

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Activation by Location				
OFFICIAL GORILLAZ APP	GORILLAZ	HUMANZ (5TH ALBUM BY GORILLAZ)	B-REEL, London	UNITED KINGDOM
RUNTOScroll	ADIDAS	ALPHABOUNCE RUNNING SHOES	FRIENDS, Moscow	RUSSIA
A03 Augmented Mobile Experience				
THE MAGIC WALLPAPER	CASTORAMA	STORE TOOLS	TBWA/PARIS	FRANCE
IKEA PLACE	IKEA	IKEA PLACE	NORGRAM, Copenhagen	DENMARK
A09 Data / Insight				
4MATIC ADAPTIVE BOOK	MERCEDES-BENZ	4MATIC	GRUPPO RONCAGLIA, Rome	ITALY
A10 Innovative Technology				
THE MAGIC WALLPAPER	CASTORAMA	STORE TOOLS	TBWA/PARIS	FRANCE
B01 Mobile Websites				
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
C01 Mobile Apps				
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
D01 Social for Mobile				
LIKE MY ADDICTION	ADDICT AIDE	ADDICT AIDE	BETC, Paris	FRANCE
#MYNEOLABEL	ADIDAS	ADIDAS NEO	IRIS, London	UNITED KINGDOM
E01 Mobile Games				
RUNTOScroll	ADIDAS	ALPHABOUNCE RUNNING SHOES	FRIENDS, Moscow	RUSSIA
G01 Integrated Mobile Campaigns				
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
G03 Messaging Campaign				
CARTEL.COM	UBISOFT	GHOST RECON WILDLANDS	DDB PARIS	FRANCE