

Mobile Lions Shortlist - Cannes Lions 2013

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country
A01 (Activation by Location or Proximity)						
A01/013	01006	BLUETOOTH DIAPER ALERT	P&G	HIPOGLOS AMENDOAS ANTI-RASH CREAM	AFRICA Sao Paulo	BRAZIL
A01/014	01015	THE END OF THE SILENT MAGAZINE	BILLBOARD	MAGAZINE	OGILVY BRASIL São Paulo	BRAZIL
A01/018	00097	NFC CHARITY STICKERS	UNICEF HK	CHARITY STICKER (PUBLIC SERVICE)	CHEIL HONG KONG Hong Kong	HONG KONG
A01/043	00858	AIR CHECK IN	SKY COMPANY SKYDIVING	SKYDIVING	AGE ISOBAR São Paulo	BRAZIL
A01/046	00887	SCRABBLE WIFI	MATTEL	SCRABBLE	OGILVY FRANCE Paris	FRANCE
A01/066	00834	MOST VALUABLE CHECK-IN	MISSING CHILDREN SOCIETY OF CANADA	CHILD SAFETY & INVESTIGATION	GREY GROUP CANADA Toronto	CANADA
A02 (Augmented Mobile Experience)						
A02/002	00019	NEWSPAPER WITH CHILDREN	THE TOKYO SHIMBUN	THE TOKYO SHIMBUN	DENTSU Tokyo	JAPAN
A02/019	00330	THE WORLD'S FIRST INTERACTIVE OBITUARY	FUNERARIAS J. GARCIA LOPEZ	FUNERARIAS J. GARCIA LOPEZ	GANEM GROUP Mexico City	MEXICO
A02/022	00433	PENGUIN NAVI	SUNSHINE CITY CORPORATION	SUNSHIN AQUARIUM	HAKUHODO Tokyo	JAPAN
A02/028	01036	MISSING CHILDREN	BAOBEIHUIJIA.COM – 'BABY BACK HOME' VOLUNTEERS ASSOCIATION	MISSING CHILDREN MOBILE SEARCH APPLICATION	JWT BEIJING	CHINA
A02/044	00723	TRACK MY MACCA'S	McDONALD'S AUSTRALIA	CORE MENU	DDB Sydney	AUSTRALIA
A03 (Networked Mobile Technology)						
A03/003	00540	MOBILE ORCHESTRA	AKQA	MOBILE WEBSITE	AKQA New York	USA
A03/005	00223	WORLD WIDE MAZE	GOOGLE	WORLD WIDE MAZE	PARTY Tokyo	JAPAN
A03/010	00218	EASY WAY SUBTITLES	EASY WAY LANGUAGE CENTER	EASY WAY SUBTITLES SERVICE	LODUCCA São Paulo	BRAZIL
A03/015	00420	WINDOW SHOPPING	ADIDAS	ADIDAS NEO	TBWA/HELSENKI	FINLAND
A03/018	00946	DUREXPERIMENT FUNDAREAR	RECKITT BENCKISER	DUREX	HAVAS WORLDWIDE AUSTRALIA North Sydney	AUSTRALIA
A03/022	00527	SUPER SYNC SPORTS	GOOGLE	GOOGLE CHROME	GOOGLE UK London	UNITED KINGDOM
A03/027	00733	THIRD EYE	STARHUB MOBILE	MOBILE BRANDING	DDB GROUP SINGAPORE	SINGAPORE
A04 (Other Technology for Mobile)						
A04/006	00102	THE TALKING WINDOW	SKY DEUTSCHLAND	SKY GO	BBDO GERMANY Düsseldorf	GERMANY
A04/023	00022	GADGET SHOW WORLD	CHANNEL 5	THE GADGET SHOW	XS2THEWORLD Amsterdam	THE NETHERLANDS
A04/031	00293	SCORECLEANER	DOREMIR	SCORECLEANER NOTES	MOBIENTO Stockholm	SWEDEN
A04/033	00318	FULL CONTROL	KDDI CORPORATION	AU 4G LTE	RHIZOMATIKS Tokyo	JAPAN
A04/054	00944	SELF	ASSOCIATION OF WOMEN FOR ACTION & RESEARCH	GENDER EQUALITY ADVOCACY GROUP	LOWE SINGAPORE	SINGAPORE
A04/055	00961	MOBILIZING THE 12TH MAN	C. S. HAMMAM-LIF	FOOTBALL CLUB	MEMAC OGILVY LABEL TUNISIA Tunis	TUNISIA
A04/060	00469	THE TALKING SHOE MOBILE APP	GOOGLE	ADVERTISING	72ANDSUNNY Los Angeles	USA
A04/080	00761	NATALIA PROJECT	CIVIL RIGHTS DEFENDERS	GLOBAL ASSAULT ALARM SYSTEM FOR HUMAN RIGHTS DEFENDERS AT RISK	RBK COMMUNICATION Stockholm	SWEDEN
A04/095	00130	THE TRACK-LIST GUEST LIST	BONNIER ART GALLERY	ART GALLERY	DDB STOCKHOLM	SWEDEN

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B01 (Products)

B01/028	00055	INSTAGRAM MENU	COMODO	COMODO MENU	RAUL X MIHAI X MIHNEA Brooklyn	USA
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B02 (Services)

B02/006	00405	NIMBLETANK - A NEW BREED OF WEBSITE FOR A NEW BREED OF AGENCY	NIMBLETANK	NIMBLETANK	NIMBLETANK London	UNITED KINGDOM
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B03 (Media, Entertainment and Leisure)

B03/010	00888	SCRABBLE WIFI	MATTEL	SCRABBLE	OGILVY FRANCE Paris	FRANCE
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B03/013	00660	BACK TO VINYL	KONTOR RECORDS	KONTOR RECORDS	OGILVYACTION Düsseldorf	GERMANY
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B03/014	00792	BACK TO LIFE	CANAL+	LES REVENANTS	BETC Paris	FRANCE
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B04 (Social Media)

B04/002	00202	#WINAGAINSTTHEELEMENTS#	NIKE CHINA	NIKE RUNNING	AKQA Shanghai	CHINA
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B05 (Charities, Not for Profit and Public Information)

B05/004	00289	FREE THE FORCED!	UNITED NATIONS ASSOCIATION OF GERMANY	UNITED NATIONS CAMPAIGN AGAINST FORCED MARRIAGE	CHEIL GERMANY Schwalbach	GERMANY
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B05/010	00954	HASHTAG KILLER	WATER IS LIFE	WATER IS LIFE (NON PROFIT)	DDB NEW YORK	USA
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C01 (Products)

C01/013	00214	KETTLER S-FIT APP	KETTLER	KETTLER RACER S	ICONMOBILE GROUP Berlin	GERMANY
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C01/017	00896	PERFECT PACE	ASICS	APP	BORGHI/LOWE São Paulo	BRAZIL
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C01/018	00131	THE RECORD RE-CALCULATOR	McDONALD'S SWEDEN	HAPPY MEAL	DDB STOCKHOLM	SWEDEN
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C01/048	01004	BLUETOOTH DIAPER ALERT	P&G	HIPOGLOS AMENDOAS ANTI-RASH CREAM	AFRICA Sao Paulo	BRAZIL
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C01/053	00460	GROUP ALARM	YILI MILK	GULIDUO MILK	CHEIL OPENTIDE Beijing	CHINA
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C01/059	00642	UNIQLO WAKE UP	UNIQLO	UNIQLO	PROJECTOR Tokyo	JAPAN
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C01/069	00772	MURPHY'S WHEN IT RAINS IT POURS	HEINEKEN IRELAND	MURPHY'S IRISH STOUT	PUBLICIS DUBLIN Dublin	IRELAND
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C01/073	01041	DESIGNATED TEXTER	SAB MILLER	SALVAVIDA	4AM SAATCHI & SAATCHI Tegucigalpa	HONDURAS
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C02 (Services)

C02/006	00065	SECRET FISHING SPOTS	HUTCHWILCO	SAFETY EQUIPMENT	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND
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C02/012	00935	OLD PHONES GIVE NEW LIFE	SINGTEL	PROJECT SILVERLINE, A CORPORATE SOCIAL RESPONSIBILITY INITIATIVE	OGILVY & MATHER SINGAPORE	SINGAPORE
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C02/020	00228	DRIVE AWAKE	PTT	COFFEE SHOP	BBDO BANGKOK	THAILAND
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C02/025	00342	WEATHER TO WAKE	METSERVICE	METEOROLOGICAL SERVICE	Y&R NZ Wellington	NEW ZEALAND
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C02/047	01057	GET CASH	RBS	BANK	SAPIENTNITRO London	UNITED KINGDOM
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C03 (Media, Entertainment and Leisure)

C03/001	00003	GROLSCH PHOTO MACHINES	GROLSCH	GROLSCH BEER	NAKED COMMUNICATIONS Stockholm	SWEDEN
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C03/020	00294	SCORECLEANER	DOREMIR	SCORECLEANER NOTES	MOBIENTO Stockholm	SWEDEN
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C03/029	00779	SUPER HEROES MOVIE MAKER	LEGO SYSTEMS	LEGO DC UNIVERSE SUPER HEROES	PEREIRA & O'DELL San Francisco	USA
C03/036	00179	CALVIN HARRIS 18 MONTHS	COLUMBIA RECORDS	CALVIN HARRIS 18 MONTHS ALBUM LAUNCH	WE MAKE AWESOME SH	UNITED KINGDOM
C03/045	00862	KAIZERVIRUS	KAIZERS ORCHESTRA	VIOLETA VIOLETA VOL.3	ANORAK Oslo	NORWAY

C04 (Social Media)

C04/002	00510	MASTERCARD MIYAMO	MASTERCARD	MASTERCARD MIYAMO	R/GA New York	USA
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C05 (Charities, Not for Profit and Public Information)

C05/003	00300	SAVING YOUR FUTURE	YAHOO JAPAN CORPORATION	DISASTER ALERT APP	YAHOO Tokyo	JAPAN
C05/020	00966	BHF - MINI VINNIE	THE BRITISH HEART FOUNDATION	CHARITY	GREY LONDON	UNITED KINGDOM
C05/026	00609	SECOND LIFE APPS	REBORN	ORGAN DONATION FOUNDATION	DUVAL GUILLAUME MODEM Antwerp	BELGIUM
C05/033	00768	MISSING CHILDREN	BAOBEIHUIJIA.COM - 'BABY BACK HOME' VOLUNTEERS ASSOCIATION	MISSING CHILDREN MOBILE SEARCH APPLICATION	JWT BEIJING	CHINA
C05/035	00634	LEVEL .06	SYSTEMBOLAGET	THE SWEDISH ALCOHOL RETAIL MONOPOLY	FORSMAN & BODENFORS Gothenburg	SWEDEN

D01 (Tablets and Other Devices)

D01/001	00113	THE SINGING ALPHABET	THE MINISTRY OF LETTERS	OPERATION ALPHABET	MOTHER London	UNITED KINGDOM
D01/004	00542	FLY DELTA	DELTA AIR LINES	AIR TRAVEL	AKQA New York	USA
D01/005	00543	WWF TOGETHER	WORLD WILDLIFE FUND	WORLD WILDLIFE FUND	AKQA Washington	USA
D01/019	00062	NECOMIMI	DENTSU, INC.	NECOMIMI	DENTSU Tokyo	JAPAN
D01/025	00166	CLOUDS OVER CUBA	THE JFK PRESIDENTIAL LIBRARY & MUSEUM	CUBAN MISSILE CRISIS 50TH ANNIVERSARY	THE MARTIN AGENCY Richmond	USA
D01/051	00585	THE SOCIAL HOME TOUR	CARVALHO HOSKEN	CARVALHO HOSKEN	ARTPLAN Rio de Janeiro	BRAZIL
D01/063	00758	TOOTHBRUSH GAMES	LZG - NATIONAL GERMAN CENTRE FOR HEALTH INFORMATION	APPLICATION FOR EDUCATION	OGILVY GERMANY Frankfurt	GERMANY

E01 (Products)

E01/020	00810	QUATTRO EXPERIENCE	AUDI	QUATTRO	ZULU ALPHA KILO Toronto	CANADA
E01/031	00720	JACKFLUSH BRAHVA	BRAHVA BEER	BRAHVA BEER	EL TAIER / TRIBU DDB Guatemala City	GUATEMALA
E01/034	00766	STREET QUEST	VOLKSWAGEN	CORPORATE	OGILVY & MATHER CAPE TOWN	SOUTH AFRICA

E02 (Services)

E02/002	00224	WORLD WIDE MAZE	GOOGLE	WORLD WIDE MAZE	PARTY Tokyo	JAPAN
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E03 (Media, Entertainment and Leisure)

E03/007	00144	TOUR DU SOFA	SKODA	SKODA	ACHTUNG! Amsterdam	THE NETHERLANDS
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F01 (Products)

F01/016	00368	THE BRIGHTEST ONLINE AD	LUPINE LIGHTING SYSTEMS // BIKE DIGITAL	OUTDOOR HELMET/CYCLING LAMPS // MOUNTAINBIKE SPECIAL INTEREST MAGAZINE	PUBLICIS MUNICH	GERMANY
F01/021	00981	SCREENSHOT	AUDI	AUDI R8	ALMAPBDDO São Paulo	BRAZIL

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F03 (Media, Entertainment and Leisure)

F03/001	00116	INSTAGRAM TAKEOVER	SWISS INTERNATIONAL AIRLINES	SWISS INTERNATIONAL AIRLINES	SERVICEPLAN Munich	GERMANY
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F04 (Charities, Not for Profit and Public Information)

F04/007	00893	CRASH	PEUGEOT	SAFE DRIVING	Y&R SÃO PAULO	BRAZIL
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G01 (Messaging Campaigns, including SMS, MMS and Mobile Email Messaging Campaigns, including SMS, MMS and Mobile Email)

G01/012	00393	TXTBKS	SMART COMMUNICATIONS	SMART PUBLIC AFFAIRS	DDB DM9JAYMESYFU Makati City	THE PHILIPPINES
G01/030	01000	SOS BY SMS	OBRA DO BERCO	OBRA DO BERCO – PRO BONO DAYCARE FOR CHILDREN	DDB BRASIL São Paulo	BRAZIL

H01 (BEST INTEGRATED CAMPAIGN LED BY MOBILE)

H01/014	00221	EASY WAY SUBTITLES	EASY WAY LANGUAGE CENTER	EASY WAY SUBTITLES SERVICE	LODUCCA São Paulo	BRAZIL
H01/019	00290	FREE THE FORCED!	UNITED NATIONS GERMAN CHAPTER	UNITED NATIONS CAMPAIGN AGAINST FORCED MARRIAGE	CHEIL GERMANY Schwalbach	GERMANY
H01/040	00879	SECRET FISHING SPOTS	HUTCHWILCO	SAFETY EQUIPMENT	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND
H01/042	00949	THE LET'S CAFE MY LATTE ART PROJECT	FAMILY MART	LET'S CAFE	JWT TAIWAN Taipei	CHINESE TAIPEI
H01/043	00963	MOBILIZING THE 12TH MAN	C. S. HAMMAM-LIF	FOOTBALL CLUB	MEMAC OGILVY LABEL TUNISIA Tunis	TUNISIA
H01/066	00769	MISSING CHILDREN	BAOBEIHUIJIA.COM – 'BABY BACK HOME' VOLUNTEERS ASSOCIATION	MISSING CHILDREN MOBILE SEARCH APPLICATION	JWT BEIJING	CHINA

I01 (Interface & Navigation)

I01/002	00225	WORLD WIDE MAZE	GOOGLE	WORLD WIDE MAZE	PARTY Tokyo	JAPAN
I01/005	00934	OLD PHONES GIVE NEW LIFE	SINGTEL	PROJECT SILVERLINE, A CORPORATE SOCIAL RESPONSIBILITY INITIATIVE	OGILVY & MATHER SINGAPORE	SINGAPORE
I01/023	00837	BIRDSEYE	DE-DE	EMAIL APPLICATION	DROGA5 New York	USA

I02 (Best Visual Design/Aesthetic)

I02/004	00545	WWF TOGETHER	WORLD WILDLIFE FUND	WORLD WILDLIFE FUND	AKQA Washington	USA
I02/014	00168	CLOUDS OVER CUBA	THE JFK PRESIDENTIAL LIBRARY & MUSEUM	CUBAN MISSILE CRISIS 50TH ANNIVERSARY	THE MARTIN AGENCY Richmond	USA
I02/015	00232	CALENDARWATCH	DENKWERK	CALENDARWATCH	DENKWERK Cologne	GERMANY
I02/038	00751	SINGULAR MASTERPIECE	VOLKSWAGEN	VOLKSWAGEN PHAETON	OGILVY BEIJING	CHINA
I02/040	00920	MIRRORWORLD	CORNELIA FUNKE	IPAD APP	MIRADA Los Angeles	USA

I03 (Best User Experience)

I03/009	00546	WWF TOGETHER	WORLD WILDLIFE FUND	WORLD WILDLIFE FUND	AKQA New York	USA
I03/010	00215	KETTLER S-FIT APP	KETTLER	KETTLER RACER S	ICONMOBILE GROUP Berlin	GERMANY
I03/028	00169	CLOUDS OVER CUBA	THE JFK PRESIDENTIAL LIBRARY & MUSEUM	CUBAN MISSILE CRISIS 50TH ANNIVERSARY	THE MARTIN AGENCY Richmond	USA
I03/035	00331	THE WORLD'S FIRST INTERACTIVE OBITUARY	FUNERARIAS J. GARCIA LOPEZ	FUNERARIAS J. GARCIA LOPEZ	GANEM GROUP Mexico City	MEXICO
I03/040	00438	PENGUIN NAVI	SUNSHINE CITY CORPORATION	SUNSHINE AQUARIUM	HAKUHODO Tokyo	JAPAN

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103/048	00964	MOBILIZING THE 12TH MAN	C. S. HAMMAM-LIF	FOOTBALL CLUB	MEMAC OGILVY LABEL TUNISIA Tunis	TUNISIA
103/050	01045	YOUR KIDS FIRST EMAIL	MAILY	YOUR KIDS FIRST EMAIL	FONK Amsterdam	THE NETHERLANDS

I04 (Best Content created for Mobile)

104/003	00547	MOBILE ORCHESTRA	AKQA	PRODUCT	AKQA New York	USA
104/033	00541	FLY DELTA	DELTA AIR LINES	AIR TRAVEL	AKQA Washington	USA
104/046	00922	MIRRORWORLD	CORNELIA FUNKE	IPAD APP	MIRADA Los Angeles	USA

Total Entries: 101