



**WINNERS
LIST**

MOBILE LOTUS

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	GOLD
MB01/006	DONATION WALLPAPER	MCDONALD'S	LEO BURNETT TAIWAN, TAIPEI	LEO BURNETT TAIWAN, TAIPEI	GOLD
MB01/003	PAVE IT FORWARD	INFINITI	BEACON COMMUNICATIONS, TOKYO	BEACON COMMUNICATIONS K.K., TOKYO	BRONZE
MB01/005	JUKE "MUSIC IN A CAN"	HEINEKEN	LEO BURNETT VIETNAM, HO CHI MINH CITY	LEO BURNETT, HO CHI MINH CITY	BRONZE

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	BRONZE
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	SILVER
MB05/002	PUYORINGO -GAME OF APPLE TETRIS-	AOMORI APPLE	PUYORINGO PROJECT, TOKYO	PUYORINGO PROJECT, TOKYO	SILVER

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	BRONZE

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	BRONZE

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	GRANDE FOR HUMANITY

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	SILVER

AS OF 24 MAR 2023