

Mobile Lions Winners - Cannes Lions 2013

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency	Prize	URLs
G01/012	00393	TXTBKS	SMART COMMUNICATIONS	SMART PUBLIC AFFAIRS	DDB DM9JAYMESYFU Makati City	THE PHILIPPINES	DDB DM9JAYMESYFU Makati City	Grand Prix	http://seeourentry.com/txtbks
A01/046	00887	SCRABBLE WIFI	MATTEL	SCRABBLE	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris	Gold Lion	http://awards-showcase.net/cases/scrabble/wifi
B05/004	00289	FREE THE FORCED!	UNITED NATIONS ASSOCIATION OF GERMANY	UNITED NATIONS CAMPAIGN AGAINST FORCED MARRIAGE	CHEIL GERMANY Schwalbach	GERMANY	CHEIL GERMANY Schwalbach / PP AGENDA Frankfurt	Gold Lion	http://www.freethforced.org/case/mobile/
C02/012	00935	OLD PHONES GIVE NEW LIFE	SINGTEL	PROJECT SILVERLINE, A CORPORATE SOCIAL RESPONSIBILITY INITIATIVE	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE	Gold Lion	http://www.our-work.info/silverline/
C02/047	01057	GET CASH	RBS	BANK	SAPIENTNITRO London	UNITED KINGDOM	SAPIENTNITRO London	Gold Lion	http://www.natwest.com/personal/online-banking/g2/mobile-phone-banking.ashx http://ourworkishere.com/RBS
C03/020	00294	SCORECLEANER	DOREMIR	SCORECLEANER NOTES	MOBIENTO Stockholm	SWEDEN	MOBIENTO Stockholm	Gold Lion	https://itunes.apple.com/app/scorecleaner-notes/id566535238?mt=8 https://vimeo.com/62860276
C05/026	00609	SECOND LIFE APPS	REBORN	ORGAN DONATION FOUNDATION	DUVAL GUILLAUME MODEM Antwerp	BELGIUM	DUVAL GUILLAUME MODEM Antwerp	Gold Lion	http://somethingdigital.be/cases/reborn/rebornapps-cannes2013/
C05/033	00768	MISSING CHILDREN	BAOBEIHUIJIA.COM – 'BABY BACK HOME' VOLUNTEERS ASSOCIATION	MISSING CHILDREN MOBILE SEARCH APPLICATION	JWT BEIJING	CHINA	JWT BEIJING	Gold Lion	http://www.awardssubmit.cn/missingchildren/mobile_1 http://www.awardssubmit.cn/missingchildren/mobile_1
E02/002	00224	WORLD WIDE MAZE	GOOGLE	WORLD WIDE MAZE	PARTY Tokyo	JAPAN	PARTY Tokyo	Gold Lion	http://award.aid-dcc.com/www/01/en/ http://chrome.com/maze/
I03/028	00169	CLOUDS OVER CUBA	THE JFK PRESIDENTIAL LIBRARY & MUSEUM	CUBAN MISSILE CRISIS 50TH ANNIVERSARY	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond / TOOL Santa Monica	Gold Lion	http://cloudsovercuba.com/ http://cloudsovercuba.com/awards/ http://cloudsovercuba.com/mobilecasestudy/
A01/066	00834	MOST VALUABLE CHECK-IN	MISSING CHILDREN SOCIETY OF CANADA	CHILD SAFETY & INVESTIGATION	GREY GROUP CANADA Toronto	CANADA	GREY GROUP CANADA Toronto	Silver Lion	http://208.117.41.219/2012/valuablecheckin/index.html
A02/019	00330	THE WORLD'S FIRST INTERACTIVE OBITUARY	FUNERARIAS J. GARCIA LOPEZ	FUNERARIAS J. GARCIA LOPEZ	GANEM GROUP Mexico City	MEXICO	GANEM GROUP Mexico City	Silver Lion	http://www.jgarcialopez.com.mx/wp-content/uploads/2013/04/SEMBLANZA-CANNES.jpg http://www.youtube.com/semblanzadigitaljgl
A02/022	00433	PENGUIN NAVI	SUNSHINE CITY CORPORATION	SUNSHIN AQUARIUM	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo	Silver Lion	http://penguinnavi.erba-hd.com

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A02/028	01036	MISSING CHILDREN	BAOBEIHUIJIA.COM – 'BABY BACK HOME' VOLUNTEERS ASSOCIATION	MISSING CHILDREN MOBILE SEARCH APPLICATION	JWT BEIJING	CHINA	JWT BEIJING	Silver Lion	http://www.awardsubmit.cn/missingchildren/mobile_3/
A03/003	00540	MOBILE ORCHESTRA	AKQA	MOBILE WEBSITE	AKQA New York	USA	AKQA New York	Silver Lion	http://www.mobileorchestra.com/
A03/005	00223	WORLD WIDE MAZE	GOOGLE	WORLD WIDE MAZE	PARTY Tokyo	JAPAN	PARTY Tokyo	Silver Lion	http://award.aid-dcc.com/www/01/en/http://chrome.com/maze/
A03/027	00733	THIRD EYE	STARHUB MOBILE	MOBILE BRANDING	DDB GROUP SINGAPORE	SINGAPORE	DDB GROUP SINGAPORE	Silver Lion	http://www.ourawardsubmissions.com/cannes/starhub/thirdeye
A04/023	00022	GADGET SHOW WORLD	CHANNEL 5	THE GADGET SHOW	XS2THEWORLD Amsterdam	THE NETHERLANDS	XS2THEWORLD Amsterdam / 5 CREATIVE London	Silver Lion	https://itunes.apple.com/gb/app/the-gadget-show-360/id512258099?mt=8
A04/031	00293	SCORECLEANER	DOREMIR	SCORECLEANER NOTES	MOBIENTO Stockholm	SWEDEN	MOBIENTO Stockholm	Silver Lion	https://itunes.apple.com/app/scorecleaner-notes/id566535238?mt=8 https://vimeo.com/62860276
A04/055	00961	MOBILIZING THE 12TH MAN	C. S. HAMMAM-LIF	FOOTBALL CLUB	MEMAC OGILVY LABEL Tunisia	TUNISIA	MEMAC OGILVY LABEL TUNISIA Tunisia / MEMAC OGILVY LABEL TUNISIA Tunisia	Silver Lion	http://ella3ib12.com
A04/080	00761	NATALIA PROJECT	CIVIL RIGHTS DEFENDERS	GLOBAL ASSAULT ALARM SYSTEM FOR HUMAN RIGHTS DEFENDERS AT RISK	RBK COMMUNICATION Stockholm	SWEDEN	RBK COMMUNICATION Stockholm	Silver Lion	http://nataliaproject.org http://youtu.be/pwHm2nbwqis
B02/006	00405	NIMBLETANK - A NEW BREED OF WEBSITE FOR A NEW BREED OF AGENCY	NIMBLETANK	NIMBLETANK	NIMBLETANK London	UNITED KINGDOM	NIMBLETANK London	Silver Lion	http://www.nimbletank.com
B03/010	00888	SCRABBLE WIFI	MATTEL	SCRABBLE	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris	Silver Lion	http://awards-showcase.net/cases/scrabble/wifi
C02/020	00228	DRIVE AWAKE	PTT	COFFEE SHOP	BBDO PROXIMITY THAILAND Bangkok	THAILAND	BBDO PROXIMITY THAILAND Bangkok	Silver Lion	https://itunes.apple.com/us/app/drive-awake/id598888792?ls=1&mt=8
C03/045	00862	KAIZERVIRUS	KAIZERS ORCHESTRA	VIOLETA VIOLETA VOL.3	ANORAK Oslo	NORWAY	ANORAK Oslo	Silver Lion	http://www.kaizervirus.com/casestudy
C04/002	00510	MASTERCARD MIYAMO	MASTERCARD	MASTERCARD MIYAMO	R/GA New York	USA	R/GA New York	Silver Lion	https://itunes.apple.com/mx/app/miyamo-music/id550608149?mt=8 http://judgeseyesonly.com/mastercard-miyamo
D01/025	00166	CLOUDS OVER CUBA	THE JFK PRESIDENTIAL LIBRARY & MUSEUM	CUBAN MISSILE CRISIS 50TH ANNIVERSARY	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond	Silver Lion	http://cloudsovercuba.com/ http://cloudsovercuba.com/awards/ http://cloudsovercuba.com/mobilecasestudy/

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E01/031	00720	JACKFLUSH BRAHVA	BRAHVA BEER	BRAHVA BEER	EL TAIER / TRIBU DDB Guatemala City	GUATEMALA	EL TAIER / TRIBU DDB Guatemala City	Silver Lion	http://www.jackflushbrahva.com/ http://www.jackflushbrahva.com/mobile.html
F04/007	00893	CRASH	PEUGEOT	SAFE DRIVING	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO	Silver Lion	http://www.testdriveturbo.com
H01/019	00290	FREE THE FORCED!	UNITED NATIONS GERMAN CHAPTER	UNITED NATIONS CAMPAIGN AGAINST FORCED MARRIAGE	CHEIL GERMANY Schwalbach	GERMANY	CHEIL GERMANY Schwalbach / PP AGENDA Frankfurt	Silver Lion	http://freetheforced.org http://www.freetheforced.org/case/mobile/
H01/040	00879	SECRET FISHING SPOTS	HUTCHWILCO	SAFETY EQUIPMENT	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland	Silver Lion	http://awards.iwihost.com/SecretFishingSpots/index.html
H01/043	00963	MOBILIZING THE 12TH MAN	C. S. HAMMAM-LIF	FOOTBALL CLUB	MEMAC OGILVY LABEL Tunis	TUNISIA	MEMAC OGILVY LABEL TUNISIA Tunis / MEMAC OGILVY LABEL TUNISIA Tunis	Silver Lion	http://ella3ib12.com/
H01/066	00769	MISSING CHILDREN	BAOBEIHUIJIA.COM – 'BABY BACK HOME' VOLUNTEERS ASSOCIATION	MISSING CHILDREN MOBILE SEARCH APPLICATION	JWT BEIJING	CHINA	JWT BEIJING	Silver Lion	http://www.awardsubmit.cn/missingchildren/mobile_2/ http://www.awardsubmit.cn/missingchildren/mobile_2/
I01/002	00225	WORLD WIDE MAZE	GOOGLE	WORLD WIDE MAZE	PARTY Tokyo	JAPAN	PARTY Tokyo	Silver Lion	http://award.aid-dcc.com/www/01/en/ http://chrome.com/maze/
I02/004	00545	WWF TOGETHER	WORLD WILDLIFE FUND	WORLD WILDLIFE FUND	AKQA Washington	USA	AKQA Washington	Silver Lion	http://thevoted.com/wwf/together/
I02/040	00920	MIRRORWORLD	CORNELIA FUNKE	IPAD APP	MIRADA Los Angeles	USA	MIRADA Los Angeles	Silver Lion	http://mirrorworldnovels.com/app
A01/013	01006	BLUETOOTH DIAPER ALERT	P&G	HIPOGLOS AMENDOAS ANTI- RASH CREAM	AFRICA Sao Paulo	BRAZIL	AFRICA Sao Paulo	Bronze Lion	http://www.237422.com/diaper/
A01/018	00097	NFC CHARITY STICKERS	UNICEF HK	CHARITY STICKER (PUBLIC SERVICE)	CHEIL HONG KONG Hong Kong	HONG KONG	CHEIL HONG KONG Hong Kong	Bronze Lion	http://www.huntforwards.com/nfc
A03/010	00218	EASY WAY SUBTITLES	EASY WAY LANGUAGE CENTER	EASY WAY SUBTITLES SERVICE	LODUCCA São Paulo	BRAZIL	LODUCCA São Paulo	Bronze Lion	http://m.easywaysubtitles.com

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A03/015	00420	WINDOW SHOPPING	ADIDAS	ADIDAS NEO	TBWA\HELSINKI	FINLAND	TBWA\HELSINKI	Bronze Lion	http://foryoureyeson.ly/2013/cannes/adidas/wish/mobile http://foryoureyeson.ly/2013/cannes/adidas/wish/wish-case
B01/028	00055	INSTAGRAM MENU	COMODO	COMODO MENU	RAUL X MIHAI X MIHNEA Brooklyn	USA	RAUL X MIHAI X MIHNEA Brooklyn	Bronze Lion	http://instagram-menu-comodo.com/
B04/002	00202	#WINAGAINSTTHEEL EMENTS#	NIKE CHINA	NIKE RUNNING	AKQA Shanghai	CHINA	AKQA Shanghai	Bronze Lion	http://gow.nike.com.cn/ho12 https://itunes.apple.com/cn/app/nike-gps/id387771637?mt=8 http://www.thevoted.com/sh/nike/running/wate/
C01/059	00642	UNIQLO WAKE UP	UNIQLO	UNIQLO	PROJECTOR Tokyo	JAPAN	PROJECTOR Tokyo	Bronze Lion	http://www.projector.jp/awards/wakeup/index.html
C01/069	00772	MURPHY'S WHEN IT RAINS IT POURS	HEINEKEN IRELAND	MURPHY'S IRISH STOUT	PUBLICIS DUBLIN Dublin	IRELAND	PUBLICIS DUBLIN Dublin	Bronze Lion	http://www.murphys.com/whenitrainsitpours https://www.youtube.com/watch?v=AYuN5GkkI5E https://vimeo.com/64886847
C02/006	00065	SECRET FISHING SPOTS	HUTCHWILCO	SAFETY EQUIPMENT	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland	Bronze Lion	http://awards.iwihost.com/SecretFishingSpots/index.html https://itunes.apple.com/nz/app/secret-fishing-spots/id507929234?mt=8&ign-mpt=u0%3D4 http://www.secretfishingspots.co.nz/
C02/025	00342	WEATHER TO WAKE	METSERVICE	METEOROLOGICAL SERVICE	Y&R NZ Wellington	NEW ZEALAND	Y&R NZ Wellington	Bronze Lion	http://www.weathertowake.co.nz
C05/020	00966	BHF - MINI VINNIE	THE BRITISH HEART FOUNDATION	CHARITY	GREY LONDON	UNITED KINGDOM	GREY LONDON	Bronze Lion	http://www.bhf.org.uk http://www.bhf.org.uk/heart-health/life-saving-skills/hands-only-cpr/app-enquiry-form.aspx
C05/035	00634	LEVEL .06	SYSTEMBOLAGET	THE SWEDISH ALCOHOL RETAIL MONOPOLY	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	Bronze Lion	https://itunes.apple.com/se/app/promillekoll/id560080672?mt=8 http://entries.se/e/systembolaget/level06/
D01/004	00542	FLY DELTA	DELTA AIR LINES	AIR TRAVEL	AKQA New York	USA	AKQA New York	Bronze Lion	https://itunes.apple.com/us/app/fly-delta-for-ipad/id587667052?mt=8 http://thevoted.com/delta/ipad/
D01/005	00543	WWF TOGETHER	WORLD WILDLIFE FUND	WORLD WILDLIFE FUND	AKQA Washington	USA	AKQA Washington	Bronze Lion	http://thevoted.com/wwf/together/
D01/019	00062	NECOMIMI	DENTSU,INC.	NECOMIMI	DENTSU Tokyo	JAPAN	DENTSU Tokyo	Bronze Lion	http://necomimi.com
D01/063	00758	TOOTHBRUSH GAMES	LZG – NATIONAL GERMAN CENTRE FOR HEALTH INFORMATION	APPLICATION FOR EDUCATION	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY Frankfurt	Bronze Lion	http://ourwork.de/Toothbrush_Games/index.html http://ourwork.de/Toothbrush_Games/index.html

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E03/007	00144	TOUR DU SOFA	SKODA	SKODA	ACHTUNG! Amsterdam	THE NETHERLANDS	ACHTUNG! Amsterdam	Bronze Lion	http://achtung.nl/awards/2012/tourdusofa/
F01/016	00368	THE BRIGHTEST ONLINE AD	LUPINE LIGHTING SYSTEMS // BIKE DIGITAL	OUTDOOR HELMET/CYCLING LAMPS // MOUNTAINBIKE SPECIAL INTEREST MAGAZINE	PUBLICIS MUNICH	GERMANY	PUBLICIS MUNICH	Bronze Lion	http://digital.bike-magazin.de/leseprobe/
F01/021	00981	SCREENSHOT	AUDI	AUDI R8	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	Bronze Lion	http://www.551121615600.com/awards/2013/audi_screenshot/eng http://www.551121615600.com/awards/2013/audi_screenshot_mobile/eng
G01/030	01000	SOS BY SMS	OBRA DO BERCO	OBRA DO BERCO – PRO BONO DAYCARE FOR CHILDREN	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo	Bronze Lion	http://awardshow1.wix.com/obradoberco# https://vimeo.com/65342294
H01/014	00221	EASY WAY SUBTITLES	EASY WAY LANGUAGE CENTER	EASY WAY SUBTITLES SERVICE	LODUCCA São Paulo	BRAZIL	LODUCCA São Paulo	Bronze Lion	http://m.easywaysubtitles.com
I02/014	00168	CLOUDS OVER CUBA	THE JFK PRESIDENTIAL LIBRARY & MUSEUM	CUBAN MISSILE CRISIS 50TH ANNIVERSARY	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond / TOOL Santa Monica	Bronze Lion	http://cloudsovercuba.com/ http://cloudsovercuba.com/awards/ http://cloudsovercuba.com/mobilecasestudy/
I03/009	00546	WWF TOGETHER	WORLD WILDLIFE FUND	WORLD WILDLIFE FUND	AKQA New York	USA	AKQA New York	Bronze Lion	http://thevoted.com/wwf/together/
I03/040	00438	PENGUIN NAVI	SUNSHINE CITY CORPORATION	SUNSHIN AQUARIUM	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo	Bronze Lion	http://penguinnavi.erba-hd.com

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