

Mobile Shortlist 2018



Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Activation by Location				
DUSTSEE	SEOUL METROPOLITAN GOVERNMENT	PUBLIC HEALTH AND SAFETY AWARENESS	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
DISAPPEARING PERSON ALERTS	QUEENSLAND POLICE SERVICE	DISAPPEARING PERSON ALERTS	BWM DENTSU, Melbourne	AUSTRALIA
HYPER COURT	NIKE	NIKE	MEDIAMONKS, Amsterdam	THE NETHERLANDS
A02 AR				
SELFISTIX	MARS NZ	PEDIGREE DENTASTIX	COLENSO BBDO, Auckland	NEW ZEALAND
A04 360° Videos				
BLUIE	THE STAR	BLUIE	BASHFUL, Sydney	AUSTRALIA
A07 Data / Insight				
ACTIVATING INFECTION ALERT SYSTEM IN RURAL INDIA	HINDUSTAN UNILEVER LIMITED	LIFEBUOY	MINDSHARE, Mumbai	INDIA
A08 Innovative Use of Technology				
INVISIBLE FRIENDS	MISSING PERSONS ADVOCACY NETWORK	MISSING PERSONS ADVOCACY NETWORK	whiteGREY MELBOURNE	AUSTRALIA
HYPER COURT	NIKE	NIKE	MEDIAMONKS, Amsterdam	THE NETHERLANDS
THE GOOD VIBES PROJECT	SENSE INTERNATIONAL INDIA	MOBILE APP FOR THE DEAFBLIND	CHEIL WORLDWIDE, Gurgaon	INDIA
A09 Use of Advanced Learning Technologies				
LUCY	PRINCE OF WALES HOSPITAL	PRINCE OF WALES HOSPITAL - SPINAL UNIT	DELOITTE AUSTRALIA, Melbourne	AUSTRALIA
B02 Mobile Apps				
SELFISTIX	MARS NZ	PEDIGREE DENTASTIX	COLENSO BBDO, Auckland	NEW ZEALAND
WE REMIT	TENCENT	WE REMIT	TENCENT, Shenzhen	CHINA
HYPER COURT	NIKE	NIKE	MEDIAMONKS, Amsterdam	THE NETHERLANDS
THE GOOD VIBES PROJECT	SENSE INTERNATIONAL INDIA	MOBILE APP FOR THE DEAFBLIND	CHEIL WORLDWIDE, Gurgaon	INDIA
B03 Social for Mobile				
DISAPPEARING PERSON ALERTS	QUEENSLAND POLICE SERVICE	DISAPPEARING PERSON ALERTS	BWM DENTSU, Melbourne	AUSTRALIA
#POWERLESSQUEEN	PROJECT NANHI KALI	NON PROFIT ORGANISATION	WATCONSULT, Mumbai	INDIA
CHATBOOKS	SINGAPORE BOOK COUNCIL	#BUYSINGLIT 2018 (BUY SINGAPORE LITERATURE MOVEMENT)	DDB SINGAPORE	SINGAPORE
INVISIBLE FRIENDS	MISSING PERSONS ADVOCACY NETWORK	MISSING PERSONS ADVOCACY NETWORK	whiteGREY MELBOURNE	AUSTRALIA
B05 Mobile Advertising				
PATH TO PEACE	COCA-COLA	COCA-COLA	OGILVY VIETNAM, Ho Chi Minh City	VIETNAM
C01 Integrated Mobile Campaign				
SELFISTIX	MARS NZ	PEDIGREE DENTASTIX	COLENSO BBDO, Auckland	NEW ZEALAND
C03 Messaging Campaign				
A MEME GALLERY	TENCENT	TENCENT CHARITY	TENCENT, Shenzhen	CHINA
DISAPPEARING PERSON ALERTS	QUEENSLAND POLICE SERVICE	DISAPPEARING PERSON ALERTS	BWM DENTSU, Melbourne	AUSTRALIA