

Title	Brand	Product/Service	Entrant Company	Location	Production Company	Location
A01 Activation by Location						
ROAD TALES	VOLKSWAGEN	VOLKSWAGEN ROAD TALES	ACHTUNG!mccgarrybowen, Amsterdam	THE NETHERLANDS	ISOBAR, Amsterdam / ROBOT KITTENS, Hilversum *	THE NETHERLANDS
A02 AR						
PAY IT FORWARD	THE BIG ISSUE	THE BIG ISSUE	FCB INFERNO, London *	UNITED KINGDOM	ARCHER'S MARK, London	UNITED KINGDOM
A03 New Realities & Voice Activation						
ADDRESS THE FUTURE	CARLINGS	THE DIGITAL COLLECTION	VIRTUE, Copenhagen *	DENMARK	VIRTUE, Copenhagen	DENMARK
MY CARER	ALZHEIMER'S SOCIETY	ALZHEIMER'S SOCIETY	McCANN LONDON	UNITED KINGDOM	SKILLS.APP, London	UNITED KINGDOM
A06 Data / Insight						
NO NEED TO FLY – AROUND THE WORLD IN GERMANY	DEUTSCHE BAHN (GERMAN RAIL)	DEUTSCHE BAHN (GERMAN RAIL)	OGILVY GERMANY, Frankfurt *	GERMANY	SPIRABLE, London	UNITED KINGDOM
A07 Innovative use of Technology						
STORYSIGN	HUAWEI	HUAWEI	FCB INFERNO, London *	UNITED KINGDOM	DOG EAT DOG, London / TENTHREE EDITING, London	UNITED KINGDOM
B02 Mobile Apps						
STORYSIGN	HUAWEI	HUAWEI	FCB INFERNO, London *	UNITED KINGDOM	DOG EAT DOG, London / TENTHREE EDITING, London	UNITED KINGDOM
B03 Social for Mobile						
MY LIFE AS A NPC	UBISOFT	ASSASSIN'S CREED	DDB PARIS *	FRANCE	MAKEMEPULSE, Paris / PRESS PLAY ON TAPE, Paris	FRANCE
C01 Integrated Mobile Campaigns						
NO NEED TO FLY – AROUND THE WORLD IN GERMANY	DEUTSCHE BAHN (GERMAN RAIL)	DEUTSCHE BAHN (GERMAN RAIL)	OGILVY GERMANY, Frankfurt *	GERMANY	SPIRABLE, London	UNITED KINGDOM
THE GPS QUALITY LABEL	AUCHAN RETAIL FRANCE	RETAIL SHOPS	SERVICEPLAN FRANCE, Paris *	FRANCE		