

Mobile Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Media
A01 (Activation by Location)								
A01/010	00232	DEALS STUCK IN TIME	MCDONALD'S	MCDONALD'S	NORD DDB, Stockholm	SWEDEN	FILMIC ART Stockholm / NORD DDB Stockholm	NORD DDB Stockholm / OMD Stockholm
A01/021	00291	WORLD CUP DELIVERY	PEDIDOS YA	PEDIDOS YA APP	GUT, Buenos Aires	ARGENTINA	GUT Buenos Aires / PAISANOS.IO Buenos Aires	
A02 (Metaverse, New Realities & Emerging Tech)								
A02/014	00161	SAMSUNG UNFEAR	SAMSUNG SPAIN	UNFEAR APP	CHEIL WORLDWIDE, Madrid	SPAIN	CHEIL WORLDWIDE Madrid / SOMOS 5 Madrid	CHEIL WORLDWIDE Madrid
A03 (Connected Devices / Wearables)								
A03/007	00243	SOLE MUSIC	SOLE MUSIC	SOLE MUSIC	— AND US, Dubai	UNITED ARAB EMIRATES	BLACKBOX Dubai	— AND US Dubai
A04 (Data / Insight)								
A04/016	00316	INFLATION COOKBOOK	SKIP THE DISHES	SKIP EXPRESS LANE	DENTSU CREATIVE, Toronto	CANADA	DENTSU CREATIVE Toronto	
A05 (Innovative Use of Technology)								
A05/007	00117	DOT PAD. THE FIRST TACTILE GRAPHICS DISPLAY FOR MOBILE USE.	DOT INCORPORATION	DOT PAD	SERVICEPLAN, Munich / SERVICEPLAN KOREA, Seoul	GERMANY / SOUTH KOREA	PAULUS.CO., LTD Seoul	
A05/010	00235	ACCESS CODES	HALEON	HALEON	GREY, New York	USA	CAST London / MR PAPE London / NEXUS STUDIOS London	PUBLICIS MEDIA London
A05/012	00159	SAMSUNG UNFEAR	SAMSUNG SPAIN	UNFEAR APP	CHEIL WORLDWIDE, Madrid	SPAIN	CHEIL WORLDWIDE Madrid / SOMOS 5 Madrid	CHEIL WORLDWIDE Madrid
A06 (Advanced Learning Technologies)								
A06/006	00208	COCA-COLA MAGIC AUDIOS	THE COCA-COLA COMPANY	COCA-COLA AND COCA-COLA NO SUGAR	OGILVY, São Paulo	BRAZIL	A-GANDAIA STUDIO São Paulo / SAILOR STUDIO Sao Paulo / TAKE BLIP Belo Horizonte	
A07 (Mobile-led Commerce)								

A07/015	00286	RENAULT - PLUG-INN	RENAULT	PLUG-INN	PUBLICIS CONSEIL, Paris	FRANCE	PUBLICIS SAPIENT Paris	
A08 (Mobile-led Creativity)								
A08/009	00075	TRIANGLE TRACKER	FRITO-LAY	DORITOS	GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA	MASTERS & SAVANT Johannesburg / SNAPCHAT Santa Monica	OMD USA California
A08/017	00127	THE CHAT	BREAST CANCER NOW	BREAST CANCER CHARITY	BMB, London	UNITED KINGDOM	BMB London	
A08/019	00231	DEALS STUCK IN TIME	MCDONALD'S	MCDONALD'S	NORD DDB, Stockholm	SWEDEN	FILMIC ART Stockholm / NORD DDB Stockholm	NORD DDB Stockholm / OMD Stockholm
A08/036	00271	OREOCODES	OREO	OREO	VMLY&R COMMERCE, New York	USA	VMLY&R New York	
A08/043	00330	RESELL TAG	SAMSØE SAMSØE	RESELL TAG	UNCLE GREY, Copenhagen	DENMARK	UNCLE GREY Copenhagen	
B01 (Mobile-led content for User Engagement)								
B01/010	00150	50TH ANNIVERSARY	NIKE	NIKE	WIEDEN+KENNEDY, Portland	USA	40 ACRES AND A MULE FILMWORKS New York	
B01/041	00346	ROSALIA MOTOMAMI LIVE EXPERIENCE ON TIKTOK	TIKTOK	TIKTOK LIVE	TIKTOK, Sao Paulo / COLUMBIA RECORDS, New York / MOTOMAMI, Barcelona	BRAZIL / USA / SPAIN	ANGEL SOUND STUDIO Barcelona / CANADA Barcelona / IXYXI Barcelona	TIKTOK Sao Paulo
B02 (Use of Real-time Response)								
B02/016	00356	TRANSPARENCY CARD	CONGRESSO EM FOCO	TRANSPARENCY CARD	AKQA, Sao Paulo	BRAZIL	PAY4BRAIN Sao Paulo	AKQA Sao Paulo
B03 (Mobile-led Influencer & Co-Creation)								
B03/005	00151	50TH ANNIVERSARY	NIKE	NIKE	WIEDEN+KENNEDY, Portland	USA	40 ACRES AND A MULE FILMWORKS New York	
B03/006	00192	THE AD YOU STAY IN	HILTON	HILTON	TBWA\CHIAT\DAY, New York City	USA	1STAVEMACHINE New York / INFLUENTIAL Las Vegas	IPROSPECT New York
B03/011	00246	CALL ME, WITH TIMOTHEE CHALAMET	APPLE	APPLE TV+	TBWA\MEDIA ARTS LAB, Los Angeles	USA	MJZ Los Angeles	OMD Los Angeles
B03/012	00310	THE CAST-AWAY	UN GLOBAL COMPACT	UN GLOBAL COMPACT	ALMAPBBDO, Sao Paulo	BRAZIL	CABARET Sao Paulo / COMPANIA Sao Paulo	
B04 (Targeted Communication)								
B04/011	00228	FIAMA TALKING MEMES	FIAMA	NA	BRAND DAVID COMMUNICATIONS, Mumbai / OGILVY, Mumbai	INDIA	HUNGRY FILMS Mumbai	

B05 (Social Purpose)								
B05/002	00070	UKRAINE WELCOME TEXT	UNSEEN UK	UNSEEN UK	BBD PERFECT STORM, London	UNITED KINGDOM		
B05/014	00141	CAROL FOR CHARITY	MINISTRY OF FOREIGN AFFAIRS OF UKRAINE, ZELENSKA FOUNDATION	CHARITY FUND	SAATCHI & SAATCHI UKRAINE, Kyiv	UKRAINE		PUBLICIS Warsaw / SPARK FOUNDRY London / SPARK FOUNDRY New York / STARCOM Kyiv / ZENITH Sofia
B05/015	00237	ACCESS CODES	HALEON	HALEON	GREY, New York	USA	CAST London / MR PAPE London / NEXUS STUDIOS London	PUBLICIS MEDIA London
B05/020	00225	THE VOICE OF MARIELLE	MARIELLE FRANCO INSTITUTE	CSR	VMLY&R, Madrid	SPAIN		
B05/022	00171	GUARDIANS	SANTAM	SANTAM	ACCENTURE SONG, Cape Town	SOUTH AFRICA		
B05/027	00285	RENAULT - PLUG-INN	RENAULT	PLUG-INN	PUBLICIS CONSEIL, Paris	FRANCE		PUBLICIS SAPIENT Paris
B05/030	00255	RAINBOW WASHING DETECTOR	CAPAXIA	RAINBOW WASHING DETECTOR	DDB MEXICO, Mexico City	MEXICO		
B05/035	00321	SCROLLING THERAPY	EUROFARMA	EUROFARMA	DENTSU CREATIVE, Buenos Aires / DENTSU CREATIVE, New York / DENTSU CREATIVE, Chicago	ARGENTINA / USA		FRIENDS AND FAMILY Los Angeles / THE YOUTH Curitiba
B05/043	00357	TRANSPARENCY CARD	CONGRESSO EM FOCO	TRANSPARENCY CARD	AKQA, Sao Paulo	BRAZIL	JAMUTE Sao Paulo / PAY4BRAIN Sao Paulo	AKQA Sao Paulo
C01 (Mobile Websites)								
C01/012	00277	REDESIGNING FOR E-NCLUSION	PLAZA VEA	PLAZA VEA	FAHRENHEIT DDB, Lima	PERU		QUECHUA FILMS Cusco
C01/013	00315	INFLATION COOKBOOK	SKIP THE DISHES	SKIP EXPRESS LANE	DENTSU CREATIVE, Toronto	CANADA		DENTSU CREATIVE Toronto
C02 (Mobile Apps)								
C02/016	00296	MIND'S EYE	MND ASSOCIATION, DEEPAI, AMYLYX PHARMACEUTICALS	MIND'S EYE	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA		CANJAAUDIO CULTURE Curitiba / EDIT1 New York / RATTILING STICK LTD London
C03 (Games)								
C03/002	00306	V-LAND	SABA MEXICO (GLOBALLY KNOWN AS BODYFORM)	SABA PERIOD CARE PRODUCTS (PADS & TAMPONS)	DENTSU CREATIVE, Mexico City	MEXICO		DENTSU CREATIVE Mexico City / DENTSU CREATIVE Milan

Total Shortlisted:

36