



**ENTRIES
LIST**

MOBILE LOTUS

MOBILE CAMPAIGN

MB01: Use of Mobile

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB01/001	QUEST FOR DYSLEXIA□	SAMSUNG	CHEIL PENGTAI BEIJING	BEIJING
MB01/002	CHECKING FOR CHICKEN	KFC THAILAND	CJ WORX	BANGKOK
MB01/003	PAVE IT FORWARD	INFINITI	BEACON COMMUNICATIONS K.K.	TOKYO
MB01/004	LET'S SHARE AND SAVE! #SPAMEMAILEXHIBITION	NTT DOCOMO	D2C ID. INC	TOKYO
MB01/005	JUKE "MUSIC IN A CAN"	HEINEKEN	LEO BURNETT	HO CHI MINH CITY
MB01/006	DONATION WALLPAPER	MCDONALD'S	LEO BURNETT TAIWAN	TAIPEI

MB02: Messaging Campaign ***NEW

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB02/001	CHECKING FOR CHICKEN	KFC THAILAND	CJ WORX	BANGKOK

MOBILE DESIGN

MB03: Mobile Website

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB03/001	MESSAGE FROM TOMORROW	LINE WEBTOON	GOODSTUPH	BANGKOK
MB03/002	11 DIGITS JUST IN CASE, WITH LOVE	NTT DOCOMO	HAKUHODO INC.	TOKYO

MB04: User Experience for Mobile

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB04/001	TAKE A CHANCE ! WITH MCDONALD'S	MCDONALD'S	DENTSU INC.	TOKYO
MB04/002	YORU NO PIERROT #ADOART PROJECT	ADO	ENJIN TOKYO	TOKYO
MB04/003	BEAUTY DIG-TIONARY	UNLICS	DENTSU INC.	TOKYO
MB04/004	KNOCK KNOCK	A SILENT EMERGENCY CALL	CHEIL WORLDWIDE	SEOUL
MB04/005	LAY'S FORTUNE TELLING CHIPS	LAY'S TAIWAN	LEO BURNETT TAIWAN	TAIPEI

MB05: Mobile Games

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB05/001	QUEST FOR DYSLEXIA□	SAMSUNG	CHEIL PENGTAI BEIJING	BEIJING
MB05/002	PUYORINGO -GAME OF APPLE TETRIS-	AOMORI APPLE	PUYORINGO PROJECT	TOKYO
MB05/003	THE FOCUS CHALLENGE	DENTYNE	THE LEO BURNETT GROUP THAILAND	BANGKOK

MB06: Application & Utility

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB06/001	QATAR TOURISM MOBILE APP	VISIT QATAR	QATAR TOURISM	DOHA

USE OF TECHNOLOGY

MB07: Mobile Technology: Location ***NEW

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB07/001	PAVE IT FORWARD	INFINITI	BEACON COMMUNICATIONS K.K.	TOKYO

MB08: Mobile Technology: New Realities ***NEW

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB08/001	JUKE "MUSIC IN A CAN"	HEINEKEN	LEO BURNETT	HO CHI MINH CITY

MB10: Mobile Technology: Innovative Use of Technology ***NEW

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB10/001	DO-DO-DO JUMP	SHUEISHA INC.	DENTSU INC.	TOKYO
MB10/002	META PRIDE WALKWAY	META	PROPEL MANILA 360, INC.	MANILA
MB10/003	JUKE "MUSIC IN A CAN"	HEINEKEN	LEO BURNETT	HO CHI MINH CITY
MB10/004	KNOCK KNOCK	A SILENT EMERGENCY CALL	CHEIL WORLDWIDE	SEOUL

MB11: Use of Data

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB11/001	PAVE IT FORWARD	INFINITI	BEACON COMMUNICATIONS K.K.	TOKYO

MB12: Use of Social

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB12/001	YORU NO PIERROT #ADOART PROJECT	ADO	ENJIN TOKYO	TOKYO
MB12/002	RETOLD WITH PRIDE	GLOBE X PRIDE@TECH	PROPEL MANILA 360, INC.	MANILA
MB12/003	#SONGGRAND : ONLINE SONGKRAN FESTIVAL	TIKTOK SONGKRAN FESTIVAL CAMPAIGN	GREYNJ UNITED	BANGKOK
MB12/004	BOTHARD	MTV INDIA	DDB MUDRA GROUP	MUMBAI
MB12/005	SLTQT - STARLUX AIRLINES TRAVELER QUALIFICATION TEST	STARLUX AIRLINES	LEO BURNETT TAIWAN	TAIPEI

MB13: Social Commerce

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB13/001	NORI HERO COMICS	SAGANORI (NORI MADE IN SAGA)	DENTSU INC.	TOKYO
MB13/002	FREE SUPERSTAR ENDORSERS	LINE SHOPPING	VMLY&R THAILAND	BANGKOK
MB13/003	SANGSOM AUCTION LOW PRICE	SANGSOM	THE SOUR BANGKOK CO., LTD.	BANGKOK

MB14: mCommerce

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB14/001	THE FUEL DELIVERY	PT	THE LEO BURNETT GROUP THAILAND	BANGKOK

RESILIENCE THROUGH CREATIVITY

MB16: Resilience Through Creativity

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB16/001	TOY8 SCREENING	TOY EIGHT	MCCANN TOKYO	TOKYO

LOTUS ROOTS

LRMB: Lotus Roots

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
LRMB/001	DO-DO-DO JUMP	SHUEISHA INC.	DENTSU INC.	TOKYO
LRMB/002	#SONGGRAND : ONLINE SONGKRAN FESTIVAL	TIKTOK SONGKRAN FESTIVAL CAMPAIGN	GREYNJ UNITED	BANGKOK

AS OF 1 MAR 2023