

Shortlist

Title	Brand	Product/Service	Entrant Company	Country
A01 (Activation by Location)				
SNAPTIVITY	SNAPTIVITY	SNAPTIVITY	R/GA LONDON	UNITED KINGDOM
THE NEST ADDRESS	ENEL ROMANIA	-	ENEL ROMANIA BUCHAREST	ROMANIA
CARE TAG	KLM ROYAL DUTCH AIRLINES	THE CARE TAG	DDB & TRIBAL AMSTERDAM	THE NETHERLANDS
DESTINATION PRIDE	PFLAG CANADA	PFLAG CANADA	FCB/SIX TORONTO	CANADA
EASYASSISTANCE	EASY TAXI /COLOMBIAN RED CROSS	TAXI SERVICE	J. WALTER THOMPSON COLOMBIA BOGOTÁ	COLOMBIA
A02 (AR)				
SNAPCHAT MUSIC VIDEO	BACARDI	BACARDI	BBDO NEW YORK	USA
A/R JORDAN	JORDAN BRAND	NIKE AIR JORDAN III TINKER SNEAKERS	R/GA PORTLAND	USA
A03 (VR)				
BEAT THE BLITZ	PEPSICO	GATORADE	VML KANSAS CITY	USA
ELTON JOHN LEGACY	ROCKET ENTERTAINMENT	FAREWELL YELLOW BRICK ROAD TOUR	SPINFEX GROUP LOS ANGELES	USA
ASTRONAUT REALITY HELMET	NATIONAL GEOGRAPHIC	NATGEO	MCCANN NEW YORK	USA
A05 (Networked / Connected Devices)				
NRMA FIREBLANKET	NRMA INSURANCE	FIREBLANKET	TRICKY JIGSAW SYDNEY	AUSTRALIA
SAMSUNG SMARTSUIT	SAMSUNG BENELUX B.V.	SMARTPHONE	SAMSUNG ELECTRONICS BENELUX AMSTERDAM	THE NETHERLANDS
FOOTBALLPEN	RADIO.DE GMBH	RADIO PLATFORM RADIO.NET	HAVAS DÜSSELDORF	GERMANY
KPN SAFE LOCK	KPN	TELECOM	N=5 AMSTERDAM	THE NETHERLANDS
A06 (Wearable Technology)				
DIGISEQ	DIGISEQ	DIGISEQ	R/GA LONDON	UNITED KINGDOM
NIKE CONNECTED JERSEY	NIKE	JKLJ	AKQA SAN FRANCISCO	USA
A07 (Data / Insight)				
INVISIBLE FRIENDS	MISSING PERSONS ADVOCACY NETWORK	MISSING PERSONS ADVOCACY NETWORK	WHITEGREY MELBOURNE	AUSTRALIA
READ PROOF	FOKUS MAGAZINE	SERIOUS READING MAGAZINE	INGO STOCKHOLM	SWEDEN
DATA INTO DOLLARS	XFINITY	XFINITY MOBILE	GOODYBY SILVERSTEIN & PARTNERS SAN FRANCISCO	USA
CORRUPTION DETECTOR	RECLAME AQUI	VIGIE AQUI	GREY BRAZIL SÃO PAULO	BRAZIL
A08 (Innovative use of Technology)				
SAMSUNG SMARTSUIT	SAMSUNG BENELUX B.V.	SMARTPHONE	SAMSUNG ELECTRONICS BENELUX AMSTERDAM	THE NETHERLANDS
RAIN WI-FI	TELE2	RAIN-POWERED 4G-ROUTER	GEOMETRY GLOBAL MOSCOW	RUSSIA
FOOTBALLPEN	RADIO.DE GMBH	RADIO PLATFORM RADIO.NET	HAVAS DÜSSELDORF	GERMANY
KPN SAFE LOCK	KPN	TELECOM	N=5 AMSTERDAM	THE NETHERLANDS
ASTRONAUT REALITY HELMET	NATIONAL GEOGRAPHIC	NATGEO	MCCANN NEW YORK	USA
FEEL THE VIEW	FORD MOTOR COMPANY	ECOSPORT	GTB ROME	ITALY
MY LINE	MINISTRY OF COMMUNICATIONS & TECHNOLOGY	VIVE DIGITAL PROGRAM	MULLENLOWE SSP3 BOGOTÁ	COLOMBIA
#IMBACK. THE RETURN TO TWITTER	TWITTER	EYETWITTER IS A SIDE APP FOR TWITTER ABLE HANDICAPPED TO TWEET WITH THEIR EYES	TWITTER SPAIN MADRID	SPAIN
VODAFONE SAKHI	VODAFONE INDIA	VODAFONE SAKHI	OGLIVY & MATHER MUMBAI	INDIA
A09 (Use of Advanced Learning Technologies)				
LUCY	PRINCE OF WALES HOSPITAL	HEALTHCARE	DELOITTE AUSTRALIA MELBOURNE	AUSTRALIA
SEEING AI - TALKING CAMERA APP FOR THE BLIND	SEEING AI APP	SEEING AI APP	MICROSOFT SUNNYVALE	USA
MY LINE	MINISTRY OF COMMUNICATIONS & TECHNOLOGY	VIVE DIGITAL PROGRAM	MULLENLOWE SSP3 BOGOTÁ	COLOMBIA
B01 (Brand-led Mobile Websites)				
RUNTOSCROLL	ADIDAS	ALPHABOUNCE RUNNING SHOES	FRIENDS MOSCOW	RUSSIA
B02 (Charity & Non-profit led Mobile Websites)				
DESTINATION PRIDE	PFLAG CANADA	PFLAG CANADA	FCB/SIX TORONTO	CANADA
C01 (Content for User Engagement)				
LIVE MOMENT OF SILENCE	SANDY HOOK PROMISE	SANDY HOOK PROMISE	BBDO NEW YORK	USA
SNAPCHAT MUSIC VIDEO	BACARDI	BACARDI	BBDO NEW YORK	USA
#TOOLATERGRAM	WWF	ORGANIZATION IN WILDLIFE CONSERVATION	TBWA/PARIS	FRANCE
#SHARETHELOVE	AIDES	NGO	TBWA/PARIS	FRANCE
CYBERSMILE	CALM	CALM	ADAM&EVEDDB LONDON	UNITED KINGDOM
GIFORADE	PEPSICO	GATORADE	VML KANSAS CITY	USA
SELFIESTIX	MARS	PEDIGREE	COLENZO BBDO AUCKLAND	NEW ZEALAND
WELCOME TO @APPLE	APPLE	INSTAGRAM	TBWA/MEDIA ARTS LAB LOS ANGELES	USA
THE PARALYMPIC NETWORK	CANADIAN PARALYMPIC COMMITTEE	THE PYEONGCHANG 2018 PARALYMPIC WINTER GAMES	BBDO TORONTO	CANADA

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@SEELIKEMENNA	TOYOTA MOTOR CORPORATION	TOYOTA BRAND	TOYOTA USA PLANO	USA
ELTON JOHN LEGACY	ROCKET ENTERTAINMENT	FAREWELL YELLOW BRICK ROAD TOUR	SPINFEX GROUP LOS ANGELES	USA
NOTHING BEATS A LONDONER	NIKE	NIKE	WIEDEN+KENNEDY LONDON	UNITED KINGDOM
FEATURING ALEXA	TOO MANY T'S LTD	TOO MANY T'S	SERVICEPLAN GERMANY MUNICH	GERMANY
C02 (Real-time Response)				
SNAPTIVITY	SNAPTIVITY	SNAPTIVITY	R/GA LONDON	UNITED KINGDOM
INVISIBLE FRIENDS	MISSING PERSONS ADVOCACY NETWORK	MISSING PERSONS ADVOCACY NETWORK	WHITEGREY MELBOURNE	AUSTRALIA
C03 (Co-creation & User Generated Content)				
LIVE MOMENT OF SILENCE	SANDY HOOK PROMISE	SANDY HOOK PROMISE	BBDO NEW YORK	USA
SELFIESTIX	MARS	PEDIGREE	COLENZO BBDO AUCKLAND	NEW ZEALAND
WELCOME TO @APPLE	APPLE	INSTAGRAM	TBWA/MEDIA ARTS LAB LOS ANGELES	USA
THE PARALYMPIC NETWORK	CANADIAN PARALYMPIC COMMITTEE	THE PYEONGCHANG 2018 PARALYMPIC WINTER GAMES	BBDO TORONTO	CANADA
C04 (Targeted Communication)				
FEMPLEA	FUNDACIÓN MUJERES EN IGUALDAD	THE FIRST FEMALE LABOR MARKETPLACE THAT FIGHTS GENDER VIOLENCE	WUNDERMAN CATO JOHNSON BUENOS AIRES	ARGENTINA
VERIZON - WHAT YOU MISSED	VERIZON	VERIZON WIRELESS	R/GA NEW YORK	USA
DESTINATION PRIDE	PFLAG CANADA	PFLAG CANADA	FCB/SIX TORONTO	CANADA
DATA INTO DOLLARS	XFINITY	XFINITY MOBILE	GOODBY SILVERSTEIN & PARTNERS SAN FRANCISCO	USA
C05 (Social Trends)				
CYBERSMILE	CALM	CALM	ADAM&EVEDDB LONDON	UNITED KINGDOM
GIFORADE	PEPSICO	GATORADE	VML KANSAS CITY	USA
SELFIESTIX	MARS	PEDIGREE	COLENZO BBDO AUCKLAND	NEW ZEALAND
TINDER #REPRESENTLOVE	TINDER	INTERRACIAL COUPLE EMOJI PROJECT	TINDER LOS ANGELES	USA
STORIES ORDERING	BURGER KING	BURGER	LOLA MULLENLOWE MADRID	SPAIN
EMOJI WHOPPER	BURGER KING	WHOPPER	DAVID MIAMI	USA
C06 (Influencer / Talent)				
24/7 NEWSCASTER	NTT DOCOMO, INC.	D MAGAZINE	HAKUHODO INC. TOKYO	JAPAN
CYBERSMILE	CALM	CALM	ADAM&EVEDDB LONDON	UNITED KINGDOM
THE DISASTER ARTIST BILLBOARD	A24	THE DISASTER ARTIST BILLBOARD + CALL RECORDING, SOCIAL MEDIA ASSETS	OPERAM LOS ANGELES	USA
DOGS FOR DOGS	PEDIGREE	CHARITY	BBDO PARIS	FRANCE
@SEELIKEMENNA	TOYOTA MOTOR CORPORATION	TOYOTA BRAND	TOYOTA USA PLANO	USA
NOTHING BEATS A LONDONER	NIKE	NIKE	WIEDEN+KENNEDY LONDON	UNITED KINGDOM
C07 (Social Business & Commerce)				
A/R JORDAN	JORDAN BRAND	NIKE AIR JORDAN III TINKER SNEAKERS	R/GA PORTLAND	USA
C08 (Social Purpose)				
LIVE MOMENT OF SILENCE	SANDY HOOK PROMISE	SANDY HOOK PROMISE	BBDO NEW YORK	USA
#TOOLATERGRAM	WWF	ORGANIZATION IN WILDLIFE CONSERVATION	TBWA/PARIS	FRANCE
CYBERSMILE	CALM	CALM	ADAM&EVEDDB LONDON	UNITED KINGDOM
STORIES FROM THE OTHER SIDE OF THE WORLD	CARE FRANCE	ASSOCIATION	BBDO PARIS	FRANCE
DISAPPEARING PERSON ALERTS	QUEENSLAND POLICE	SNAPCHAT DISAPPEARING PERSON ALERTS	BWM DENTSU MELBOURNE	AUSTRALIA
DESTINATION PRIDE	PFLAG CANADA	PFLAG CANADA	FCB/SIX TORONTO	CANADA
TXT 2 HELP	NY-PRESBYTERIAN HOSPITAL	CRISIS TEXT LINE	AREA 23. AN FCB HEALTH NETWORK COMPANY NEW YORK	USA
@SEELIKEMENNA	TOYOTA MOTOR CORPORATION	TOYOTA BRAND	TOYOTA USA PLANO	USA
MY LINE	MINISTRY OF COMMUNICATIONS & TECHNOLOGY	VIVE DIGITAL PROGRAM	MULLENLOWE SSP3 BOGOTÁ	COLOMBIA
D02 (Games)				
BEAT THE BLITZ	PEPSICO	GATORADE	VML KANSAS CITY	USA
D03 (Utility Apps)				
THE NEST ADDRESS	ENEL ROMANIA	-	ENEL ROMANIA BUCHAREST	ROMANIA
UBER FREIGHT - TAKE ME HOME	UBER	UBER	UBER HQ SAN FRANCISCO	USA
STUDYTRACKS	STUDYTRACKS	EDUCATIONAL APP	WEBER SHANDWICK NEW YORK	USA
CORRUPTION DETECTOR	RECLAME AQUI	VIGIE AQUI	GREY BRAZIL SÃO PAULO	BRAZIL
D04 (Brand-led Mobile Apps)				
SELFIESTIX	MARS	PEDIGREE	COLENZO BBDO AUCKLAND	NEW ZEALAND
SEEING AI - TALKING CAMERA APP FOR THE BLIND	SEEING AI	SEEING AI APP	MICROSOFT SUNNYVALE	USA
CORRUPTION DETECTOR	RECLAME AQUI	VIGIE AQUI	GREY BRAZIL SÃO PAULO	BRAZIL

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E01 (Excellence in Mobile Campaign & Messaging)

SELFIESTIX	MARS	PEDIGREE	COLENZO BBDO AUCKLAND	NEW ZEALAND
MY LINE	MINISTRY OF COMMUNICATIONS & TECHNOLOGY	VIVE DIGITAL PROGRAM	MULLENLOWE SSP3 BOGOTÁ	COLOMBIA
NOTHING BEATS A LONDONER	NIKE	NIKE	WIEDEN+KENNEDY LONDON	UNITED KINGDOM