

MOBILE LOTUS

EMBARGOED UNTIL
THU 7 APRIL 2022,
2.15 PM (UTC+7)

WINNERS LIST
ADFEST 2022

MOBILE CAMPAIGN SUB-CATEGORY**CATEGORY MB01: MOBILE CAMPAIGN**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
MB01/001	CARBON THUMBPRINT	BELONG	DELOITTE DIGITAL AUSTRALIA, MELBOURNE	DELOITTE DIGITAL AUSTRALIA, MELBOURNE	GOLD

MOBILE DESIGN SUB-CATEGORIES**CATEGORY MB02: MOBILE WEBSITE**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
MB02/002	MARK OF GREATNESS	HOUSE OF HOOPS	BWM ISOBAR, SYDNEY/MERKLE, SYDNEY	BWM ISOBAR, SYDNEY	SILVER

CATEGORY MB03: USER EXPERIENCE FOR MOBILE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
MB03/001	MUSIC VIDEO FOR ALL	KOHH "2 CARS" MUSIC VIDEO CHALLENGE	ENJIN TOKYO, TOKYO	ENJIN TOKYO, TOKYO	BRONZE

CATEGORY MB05: MOBILE GAME

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
MB05/001	THE COST OF BULLYING	SAMSUNG	CHEIL PENGTAI BEIJING, BEIJING/ CHEIL HONG KONG, HONG KONG	CHEIL PENGTAI BEIJING, BEIJING	FINALIST

MOBILE VIDEO SUB-CATEGORY**CATEGORY MB08: VIDEO, VIRAL VDO & INTERACTIVE VDO**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
MB08/003	RECORD MUSIC VIDEO	ION	HYTEK INC., TOKYO	HYTEK INC., TOKYO	SILVER
MB08/002	VISIBLE TRACK	KUNANA / TAB FOUNDATION	BBDO BANGKOK, BANGKOK	BBDO BANGKOK LIMITED, BANGKOK	BRONZE

USE OF TECHNOLOGY SUB-CATEGORIES

CATEGORY MB09: USE OF TECHNOLOGY FOR MOBILE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
MB09/002	MASK ID	DAL.KOMM CAFE / MINISTRY OF HEALTH AND WELFARE & KOREA ASSOCIATION OF SOCIAL WELFARE CENTERS	INNOCEAN WORLDWIDE, SEOUL	INNOCEAN WORLDWIDE, SEOUL	SILVER
MB09/003	THE COST OF BULLYING	SAMSUNG	CHEIL PENGTAI BEIJING, BEIJING/ CHEIL HONG KONG, HONG KONG	CHEIL PENGTAI BEIJING, BEIJING	SILVER

CATEGORY MB10: USE OF DATA FOR MOBILE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
MB10/001	CARBON THUMBPRINT	BELONG	DELOITTE DIGITAL AUSTRALIA, MELBOURNE	DELOITTE DIGITAL AUSTRALIA, MELBOURNE	GRANDE
MB10/002	SLOW ROAD	SLOW ROAD	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	SILVER

CATEGORY MB11: USE OF SOCIAL FOR MOBILE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
MB11/007	HELLO GOOD DAY	THE ALZHEIMER FOUNDATION OF THAILAND	DENTSU ONE (BANGKOK), BANGKOK	DENTSU ONE (BANGKOK) LTD., BANGKOK	SILVER

INTEGRATED MOBILE CAMPAIGN SUB-CATEGORY

CATEGORY MB14: INTEGRATED MOBILE CAMPAIGN

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
MB14/001	CARBON THUMBPRINT	BELONG	DELOITTE DIGITAL AUSTRALIA, MELBOURNE	DELOITTE DIGITAL AUSTRALIA, MELBOURNE	SILVER

OTHER SUB-CATEGORY

CATEGORY MB15: RESILIENCE THROUGH CREATIVITY

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
MB15/003	MASK ID	DAL.KOMM CAFE / MINISTRY OF HEALTH AND WELFARE & KOREA ASSOCIATION OF SOCIAL WELFARE CENTERS	INNOCEAN WORLDWIDE, SEOUL	INNOCEAN WORLDWIDE, SEOUL	SILVER