

MOBILE SHORTLIST 2016



Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Activation by Location				
OPEN ROAD PROJECT	TOYOTA	TOYOTA I-ROAD	DENTSU INC., Tokyo	JAPAN
QQ ALERT: EVERYONE IS RESCUER	QQ	INSTANT MESSAGING	TENCENT, Shenzhen	CHINA
VIRTUAL COASTGUARD	MARITIME NEW ZEALAND	MARITIME SAFETY	FCB NEW ZEALAND, Auckland	NEW ZEALAND
A03 Augmented Mobile Experience				
STABILO NOTE APP	SCHWANHAUBER & CO KG	STABILO BOSS	LEO BURNETT INDONESIA, Jakarta	INDONESIA
A04 VR Experience				
VIRTUAL PELOTON	STEVE WAUGH FOUNDATION	STEVE WAUGH FOUNDATION	HAVAS WORLDWIDE AUSTRALIA, Sydney	AUSTRALIA
#BEFEARLESS	SAMSUNG ELECTRONICS	SAMSUNG ELECTRONICS	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
A05 Networked / Connected Screens				
GLASS SHEET	EPSON SALES JAPAN CORPORATION	MOVERIO	DENTSU INC., Tokyo	JAPAN
A06 Connected Devices				
G?U?M PLAY	G?U?M PLAY	SUNSTAR	PARTY, Tokyo	JAPAN
LANDCRUISER EMERGENCY NETWORK	TOYOTA MOTOR CORPORATION AUSTRALIA	LANDCRUISER	SAATCHI & SAATCHI, Sydney	AUSTRALIA
BRAINBAND	SAMSUNG AUSTRALIA	SAMSUNG BRAINBAND	LEO BURNETT SYDNEY	AUSTRALIA
DOT. THE FIRST BRAILLE SMARTWATCH	DOT INCORPORATION	DOT WATCH	SERVICEPLAN KOREA, Seoul	SOUTH KOREA
A07 Wearable Technology				
BRAINBAND	SAMSUNG AUSTRALIA	SAMSUNG BRAINBAND	LEO BURNETT SYDNEY	AUSTRALIA
A08 Data Insight				
LIVE STATS LOTTERY	SKY PERFECTV	FOOTBALL CHANNEL	ASATSU-DK, Tokyo	JAPAN
DELICIOUS TREND-MAPPING	ZAIM	HOUSEHOLD ACCOUNTING APP.	HAKUHODO INC., Tokyo	JAPAN
HUNGERITHM	MARS CHOCOLATE AUSTRALIA	SNICKERS	CLEMENGER BBDO MELBOURNE	AUSTRALIA
BRAINBAND	SAMSUNG AUSTRALIA	SAMSUNG BRAINBAND	LEO BURNETT SYDNEY	AUSTRALIA
A09 Innovative Technology				
BRAINBAND	SAMSUNG AUSTRALIA	SAMSUNG BRAINBAND	LEO BURNETT SYDNEY	AUSTRALIA
DOT. THE FIRST BRAILLE SMARTWATCH	DOT INCORPORATION	DOT WATCH	SERVICEPLAN KOREA, Seoul	SOUTH KOREA
B01 Mobile Websites				
HUNGERITHM	MARS CHOCOLATE AUSTRALIA	SNICKERS	CLEMENGER BBDO MELBOURNE	AUSTRALIA
RATE MY ROOF	ORGIN ENERGY	ORIGIN ENERGY	CLEMENGER BBDO MELBOURNE	AUSTRALIA
THE UNSTOPPABLE TRIBUTE	NIKE	NIKE	WIEDEN+KENNEDY SHANGHAI	CHINA
B02 Mobile Apps				
STABILO NOTE APP	SCHWANHAUBER & CO KG	STABILO BOSS	LEO BURNETT INDONESIA, Jakarta	INDONESIA
G?U?M PLAY	G?U?M PLAY	SUNSTAR	PARTY, Tokyo	JAPAN
DIGITAL GOLDFISH SCOOPING	IMC GROUP/SAMSUNG ELECTRONICS	GALAXY S7 EDGE	TOHOKUSHINSHA FILM CORPORATION, Tokyo	JAPAN
B03 Social for Mobile				
CANON INSTAZOOM	CANON SINGAPORE.	CANON POWERSHOT SX60 HS	DENTSU SINGAPORE	SINGAPORE
NATIVE MOBILE MUSIC VIDEO	KING RECORDS	LYRICAL SCHOOL	TBWA/HAKUHODO, Tokyo	JAPAN
CHEER TV	OTSUKA PHARMACEUTICAL CO.	POCARI SWEAT	HAKUHODO INC., Tokyo	JAPAN
SNAP COUNSELLORS	LOVEDOCTOR.IN	SNAP COUNSELLORS	TBWA/INDIA, Mumbai	INDIA
B04 Mobile Games				
G?U?M PLAY	G?U?M PLAY	SUNSTAR	PARTY, Tokyo	JAPAN
MOBILE GAME 'NUTRIQUEST'	GSK	HORLICKS	GREY GROUP, Singapore	SINGAPORE
B05 Mobile Advertising				
CELEBRITY TANTRUM	SAMSUNG AUSTRALIA	SAMSUNG TAB S2	LEO BURNETT SYDNEY	AUSTRALIA
VIDEO VOYEUR	YOUTUBE INDONESIA	YOUTUBE OFFLINE	R/GA SYDNEY	AUSTRALIA
C01 Integrated Mobile Campaigns				
HUNGERITHM	MARS CHOCOLATE AUSTRALIA	SNICKERS	CLEMENGER BBDO MELBOURNE	AUSTRALIA
DON'T WASTE YOUR ROOF	ORGIN ENERGY	ORIGIN ENERGY	CLEMENGER BBDO MELBOURNE	AUSTRALIA
C03 Messaging Campaign				
TAKEOVER	HP	HP OMEN	FRED & FARID SHANGHAI	CHINA