

Mobile Lions

2019 Winners



Title	Brand	Product/Service	Entrant Company	Country	Prize
A01 (Activation by Location)					
SNELWEG SPOOKJES	VOLKSWAGEN	VOLKSWAGEN APPLICATION	ISOBAR AMSTERDAM	THE NETHERLANDS	SILVER LION
THE TRAFFIC JAM WHOPPER	BURGER KING MEXICO	BURGER KING DELIVERY	WE BELIEVERS NEW YORK	USA	BRONZE LION
POWERSHARE	SAMSUNG	SAMSUNG – GALAXY S10	LEO BURNETT SYDNEY	AUSTRALIA	BRONZE LION
THE WHOPPER DETOUR	BURGER KING	FOOD	FCB NEW YORK	USA	GRAND PRIX
AIR MAX GRAFFITI STORES	NIKE	AIR MAX	AKQA SÃO PAULO	BRAZIL	BRONZE LION
ECHOES	UBISOFT	DIVISION 2	MAKEMEPULSE PARIS	FRANCE	BRONZE LION
A02 (AR)					
LESSONS IN HERSTORY	DAUGHTERS OF THE EVOLUTION	EDUCATIONAL WOMEN'S HISTORY APP	GOODBY SILVERSTEIN & PARTNERS SAN FRANCISCO	USA	GOLD LION
BURN THAT AD	BURGER KING	BURGER KING WHOPPER	DAVID SÃO PAULO	BRAZIL	SILVER LION
A03 (VR)					
MAGIC SNOW GLOBE	AMERICAN HONDA MOTOR CO.	CORPORATE IMAGE	RPA SANTA MONICA	USA	BRONZE LION
A05 (Networked / Connected Devices / Wearable Technology)					
NAUGHTY OR NICE BAUBLE	MYER	MYER	CLEMENGER BBDO MELBOURNE	AUSTRALIA	BRONZE LION
SEE SOUND	WAVIO	SEE SOUND	AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK	USA	GOLD LION
A06 (Data / Insight)					
SAFETY HUB	NRMA	HOME INSURANCE	CHE PROXIMITY MELBOURNE	AUSTRALIA	BRONZE LION
A07 (Mobile Payment Solutions)					
POCKET FRANCHISE	KFC	KFC POCKET FRANCHISE	HO COMMUNICATION SHANGHAI	CHINA	GOLD LION
PAY IT FORWARD	THE BIG ISSUE	THE BIG ISSUE	FCB INFERNO LONDON	UNITED KINGDOM	SILVER LION
UCB AGROBANKING PROJECT	UCB - UCASH, SHWAPNO	MOBILE BANKING SERVICE	GREY BANGLADESH DHAKA	BANGLADESH	BRONZE LION
A08 (Innovative Use of Technology)					
SEE SOUND	WAVIO	SEE SOUND	AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK	USA	SILVER LION
C01 (Content for User Engagement)					
IHOB	IHOP	IHOP	DROGA5 NEW YORK	USA	SILVER LION
MCDONALDS MCPICKLE	MCDONALDS	MCDONALDS	VMLY&R SYDNEY	AUSTRALIA	BRONZE LION
C02 (Real-time Response)					
BAGELGATE	KRAFT-HEINZ	PHILADELPHIA CREAM CHEESE	DROGA5 NEW YORK	USA	GOLD LION
HAILSTORM IN ISTANBUL	IKEA	CARPENTS	TBWA ISTANBUL	TURKEY	BRONZE LION
C03 (Co-creation & User Generated Content)					
ADDRESS THE FUTURE	CARLINGS	THE DIGITAL COLLECTION	VIRTUE COPENHAGEN	DENMARK	BRONZE LION
VOICE OF HUNGER	SWIGGY	FOOD DELIVERY	DENTSU WEBCHUTNEY BANGALORE	INDIA	BRONZE LION
#CODNATION	ACTIVISION	CALL OF DUTY	72ANDSUNNY LOS ANGELES	USA	BRONZE LION
C04 (Targeted Communication)					
NO NEED TO FLY - AROUND THE WORLD IN GERMANY	GERMAN RAIL	GERMAN RAIL	OGILVY GERMANY FRANKFURT	GERMANY	SILVER LION
ONE FOR TWO	MARS CHOCOLATE NORTH AMERICA	SNICKERS	BBDO NEW YORK	USA	SILVER LION
VEILED SNAPCHAT LENS	S.C JOHNSON	GLADE	OGILVY CHICAGO	USA	SILVER LION
RESCUE DOGZ	GUD	GUD	WUNDERMAN THOMPSON SAO PAULO	BRAZIL	BRONZE LION
GO BACK TO AFRICA	BLACK & ABROAD	BLACK & ABROAD	FCB/SIX TORONTO	CANADA	BRONZE LION
C05 (Social Trends)					
ADDRESS THE FUTURE	CARLINGS	THE DIGITAL COLLECTION	VIRTUE COPENHAGEN	DENMARK	GOLD LION
POLO UNFAIL	VOLKSWAGEN	VOLKSWAGEN POLO	DDB SYDNEY	AUSTRALIA	BRONZE LION
BAGELGATE	KRAFT-HEINZ	PHILADELPHIA CREAM CHEESE	DROGA5 NEW YORK	USA	BRONZE LION
NOT A BOOMERANG	BITE BACK	ANIMAL RIGHTS ORGANISATION	FAMOUSGREY BRUSSELS	BELGIUM	BRONZE LION
C07 (Social Business & Commerce)					
SAMSUNG X FORTNITE: THE GALAXY SKIN	SAMSUNG GLOBAL	THE GALAXY SKIN	R/GA NEW YORK	USA	SILVER LION
POCKET FRANCHISE	KFC	KFC POCKET FRANCHISE	HO COMMUNICATION SHANGHAI	CHINA	GOLD LION
C08 (Social Purpose)					
ACCESSIBILITY MAT	FORD MOTOR COMPANY	FORD MOTOR COMPANY	GTB BRASIL SÃO PAULO	BRAZIL	SILVER LION
PAY IT FORWARD	THE BIG ISSUE	THE BIG ISSUE	FCB INFERNO LONDON	UNITED KINGDOM	GOLD LION
STORYSIGN	HUAWEI	HUAWEI BRAND	FCB INFERNO LONDON	UNITED KINGDOM	GOLD LION
INSTA NOVELS	THE NEW YORK PUBLIC LIBRARY	LITERATURE	MOTHER NEW YORK	USA	BRONZE LION
D02 (Utility Apps)					
STORYSIGN	HUAWEI	HUAWEI BRAND	FCB INFERNO LONDON	UNITED KINGDOM	BRONZE LION
D03 (Brand-led Mobile Apps)					
SAFETY HUB	NRMA	HOME INSURANCE	CHE PROXIMITY MELBOURNE	AUSTRALIA	SILVER LION
D04 (Charity & Non-profit led Mobile Apps)					
LESSONS IN HERSTORY	DAUGHTERS OF THE EVOLUTION	EDUCATIONAL WOMEN'S HISTORY APP	GOODBY SILVERSTEIN & PARTNERS SAN FRANCISCO	USA	GOLD LION

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E01 (Excellence in Mobile Campaign & Messaging)

THE WHOPPER DETOUR

BURGER KING

FOOD

FCB NEW YORK

USA

GOLD LION