

Title	Brand	Product/Service	Entrant Company	Location	Idea Creation Company	Location	Production Company	Location
A01 Activation by Location								
UNDERGROUND PREMIER	13ÈME RUE	13ÈME RUE	BETC, Paris	FRANCE	BETC Paris	FRANCE	BETC DIGITAL, Paris	FRANCE
A02 AR								
TEAR DOWN THIS WALL	THE DDR MUSUEM	TEAR DOWN THIS WALL	THE DDR MUSEUM, Berlin	GERMANY	VIRTUE Copenhagen NO SLEEP Copenhagen	DENMARK	BACON X, Copenhagen	DENMARK
B01 Mobile Websites								
TERMS AGAINST BULLYING	TERMS AGAINST BULLYING	HTTPS://TERMSAGAINSTBULLYING.COM/	WHITE RABBIT, Budapest	HUNGARY	WHITE RABBIT Budapest	HUNGARY	MONSTER FILMS, São Paulo	BRAZIL
B02 Mobile Apps								
.COMDOM	TELENET	COMMERCIAL PUBLIC SERVICES	WUNDERMAN THOMPSON, Antwerp	BELGIUM	WUNDERMAN THOMPSON Antwerp	BELGIUM	APPFOUNDRY, Kontich	BELGIUM
B03 Social for Mobile								
HAPPY COMMUTER	RAMBOLL	RAMBOLL IS A LEADING ENGINEERING, ARCHITECTURE AND CONSULTANCY COMPANY.	GARBERGS, Stockholm	SWEDEN	GARBERGS Stockholm	SWEDEN	DVA, Stockholm	SWEDEN
B04 Mobile Games								
BYE, BYE BALLOONS. LONG LIVE BALLOONS!	MCDONALD'S	BALLOONS	NORD DDB, Stockholm	SWEDEN	NORD DDB Stockholm	SWEDEN	DVA, Stockholm	SWEDEN
C02 Messaging Campaign								
FIND THE NUMBER	FREE	FREE	HEREZIE, Paris	FRANCE	HEREZIE Paris	FRANCE		
VOICES OF BRUSSELS	STIB/MIVB	BRUSSELS PUBLIC TRANSPORT	MORTIERBRIGADE, Brussels	BELGIUM	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE, Brussels	BELGIUM