

**ADFEST
2021
ENTRIES
LIST**

**MOBILE
LOTUS**

MOBILE CAMPAIGN SUB-CATEGORY

CATEGORY MB01: MOBILE CAMPAIGN

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
MB01/001	TIKTIONARY	TIKTOK	DENTSU INC.	TOKYO
MB01/002	SAY POCKY PROJECT2020	POCKY	HAKUHODO INC.	OSAKA
MB01/003	SOLAR FOREST	HANWHA	INNOCEAN WORLDWIDE	SEOUL
MB01/004	MICRO UNIVERSE	TENCENT WE SUMMIT	TENCENT	SHENZHEN
MB01/005	THE MOST SHAREABLE FILM	SINGHA BEER	HAKUHODO INTERNATIONAL THAILAND	BANGKOK

MOBILE DESIGN SUB-CATEGORIES

CATEGORY MB02: MOBILE WEBSITE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
MB02/001	TRACEABILITY JOURNEY	AMWAY TAIWAN	DENTSU MCGARRYBOWEN TAIWAN	TAIPEI
MB02/002	STRESS-INDUCING TIMER	CHICKEN RAMEN AKUMA NO KIMURA	DENTSU INC.	TOKYO
MB02/003	MOONMENTS	WECHAT/THE GREAT WALL	TENCENT	SHENZHEN

CATEGORY MB03: USER EXPERIENCE FOR MOBILE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
MB03/001	MEMORIES FOREVER	NTT DOCOMO	ADK CREATIVE ONE INC.	TOKYO
MB03/002	ASMR-LIKE PINO	PINO	DENTSU INC.	TOKYO
MB03/003	DUNHUANG FUTURE MUSEUM	TENCENT	INYOUNG	GUANGZHOU
MB03/004	SOLAR FOREST	HANWHA	INNOCEAN WORLDWIDE	SEOUL
MB03/005	MOONMENTS	WECHAT/THE GREAT WALL	TENCENT	SHENZHEN
MB03/006	SHIRO SELF	SHIRO	HAKUHODO MAGNET INC.	TOKYO
MB03/007	THE PERPETUAL FASHION WEEK	LAZADA	PANTAREI	JAKARTA

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
MB03/008	NEW INVESTMENT SERVICE FOR MILLENNIALS: NIKKO FROGGY	NIKKO FROGGY	SIX INC.	TOKYO

CATEGORY MB04: DISPLAY AD & RICH MEDIA

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
MB04/001	SHOW MY WORK	TENCENT VOOV MEETING	TENCENT	SHENZHEN

CATEGORY MB05: MOBILE GAME

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
MB05/001	DUREX "THE GAME OF SEX"	DUREX	MEDIALAND DIGITAL STRATEGY LIMITED	TAIPEI
MB05/002	SOLAR FOREST	HANWHA	INNOCEAN WORLDWIDE	SEOUL
MB05/003	HIDE & SEEK	TENCENT MEDIPEDIA APP	TENCENT	SHENZHEN

CATEGORY MB06: MOBILE UTILITY

NO ENTRY

CATEGORY MB07: MOBILE APPLICATION & OTHER DOWNLOADABLE TOOLS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
MB07/001	SPOILER BLOCKER	SKY PERFECTV! ON-DEMAND	DENTSU DIGITAL INC.	TOKYO

MOBILE VIDEO SUB-CATEGORY

CATEGORY MB08: VIDEO, VIRAL VDO & INTERACTIVE VDO

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
MB08/001	THE PENGUIN & THE WHALE	UNITED NATIONS-2030 SDGS	TENCENT	SHENZHEN
MB08/002	SHOP UNFRIEND	CENTRAL MIDNIGHT SALE	WOLF BANGKOK	BANGKOK

USE OF TECHNOLOGY SUB-CATEGORIES

CATEGORY MB09: USE OF TECHNOLOGY FOR MOBILE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
MB09/001	SOLAR FOREST	HANWHA	INNOCEAN WORLDWIDE	SEOUL
MB09/002	MICRO UNIVERSE	TENCENT WE SUMMIT	TENCENT	SHENZHEN
MB09/003	SHIRO SELF	SHIRO	HAKUHODO MAGNET INC.	TOKYO
MB09/004	LIVE STREAMED #WITHGALAXY	SAMSUNG MOBILE	CHEIL WORLDWIDE	SEOUL
MB09/005	CHANGDEOK ARIRANG	SKTELECOM	NEXUS STUDIOS	LONDON
MB09/006	TUNA SCOPE 2020	TUNA SCOPE	DENTSU INC.	TOKYO
MB09/007	STAY HOME MILES EXCHANGE	THAI AIRWAYS	WUNDERMAN THOMPSON THAILAND	BANGKOK

CATEGORY MB10: USE OF DATA FOR MOBILE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
MB10/001	UNFORGETTABLE CHINESE NEW YEAR	MAXIS	STAR REACHER ADVERTISING SDN BHD	KUALA LUMPUR

CATEGORY MB11: USE OF SOCIAL FOR MOBILE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
MB11/001	TIKTIONARY	TIKTOK	DENTSU INC.	TOKYO
MB11/002	THE MOST SHAREABLE FILM	SINGHA BEER	HAKUHODO INTERNATIONAL THAILAND	BANGKOK
MB11/003	SHOP2GIVE GIPHY	UNILEVER	GIGIL	MANILA
MB11/004	A CIPHERED RELEASE OF MUSIC VIDEO : STRAY SHEEP CODE	KENSHI YONEZU	SIX INC.	TOKYO

CATEGORY MB12: INTEGRATED MOBILE CAMPAIGN

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
MB12/001	#CLOSETHEGAP	SHE RADIO 99.6FM	HAKUHODO INDONESIA	JAKARTA
MB12/002	THE PENGUIN & THE WHALE	UNITED NATIONS-2030 SDGS	TENCENT	SHENZHEN

CATEGORY MB13: RESILIENCE THROUGH CREATIVITY *NEW**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
MB13/001	EMERGENCY EEL EXHIBITION	SUMIDA AQUARIUM	DENTSU INC.	TOKYO
MB13/002	SAY POCKY PROJECT2020	POCKY	HAKUHODO INC.	OSAKA
MB13/003	SHOW MY WORK	TENCENT VOOV MEETING	TENCENT	SHENZHEN
MB13/004	TUNA SCOPE 2020	TUNA SCOPE	DENTSU INC.	TOKYO
MB13/005	STAY HOME MILES EXCHANGE	THAI AIRWAYS	WUNDERMAN THOMPSON THAILAND	BANGKOK

CATEGORY LRMB: LOTUS ROOTS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
LRMB/001	DICTIONARY OF IDENTITY	NTT DOCOMO	ADK CREATIVE ONE INC.	TOKYO
LRMB/002	CHANGDEOK ARIRANG	SKTELECOM	NEXUS STUDIOS	LONDON