



FINALISTS
MOBILE LOTUS

MOBILE LOTUS



CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
MOBILE CAMPAIGN					
MB01: USE OF MOBILE					
MB01/003	ARTISM BINAURAL MIX	SPOTIFY X KREABY	DENTSU CREATIVE INDONESIA, JAKARTA	DENTSU CREATIVE, JAKARTA	FINALIST
MOBILE DESIGN					
MB03: MOBILE WEBSITE					
MB03/001	MY JAPAN RAILWAY	JAPAN RAILWAY 150TH ANNIVERSARY CAMPAIGN	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST
MB04: USER EXPERIENCE FOR MOBILE					
MB04/003	TRY GALAXY FOLD EXPERIENCE	SAMSUNG MOBILE	CHEIL WORLDWIDE, SEOUL/ CHEIL UAE, DUBAI	CHEIL WORLDWIDE, SEOUL	FINALIST
MB05: MOBILE GAMES					
MB05/001	RANGER BUDDIES QUEST	MANDAI WILDLIFE RESERVE	MEDIA.MONKS, SINGAPORE/ PICO ART INTERNATIONAL, SINGAPORE	MEDIA.MONKS, SINGAPORE	FINALIST
MB06: APPLICATION & UTILITY					
MB06/002	EATQUAL COLOURS	MCDONALD INDIA (WEST AND SOUTH)	DDB MUDRA GROUP, MUMBAI	DDB MUDRA GROUP, MUMBAI	FINALIST
TECHNOLOGY					
MB08: MOBILE TECHNOLOGY: NEW REALITIES & EMERGING TECHNOLOGY					
MB08/001	A PEACE-CONNECTING PAINTING	BAIDU ERNIE	TOPIC & LOONG, BEIJING	TOPIC & LOONG, BEIJING	FINALIST
MB11: MCOMMERCE					
MB11/002	EATQUAL COLOURS	MCDONALD INDIA (WEST AND SOUTH)	DDB MUDRA GROUP, MUMBAI	DDB MUDRA GROUP, MUMBAI	FINALIST

AS OF 20 MAR 2024