

MOBILE WINNERS 2014



Title	Advertiser/Client	Product/Service	Entrant Company	Country
Grand Prix				
PROTECTION AD	NIVEA	NIVEA SUN KIDS	FCB BRASIL, São Paulo	BRAZIL
Gold Lion				
PROTECTION AD	NIVEA	NIVEA SUN KIDS	FCB BRASIL, São Paulo	BRAZIL
PAY PER LAUGH	TEATRE NEU	THEATER	THE CYRANOS McCANN WORLDGROUP EUROPE, Barcelona	SPAIN
ALVIO	QOL	RESPIRATORY APP	R/GA, New York	USA
RACER	GOOGLE	MULTI-PLAYER, MULTI-DEVICE MOBILE CHROME EXPERIMENT	GOOGLE CREATIVE LAB, New York	USA
OFFLINE BOOK	MATH PAPER PRESS	PRINTED BOOKS	DDB GROUP SINGAPORE	SINGAPORE
SAT-JF14	RECORD COLLECTION	MUSIC ALBUM - JOHN FRUSCIANTE	LODUCCA, São Paulo	BRAZIL
ELO TEDDY BEAR	AMARAL CARVALHO HOSPITAL	HEALTHCARE/CANCER HOSPITAL	DM9DDB, São Paulo	BRAZIL
BLOODY TUBE	BASCULE INC.	M.I.E.S.(MASSIVE INTERACTIVE ENTERTAINMENT SYSTEM)	BASCULE, Tokyo	JAPAN
MINUTE OF SILENCE	RSL AUSTRALIA	ANZAC APPEAL	DDB GROUP MELBOURNE	AUSTRALIA
A TRIP OUT TO SEA	GUY COTTEN	MARINE SECURITY GEAR - LIFEJACKETS	CLM BBDO, Boulogne-Billancourt	FRANCE
THE KAN KHAJURA STATION	UNILEVER INDIA	AN ON DEMAND ENTERTAINMENT CHANNEL ON A MOBILE PHONE.	LOWE AND PARTNERS WORLDWIDE, Mumbai	INDIA
Silver Lion				
CATCH A PLANE	S7 AIRLINES	S7 AIRLINES	LEO BURNETT MOSCOW	RUSSIA
THE GUARDIAN ANGEL	ASSOCIATION OF WOMEN FOR ACTION AND RESEARCH (AWARE)	NON-PROFIT	JWT SINGAPORE	SINGAPORE
EASY WAY LYRICS	EASY WAY LANGUAGE CENTER	EASY WAY LANGUAGE CENTER	LODUCCA, São Paulo	BRAZIL
WAKE UP & SMELL THE BACON	KRAFT FOODS	OSCAR MAYER	360i, New York	USA
BABOLAT PLAY	BABOLAT	CONNECTED TENNIS RACKET AND TENNIS SOCIAL NETWORK	OGILVY FRANCE, Paris	FRANCE
UNLOCK LESSONS	VIVO/TELEFONICA	APP	Y&R SÃO PAULO	BRAZIL
PENNY THE PIRATE	LUXOTTICA	OPSM KIDS EYE SCREENING TOOL	SAATCHI & SAATCHI, Sydney	AUSTRALIA
THE GOAL SCREEN	GIRAFFAS	GIRAFFAS	MOOD\TBWA, São Paulo	BRAZIL

MOVIE EMOJI	SINGTEL	SINGTEL MIO TV	OGILVY & MATHER SINGAPORE	SINGAPORE
WRITTEN IN THE STARS	AKQA	STARS	AKQA, New York	USA
MOON	ING DIRECT	ING DIRECT	OGILVYONE, Madrid	SPAIN
THE LIFE-SAVING CABLE	AZERFON	CHARGING CABLE	Y&R, Moscow	RUSSIA
RIP CURL SEARCH GPS	RIP CURL	SURFING SPORTSWEAR & EQUIPMENT	VML, Sydney	AUSTRALIA
BABOLAT PLAY	BABOLAT	CONNECTED TENNIS RACKET AND TENNIS SOCIAL NETWORK	OGILVY FRANCE, Paris	FRANCE
FOOD PHOTOS SAVE LIVES	UNICEF	PUBLIC AWARENESS	FCB NEW ZEALAND, Auckland	NEW ZEALAND
UNIVERSAL TYPEFACE	BIC DEUTSCHLAND	BIC PENCILS	DDB TRIBAL GROUP, Düsseldorf	GERMANY
HAIRTAGPROJECT	THE LOUNGE HAIR SALON	HAIR DONATION CAMPAIGN	BBDO PROXIMITY THAILAND, Bangkok	THAILAND
FRIEND COMPASS	MOMONDO GROUP LTD	TRAVEL COMPARISON WEBSITE / TRAVEL SEARCH ENGINE	McCANN LONDON	UNITED KINGDOM
Bronze Lion				
RIP CURL SEARCH GPS	RIP CURL	SURFING SPORTSWEAR & EQUIPMENT	VML, Sydney	AUSTRALIA
GLASSES.COM FOR IPAD	GLASSES.COM	EYEWEAR RETAIL	GLASSES.COM, Draper	USA
VIDEO STAMP	AUSTRALIA POST	AUSTRALIA POST VIDEO STAMP	CLEMENGER BBDO MELBOURNE	AUSTRALIA
CONNECTED WITH PERU	MOVISTAR	TELECOMMUNICATIONS	Y&R, Lima	PERU
SMART TOYS	SAMSUNG SPAIN	TABKIDS	CHEIL SPAIN, Madrid	SPAIN
PROTECTION AD	NIVEA	NIVEA SUN KIDS	FCB BRASIL, São Paulo	BRAZIL
THE NIKE SB APP	NIKE	APPAREL	R/GA, New York	USA
BEATS MUSIC	BEATS MUSIC	MUSIC STREAMING SERVICE	R/GA, London	UNITED KINGDOM
ALVIO	QOL	RESPIRATORY APP	R/GA, New York	USA
RACER	GOOGLE	MULTI-PLAYER, MULTI-DEVICE MOBILE CHROME EXPERIMENT	GOOGLE CREATIVE LAB, New York	USA
DUMB WAYS TO DIE: GAME	METRO TRAINS	PUBLIC TRANSPORT	McCANN MELBOURNE	AUSTRALIA
STRIP COMMERCE	LOJAS MARISA	MARISA LINGERIE	ALMAPBBDO, São Paulo	BRAZIL
MESSAGES	RED CROSS	TELCEL	JWT MEXICO, Mexico City	MEXICO
ANDROID KIT KAT	NESTLÉ	KIT KAT	JWT LONDON	UNITED KINGDOM
KILLING KENNEDY	NATIONAL GEOGRAPHIC CHANNEL	TV PROGRAM/WEBSITE	MULLEN, Boston	USA
THE ROLEX DAYTONA EXPERIENCE	ROLEX	ROLEX DAYTONA	FIRSTBORN, New York City, Ny	USA
GET WELL KIT	SANOFI-AVENTIS GROUP	GET WELL KIT	GEOMETRY GLOBAL, Moscow	RUSSIA
SAFE DRIVING PROGRAM	SAMSUNG	S-DRIVE	LEO BURNETT SYDNEY	AUSTRALIA

EASY WAY LYRICS	EASY WAY LANGUAGE CENTER	EASY WAY LANGUAGE CENTER	LODUCCA, São Paulo	BRAZIL
NOT A STUPID COVER	LIVRARIA CULTURA	BOOKSTORE	DM9DDB, São Paulo	BRAZIL
GAME OF PHONES	VIRGIN MOBILE AUSTRALIA	VIRGIN MOBILE	HAVAS WORLDWIDE AUSTRALIA, Sydney	AUSTRALIA
GT RIDE	KIA MOTORS EUROPE	KIA PRO_CEE'D GT	LA RED, Hamburg	GERMANY
THE SAMBA TABLE	AMBEV	ANTARCTICA	ALMAPBBDO, São Paulo	BRAZIL
UNSELFIE	TYPHOON YOLANDA APPEAL	FUNDRAISING	BBDO GUERRERO, Makati City	THE PHILIPPINES