

Title	Brand	Product/Service	Entrant Company	Country	Production Role	Country
A01 (Activation by Location)						
SNELWEG SPROOKJES	VOLKSWAGEN	VOLKSWAGEN APPLICATION	ISOBAR AMSTERDAM	THE NETHERLANDS	ACHTUNG!MCGARRYBOWEN AMSTERDAM / BIG ORANGE AMSTERDAM / ISOBAR AMSTERDAM / ROBOT KITTENS HILVERSUM	THE NETHERLANDS
ACCESSIBILITY MAT	FORD MOTOR COMPANY	FORD MOTOR COMPANY	GTB BRASIL SÃO PAULO	BRAZIL	□	□
THE TRAFFIC JAM WHOPPER	BURGER KING MEXICO	BURGER KING DELIVERY	WE BELIEVERS NEW YORK	USA	BONSAI3 MIAMI / CENTRAL FILMS MEXICO CITY / PICKLE MUSIC NEW YORK	USA
POWERSHARE	SAMSUNG	SAMSUNG – GALAXY S10	LEO BURNETT SYDNEY	AUSTRALIA	□	□
THE WHOPPER DETOUR	BURGER KING	FOOD	FCB NEW YORK	USA	CHEMISTRY CREATIVE NEW YORK / HUMAN NEW YORK / MACKCUT NEW YORK / O POSITIVE NEW YORK / ZOMBIE STUDIO SÃO PAULO	USA
OPERATION AIRDROP AT COACHELLA: ADIDAS ORIGINALS X CHLDISH GAMBINO	ADIDAS ORIGINALS	ADIDAS ORIGINALS	JAM3 TORONTO	CANADA	JAM3 TORONTO / PIXELPUSHER TORONTO	CANADA
AIR MAX GRAFFITI STORES	NIKE	AIR MAX	AKQA SÃO PAULO	BRAZIL	HEFTY SÃO PAULO / ZOHAR CINEMA RIO DE JANEIRO	BRAZIL
ECHOES	UBISOFT	DIVISION 2	MAKEMEPULSE PARIS	FRANCE	MAKEMEPULSE PARIS	FRANCE
A02 (AR)						
LESSONS IN HERSTORY	DAUGHTERS OF THE EVOLUTION	EDUCATIONAL WOMEN'S HISTORY APP	GOODBY SILVERSTEIN & PARTNERS SAN FRANCISCO	USA	GOODBY SILVERSTEIN & PARTNERS SAN FRANCISCO	USA
PAY IT FORWARD	THE BIG ISSUE	THE BIG ISSUE	FCB INFERNO LONDON	UNITED KINGDOM	ARCHER'S MARK LONDON	UNITED KINGDOM
STORYSIGN	HUAWEI	HUAWEI BRAND	FCB INFERNO LONDON	UNITED KINGDOM	AARDMAN ANIMATIONS BRISTOL / DOG EAT DOG LONDON / MCASSO LONDON / TENTHREE EDITING LONDON / UNIT LONDON	UNITED KINGDOM
THE LOCKDOWN	ABN AMRO BANK	ABN AMRO EMPLOYER BRAND	CODE D'AZUR AMSTERDAM	THE NETHERLANDS	CODE D'AZUR AMSTERDAM	THE NETHERLANDS
BURN THAT AD	BURGER KING	BURGER KING WHOPPER	DAVID SÃO PAULO	BRAZIL	CAFE ROYAL SÃO PAULO / CLAN VFX SÃO PAULO / HOGARTH WORLDWIDE SÃO PAULO / JAMUTE SÃO PAULO / VETOR ZERO SÃO PAULO	BRAZIL
PET-COMMERCE	PETZ	ECOMMERCE	OGILVY SÃO PAULO	BRAZIL	D2G TECNOLOGIA SÃO PAULO / HOGARTH WORLDWIDE PORTO ALEGRE / HOGARTH WORLDWIDE SÃO PAULO / PICT ESTUDIO SÃO PAULO / PUNCH AUDIO SÃO PAULO	BRAZIL
A03 (VR)						
MAGIC SNOW GLOBE	AMERICAN HONDA MOTOR CO.	CORPORATE IMAGE	RPA SANTA MONICA	USA	PSYOP LOS ANGELES	USA
A05 (Networked / Connected Devices / Wearable Technology)						
NAUGHTY OR NICE BAUBLE	MYER	MYER	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE / CREATOR GLOBAL MELBOURNE / THIRTEEN&CO SYDNEY	AUSTRALIA
ACCESSIBILITY MAT	FORD MOTOR COMPANY	FORD MOTOR COMPANY	GTB BRASIL SÃO PAULO	BRAZIL	□	□
KIT BEATS	MASTERCARD	MASTERCARD UEFA CHAMPIONS LEAGUE SPONSORSHIP	MRM/MCCANN SPAIN MADRID	SPAIN	LA JOYA PRODUCCIONES MADRID / THE LION MADRID	SPAIN
DOT MINI. THE FIRST SMART MEDIA DEVICE FOR THE VISUALLY IMPAIRED.	DOT	DOT	SERVICEPLAN GERMANY MUNICH	GERMANY	CLOUDANDCO SEOUL / DOT INCORPORATION SEOUL / HYPERINTERACTIVE HAMBURG / MOBY DIGG MUNICH / PAULUS.CO SEOUL	SOUTH KOREA
SEE SOUND	WAVIO	SEE SOUND	AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK	USA	AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK	USA
A06 (Data / Insight)						
ADDRESS THE FUTURE	CARLINGS	THE DIGITAL COLLECTION	VIRTUE COPENHAGEN	DENMARK	□	□
SAFETY HUB	NRMA	HOME INSURANCE	CHE PROXIMITY MELBOURNE	AUSTRALIA	CHE PROXIMITY MELBOURNE	AUSTRALIA
THE TIME WE HAVE LEFT - CASE	PERNOD RICHARD	RUAVIEJA	LEO BURNETT MADRID	SPAIN	SERENA MADRID / TESAURO MADRID	SPAIN
THE WHOPPER DETOUR	BURGER KING	FOOD	FCB NEW YORK	USA	CHEMISTRY CREATIVE NEW YORK / HUMAN NEW YORK / MACKCUT NEW YORK / O POSITIVE NEW YORK / ZOMBIE STUDIO SÃO PAULO	USA
CONTRACT TRANSLATOR	RECLAME AQUI	RECLAME AQUI	GREY BRAZIL SÃO PAULO	BRAZIL	GREY BRAZIL SÃO PAULO	BRAZIL
A07 (Mobile Payment Solutions)						
BLACK FRIDAY WHOPPER SHOPPER	BURGER KING CORPORATION	WHOPPER	GRABARZ & PARTNER HAMBURG	GERMANY	RABBICORN FILMS HAMBURG	GERMANY
POCKET FRANCHISE	KFC	KFC POCKET FRANCHISE	HO COMMUNICATION SHANGHAI	CHINA	HO COMMUNICATION SHANGHAI	CHINA
THE DEAF ALBUM	INSTITUT NATIONAL DE JEUNES SOURDS	INSTITUT NATIONAL DE JEUNES SOURDS	MARCEL PARIS	FRANCE	HKI PARIS / PRODIGIOUS PARIS	FRANCE
PAY IT FORWARD	THE BIG ISSUE	THE BIG ISSUE	FCB INFERNO LONDON	UNITED KINGDOM	ARCHER'S MARK LONDON	UNITED KINGDOM
UCB AGROBANKING PROJECT	UCB - UCASH, SHWAPNO	MOBILE BANKING SERVICE	GREY BANGLADESH DHAKA	BANGLADESH	□	□
A08 (Innovative Use of Technology)						
GUARDIANS OF NATURE	HUAWEI TECHNOLOGIES CO LTD	HUAWEI	OGILVY SHENZHEN	CHINA	□	□

STORYSIGN	HUAWEI	HUAWEI BRAND	FCB INFERNO LONDON	UNITED KINGDOM	AARDMAN ANIMATIONS BRISTOL / DOG EAT DOG LONDON / MCASSO LONDON / TENTHREE EDITING LONDON / UNIT LONDON	UNITED KINGDOM
POWERSHARE	SAMSUNG	SAMSUNG – GALAXY S10	LEO BURNETT SYDNEY	AUSTRALIA		
THE WHOPPER DETOUR	BURGER KING	FOOD	FCB NEW YORK	USA	CHEMISTRY CREATIVE NEW YORK / HUMAN NEW YORK / MACKCUT NEW YORK / O POSITIVE NEW YORK / ZOMBIE STUDIO SÃO PAULO	USA
OPERATION AIRDROP AT COACHELLA: ADIDAS ORIGINALS X CHILDISH GAMBINO	ADIDAS ORIGINALS	ADIDAS ORIGINALS	JAM3 TORONTO	CANADA	JAM3 TORONTO / PIXELPUSHER TORONTO	CANADA
SEE SOUND	WAVIO	SEE SOUND	AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK	USA	AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK	USA
A09 (Advanced Learning Technologies / Voice-activation)						
STORYSIGN	HUAWEI	HUAWEI BRAND	FCB INFERNO LONDON	UNITED KINGDOM	AARDMAN ANIMATIONS BRISTOL / DOG EAT DOG LONDON / MCASSO LONDON / TENTHREE EDITING LONDON / UNIT LONDON	UNITED KINGDOM
PET-COMMERCE	PETZ	ECOMMERCE	OGILVY SÃO PAULO	BRAZIL	D2G TECNOLOGIA SÃO PAULO / HOGARTH WORLDWIDE PORTO ALEGRE / HOGARTH WORLDWIDE SÃO PAULO / PICT ESTUDIO SÃO PAULO / PUNCH AUDIO SÃO PAULO	BRAZIL
SEE SOUND	WAVIO	SEE SOUND	AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK	USA	AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK	USA
B01 (Brand-led Mobile Websites)						
BLACK FRIDAY WHOPPER SHOPPER	BURGER KING CORPORATION	WHOPPER	GRABARZ & PARTNER HAMBURG	GERMANY	RABBICORN FILMS HAMBURG	GERMANY
THE TIME WE HAVE LEFT - CASE	PERNOD RICHARD	RUAVIEJA	LEO BURNETT MADRID	SPAIN	SERENA MADRID / TESAURO MADRID	SPAIN
B02 (Charity & Non-profit led Mobile Websites)						
ROO	PLANNED PARENTHOOD	AI-POWERED SEXUAL HEALTH CHATBOT	WORK & CO NEW YORK	USA		
C01 (Content for User Engagement)						
VOICE OF HUNGER	SWIGGY	FOOD DELIVERY	DENTSU WEBCHUTNEY BANGALORE	INDIA	DENTSU WEBCHUTNEY BANGALORE / DOT DOT BOOM BENGALURU	INDIA
LIVE MOVES	BACARDI	BACARDI	BBDO NEW YORK	USA	BBDO STUDIOS NEW YORK	USA
IHOB	IHOP	IHOP	DROGA5 NEW YORK	USA	BUTTER MUSIC + SOUND DESIGN NEW YORK / CUT+RUN NEW YORK / MPC NEW YORK / PRETTYBIRD CULVER CITY / WOODSHOP CULVER CITY	USA
#CODNATION	ACTIVISION	CALL OF DUTY	72ANDSUNNY LOS ANGELES	USA	HECHO STUDIOS LOS ANGELES	USA
MCDONALDS MCPICKLE	MCDONALDS	MCDONALDS	VMLY&R SYDNEY	AUSTRALIA	VMLY&R SYDNEY	AUSTRALIA
NOT A BOOMERANG	BITE BACK	ANIMAL RIGHTS ORGANISATION	FAMOUSGREY BRUSSELS	BELGIUM	FAMOUSGREY BRUSSELS	BELGIUM
THE SOPRANOS NICKNAMES	HBO	THE SOPRANOS	ENGINE CREATIVE & CONTENT NEW YORK	USA	ENGINE CREATIVE & CONTENT NEW YORK	USA
VEILED SNAPCHAT LENS	S.C JOHNSON	GLADE	OGILVY CHICAGO	USA	OGILVY CHICAGO	USA
THE UNCENSORED PLAYLIST	REPORTERS WITHOUT BORDERS	SONGS WITH CENSORED ARTICLES	DDB BERLIN	GERMANY	DAHOUSE AUDIO SÃO PAULO / LE TOUR DU MONDE SÃO PAULO / MEDIAMONKS HILVERSUM	BRAZIL
C02 (Real-time Response)						
BAGELGATE	KRAFT-HEINZ	PHILADELPHIA CREAM CHEESE	DROGA5 NEW YORK	USA		
#FARMLANDXSUPREME LOOKBOOK	FARMLAND	FARMLAND FOODS	DONER SOUTHFIELD	USA	DONER SOUTHFIELD	USA
HAILSTORM IN ISTANBUL	IKEA	CARPENTS	TBWA ISTANBUL	TURKEY		
C03 (Co-creation & User Generated Content)						
ADDRESS THE FUTURE	CARLINGS	THE DIGITAL COLLECTION	VIRTUE COPENHAGEN	DENMARK		
VOICE OF HUNGER	SWIGGY	FOOD DELIVERY	DENTSU WEBCHUTNEY BANGALORE	INDIA	DENTSU WEBCHUTNEY BANGALORE / DOT DOT BOOM BENGALURU	INDIA
LIVE MOVES	BACARDI	BACARDI	BBDO NEW YORK	USA	BBDO STUDIOS NEW YORK	USA
#CODNATION	ACTIVISION	CALL OF DUTY	72ANDSUNNY LOS ANGELES	USA	HECHO STUDIOS LOS ANGELES	USA
THE EARNBASSADORS	VELOCITY FREQUENT FLYER	FREQUENT FLYER PROGRAM	CHE PROXIMITY MELBOURNE	AUSTRALIA	CHE PROXIMITY MELBOURNE / FINCH MELBOURNE	AUSTRALIA
C04 (Targeted Communication)						
NO NEED TO FLY - AROUND THE WORLD IN GERMANY	GERMAN RAIL	GERMAN RAIL	OGILVY GERMANY FRANKFURT	GERMANY	SPIRABLE LONDON	UNITED KINGDOM
ONE FOR TWO	MARS CHOCOLATE NORTH AMERICA	SNICKERS	BBDO NEW YORK	USA	JHF PRODUCTIONS LOS ANGELES	USA
#CODNATION	ACTIVISION	CALL OF DUTY	72ANDSUNNY LOS ANGELES	USA	HECHO STUDIOS LOS ANGELES	USA
VEILED SNAPCHAT LENS	S.C JOHNSON	GLADE	OGILVY CHICAGO	USA	OGILVY CHICAGO	USA

HAMBURGER MENU TAKEOVER	MCDONALD'S	HAMBURGER	WE ARE UNLIMITED CHICAGO	USA	WE ARE UNLIMITED CHICAGO	USA
RESCUE DOGZ	GUD	GUD	WUNDERMAN THOMPSON SAO PAULO	BRAZIL	A9 AUDIO SAO PAULO / PLAY IT AGAIN SAO PAULO	BRAZIL
GO BACK TO AFRICA	BLACK & ABROAD	BLACK & ABROAD	FCB/SIX TORONTO	CANADA	GRAYSON MATTHEWS TORONTO / ROOSTER POST PRODUCTION TORONTO	CANADA
AIR MAX GRAFFITI STORES	NIKE	AIR MAX	AKQA SAO PAULO	BRAZIL	HEFTY SAO PAULO / ZOHAR CINEMA RIO DE JANEIRO	BRAZIL
BURN THAT AD	BURGER KING	BURGER KING WHOPPER	DAVID SAO PAULO	BRAZIL	CAFE ROYAL SAO PAULO / CLAN VFX SAO PAULO / HOGARTH WORLDWIDE SAO PAULO / JAMUTE SAO PAULO / VETOR ZERO SAO PAULO	BRAZIL
INSTA NOVELS	THE NEW YORK PUBLIC LIBRARY	LITERATURE	MOTHER NEW YORK	USA	BUCK DESIGN NEW YORK / HORNET NEW YORK / MAGOZ MALMO / PSYOP NEW YORK / STRANGE BEAST LONDON	USA
C05 (Social Trends)						
ADDRESS THE FUTURE	CARLINGS	THE DIGITAL COLLECTION	VIRTUE COPENHAGEN	DENMARK		
POLO UNFAIL	VOLKSWAGEN	VOLKSWAGEN POLO	DDB SYDNEY	AUSTRALIA	RIOT CONTENT NORTHCOTE	AUSTRALIA
BAGELGATE	KRAFT-HEINZ	PHILADELPHIA CREAM CHEESE	DROGA5 NEW YORK	USA		
NOT A BOOMERANG	BITE BACK	ANIMAL RIGHTS ORGANISATION	FAMOUSGREY BRUSSELS	BELGIUM	FAMOUSGREY BRUSSELS	BELGIUM
C06 (Influencer / Talent)						
SAMSUNG X FORTNITE: THE GALAXY SKIN	SAMSUNG GLOBAL	THE GALAXY SKIN	R/GA NEW YORK	USA	PUBLICIS NEW YORK / R/GA NEW YORK	USA
LIVE MOVES	BACARDI	BACARDI	BBDO NEW YORK	USA	BBDO STUDIOS NEW YORK	USA
THE 85-YEAR-OLD REGRET	MARS, INC.	5 GUM	ENERGY BBDO CHICAGO	USA	FLARE BBDO CHICAGO / FLARE STUDIO LONDON	USA
C07 (Social Business & Commerce)						
SAMSUNG X FORTNITE: THE GALAXY SKIN	SAMSUNG GLOBAL	THE GALAXY SKIN	R/GA NEW YORK	USA	PUBLICIS NEW YORK / R/GA NEW YORK	USA
ADDRESS THE FUTURE	CARLINGS	THE DIGITAL COLLECTION	VIRTUE COPENHAGEN	DENMARK		
BLOCK WISH	HOK-ELANTO S GROUP	ALEPA	HOK-ELANTO HELSINKI	FINLAND	ACCENTURE HELSINKI / BOUTIQUE HELSINKI / WORKS HELSINKI / ZEELAND HELSINKI	FINLAND
POCKET FRANCHISE	KFC	KFC POCKET FRANCHISE	HO COMMUNICATION SHANGHAI	CHINA	HO COMMUNICATION SHANGHAI	CHINA
C08 (Social Purpose)						
KUPU	SPARK	SPARK	COLENZO BBDO AUCKLAND	NEW ZEALAND	CREATURE AUCKLAND / FRANKLIN RD AUCKLAND / RUSH DIGITAL INTERACTIVE AUCKLAND	NEW ZEALAND
PETME	PET RESCUE	CHARITY	DDB SYDNEY	AUSTRALIA		
#MOVEFOREQUALITY	UNESCO & PLAY MAGNUS	EQUALITY AWARENESS CAMPAIGN	BBDO DÜSSELDORF	GERMANY	CRAFTWORK DÜSSELDORF	GERMANY
ACCESSIBILITY MAT	FORD MOTOR COMPANY	FORD MOTOR COMPANY	GTB BRASIL SAO PAULO	BRAZIL		
PAY IT FORWARD	THE BIG ISSUE	THE BIG ISSUE	FCB INFERNO LONDON	UNITED KINGDOM	ARCHER'S MARK LONDON	UNITED KINGDOM
STORYSIGN	HUAWEI	HUAWEI BRAND	FCB INFERNO LONDON	UNITED KINGDOM	AARDMAN ANIMATIONS BRISTOL / DOG EAT DOG LONDON / MCASSO LONDON / TENTHREE EDITING LONDON / UNIT LONDON	UNITED KINGDOM
INSTA NOVELS	THE NEW YORK PUBLIC LIBRARY	LITERATURE	MOTHER NEW YORK	USA	BUCK DESIGN NEW YORK / HORNET NEW YORK / MAGOZ MALMO / PSYOP NEW YORK / STRANGE BEAST LONDON	USA
MILES FOR THE PEOPLE	RECLAME AQUI	RECLAME AQUI	GREY BRAZIL SAO PAULO	BRAZIL	GREY BRAZIL SAO PAULO	BRAZIL
D01 (Games)						
CRAFT A WESTERN WHOPPER	BURGER KING	WHOPPER	INGO STOCKHOLM	SWEDEN	INGO STOCKHOLM	SWEDEN
THE LOCKDOWN	ABN AMRO BANK	ABN AMRO EMPLOYER BRAND	CODE D'AZUR AMSTERDAM	THE NETHERLANDS	CODE D'AZUR AMSTERDAM	THE NETHERLANDS
D02 (Utility Apps)						
STORYSIGN	HUAWEI	HUAWEI BRAND	FCB INFERNO LONDON	UNITED KINGDOM	AARDMAN ANIMATIONS BRISTOL / DOG EAT DOG LONDON / MCASSO LONDON / TENTHREE EDITING LONDON / UNIT LONDON	UNITED KINGDOM
ACCESSIBILITY MAT	FORD MOTOR COMPANY	FORD MOTOR COMPANY	GTB BRASIL SAO PAULO	BRAZIL		
ICONS FOR MEDICINES	HOSPITAL HCOR	HOSPITAL HCOR	GREY BRAZIL SAO PAULO	BRAZIL	GREY NEW YORK	USA
SEE SOUND	WAVIO	SEE SOUND	AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK	USA	AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK	USA
D03 (Brand-led Mobile Apps)						
SAFETY HUB	NRMA	HOME INSURANCE	CHE PROXIMITY MELBOURNE	AUSTRALIA	CHE PROXIMITY MELBOURNE	AUSTRALIA
CONTRACT TRANSLATOR	RECLAME AQUI	RECLAME AQUI	GREY BRAZIL SAO PAULO	BRAZIL	GREY BRAZIL SAO PAULO	BRAZIL
BURN THAT AD	BURGER KING	BURGER KING WHOPPER	DAVID SAO PAULO	BRAZIL	CAFE ROYAL SAO PAULO / CLAN VFX SAO PAULO / HOGARTH WORLDWIDE SAO PAULO / JAMUTE SAO PAULO / VETOR ZERO SAO PAULO	BRAZIL

Mobile Lions

2019 Shortlist



D04 (Charity & Non-profit led Mobile Apps)

LESSONS IN HERSTORY	DAUGHTERS OF THE EVOLUTION	EDUCATIONAL WOMEN'S HISTORY APP	GOODBY SILVERSTEIN & PARTNERS SAN FRANCISCO	USA	GOODBY SILVERSTEIN & PARTNERS SAN FRANCISCO	USA
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E01 (Excellence in Mobile Campaign & Messaging)

NAUGHTY OR NICE BAUBLE	MYER	MYER	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE / CREATOR GLOBAL MELBOURNE / THIRTEEN&CO SYDNEY	AUSTRALIA
THE WHOPPER DETOUR	BURGER KING	FOOD	FCB NEW YORK	USA	CHEMISTRY CREATIVE NEW YORK / HUMAN NEW YORK / MACKCUT NEW YORK / O POSITIVE NEW YORK / ZOMBIE STUDIO SÃO PAULO	USA
KFC CHRISTMAS POCKET STORE	YUM CHINA	KFC CHRISTMAS FRIED CHICKEN SHOP	ISOBAR CHINA GROUP SHANGHAI	CHINA	HO COMMUNICATION SHANGHAI	CHINA
SNELWEG SPROOKJES	VOLKSWAGEN	VOLKSWAGEN APPLICATION	ISOBAR AMSTERDAM	THE NETHERLANDS	ACHTUNG!MCGARRYBOWEN AMSTERDAM / BIG ORANGE AMSTERDAM / ISOBAR AMSTERDAM / ROBOT KITTENS HILVERSUM	THE NETHERLANDS