

Title	Advertiser / Client	Product / Service	Entrant Company	Location
<b>A01 Activation by Location</b>				
UNBEATEN PATHS	INCHCAPE (LEXUS) HONG KONG	LEXUS UX	TBWA/HONG KONG	HONG KONG SAR
POWERSHARE STATIONS	SAMSUNG	SPECIAL BUILD OUTDOOR	LEO BURNETT SYDNEY	AUSTRALIA
<b>A02 AR</b>				
KUPU	SPARK	SPARK	COLENSO BBDO, Auckland	NEW ZEALAND
<b>A05 Data / Insight</b>				
SAFETY HUB	NRMA	HOME INSURANCE	CHE PROXIMITY, Melbourne	AUSTRALIA
<b>A06 Innovative use of Technology</b>				
THE DYSTOPIA EXPERIENCE	SONY MUSIC ENTERTAINMENT	AMAZARASHI	SIX, Tokyo	JAPAN
<b>A07 Use of Advanced Learning Technologies</b>				
BIXBY VOICE FOREVER	SAMSUNG ELECTRONICS	BIXBY	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
TUNA SCOPE	SOJITZ CORPORATION	TUNA SCOPE	DENTSU INC., Tokyo	JAPAN
<b>B02 Mobile Apps</b>				
BLOOD BEACON	TAIPEI BLOOD CENTER	BLOOD DONATION	WUNDERMAN THOMPSON, Taipei	TAIPEI
KUPU	SPARK	SPARK	COLENSO BBDO, Auckland	NEW ZEALAND
SAFETY HUB	NRMA	HOME INSURANCE	CHE PROXIMITY, Melbourne	AUSTRALIA
<b>B03 Social for Mobile</b>				
VOICE OF HUNGER	SWIGGY	FOOD DELIVERY	DENTSU WEBCHUTNEY, Bangalore	INDIA
POCKET FRANCHISE	KFC	KFC POCKET FRANCHISE	HO COMMUNICATION, PART OF ACCENTURE INTERACTIVE, Shanghai	CHINA
THE MOST DANGEROUS STUNT IN THE WORLD	AUCKLAND TRANSPORT	AUCKLAND TRANSPORT	OGILVY NEW ZEALAND, Auckland	NEW ZEALAND
MCPICKLE	MCDONALDS	MCDONALDS	VMLY&R, Sydney	AUSTRALIA
PROJECT AGROBANKING	UCB UCASH	UCASH	GREY BANGLADESH, Dhaka	BANGLADESH
THE EARNBASSADORS	VELOCITY FREQUENT FLYER	FREQUENT FLYER PROGRAM	CHE PROXIMITY, Melbourne	AUSTRALIA
<b>B04 Mobile Games</b>				
POCKET FRANCHISE	KFC	KFC POCKET FRANCHISE	HO COMMUNICATION, PART OF ACCENTURE INTERACTIVE, Shanghai	CHINA
<b>C01 Integrated Mobile Campaigns</b>				
NAUGHTY OR NICE BAUBLE	MYER	MYER	CLEMENGER BBDO MELBOURNE	AUSTRALIA
SAFETY HUB	NRMA	HOME INSURANCE	CHE PROXIMITY, Melbourne	AUSTRALIA
POCKET FRANCHISE	KFC	KFC POCKET FRANCHISE	HO COMMUNICATION, PART OF ACCENTURE INTERACTIVE, Shanghai	CHINA