

TMRROW
ADFEST 2019
T
DAY



FINALIST
MOBILE LOTUS

MOBILE LOTUS

FINALISTS

MOBILE CAMPAIGN SUB-CATEGORY

CATEGORY MB01: MOBILE CAMPAIGN

NO FINALIST

MOBILE DESIGN SUB-CATEGORIES

CATEGORY MB02: MOBILE WEBSITE

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
MB02/003	GOULBURN VALLEY FOOD TOURS	GOULBURN VALLEY	LEO BURNETT, MELBOURNE	LEO BURNETT MELBOURNE, MELBOURNE	FINALIST

CATEGORY MB03: USER EXPERIENCE FOR MOBILE

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
MB03/006	DUSTSEE	SEOUL METROPOLITAN GOVERNMENT / HOPE BRIDGE	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	FINALIST
MB03/014	THE GOOD VIBES PROJECT	GOOD VIBES	CHEIL WORLDWIDE, GURGAON	CHEIL WORLDWIDE INDIA, GURGAON	FINALIST

CATEGORY MB04: DISPLAY AD & RICH MEDIA

NO FINALIST

CATEGORY MB05: MOBILE GAME

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
MB05/001	CAR CURLING	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE, SEOUL	INNOCEAN WORLDWIDE, SEOUL	FINALIST
MB05/004	#POWERLESSQUEEN	PROJECT NANHI KALI	WATCONSULT, MUMBAI	WAT MEDIA PVT, MUMBAI	FINALIST

CATEGORY MB06: MOBILE UTILITY

NO FINALIST

CATEGORY MB07: MOBILE APPLICATION & OTHER DOWNLOADABLE TOOLS

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
MB07/002	PREDICT TO PREVENT	DEPRESSION AWARENESS CAMPAIGN	BBDO BANGKOK, BANGKOK	BBDO BANGKOK LTD, BANGKOK	FINALIST
MB07/009	THE GOOD VIBES PROJECT	GOOD VIBES	CHEIL WORLDWIDE, GURGAON	CHEIL WORLDWIDE INDIA, GURGAON	FINALIST

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

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
MB08/005	ENJOY SCHOOL DAYS!	GAKUWARI CAMPAIGN	SUN-AD COMPANY LIMITED, TOKYO	SUN-AD COMPANY LIMITED, TOKYO	FINALIST

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

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
MB09/002	BIRD HEARING TEST	PANASONIC HEARING INSTRUMENTS	HAKUHODO INC., TOKYO	HAKUHODO INC., TOKYO	FINALIST

CATEGORY MB10: USE OF DATA FOR MOBILE

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
MB10/003	DUSTSEE	SEOUL METROPOLITAN GOVERNMENT / HOPE BRIDGE	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	FINALIST

CATEGORY MB11: USE OF SOCIAL FOR MOBILE

NO FINALIST