

MOBILE WINNER 2016



| Title | Advertiser/Client | Product/Service | Entrant Company | Country |
|-----------------------------------|------------------------------------|-------------------|---------------------------------------|-------------|
| Grand Prix | | | | |
| HUNGERITHM | MARS CHOCOLATE AUSTRALIA | SNICKERS | CLEMENGER BBDO MELBOURNE | AUSTRALIA |
| Gold Spike | | | | |
| HUNGERITHM | MARS CHOCOLATE AUSTRALIA | SNICKERS | CLEMENGER BBDO MELBOURNE | AUSTRALIA |
| Silver Spike | | | | |
| LANDCRUISER EMERGENCY NETWORK | TOYOTA MOTOR CORPORATION AUSTRALIA | LANDCRUISER | SAATCHI & SAATCHI, Sydney | AUSTRALIA |
| CELEBRITY TANTRUM | SAMSUNG AUSTRALIA | SAMSUNG TAB S2 | LEO BURNETT SYDNEY | AUSTRALIA |
| VIDEO VOYEUR | YOUTUBE INDONESIA | YOUTUBE OFFLINE | R/GA SYDNEY | AUSTRALIA |
| Bronze Spike | | | | |
| OPEN ROAD PROJECT | TOYOTA | TOYOTA I-ROAD | DENTSU INC., Tokyo | JAPAN |
| QQ ALERT: EVERYONE IS RESCUER | QQ | INSTANT MESSAGING | TENCENT, Shenzhen | CHINA |
| GUM PLAY | GUM PLAY | SUNSTAR | PARTY, Tokyo | JAPAN |
| DOT. THE FIRST BRAILLE SMARTWATCH | DOT INCORPORATION | DOT WATCH | SERVICEPLAN KOREA, Seoul | SOUTH KOREA |
| LIVE STATS LOTTERY | SKY PERFECTV | FOOTBALL CHANNEL | ASATSU-DK, Tokyo | JAPAN |
| HUNGERITHM | MARS CHOCOLATE AUSTRALIA | SNICKERS | CLEMENGER BBDO MELBOURNE | AUSTRALIA |
| DIGITAL GOLDFISH SCOOPING | IMC GROUP/SAMSUNG ELECTRONICS | GALAXY S7 EDGE | TOHOKUSHINSHA FILM CORPORATION, Tokyo | JAPAN |
| NATIVE MOBILE MUSIC VIDEO | KING RECORDS | LYRICAL SCHOOL | TBWA\HAKUHODO, Tokyo | JAPAN |
| CHEER TV | OTSUKA PHARMACEUTICAL CO. | POCARI SWEAT | HAKUHODO INC., Tokyo | JAPAN |
| GUM PLAY | GUM PLAY | SUNSTAR | PARTY, Tokyo | JAPAN |
| TAKEOVER | HP | HP OMEN | FRED & FARID SHANGHAI | CHINA |