

Winners

| Title | Brand | Product/Service | Entrant Company | Country | Prize |
|---|---|--|---|-----------------|-------------|
| A01 (Activation by Location) | | | | | |
| SNAPTIVITY | SNAPTIVITY | SNAPTIVITY | R/GA LONDON | UNITED KINGDOM | GOLD LION |
| THE NEST ADDRESS | ENEL ROMANIA | - | ENEL ROMANIA BUCHAREST | ROMANIA | SILVER LION |
| A02 (AR) | | | | | |
| SNAPCHAT MUSIC VIDEO | BACARDI | BACARDI | BBDO NEW YORK | USA | BRONZE LION |
| A03 (VR) | | | | | |
| BEAT THE BLITZ | PEPSICO | GATORADE | VML KANSAS CITY | USA | BRONZE LION |
| ASTRONAUT REALITY HELMET | NATIONAL GEOGRAPHIC | NATGEO | MCCANN NEW YORK | USA | BRONZE LION |
| A04 (360° Videos) | | | | | |
| ELTON JOHN LEGACY | ROCKET ENTERTAINMENT | FAREWELL YELLOW BRICK ROAD TOUR | SPINFEX GROUP LOS ANGELES | USA | BRONZE LION |
| A05 (Networked / Connected Devices) | | | | | |
| SAMSUNG SMARTSUIT | SAMSUNG BENELUX B.V. | SMARTPHONE | SAMSUNG ELECTRONICS BENELUX AMSTERDAM | THE NETHERLANDS | GOLD LION |
| FOOTBALLPEN | RADIO.DE GMBH | RADIO PLATFORM RADIO.NET | HAVAS DÜSSELDORF | GERMANY | BRONZE LION |
| KPN SAFE LOCK | KPN | TELECOM | N=5 AMSTERDAM | THE NETHERLANDS | BRONZE LION |
| A07 (Data / Insight) | | | | | |
| INVISIBLE FRIENDS | MISSING PERSONS ADVOCACY NETWORK | MISSING PERSONS ADVOCACY NETWORK | WHITEGREY MELBOURNE | AUSTRALIA | BRONZE LION |
| CORRUPTION DETECTOR | RECLAME AQUI | VIGIE AQUI | GREY BRAZIL SÃO PAULO | BRAZIL | GRAND PRIX |
| A08 (Innovative use of Technology) | | | | | |
| SAMSUNG SMARTSUIT | SAMSUNG BENELUX B.V. | SMARTPHONE | SAMSUNG ELECTRONICS BENELUX AMSTERDAM | THE NETHERLANDS | BRONZE LION |
| RAIN WI-FI | TELE2 | RAIN-POWERED 4G-ROUTER | GEOMETRY GLOBAL MOSCOW | RUSSIA | BRONZE LION |
| KPN SAFE LOCK | KPN | TELECOM | N=5 AMSTERDAM | THE NETHERLANDS | BRONZE LION |
| ASTRONAUT REALITY HELMET | NATIONAL GEOGRAPHIC | NATGEO | MCCANN NEW YORK | USA | SILVER LION |
| MY LINE | MINISTRY OF COMMUNICATIONS & TECHNOLOGY | VIVE DIGITAL PROGRAM | MULLENLOWE SSP3 BOGOTÁ | COLOMBIA | GOLD LION |
| A09 (Use of Advanced Learning Technologies) | | | | | |
| MY LINE | MINISTRY OF COMMUNICATIONS & TECHNOLOGY | VIVE DIGITAL PROGRAM | MULLENLOWE SSP3 BOGOTÁ | COLOMBIA | SILVER LION |
| B02 (Charity & Non-profit led Mobile Websites) | | | | | |
| DESTINATION PRIDE | PFLAG CANADA | PFLAG CANADA | FCB/SIX TORONTO | CANADA | GOLD LION |
| C01 (Content for User Engagement) | | | | | |
| SELFIESTIX | MARS | PEDIGREE | COLENZO BBDO AUCKLAND | NEW ZEALAND | BRONZE LION |
| THE PARALYMPIC NETWORK | CANADIAN PARALYMPIC COMMITTEE | THE PYEONGCHANG 2018 PARALYMPIC WINTER GAMES | BBDO TORONTO | CANADA | SILVER LION |
| C02 (Real-time Response) | | | | | |
| SNAPTIVITY | SNAPTIVITY | SNAPTIVITY | R/GA LONDON | UNITED KINGDOM | GOLD LION |
| C03 (Co-creation & User Generated Content) | | | | | |
| WELCOME TO @APPLE | APPLE | INSTAGRAM | TBWAMEDIA ARTS LAB LOS ANGELES | USA | SILVER LION |
| C04 (Targeted Communication) | | | | | |
| VERIZON - WHAT YOU MISSED | VERIZON | VERIZON WIRELESS | R/GA NEW YORK | USA | BRONZE LION |
| DATA INTO DOLLARS | XFINITY | XFINITY MOBILE | GOODBY SILVERSTEIN & PARTNERS SAN FRANCISCO | USA | BRONZE LION |
| C05 (Social Trends) | | | | | |
| #TROLLINGISUGLY | CYBERSMILE | CYBERSMILE | ADAM&EVEDDB LONDON | UNITED KINGDOM | BRONZE LION |
| SELFIESTIX | MARS | PEDIGREE | COLENZO BBDO AUCKLAND | NEW ZEALAND | SILVER LION |
| EMOJI WHOPPER | BURGER KING | WHOPPER | DAVID MIAMI | USA | BRONZE LION |
| C06 (Influencer / Talent) | | | | | |
| 24/7 NEWSCASTER | NTT DOCOMO, INC. | D MAGAZINE | HAKUHODO INC. TOKYO | JAPAN | SILVER LION |
| #TROLLINGISUGLY | CYBERSMILE | CYBERSMILE | ADAM&EVEDDB LONDON | UNITED KINGDOM | GOLD LION |
| DOGS FOR DOGS | PEDIGREE | CHARITY | BBDO PARIS | FRANCE | SILVER LION |
| NOTHING BEATS A LONDONER | NIKE | NIKE | WIEDEN+KENNEDY LONDON | UNITED KINGDOM | SILVER LION |
| C07 (Social Business & Commerce) | | | | | |
| A/R JORDAN | JORDAN BRAND | NIKE AIR JORDAN III TINKER SNEAKERS | R/GA PORTLAND | USA | BRONZE LION |
| C08 (Social Purpose) | | | | | |
| LIVE MOMENT OF SILENCE | SANDY HOOK PROMISE | SANDY HOOK PROMISE | BBDO NEW YORK | USA | BRONZE LION |
| #TROLLINGISUGLY | CYBERSMILE | CYBERSMILE | ADAM&EVEDDB LONDON | UNITED KINGDOM | SILVER LION |
| DESTINATION PRIDE | PFLAG CANADA | PFLAG CANADA | FCB/SIX TORONTO | CANADA | SILVER LION |
| TXT 2 HELP | NY-PRESBYTERIAN HOSPITAL | CRISIS TEXT LINE | AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK | USA | BRONZE LION |
| @SEELIKEMENNA | TOYOTA MOTOR CORPORATION | TOYOTA BRAND | TOYOTA USA PLANO | USA | BRONZE LION |
| MY LINE | MINISTRY OF COMMUNICATIONS & TECHNOLOGY | VIVE DIGITAL PROGRAM | MULLENLOWE SSP3 BOGOTÁ | COLOMBIA | GOLD LION |
| D02 (Games) | | | | | |
| BEAT THE BLITZ | PEPSICO | GATORADE | VML KANSAS CITY | USA | SILVER LION |
| D03 (Utility Apps) | | | | | |
| STUDYTRACKS | STUDYTRACKS | EDUCATIONAL APP | WEBER SHANDWICK NEW YORK | USA | BRONZE LION |

Winners

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| CORRUPTION DETECTOR | RECLAME AQUI | VIGIE AQUI | GREY BRAZIL SÃO PAULO | BRAZIL | GOLD LION |
| D04 (Brand-led Mobile Apps) | | | | | |
| CORRUPTION DETECTOR | RECLAME AQUI | VIGIE AQUI | GREY BRAZIL SÃO PAULO | BRAZIL | BRONZE LION |
| E01 (Excellence in Mobile Campaign & Messaging) | | | | | |
| SELFIESTIX | MARS | PEDIGREE | COLENZO BBDO AUCKLAND | NEW ZEALAND | GOLD LION |