



MOBILE LOTUS

ADFEST 2014
WINNERS LIST

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CATEGORY MB01 : MOBILE WEBSITES & WEB APPLICATIONS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
MB01/004	MISSING CHILDREN	BAOBEIHUIJIA.COM	J. WALTER THOMPSON-BRIDGE ADVERTISING CO., LTD, BEIJING	BEIJING	SILVER

CATEGORY MB02 : MOBILE APPLICATIONS & OTHER DOWNLOADABLE TOOLS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
MB02/012	MISSING CHILDREN	BAOBEIHUIJIA.COM	J. WALTER THOMPSON-BRIDGE ADVERTISING CO., LTD, BEIJING	BEIJING	GOLD
MB02/010	DRIVE AWAKE	CAFE' AMAZON	BBDO AND PROXIMITY THAILAND	BANGKOK	SILVER
MB02/011	PHONE STACK	KFC BRAND	BBDO PROXIMITY MALAYSIA	KUALA LUMPUR	SILVER
MB02/007	DUMB WAYS TO DIE	METRO	MCCANN MELBOURNE	MELBOURNE	FINALIST
MB02/015	SELF	GENDER EQUALITY ADVOCACY GROUP	LOWE SINGAPORE	SINGAPORE	FINALIST

CATEGORY MB03 : GEOLOCATION

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
MB03/011 MOVE FROM MB02/023	PENGUIN NAVI	SUNSHINE AQUARIUM	HAKUHODO INC.	TOKYO	SILVER
MB03/004	SAVING YOUR FUTURE	DISASTER ALERT APP	YAHOO JAPAN CORPORATION	TOKYO	BRONZE

CATEGORY MB04 : MOBILE GAMES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
MB04/003	DUMB WAYS TO DIE	METRO	MCCANN MELBOURNE	MELBOURNE	SILVER
MB04/008	CHROME WORLD WIDE MAZE	WORLD WIDE MAZE	PARTY	TOKYO	BRONZE
MB04/006	BLOODY TUBE	BASCULE	BASCULE INC.	TOKYO	FINALIST

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CATEGORY MB05 : RICH MEDIA ADVERTISING FOR MOBILE DEVICES

NO AWARD

CATEGORY MB06 : BEST USE OF MOBILE VIDEO

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
MB06/001	DIGITAL LULLABY	CAFCA CANDY	SIX INC.	TOKYO	GOLD

CATEGORY MB07 : BEST USE OF MOBILE IN AN INTEGRATED CAMPAIGN

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
MB07/003	NFC CHARITY STICKERS	UNICEF HONG KONG	CHEIL HONG KONG	HONG KONG	BRONZE

AS OF 4 MAR 2014