsterdam	
A04 (Voice-activation)											
A04/006	00340	BIA AGAINST HARASSMENT	BRADESCO	BIA - BRADESCO ARTIFICIAL INTELLIGENCE	PUBLICIS BRASIL, Sao Paulo	BRAZIL	MAGMA Sao Paulo / SUPERSONICA São Paulo			PUBLICIS BRASIL Sao Paulo	
A05 (Connected Devices / Wearables)											
A05/005	00367	WHOPPER HEIST	BURGER KING	WHOPPER	WE BELIEVERS, Brooklyn	USA	THE MOVEMENT – BY LANDIA Chacarita	LANDIA Buenos Aires	HOY Buenos Aires		THE PASTO Buenos Aires
A06 (Data / Insight)											
A06/007	00401	BLACK CHARACTERS	REVISTA RAÇA	REVISTA RAÇA	FCB BRASIL, São Paulo	BRAZIL				FCB BRASIL São Paulo	
A06/010	00501	RESCUE DOODLES	PEDIGREE	PEDIGREE ADOPTION	BBDO, New York	USA	BBDO New York		BBDO New York	BBDO New York	KIN + CARTA Chicago
A07 (mCommerce)											
A07/004	00230	CHEETLE ID	FRITO-LAY NORTH AMERICA, CHEETOS	CHEETOS	GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA	WILDEBEEEST DESIGN Los Angeles		OMD New York / VAYNERMEDIA New York	KETCHUM New York	FRITO LAY Dallas
A07/010	00435	JERSEY PAY	CORONA	CORONA EXTRA, CORONA LIGHT, CORONA ZERO ALCOHOL	VMLY&R COMMERCE MEXICO, Mexico City	MEXICO	LITEMEX Mexico City				AB-INBEV GRUPO MODELO STELLAARTOIS Mexico City

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A07/014	00450	A CHAT AWAY FROM EVERYTHING	ITAÚ BANK	ITAÚ CHAT ACCOUNT	GREY ARGENTINA, Buenos Aires	ARGENTINA	ARGENTINACINE Buenos Aires	PORTAESTUDIO Buenos Aires / RATIO VFX Buenos Aires	INITIATIVE Buenos Aires	GREY ARGENTINA Buenos Aires	
A07/018	00544	THE EYE TRACKER	SUPERMAX ONLINE	SUPERMAX SUPERMARKETS	DE LA CRUZ OGILVY, Guaynabo	PUERTO RICO	DE LA CRUZ OGILVY Guaynabo		DE LA CRUZ OGILVY Guaynabo	DE LA CRUZ OGILVY Guaynabo	
A07/019	10025	NOTHINGCOIN	CADBURY 5 STAR	CADBURY 5 STAR CHOCOLATE	OGILVY, Mumbai	INDIA	RETRO FILMS Mumbai		WAVEMAKER INDIA Mumbai	WAVEMAKER INDIA Mumbai	MEDIA.MONKS Noida

A08 (Innovative Use of Technology)

A08/011	00200	REAL TONE — PRODUCT INNOVATION & GLOBAL CAMPAIGN	GOOGLE	REAL TONE	GOOGLE, Mountain View / T BRAND STUDIO, New York / WIEDEN+KENNEDY, Portland / GUT, Miami	USA	1STAVEMACHINE Santa Monica / GUT Miami / PRETTYBIRD Los Angeles / T BRAND STUDIO New York / WIEDEN+KENNEDY Portland	ROCK PAPER SCISSORS Santa Monica / STITCH EDITING Los Angeles			
A08/014	00366	WHOPPER HEIST	BURGER KING	WHOPPER	WE BELIEVERS, Brooklyn	USA	THE MOVEMENT – BY LANDIA Chacarita	LANDIA Buenos Aires	HOY Buenos Aires	THE PASTO Buenos Aires	
A08/018	00329	STAYBL	DEUTSCHE PARKINSON VEREINIGUNG E.V. (GERMAN PARKINSON ASSOCIATION)	BROWSER-APP FOR PEOPLE WITH PARKINSON'S DISEASE	HAVAS, New York / HAVAS MEDIA, New York / HAVAS GERMANY, Düsseldorf	USA / GERMANY	HAVAS GERMANY Düsseldorf / HAVAS MEDIA New York	HAVAS MEDIA New York	HAVAS GERMANY Düsseldorf	HAVAS GERMANY Düsseldorf	BLUE PANDA Wenzelbach / HAVAS MEDIA New York / MMP. FILM GMBH Duesseldorf / M-SOUND München
A08/037	10475	BACKUP UKRAINE	POLYCAM X UNESCO	PRESERVE REGIONAL AND CULTURAL HISTORY, AND PROMOTE CULTURAL DIVERSITY	VIRTUE WORLDWIDE, New York	USA	VIRTUE WORLDWIDE New York	VIRTUE WORLDWIDE New York	VIRTUE WORLDWIDE New York	VIRTUE WORLDWIDE New York	POLYCAM 3D Altadena, CA / UNESCO NATIONAL COMMISSION OF DENMARK Copenhagen

A09 (Advanced Learning Technologies)

A09/003	00251	REAL TONE — PRODUCT INNOVATION & GLOBAL CAMPAIGN	GOOGLE	REAL TONE	GOOGLE, Mountain View / T BRAND STUDIO, New York / WIEDEN+KENNEDY, Portland / GUT, Miami	USA	1STAVEMACHINE Santa Monica / GUT Miami / PRETTYBIRD Los Angeles / T BRAND STUDIO New York / WIEDEN+KENNEDY Portland	ROCK PAPER SCISSORS Santa Monica / STITCH EDITING Los Angeles		
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A10 (Mobile Led Creativity)

A10/025	00350	THE UNFILTERED HISTORY TOUR	VICE MEDIA	BRITISH MUSEUM	DENTSU CREATIVE, Bengaluru / DENTSU CREATIVE, Mumbai / DENTSU CREATIVE, Gurgaon	INDIA	DENTSU CREATIVE Bengaluru	DENTSU CREATIVE Bengaluru		DENTSU CREATIVE Bengaluru
A10/026	00365	WHOPPER HEIST	BURGER KING	WHOPPER	WE BELIEVERS, Brooklyn	USA	THE MOVEMENT – BY LANDIA Chacarita	LANDIA Buenos Aires	HOY Buenos Aires	THE PASTO Buenos Aires
A10/044	00388	VODACOM ANTI-HIJACK AD'S	VODACOM	VODACOM	VMLY&R, Johannesburg	SOUTH AFRICA	CARAT Johannesburg		CARAT Johannesburg	
A10/048	00498	HACK MARKET	BACK MARKET	MARKETPLACE FOR REFURBISHED ELECTRONIC GOODS	MARCEL, Paris	FRANCE	ADF L'ATELIER Paris / ARTISANS DU FILM Paris			PRESS PLAY ON TAPE Paris

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A10/058	10477	BACKUP UKRAINE	POLYCAM X UNESCO	PRESERVE REGIONAL AND CULTURAL HISTORY, AND PROMOTE CULTURAL DIVERSITY	VIRTUE WORLDWIDE, USA New York	USA	VIRTUE WORLDWIDE New York	VIRTUE WORLDWIDE New York	VIRTUE WORLDWIDE New York	VIRTUE WORLDWIDE New York	POLYCAM 3D Altadena, CA / UNESCO NATIONAL COMMISSION OF DENMARK Kobenhavn
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B01 (Brand-led Mobile Websites)

B01/015	00535	THE EYE TRACKER	SUPERMAX ONLINE	SUPERMAX SUPERMARKETS	DE LA CRUZ OGILVY, Guaynabo	PUERTO RICO	DE LA CRUZ OGILVY Guaynabo		DE LA CRUZ OGILVY Guaynabo	DE LA CRUZ OGILVY Guaynabo	
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C01 (Content for User Engagement)

C01/008	00013	MIDNIGHT-TEMPTATION ANIME	SAGA PREFECTURE	SAGA-MESHI (LOCAL SAGA SPECIALTIES)	DENTSU INC., Tokyo	JAPAN	D2C DOT Tokyo / STUDIO KAI INC. Tokyo / XPD INC. Tokyo		DENTSU INC. Tokyo	DENTSU INC. Tokyo / PR CONSULTING DENTSU INC.	
C01/033	00384	THE TRUTH WINS	RSF	RSF	DDB GERMANY, Berlin	GERMANY	DAHUSE AUDIO Berlin / HYPERINTERACTIVE Hamburg / MOLLE&KORN GMBH Berlin				
C01/047	00460	BURGER GLITCH	BURGER KING	WHOPPER	DAVID, Sao Paulo	BRAZIL	HEFTY Sao Paulo / VETOR ZERO São Paulo				
C01/056	00429	CHEETOS FLAMIN' HOT SNACKABLE SCREENS	CHEETOS	CHEETOS FLAMIN' HOT	OMD, New York / GOODBY SILVERSTEIN & PARTNERS, San Francisco / SHAKERMAKER - DIGITAL MARKETING AGENCY, Hitchin / VAYNERMEDIA, New York / D3, New York / FRITO-LAY, Plano	USA / UNITED KINGDOM	LOGAN Los Angeles / MORTON JANKEL ZANDER Los Angeles / UNTOLD STUDIOS London	COMPANY 3 New York / LIME STUDIOS Santa Monica / UNTOLD STUDIOS London / WHITEHOUSE POST PRODUCTIONS New York	OMD New York	KETCHUM New York	

C02 (Real-time Response)

C02/013	00497	HACK MARKET	BACK MARKET	MARKETPLACE FOR REFURBISHED ELECTRONIC GOODS	MARCEL, Paris	FRANCE	ADF L'ATELIER Paris / ARTISANS DU FILM Paris				PRESS PLAY ON TAPE Paris
C02/018	00546	9/12 - THE UNTOLD STORY OF RECONNECTING NEW YORK	VERIZON	VERIZON	VERIZON, New York	USA	UNIT 9 New York / VERIZON New York	VERIZON New York	VERIZON New York	VERIZON New York	

C03 (Co-creation & User Generated Content)

C03/019	00306	THE SNACK THAT JINGLES BACK	CAMPBELL SOUP COMPANY	GOLDFISH	SAATCHI & SAATCHI, New York	USA	THE PUB New York		SPARK FOUNDRY New York	MSL New York	
C03/022	00214	DUBBING FACTORY	PRIME VIDEO	PRIME VIDEO	HEREZIE, Paris	FRANCE	OCTOPUS Paris / TELEPHONE MAISON FILMS Paris				
C03/026	00402	BLACK CHARACTERS	REVISTA RAÇA	REVISTA RAÇA	FCB BRASIL, São Paulo	BRAZIL			FCB BRASIL São Paulo		

Mobile Lions Shortlist**C04 (Targeted Communication)**

C04/001	00050	SOS MIGRANTS	FRANCE TERRE D'ASILE / WATIZAT	ASSOCIATION FOR IMMIGRANTS	TBWA, Paris	FRANCE	ELSE Paris	OMD FRANCE Paris		
C04/007	00044	SWIPE NIGHT: KILLER WEEKEND	TINDER	TINDER	72ANDSUNNY, Los Angeles	USA	BULLITT Hollywood	CABIN EDITING COMPANY Los Angeles / COMPANY 3 Los Angeles / MOVING PICTURE COMPANY (MPC) Culver City / Q DEPARTMENT New York / SHAPE + LIGHT Los Angeles		
C04/017	00385	THE TRUTH WINS	RSF	RSF	DDB GERMANY, Berlin	GERMANY	DAHOUSE AUDIO Berlin / HYPERINTERACTIVE Hamburg / MOLLE&KORN GMBH Berlin			
C04/027	00458	BURGER GLITCH	BURGER KING	WHOPPER	DAVID, Sao Paulo	BRAZIL	HEFTY Sao Paulo / VETOR ZERO São Paulo			
C04/028	00483	PIX COLLECTION	MERCADO PAGO	MERCADO PAGO PIX - INSTANT PAYMENTS SYSTEM	GUT, Sao Paulo	BRAZIL	A9 AUDIO São Paulo / SENTIMENTAL FILME São Paulo	GUT Sao Paulo	GUT Sao Paulo	MERCADO LIVRE Sao Paulo
C04/032	00456	BOYCOTT ADS	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan / PUBLICIS, Buenos Aires	ITALY / ARGENTINA	TRESBIEN! Martínez		LE PUB Amsterdam	

C05 (Social Trends)

C05/009	00188	AMASON LOGO	AMAZON	AMAZON	AMAZON, Seattle	USA	AMAZON Seattle	
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C06 (Influencer / Talent)

C06/002	00047	WARZONE IN PARADISE	Activision Blizzard	Call of Duty	72ANDSUNNY, Los Angeles	USA	BLACKSMITH New York / HUMAN New York / POST HUMAN New York		
C06/023	00381	REVERSE RENEGADE	CHAMPION	CHAMPION REVERSE WEAVE APPAREL	ENERGY BBDO, Chicago	USA	VERYTASTE Chicago	KEPLER New York	
C06/032	00552	WHTSPP RECORDS	ABINBEV	BUDWEISER BUDXRECORDS	DAVID, Bogotá	COLOMBIA	DRAFTLINE Bogota	DRAFTLINE Bogota	ZENITH Bogotá

C08 (Social Purpose)

C08/003	00170	THE DIGIBOT - THE FIRST WHATSAPP LEARNING PLATFORM FOR SCALE & IMPACT	META	THE DIGIBOT	DIGIFY AFRICA, Johannesburg / TECHSYS DIGITAL, Cape Town	SOUTH AFRICA	DIGIFY AFRICA Johannesburg / TECHSYS DIGITAL Cape Town	DIGIFY AFRICA Johannesburg	DIGIFY AFRICA Johannesburg
C08/022	00351	THE UNFILTERED HISTORY TOUR	VICE MEDIA	BRITISH MUSEUM	DENTSU CREATIVE, Bengaluru / DENTSU CREATIVE, Mumbai / DENTSU CREATIVE, Gurgaon	INDIA	DENTSU CREATIVE Bengaluru	DENTSU CREATIVE Bengaluru	DENTSU CREATIVE Bengaluru

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C08/039	00341	QUEST FOR DYSLEXIA	SAMSUNG	SAMSUNG MOBILE	CHEIL WORLDWIDE, Beijing / CHEIL, Hong Kong	CHINA / HONG KONG	CHEIL WORLDWIDE Beijing / HOBA Beijing	CHEIL WORLDWIDE Beijing / HOBA Beijing	CHEIL WORLDWIDE Beijing	CHEIL WORLDWIDE Beijing
C08/041	00390	VODACOM ANTI-HIJACK AD'S	VODACOM	VODACOM	VMLY&R, Johannesburg	SOUTH AFRICA	CARAT Johannesburg		CARAT Johannesburg	
C08/050	20015	SOS MIGRANTS	FRANCE TERRE D'ASILE / WATIZAT	ASSOCIATION FOR IMMIGRANTS	TBWA, Paris	FRANCE		ELSE Paris	OMD FRANCE Paris	

D01 (Games)

D01/002	00125	JUST A/RUN	NIKE	NIKE RUNNING	R/GA, Portland	USA	PL.Ai London / R/GA Portland / SNAP Los Angeles		BILLUPS Lake Oswego / SNAP Los Angeles	
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D02 (Utility Apps)

D02/007	00111	THE CARE CODES	G-LIFE SHANGHAI	G-LIFE SHANGHAI	OGILVY, Shanghai	CHINA	SHANGHAI RED HORSE ADVERTISING AND MEDIA Shanghai / SHANGHAI XIAODIAN CULTURE MEDIA STUDIO	SHANGHAI XIAODIAN CULTURE MEDIA STUDIO	DOUYIN Beijing / GLOBAL HARBOR PETRONAS TOWERS Shanghai / KWAI Beijing / STDECAUX Shanghai		
D02/008	00292	STAYBL	DEUTSCHE PARKINSON VEREINIGUNG E.V. (GERMAN PARKINSON ASSOCIATION)	BROWSER-APP FOR PEOPLE WITH PARKINSON'S DISEASE	HAVAS GERMANY, Düsseldorf / HAVAS, New York	GERMANY / USA	HAVAS GERMANY Düsseldorf / HAVAS MEDIA New York	HAVAS MEDIA New York	HAVAS GERMANY Düsseldorf	HAVAS GERMANY Düsseldorf	BLUE PANDA Stuttgart / MMP. FILM GMBH Duesseldorf / M-SOUND München
D02/016	00512	EYEDAR	HORIZON THERAPEUTICS	EYEDAR APP FOR THE BLIND	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA	DALMATIAN COW Los Angeles	BLIND PIG London			

D03 (Brand-led Mobile Apps)

D03/015	00542	BURGER GLITCH	BURGER KING	WHOPPER	DAVID, Sao Paulo	BRAZIL	HEFTY Sao Paulo / VETOR ZERO São Paulo			
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Total Shortlisted: 53

