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ADFEST 2019
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ENTRIES LIST

MOBILE LOTUS



MOBILE LOTUS

ALL ENTRIES

MOBILE CAMPAIGN SUB-CATEGORY

CATEGORY MB01: MOBILE CAMPAIGN

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB01/001	TIME TRAVEL NAVIGATOR	THE WEEKEND EXPLORER	HAKUHODO I-STUDIO INC.	TOKYO
MB01/002	NEVER DONE SHOP	NIKE	AKQA SHANGHAI	SHANGHAI
MB01/003	TAXI WHISTLE	TAXI WHISTLE	DENTSU INC.	TOKYO
MB01/004	GOOGLE PIXEL "MAGIC ILLUMINATION"	GOOGLE PIXEL 3	SIX INC.	TOKYO
MB01/005	#FORESTRESCUE	THE FORESTIAS BY MQDC	J. WALTER THOMPSON	BANGKOK
MB01/006	BIXBY VOICE FOREVER	BIXBY VIRTUAL ASSISTANT	CHEIL WORLDWIDE INDIA	GURGAON

MOBILE DESIGN SUB-CATEGORIES

CATEGORY MB02: MOBILE WEBSITE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB02/001	NEVER DONE SHOP	NIKE	AKQA SHANGHAI	SHANGHAI
MB02/002	#POWERLESSQUEEN	PROJECT NANHI KALI	WAT MEDIA PVT	MUMBAI
MB02/003	GOULBURN VALLEY FOOD TOURS	GOULBURN VALLEY	LEO BURNETT MELBOURNE	MELBOURNE

CATEGORY MB03: USER EXPERIENCE FOR MOBILE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB03/001	HERO PLAYABLE MOBILE CASE	MONSTER STRIKE	HAKUHODO INC.	TOKYO
MB03/002	JIOINTERACT - HUMANE AI FOR THE NEXT BILLION INTERNET USERS	RELIANCE JIO	RELIANCE JIO	MUMBAI
MB03/003	CAMOUFLA-VIEW	TVER	ADK CREATIVE ONE	TOKYO

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CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB03/004	EMPATHIC JUKEBOX	POCKY	HAKUHODO INC.	OSAKA
MB03/005	NEVER DONE SHOP	NIKE	AKQA SHANGHAI	SHANGHAI
MB03/006	DUSTSEE	SEOUL METROPOLITAN GOVERNMENT / HOPE BRIDGE	CHEIL WORLDWIDE	SEOUL
MB03/007	SHOES OF THE DEAD	CONVERSE	HAKUHODO INC.	TOKYO
MB03/008	DEEP LEARNING JAPAN	RETRIP	HAKUHODO INC.	TOKYO
MB03/009	THE SONG LETTER	NTT DOCOMO	HAKUHODO INC.	TOKYO
MB03/010	TRULY INTERACTIVE PRESENTATION	BIG MEDIA CONFERENCE	DENTSUX TAIWAN	TAIPEI
MB03/011	OREO OBOX	OREO	INSPIRE INTEGRATED MARKETING COMMUNICATIONS	SHANGHAI
MB03/012	GOOGLE PIXEL "MAGIC ILLUMINATION"	GOOGLE PIXEL 3	SIX INC.	TOKYO
MB03/013	BIXBY VOICE FOREVER	BIXBY VIRTUAL ASSISTANT	CHEIL WORLDWIDE INDIA	GURGAON
MB03/014	THE GOOD VIBES PROJECT	GOOD VIBES	CHEIL WORLDWIDE INDIA	GURGAON

CATEGORY MB04: DISPLAY AD & RICH MEDIA

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB04/001	GOOGLE FOOTBALL ANSWERS MADE EASY	GOOGLE SEARCH	TOASTER LTD SINGAPORE BRANCH	SINGAPORE
MB04/002	GOOGLE MAPS 2 WHEELERS	GOOGLE MAPS	TOASTER LTD SINGAPORE BRANCH	SINGAPORE
MB04/003	DONATE YOUR FACE	OPERATION SMILE	CHEIL CHINA	BEIJING
MB04/004	HI I AM UNIQLO	UNIQLO ROADSIDE STORE	THE LEO BURNETT GROUP THAILAND	BANGKOK
MB04/005	THE BUDDAH'S PROVIDER	TENCENT	TENCENT	SHENZHEN



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CATEGORY MB05: MOBILE GAME

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB05/001	CAR CURLING	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE	SEOUL
MB05/002	JIGATHON	COKE	DENTSU JAYME SYFU	MANILA
MB05/003	TANKHEAD GIRL	WORLD OF TANKS BLITZ	ULTRASUPERNEW	TOKYO
MB05/004	#POWERLESSQUEEN	PROJECT NANHI KALI	WAT MEDIA PVT	MUMBAI

CATEGORY MB06: MOBILE UTILITY

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB06/001	CAMOUFLA-VIEW	TVER	ADK CREATIVE ONE	TOKYO
MB06/002	BELLTON	BELLTON	DENTSU INC.	TOKYO
MB06/003	KNORR RECIPE PAL	KNORR	OGILVY PHILIPPINES	MANILA

CATEGORY MB07: MOBILE APPLICATION & OTHER DOWNLOADABLE TOOLS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB07/001	JIOINTERACT - HUMANE AI FOR THE NEXT BILLION INTERNET USERS	RELIANCE JIO	RELIANCE JIO	MUMBAI
MB07/002	PREDICT TO PREVENT	DEPRESSION AWARENESS CAMPAIGN	BBDO BANGKOK LTD	BANGKOK
MB07/003	BELLTON	BELLTON	DENTSU INC.	TOKYO
MB07/004	SKETCHCOOK	OTSUKA PHARMACEUTICAL CO.,LTD.	DENTSU INC.	TOKYO
MB07/005	OIL HIJACK	PINDUODUO	BEIJING DENTSU ADVERTISING CO., LTD	BEIJING
MB07/006	NECK CHECK	DIGI TELECOMMUNICATIONS SDN. BHD.	NAGA DDB SDN BHD	KUALA LUMPUR
MB07/007	KNORR RECIPE PAL	KNORR	OGILVY PHILIPPINES	MANILA
MB07/008	WE REMIT	TENCENT	TENCENT	SHENZHEN
MB07/009	THE GOOD VIBES PROJECT	GOOD VIBES	CHEIL WORLDWIDE INDIA	GURGAON

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MOBILE VIDEO SUB-CATEGORY

CATEGORY MB08: VIDEO, VIRAL VDO & INTERACTIVE VDO

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB08/001	HARMONY REMIXED (ENG) / SEJAHTERA REMIXED (BM)	TELEKOM MALAYSIA	GREY WORLDWIDE SDN BHD	KUALA LUMPUR
MB08/002	MAKE IT A RUNWAY	TOMMY HILFIGER	ADK CREATIVE ONE	TOKYO
MB08/003	THE SONG LETTER	NTT DOCOMO	HAKUHODO INC.	TOKYO
MB08/004	AS NEVER BEFORE	TOYOTA VIOS	HAKUHODO MALAYSIA	KUALA LUMPUR
MB08/005	ENJOY SCHOOL DAYS!	GAKUWARI CAMPAIGN	SUN-AD COMPANY LIMITED	TOKYO
MB08/006	BIRD BOX - BLINDFOLDED LIVE TRAILER	NETFLIX	J. WALTER THOMPSON	BANGKOK
MB08/007	FROM MATE TO MATE	HUAWEI	J. WALTER THOMPSON	BANGKOK

BEST USE OF TECHNOLOGY SUB-CATEGORIES

CATEGORY MB09: USE OF TECHNOLOGY FOR MOBILE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB09/001	UNMUTE DANIEL	SINGAPORE CHILDREN'S SOCIETY	MULLENLOWE SINGAPORE	SINGAPORE
MB09/002	BIRD HEARING TEST	PANASONIC HEARING INSTRUMENTS	HAKUHODO INC.	TOKYO
MB09/003	THE SONG LETTER	NTT DOCOMO	HAKUHODO INC.	TOKYO
MB09/004	OREO OBOX	OREO	INSPIRE INTEGRATED MARKETING COMMUNICATIONS	SHANGHAI
MB09/005	THE GOOD VIBES PROJECT	GOOD VIBES	CHEIL WORLDWIDE INDIA	GURGAON

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CATEGORY MB10: USE OF DATA FOR MOBILE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB10/001	ANYTHING'S BETTER WITH KFC GOLDEN EGG CRUNCH	KFC	ENSEMBLE WORLDWIDE	KUALA LUMPUR
MB10/002	TASTE FIRST. LABEL SECOND.	MIRAI SAKE STORE	HAKUHODO I-STUDIO INC.	TOKYO
MB10/003	DUSTSEE	SEOUL METROPOLITAN GOVERNMENT / HOPE BRIDGE	CHEIL WORLDWIDE	SEOUL
MB10/004	PREDICT TO PREVENT	DEPRESSION AWARENESS CAMPAIGN	BBDO BANGKOK LTD	BANGKOK
MB10/005	OIL HIJACK	PINDUODUO	BEIJING DENTSU ADVERTISING CO., LTD	BEIJING

CATEGORY MB11: USE OF SOCIAL FOR MOBILE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
MB11/001	WITHDRAWN			
MB11/002	#ANIMAL_SELFIE	WWF JAPAN	ADK CREATIVE ONE	TOKYO
MB11/003	MAKE IT A RUNWAY	TOMMY HILFINGER	ADK CREATIVE ONE	TOKYO
MB11/004	THE BUDDAH'S PROVIDER	TENCENT	TENCENT	SHENZHEN
MB11/005	VIEWED BY HIV	ANGSA MERAH	PT ISOPOST	JAKARTA

CATEGORY LRMB: LOTUS ROOTS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
LRMB/001	TASTE FIRST. LABEL SECOND.	MIRAI SAKE STORE	HAKUHODO I-STUDIO INC.	TOKYO
LRMB/002	WITHDRAWN			
LRMB/003	CAMOUFLA-VIEW	TVER	ADK CREATIVE ONE	TOKYO
LRMB/004	KUPU	SPARK NEW ZEALAND	COLENZO BBDO	AUCKLAND
LRMB/005	WE REMIT	TENCENT	TENCENT	SHENZHEN
LRMB/006	THE BUDDAH'S PROVIDER	TENCENT	TENCENT	SHENZHEN