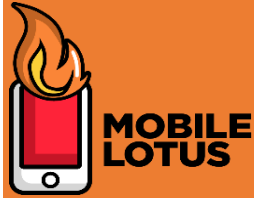


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**MOBILE
LOTUS**





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MOBILE CAMPAIGN SUB-CATEGORY

CATEGORY MB01: MOBILE CAMPAIGN

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
MB01/001	NRMA SAFETY HUB	NRMA INSURANCE	CHE PROXIMITY, MELBOURNE	CHE PROXIMITY, MELBOURNE	SILVER

MOBILE DESIGN SUB-CATEGORIES

CATEGORY MB02: MOBILE WEBSITE

NO AWARD

CATEGORY MB03: USER EXPERIENCE FOR MOBILE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
MB03/004	BREATH OF LIFE	GLAXOSMITHKLINE	MCCANN HEALTH, SHANGHAI	MCCANN HEALTH SHANGHAI, SHANGHAI	SILVER
MB03/001	REDCEIPT	KAKAO PAY / KAKAO T DRIVER	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	BRONZE

CATEGORY MB04: DISPLAY AD & RICH MEDIA

NO AWARD

CATEGORY MB05: MOBILE GAME

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
MB05/001	BACK2LIFE	SAMSUNG	CHEIL PENGTAI, BEIJING/ CHEIL HONG KONG, HONG KONG	CHEIL BEIJING, BEIJING	SILVER

CATEGORY MB06: MOBILE UTILITY

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
MB06/003	NRMA SAFETY HUB	NRMA INSURANCE	CHE PROXIMITY, MELBOURNE	CHE PROXIMITY, MELBOURNE	GOLD
MB06/004	BREATH OF LIFE	GLAXOSMITHKLINE	MCCANN HEALTH, SHANGHAI	MCCANN HEALTH SHANGHAI, SHANGHAI	GOLD
MB06/005	SILENT WHISTLE	SAMSUNG	LEO BURNETT, SYDNEY	LEO BURNETT SYDNEY, SYDNEY	FINALIST



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CATEGORY MB07: MOBILE APPLICATION & OTHER DOWNLOADABLE TOOLS

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
MB07/004	TUNA SCOPE	TUNA SCOPE	DENTSU INC., TOKYO	DENTSU INC., TOKYO	GOLD
MB07/001	POCKET FRANCHISE	KFC	ACCENTURE INTERACTIVE CHINA, SHANGHAI	ACCENTURE INTERACTIVE CHINA, SHANGHAI	BRONZE
MB07/005	NOW, WORDS AREN'T JUST HEARD. BUT FELT.	SAMSUNG	CHEIL INDIA, GURGAON	CHEIL WORLDWIDE INDIA, GURGAON	BRONZE
MB07/002	BLOOD BEACON	TAIPEI BLOOD CENTER	WUNDERMAN THOMPSON TAIPEI, TAIPEI	WUNDERMAN THOMPSON TAIPEI, TAIPEI	FINALIST

MOBILE VIDEO SUB-CATEGORY

CATEGORY MB08: VIDEO, VIRAL VDO & INTERACTIVE VDO

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
MB08/007	EVA STORIES	K'S GALLERIES	LEO BURNETT ISRAEL, TEL AVIV	K'S GALLERIES, TEL AVIV	GOLD
MB08/005	CODE NAME: URI	URI- THE SURGICAL STRIKE	DENTSU WEBCHUTNEY, MUMBAI/ TRIGGER HAPPY ENTERTAINMENT, MUMBAI	DENTSU WEBCHUTNEY, MUMBAI	BRONZE

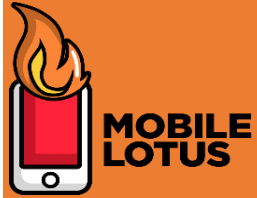
USE OF TECHNOLOGY SUB-CATEGORIES

CATEGORY MB09: USE OF TECHNOLOGY FOR MOBILE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
MB09/010	THE DYSTOPIA EXPERIENCE	AMAZARASHI	SIX INC., TOKYO/HAKUHODO INC., TOKYO/ HAKUHODO KETTLE INC., TOKYO	SIX INC., TOKYO	GRANDE
MB09/008	A.I. LOVE	CLOSEUP	MULLENLOWE SINGAPORE, SINGAPORE	MULLENLOWE SINGAPORE, SINGAPORE	SILVER
MB09/003	GALAXY GRAFFITI	SAMSUNG ELECTRONICS	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	BRONZE
MB09/001	POCKET FRANCHISE	KFC	ACCENTURE INTERACTIVE CHINA, SHANGHAI	ACCENTURE INTERACTIVE CHINA, SHANGHAI	FINALIST
MB09/002	FATAL RECOGNITION	THE HONG KONG STROKE ASSOCIATION	CHEIL, HONG KONG	CHEIL, HONG KONG	FINALIST

CATEGORY MB10: USE OF DATA FOR MOBILE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
MB10/005	TUNA SCOPE	TUNA SCOPE	DENTSU INC., TOKYO	DENTSU INC., TOKYO	GOLD
MB10/003	NRMA SAFETY HUB	NRMA INSURANCE	CHE PROXIMITY, MELBOURNE	CHE PROXIMITY, MELBOURNE	BRONZE
MB10/001	BLOOD BEACON	TAIPEI BLOOD CENTER	WUNDERMAN THOMPSON TAIPEI, TAIPEI	WUNDERMAN THOMPSON TAIPEI, TAIPEI	FINALIST



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CATEGORY MB11: USE OF SOCIAL FOR MOBILE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
MB11/001	POCKET FRANCHISE	KFC	ACCENTURE INTERACTIVE CHINA, SHANGHAI	ACCENTURE INTERACTIVE CHINA, SHANGHAI	SILVER
MB11/003	TARGETED GIFT	JD CENTRAL VALENTINE'S DAY CAMPAIGN	BBDO BANGKOK, BANGKOK	BBDO BANGKOK LTD, BANGKOK	BRONZE

CATEGORY MB12: INTEGRATED MOBILE CAMPAIGN *NEW**

NO AWARD

AS OF 9 MAR 2020