



MOBILE LIONS WINNERS 2013



Title	Advertiser/Client	Product/Service	Entrant Company	Country
Grand Prix				
TXTBKS	SMART COMMUNICATIONS	SMART PUBLIC AFFAIRS	DDB DM9JAYMESYFU, Makati City	THE PHILIPPINES
Gold Lion				
SCRABBLE WIFI	MATTEL	SCRABBLE	OGILVY FRANCE, Paris	FRANCE
FREE THE FORCED!	UNITED NATIONS ASSOCIATION OF GERMANY	UNITED NATIONS CAMPAIGN AGAINST FORCED MARRIAGE	CHEIL GERMANY, Schwalbach	GERMANY
OLD PHONES GIVE NEW LIFE	SINGTEL	PROJECT SILVERLINE, A CORPORATE SOCIAL RESPONSIBILITY INITIATIVE	OGILVY & MATHER SINGAPORE	SINGAPORE
GET CASH	RBS	BANK	SAPIENTNITRO, London	UNITED KINGDOM
SCORECLEANER	DOREMIR	SCORECLEANER NOTES	MOBIENTO, Stockholm	SWEDEN
SECOND LIFE APPS	REBORN	ORGAN DONATION FOUNDATION	DUVAL GUILLAUME MODEM, Antwerp	BELGIUM
MISSING CHILDREN	BAOBEIHUIJIA.COM – ‘BABY BACK HOME’ VOLUNTEERS ASSOCIATION	MISSING CHILDREN MOBILE SEARCH APPLICATION	JWT BEIJING	CHINA
WORLD WIDE MAZE	GOOGLE	WORLD WIDE MAZE	PARTY, Tokyo	JAPAN
CLOUDS OVER CUBA	THE JFK PRESIDENTIAL LIBRARY & MUSEUM	CUBAN MISSILE CRISIS 50TH ANNIVERSARY	THE MARTIN AGENCY, Richmond	USA
Silver Lion				
MOST VALUABLE CHECK-IN	MISSING CHILDREN SOCIETY OF CANADA	CHILD SAFETY & INVESTIGATION	GREY GROUP CANADA, Toronto	CANADA
THE WORLD'S FIRST INTERACTIVE OBITUARY	FUNERARIAS J. GARCIA LOPEZ	FUNERARIAS J. GARCIA LOPEZ	GANEM GROUP, Mexico City	MEXICO
PENGUIN NAVI	SUNSHINE CITY CORPORATION	SUNSHINE AQUARIUM	HAKUHODO, Tokyo	JAPAN
MISSING CHILDREN	BAOBEIHUIJIA.COM – ‘BABY BACK HOME’ VOLUNTEERS ASSOCIATION	MISSING CHILDREN MOBILE SEARCH APPLICATION	JWT BEIJING	CHINA
MOBILE ORCHESTRA	AKQA	MOBILE WEBSITE	AKQA, San Francisco	USA
WORLD WIDE MAZE	GOOGLE	WORLD WIDE MAZE	PARTY, Tokyo	JAPAN
THIRD EYE	STARHUB MOBILE	MOBILE BRANDING	DDB GROUP SINGAPORE	SINGAPORE
GADGET SHOW WORLD	CHANNEL 5	THE GADGET SHOW	XS2THEWORLD, Amsterdam	THE NETHERLANDS

SCORECLEANER	DOREMIR	SCORECLEANER NOTES	MOBIENTO, Stockholm	SWEDEN
MOBILIZING THE 12TH MAN	C. S. HAMMAM-LIF	FOOTBALL CLUB	MEMAC OGILVY LABEL TUNISIA, Tunis	TUNISIA
NATALIA PROJECT	CIVIL RIGHTS DEFENDERS	GLOBAL ASSAULT ALARM SYSTEM FOR HUMAN RIGHTS DEFENDERS AT RISK	RBK COMMUNICATION, Stockholm	SWEDEN
NIMBLETANK - A NEW BREED OF WEBSITE FOR A NEW BREED OF AGENCY	NIMBLETANK	NIMBLETANK	NIMBLETANK, London	UNITED KINGDOM
SCRABBLE WIFI	MATTEL	SCRABBLE	OGILVY FRANCE, Paris	FRANCE
DRIVE AWAKE	PTT	COFFEE SHOP	BBDO PROXIMITY THAILAND, Bangkok	THAILAND
KAIZERVIRUS	KAIZERS ORCHESTRA	VIOLETA VIOLETA VOL.3	ANORAK, Oslo	NORWAY
MASTERCARD MIYAMO	MASTERCARD	MASTERCARD MIYAMO	R/GA, New York	USA
CLOUDS OVER CUBA	THE JFK PRESIDENTIAL LIBRARY & MUSEUM	CUBAN MISSILE CRISIS 50TH ANNIVERSARY	THE MARTIN AGENCY, Richmond	USA
JACKFLUSH BRAHVA	BRAHVA BEER	BRAHVA BEER	EL TAIER / TRIBU DDB, Guatemala City	GUATEMALA
CRASH	PEUGEOT	SAFE DRIVING	Y&R SÃO PAULO	BRAZIL
FREE THE FORCED!	UNITED NATIONS GERMAN CHAPTER	UNITED NATIONS CAMPAIGN AGAINST FORCED MARRIAGE	CHEIL GERMANY, Schwalbach	GERMANY
SECRET FISHING SPOTS	HUTCHWILCO	SAFETY EQUIPMENT	DDG GROUP NEW ZEALAND, Auckland	NEW ZEALAND
MOBILIZING THE 12TH MAN	C. S. HAMMAM-LIF	FOOTBALL CLUB	MEMAC OGILVY LABEL TUNISIA, Tunis	TUNISIA
MISSING CHILDREN	BAOBEIHUIJIA.COM – ‘BABY BACK HOME’ VOLUNTEERS ASSOCIATION	MISSING CHILDREN MOBILE SEARCH APPLICATION	JWT BEIJING	CHINA
WORLD WIDE MAZE	GOOGLE	WORLD WIDE MAZE	PARTY, Tokyo	JAPAN
WWF TOGETHER	WORLD WILDLIFE FUND	WORLD WILDLIFE FUND	AKQA, Washington	USA
MIRRORWORLD	CORNELIA FUNKE	IPAD APP	MIRADA, Los Angeles	USA
Bronze Lion				
BLUETOOTH DIAPER ALERT	P&G	HIPOGLOS AMENDOAS ANTI-RASH CREAM	AFRICA, Sao Paulo	BRAZIL
NFC CHARITY STICKERS	UNICEF HK	CHARITY STICKER (PUBLIC SERVICE)	CHEIL HONG KONG, Hong Kong	HONG KONG
EASY WAY SUBTITLES	EASY WAY LANGUAGE CENTER	EASY WAY SUBTITLES SERVICE	LODUCCA, São Paulo	BRAZIL
WINDOW SHOPPING	ADIDAS	ADIDAS NEO	TBWA\HELSINKI	FINLAND
INSTAGRAM MENU	COMODO	COMODO MENU	RAUL X MIHAI X MIHNEA, Brooklyn	USA
#WINAGAINSTTHEE- LEMENTS#	NIKE CHINA	NIKE RUNNING	AKQA, Shanghai	CHINA

UNIQLO WAKE UP	UNIQLO	UNIQLO	PROJECTOR, Tokyo	JAPAN
MURPHY'S WHEN IT RAINS IT POURS	HEINEKEN IRELAND	MURPHY'S IRISH STOUT	PUBLICIS DUBLIN, Dublin	IRELAND
SECRET FISHING SPOTS	HUTCHWILCO	SAFETY EQUIPMENT	DDB GROUP NEW ZEALAND, Auckland	NEW ZEALAND
WEATHER TO WAKE	METSERVICE	METEOROLOGICAL SERVICE	Y&R NZ, Wellington	NEW ZEALAND
BHF - MINI VINNIE	THE BRITISH HEART FOUNDATION	CHARITY	GREY LONDON	UNITED KINGDOM
LEVEL .06	SYSTEMBOLAGET	THE SWEDISH ALCOHOL RETAIL MONOPOLY	FORSMAN & BODENFORS, Gothenburg	SWEDEN
FLY DELTA	DELTA AIR LINES	AIR TRAVEL	AKQA, Washington	USA
WWF TOGETHER	WORLD WILDLIFE FUND	WORLD WILDLIFE FUND	AKQA, Washington	USA
NECOMIMI	DENTSU,INC.	NECOMIMI	DENTSU, Tokyo	JAPAN
TOOTHBRUSH GAMES	LZG – NATIONAL GERMAN CENTRE FOR HEALTH INFORMATION	APPLICATION FOR EDUCATION	OGILVY GERMANY, Frankfurt	GERMANY
TOUR DU SOFA	SKODA	SKODA	ACHTUNG!, Amsterdam	THE NETHERLANDS
THE BRIGHTEST ONLINE AD	LUPINE LIGHTING SYSTEMS // BIKE DIGITAL	OUTDOOR HELMET/CYCLING LAMPS // MOUNTAINBIKE SPECIAL INTEREST MAGAZINE	PUBLICIS MUNICH	GERMANY
SCREENSHOT	AUDI	AUDI R8	ALMAPBBDO, São Paulo	BRAZIL
SOS BY SMS	OBRA DO BERCO	OBRA DO BERCO – PRO BONO DAYCARE FOR CHILDREN	DDB BRASIL, São Paulo	BRAZIL
EASY WAY SUBTITLES	EASY WAY LANGUAGE CENTER	EASY WAY SUBTITLES SERVICE	LODUCCA, São Paulo	BRAZIL
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WWF TOGETHER	WORLD WILDLIFE FUND	WORLD WILDLIFE FUND	AKQA, Washington	USA
PENGUIN NAVI	SUNSHINE CITY CORPORATION	SUNSHINE AQUARIUM	HAKUHODO, Tokyo	JAPAN