

**FINALIST**



**MOBILE  
LOTUS**



**MOBILE CAMPAIGN SUB-CATEGORY**
**CATEGORY MB01: MOBILE CAMPAIGN**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
MB01/001	NRMA SAFETY HUB	NRMA INSURANCE	CHE PROXIMITY, MELBOURNE	CHE PROXIMITY, MELBOURNE	FINALIST

**MOBILE DESIGN SUB-CATEGORIES**
**CATEGORY MB02: MOBILE WEBSITE**

NO AWARD

**CATEGORY MB03: USER EXPERIENCE FOR MOBILE**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
MB03/001	REDCEIPT	KAKAO PAY / KAKAO T DRIVER	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	FINALIST
MB03/004	BREATH OF LIFE	GLAXOSMITHKLINE	MCCANN HEALTH, SHANGHAI	MCCANN HEALTH SHANGHAI, SHANGHAI	FINALIST

**CATEGORY MB04: DISPLAY AD & RICH MEDIA**

NO AWARD

**CATEGORY MB05: MOBILE GAME**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
MB05/001	BACK2LIFE	SAMSUNG	CHEIL PENGTAI, BEIJING/ CHEIL HONG KONG, HONG KONG	CHEIL BEIJING, BEIJING	FINALIST

**CATEGORY MB06: MOBILE UTILITY**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
MB06/003	NRMA SAFETY HUB	NRMA INSURANCE	CHE PROXIMITY, MELBOURNE	CHE PROXIMITY, MELBOURNE	FINALIST
MB06/004	BREATH OF LIFE	GLAXOSMITHKLINE	MCCANN HEALTH, SHANGHAI	MCCANN HEALTH SHANGHAI, SHANGHAI	FINALIST
MB06/005	SILENT WHISTLE	SAMSUNG	LEO BURNETT, SYDNEY	LEO BURNETT SYDNEY, SYDNEY	FINALIST

**CATEGORY MB07: MOBILE APPLICATION & OTHER DOWNLOADABLE TOOLS**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
MB07/001	POCKET FRANCHISE	KFC	ACCENTURE INTERACTIVE CHINA, SHANGHAI	ACCENTURE INTERACTIVE CHINA, SHANGHAI	FINALIST
MB07/002	BLOOD BEACON	TAIPEI BLOOD CENTER	WUNDERMAN THOMPSON TAIPEI, TAIPEI	WUNDERMAN THOMPSON TAIPEI, TAIPEI	FINALIST
MB07/004	TUNA SCOPE	TUNA SCOPE	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST
MB07/005	NOW, WORDS AREN'T JUST HEARD. BUT FELT.	SAMSUNG	CHEIL INDIA, GURGAON	CHEIL WORLDWIDE INDIA, GURGAON	FINALIST

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

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
MB08/005	CODE NAME: URI	URI- THE SURGICAL STRIKE	DENTSU WEBCHUTNEY, MUMBAI/ TRIGGER HAPPY ENTERTAINMENT, MUMBAI	DENTSU WEBCHUTNEY, MUMBAI	FINALIST
MB08/007	EVA STORIES	K'S GALLERIES	LEO BURNETT ISRAEL, TEL AVIV	LEO BURNETT ISRAEL, TEL AVIV	FINALIST

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

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
MB09/001	POCKET FRANCHISE	KFC	ACCENTURE INTERACTIVE CHINA, SHANGHAI	ACCENTURE INTERACTIVE CHINA, SHANGHAI	FINALIST
MB09/002	FATAL RECOGNITION	THE HONG KONG STROKE ASSOCIATION	CHEIL, HONG KONG	CHEIL, HONG KONG	FINALIST
MB09/003	GALAXY GRAFFITI	SAMSUNG ELECTRONICS	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	FINALIST
MB09/008	A.I. LOVE	CLOSEUP	MULLENLOWE SINGAPORE, SINGAPORE	MULLENLOWE SINGAPORE, SINGAPORE	FINALIST
MB09/010	THE DYSTOPIA EXPERIENCE	AMAZARASHI	SIX INC., TOKYO/HAKUHODO INC., TOKYO/ HAKUHODO KETTLE INC., TOKYO	SIX INC., TOKYO	FINALIST

**CATEGORY MB10: USE OF DATA FOR MOBILE**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
MB10/001	BLOOD BEACON	TAIPEI BLOOD CENTER	WUNDERMAN THOMPSON TAIPEI, TAIPEI	WUNDERMAN THOMPSON TAIPEI, TAIPEI	FINALIST
MB10/003	NRMA SAFETY HUB	NRMA INSURANCE	CHE PROXIMITY, MELBOURNE	CHE PROXIMITY, MELBOURNE	FINALIST
MB10/005	TUNA SCOPE	TUNA SCOPE	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST

**CATEGORY MB11: USE OF SOCIAL FOR MOBILE**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
MB11/001	POCKET FRANCHISE	KFC	ACCENTURE INTERACTIVE CHINA, SHANGHAI	ACCENTURE INTERACTIVE CHINA, SHANGHAI	FINALIST
MB11/003	TARGETED GIFT	JD CENTRAL VALENTINE'S DAY CAMPAIGN	BBDO BANGKOK, BANGKOK	BBDO BANGKOK LTD, BANGKOK	FINALIST

**CATEGORY MB12: INTEGRATED MOBILE CAMPAIGN \*\*\*NEW**

NO AWARD

AS OF 9 DEC 2020