



FINALIST

MOBILE LOTUS



RISE
ADFEST 2023

MOBILE CAMPAIGN**MB01: Use of Mobile**

| CODE | ENTRY TITLE | BRAND | AGENCY | COMPANY ENTERING | AWARDS |
|----------|-----------------------|------------|---|-----------------------------------|----------|
| MB01/001 | QUEST FOR DYSLEXIA | SAMSUNG | CHEIL HONG KONG, HONG KONG/ CHEIL PENGTAI BEIJING, BEIJING | CHEIL PENGTAI BEIJING, BEIJING | FINALIST |
| MB01/003 | PAVE IT FORWARD | INFINITI | BEACON COMMUNICATIONS, TOKYO | BEACON COMMUNICATIONS K.K., TOKYO | FINALIST |
| MB01/005 | JUKE "MUSIC IN A CAN" | HEINEKEN | LEO BURNETT VIETNAM, HO CHI MINH CITY | LEO BURNETT, HO CHI MINH CITY | FINALIST |
| MB01/006 | DONATION WALLPAPER | MCDONALD'S | LEO BURNETT TAIWAN, TAIPEI | LEO BURNETT TAIWAN, TAIPEI | FINALIST |

MOBILE DESIGN**MB04: User Experience for Mobile**

| CODE | ENTRY TITLE | BRAND | AGENCY | COMPANY ENTERING | AWARDS |
|----------|-----------------------------|-------------------------|----------------------------|----------------------------|----------|
| MB04/004 | KNOCK KNOCK | A SILENT EMERGENCY CALL | CHEIL WORLDWIDE, SEOUL | CHEIL WORLDWIDE, SEOUL | FINALIST |
| MB04/005 | LAY'S FORTUNE TELLING CHIPS | LAY'S TAIWAN | LEO BURNETT TAIWAN, TAIPEI | LEO BURNETT TAIWAN, TAIPEI | FINALIST |

MB05: Mobile Games

| CODE | ENTRY TITLE | BRAND | AGENCY | COMPANY ENTERING | AWARDS |
|----------|----------------------------------|--------------|---|--------------------------------|----------|
| MB05/001 | QUEST FOR DYSLEXIA | SAMSUNG | CHEIL HONG KONG, HONG KONG/ CHEIL PENGTAI BEIJING, BEIJING | CHEIL PENGTAI BEIJING, BEIJING | FINALIST |
| MB05/002 | PUYORINGO -GAME OF APPLE TETRIS- | AOMORI APPLE | PUYORINGO PROJECT, TOKYO | PUYORINGO PROJECT, TOKYO | FINALIST |

USE OF TECHNOLOGY**MB07: Mobile Technology: Location ***NEW**

| CODE | ENTRY TITLE | BRAND | AGENCY | COMPANY ENTERING | AWARDS |
|----------|-----------------|----------|------------------------------|-----------------------------------|----------|
| MB07/001 | PAVE IT FORWARD | INFINITI | BEACON COMMUNICATIONS, TOKYO | BEACON COMMUNICATIONS K.K., TOKYO | FINALIST |

MB08: Mobile Technology: New Realities *NEW**

| CODE | ENTRY TITLE | BRAND | AGENCY | COMPANY ENTERING | AWARDS |
|----------|-----------------------|----------|---------------------------------------|-------------------------------|----------|
| MB08/001 | JUKE "MUSIC IN A CAN" | HEINEKEN | LEO BURNETT VIETNAM, HO CHI MINH CITY | LEO BURNETT, HO CHI MINH CITY | FINALIST |

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

| CODE | ENTRY TITLE | BRAND | AGENCY | COMPANY ENTERING | AWARDS |
|----------|-------------|-------------------------|------------------------|------------------------|----------|
| MB10/004 | KNOCK KNOCK | A SILENT EMERGENCY CALL | CHEIL WORLDWIDE, SEOUL | CHEIL WORLDWIDE, SEOUL | FINALIST |

RESILIENCE THROUGH CREATIVITY

MB16: Resilience Through Creativity

| CODE | ENTRY TITLE | BRAND | AGENCY | COMPANY ENTERING | AWARDS |
|----------|----------------|-----------|------------------------------|---------------------|----------|
| MB16/001 | TOY8 SCREENING | TOY EIGHT | MCCANN ERICKSON JAPAN, TOKYO | MCCANN TOKYO, TOKYO | FINALIST |