

| Title                                  | Advertiser/Client        | Product/Service                             | Entrant Company                  | Country         |
|----------------------------------------|--------------------------|---------------------------------------------|----------------------------------|-----------------|
| <b>A01 Activation by Location</b>      |                          |                                             |                                  |                 |
| OFFICIAL GORILLAZ APP                  | GORILLAZ                 | HUMANZ (5TH ALBUM BY GORILLAZ)              | B-REEL, London                   | UNITED KINGDOM  |
| RUNTOScroll                            | ADIDAS                   | ALPHABOUNCE RUNNING SHOES                   | FRIENDS, Moscow                  | RUSSIA          |
| <b>A03 Augmented Mobile Experience</b> |                          |                                             |                                  |                 |
| THE MAGIC WALLPAPER                    | CASTORAMA                | STORE TOOLS                                 | TBWA/PARIS                       | FRANCE          |
| IKEA PLACE                             | IKEA                     | IKEA PLACE                                  | NORGRAM, Copenhagen              | DENMARK         |
| <b>A09 Data / Insight</b>              |                          |                                             |                                  |                 |
| 4MATIC ADAPTIVE BOOK                   | MERCEDES-BENZ            | 4MATIC                                      | GRUPPO RONCAGLIA, Rome           | ITALY           |
| <b>A10 Innovative Technology</b>       |                          |                                             |                                  |                 |
| THE MAGIC WALLPAPER                    | CASTORAMA                | STORE TOOLS                                 | TBWA/PARIS                       | FRANCE          |
| <b>B01 Mobile Websites</b>             |                          |                                             |                                  |                 |
| 1 MB CAMPAIGN                          | SKYLINK                  | HIGH SPEED INTERNET ACCESS FOR REMOTE AREAS | MARVELOUS, Moscow                | RUSSIA          |
| PLAYING WITH FIRE                      | IF INSURANCE             | IF INSURANCE                                | ANORAK, Oslo                     | NORWAY          |
| RUNTOScroll                            | ADIDAS                   | ALPHABOUNCE RUNNING SHOES                   | FRIENDS, Moscow                  | RUSSIA          |
| SAFEST ROUTE                           | GROUPAMA                 | GROUPAMA                                    | GROUPAMA, Paris                  | FRANCE          |
| <b>C01 Mobile Apps</b>                 |                          |                                             |                                  |                 |
| THE MAGIC WALLPAPER                    | CASTORAMA                | STORE TOOLS                                 | TBWA/PARIS                       | FRANCE          |
| GET THE FLOW                           | VODAFONE                 | VODAFONE                                    | DDB & TRIBAL WORLDWIDE AMSTERDAM | THE NETHERLANDS |
| IKEA PLACE                             | IKEA                     | IKEA PLACE                                  | NORGRAM, Copenhagen              | DENMARK         |
| THE SOUNDBOOK APP                      | NORDSÜD PUBLISHING HOUSE | APP                                         | JUNG VON MATT/LIMMAT, Zürich     | SWITZERLAND     |
| <b>D01 Social for Mobile</b>           |                          |                                             |                                  |                 |
| LIKE MY ADDICTION                      | ADDICT AIDE              | ADDICT AIDE                                 | BETC, Paris                      | FRANCE          |
| #MYNEOLABEL                            | ADIDAS                   | ADIDAS NEO                                  | IRIS, London                     | UNITED KINGDOM  |
| <b>E01 Mobile Games</b>                |                          |                                             |                                  |                 |
| RUNTOScroll                            | ADIDAS                   | ALPHABOUNCE RUNNING SHOES                   | FRIENDS, Moscow                  | RUSSIA          |
| <b>G01 Integrated Mobile Campaigns</b> |                          |                                             |                                  |                 |
| OFFICIAL GORILLAZ APP                  | GORILLAZ                 | HUMANZ (5TH ALBUM BY GORILLAZ)              | B-REEL, London                   | UNITED KINGDOM  |
| A PHONE CALL TO HAMAR                  | NORSK TIPPING            | NORSK TIPPING                               | PER H&J, Oslo                    | NORWAY          |
| <b>G03 Messaging Campaign</b>          |                          |                                             |                                  |                 |
| CARTEL.COM                             | UBISOFT                  | GHOST RECON WILDLANDS                       | DDB PARIS                        | FRANCE          |