



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