
MOBILE LOTUS

ENTRIES LIST
ADFEST 2022

MOBILE CAMPAIGN SUB-CATEGORY**CATEGORY MB01: MOBILE CAMPAIGN**

| CODE | TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|-------------------|--------|------------------|-----------|
| MB01/001 | CARBON THUMBPRINT | BELONG | DELOITTE DIGITAL | MELBOURNE |

MOBILE DESIGN SUB-CATEGORIES**CATEGORY MB02: MOBILE WEBSITE**

| CODE | TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|--|----------------|-------------------------|--------|
| MB02/001 | A QUIZ CATS CAN ANSWER! | YELLOW HAT | YOMIKO ADVERTISING INC. | TOKYO |
| MB02/002 | MARK OF GREATNESS | HOUSE OF HOOPS | BWM ISOBAR | SYDNEY |
| MB02/003 | PORTABLE HEALTH EDUCATION TEXTBOOK:SEXOLOGY | SEXOLOGY | DENTSU INC. | TOKYO |

CATEGORY MB03: USER EXPERIENCE FOR MOBILE

| CODE | TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|--------------------------------|-------------------------------------|-------------------|--------|
| MB03/001 | MUSIC VIDEO FOR ALL | KOHH "2 CARS" MUSIC VIDEO CHALLENGE | ENJIN TOKYO | TOKYO |
| MB03/002 | THE SMART SIM-SYNCD LIGHTSTICK | SMART PREPAID | DENTSU JAYME SYFU | MANILA |
| MB03/003 | 21KM FINGER MARATHON | PCHOME 24H SHOPPING | ADK TAIWAN | TAIPEI |

CATEGORY MB04: DISPLAY AD & RICH MEDIA

NO ENTRY

CATEGORY MB05: MOBILE GAME

| CODE | TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|----------------------|---------|-----------------------|---------|
| MB05/001 | THE COST OF BULLYING | SAMSUNG | CHEIL PENGTAI BEIJING | BEIJING |

CATEGORY MB06: MOBILE UTILITY

| CODE | TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|-------------|-------|-----------------------------|-----------|
| MB06/001 | STRESSWAVES | CIGNA | MCCANN WORLDGROUP SINGAPORE | SINGAPORE |

CATEGORY MB07: MOBILE APPLICATION & OTHER DOWNLOADABLE TOOLS

NO ENTRY

MOBILE VIDEO SUB-CATEGORY**CATEGORY MB08: VIDEO, VIRAL VDO & INTERACTIVE VDO**

| CODE | TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|--------------------|-----------------------------|------------------------|-----------|
| MB08/001 | 9X16 STORES | VISA #WHEREYOU SHOP MATTERS | BBDO SINGAPORE PTE LTD | SINGAPORE |
| MB08/002 | VISIBLE TRACK | KUNANA / TAB FOUNDATION | BBDO BANGKOK LIMITED | BANGKOK |
| MB08/003 | RECORD MUSIC VIDEO | ION | HYTEK INC. | TOKYO |
| MB08/004 | LIBRARY | VOIZ WAFER | OGILVY GROUP THAILAND | BANGKOK |
| MB08/005 | THE UNFINISHED AD | SOUP DAREN | LEO BURNETT SHANGHAI | SHANGHAI |

USE OF TECHNOLOGY SUB-CATEGORIES**CATEGORY MB09: USE OF TECHNOLOGY FOR MOBILE**

| CODE | TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|---|--|-----------------------------|-----------|
| MB09/001 | TALK WITH COW BUM - A DAIRY FARMER'S BEST FRIEND.- | NTT DOCOMO | DENTSU INC. | TOKYO |
| MB09/002 | MASK ID | DAL.KOMM CAFE / MINISTRY OF HEALTH AND WELFARE & KOREA ASSOCIATION OF SOCIAL WELFARE CENTERS | INNOCEAN WORLDWIDE | SEOUL |
| MB09/003 | THE COST OF BULLYING | SAMSUNG | CHEIL PENGTAI BEIJING | BEIJING |
| MB09/004 | STRESSWAVES | CIGNA | MCCANN WORLDGROUP SINGAPORE | SINGAPORE |

CATEGORY MB10: USE OF DATA FOR MOBILE

| CODE | TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|-------------------|-----------|------------------|-----------|
| MB10/001 | CARBON THUMBPRINT | BELONG | DELOITTE DIGITAL | MELBOURNE |
| MB10/002 | SLOW ROAD | SLOW ROAD | CHEIL WORLDWIDE | SEOUL |

CATEGORY MB11: USE OF SOCIAL FOR MOBILE

| CODE | TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|--------------------------------|--------------------------------------|--------------------------------|-----------|
| MB11/001 | WAY TO WONDERS | HONOR | HONOR | HONG KONG |
| MB11/002 | MIDNIGHT-TEMPTATION ANIME | SAGA-MESHI (LOCAL SAGA SPECIALTIES) | DENTSU INC. | TOKYO |
| MB11/003 | A QUIZ CATS CAN ANSWER! | YELLOW HAT | YOMIKO ADVERTISING INC. | TOKYO |
| MB11/004 | COMPOSER IN THE CLOUDS | TENCENT | MCCANN WORLDGROUP SHANGHAI | SHANGHAI |
| MB11/005 | PALE BLUE LETTER | KENSHI YONEZU "PALE BLUE" | SIX INC. | TOKYO |
| MB11/006 | THE POOP-GACHA | ICHIJIKU ENEMAS | YOMIKO ADVERTISING INC. | TOKYO |
| MB11/007 | HELLO GOOD DAY | THE ALZHEIMER FOUNDATION OF THAILAND | DENTSU ONE (BANGKOK) LTD. | BANGKOK |
| MB11/008 | IN A RELATIONSHIP WITH LOTUS'S | LOTUS'S | THE LEO BURNETT GROUP THAILAND | BANGKOK |

CATEGORY MB12: SOCIAL COMMERCE *NEW**

| CODE | TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|---------------|-------|------------------|----------|
| MB12/001 | CAT STREAMERS | KFC | ISOBAR CHINA | SHANGHAI |

CATEGORY MB13: MCOMMERCE *NEW**

| CODE | TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|----------------------|---------------------|------------------|--------|
| MB13/001 | 21KM FINGER MARATHON | PCHOME 24H SHOPPING | ADK TAIWAN | TAIPEI |

CATEGORY MB14: INTEGRATED MOBILE CAMPAIGN

| CODE | TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|----------------------|---------------------|------------------|-----------|
| MB14/001 | CARBON THUMBPRINT | BELONG | DELOITTE DIGITAL | MELBOURNE |
| MB14/002 | 21KM FINGER MARATHON | PCHOME 24H SHOPPING | ADK TAIWAN | TAIPEI |

CATEGORY MB15: RESILIENCE THROUGH CREATIVITY

| CODE | TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|--------------------------------|--|--------------------------------|-----------|
| MB15/001 | 9X16 STORES | VISA #WHEREYOUHOPMATTERS | BBDO SINGAPORE PTE LTD | SINGAPORE |
| MB15/002 | LIVE SIGN. | LIVE SIGN. | DENTSU INC. | TOKYO |
| MB15/003 | MASK ID | DAL.KOMM CAFE / MINISTRY OF HEALTH AND WELFARE & KOREA ASSOCIATION OF SOCIAL WELFARE CENTERS | INNOCEAN WORLDWIDE | SEOUL |
| MB15/004 | IN A RELATIONSHIP WITH LOTUS'S | LOTUS'S | THE LEO BURNETT GROUP THAILAND | BANGKOK |

CATEGORY LRMB: LOTUS ROOTS

NO ENTRY

AS OF 17 FEB 2022