

<b>Shortlist (Mobile)</b>							
<b>Cat. No</b>	<b>Entry No</b>	<b>Title</b>	<b>Client</b>	<b>Product</b>	<b>Entrant Company</b>	<b>Country</b>	<b>Agency</b>
<b>A01 (Use of Technology)</b>							
A01/008	00033	RIP CURL SEARCH GPS	RIP CURL	SURFING SPORTSWEAR & EQUIPMENT	VML Sydney	AUSTRALIA	VML Sydney
A01/012	00037	KIA GAME ON	KIA MOTORS AUSTRALIA	AUTO	MNET MOBILE Sydney	AUSTRALIA	MNET MOBILE Sydney / INNOCEAN WORLDWIDE
A01/018	00077	GUIDE DOTS	GUIDE DOGS ASSOCIATION OF THE BLIND SINGAPORE	GUIDE DOGS ASSOCIATION OF THE BLIND	Y&R SINGAPORE	SINGAPORE	Y&R SINGAPORE / UDKU Sydney
A01/028	00122	SAFE DRIVING PROGRAM	SAMSUNG	S-DRIVE	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY
A01/030	00138	THE VIRTUAL FENCE PROJECT	SEUB NAKHASATHIEN FOUNDATION	SEUB NAKHASATHIEN FOUNDATION	CJ WORX Bangkok	THAILAND	CJ WORX Bangkok
<b>A03 (Mobile Applications)</b>							
A03/011	00034	RIP CURL SEARCH GPS	RIP CURL	SURFING SPORTSWEAR & EQUIPMENT	VML Sydney	AUSTRALIA	VML Sydney
A03/021	00072	ECO:SCREEN	FRIENDS OF THE EARTH	MOBILE APP	CHEIL HONG KONG	HONG KONG	CHEIL HONG KONG
A03/022	00073	PLEASE TAKE ME HOME	SOARGON	SOARGON	CHEIL OPENTIDE Beijing	CHINA	CHEIL OPENTIDE Beijing
A03/023	00078	GUIDE DOTS	GUIDE DOGS ASSOCIATION OF THE BLIND SINGAPORE	GUIDE DOGS ASSOCIATION OF THE BLIND	Y&R SINGAPORE	SINGAPORE	Y&R SINGAPORE / UDKU Sydney
A03/026	00098	PENNY THE PIRATE	LUXOTTICA	OPSM KIDS EYE SCREENING TOOL	SAATCHI & SAATCHI Sydney	AUSTRALIA	SAATCHI & SAATCHI Sydney
A03/030	00167	SAMSUNG POWER SLEEP	SAMSUNG	BRANDING & SOCIAL RESPONSIBILITY	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul / CHEIL AUSTRIA Vienna
A03/031	00107	INCSNAP (INCIDENT SNAP)	QUEENSLAND FIRE AND EMERGENCY SERVICES	GOVERNMENT	MNET MOBILE Sydney	AUSTRALIA	MNET MOBILE Sydney
A03/032	00123	EMLINGS	McDONALD'S	McDONALD'S	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY
A03/033	00124	SAFE DRIVING PROGRAM	SAMSUNG	S-DRIVE	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY
<b>A04 (Messaging for Mobile)</b>							
A04/002	00059	MOVIE EMOJI	SINGTEL	SINGTEL MIO TV	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE
<b>A05 (Social for Mobile)</b>							
A05/004	00035	RIP CURL SEARCH GPS	RIP CURL	SURFING SPORTSWEAR & EQUIPMENT	VML Sydney	AUSTRALIA	VML Sydney
A05/010	00096	FOOD PHOTOS SAVE LIVES	UNICEF	CHARITY	FCB NEW ZEALAND Auckland	NEW ZEALAND	FCB NEW ZEALAND Auckland
A05/014	00121	THE VOICE DONOR	TENCENT	WECHAT	PUBLICIS SHANGHAI	CHINA	PUBLICIS GUANGZHOU
A05/017	00141	THE VIRTUAL FENCE PROJECT	SEUB NAKHASATHIEN FOUNDATION	SEUB NAKHASATHIEN FOUNDATION	CJ WORX Bangkok	THAILAND	CJ WORX Bangkok
A05/019	00185	#UNSELFIE	TYPHOON YOLANDA APPEAL	FUNDRAISING	BBDO GUERRERO Makati City	THE PHILIPPINES	BBDO GUERRERO Makati City
<b>A06 (Mobile Games)</b>							
A06/002	00039	GAME ON!	KIA MOTORS AUSTRALIA	AUTO	MNET MOBILE Sydney	AUSTRALIA	MNET MOBILE Sydney / INNOCEAN WORLDWIDE
A06/006	00100	POKÉMON CHALLENGE	GOOGLE	GOOGLE MAPS	HAKUHODO Tokyo	JAPAN	SIX Tokyo / HAKUHODO Tokyo
<b>A07 (Mobile Advertising)</b>							
A07/001	00076	TAIKANG MOMENT	TAIKANG LIFE INSURANCE	ACCIDENT INSURANCE	CHEIL OPENTIDE Beijing	CHINA	CHEIL OPENTIDE Beijing
A07/003	00102	THE KAN KHAJURA STATION	UNILEVER INDIA	AN ON DEMAND ENTERTAINMENT CHANNEL ON A MOBILE PHONE.	LOWE LINTAS AND PARTNERS Mumbai	INDIA	LOWE AND PARTNERS / PHD INDIA Mumbai
<b>A08 (Integrated Mobile Campaigns)</b>							
A08/009	00097	FOOD PHOTOS SAVE LIVES	UNICEF	CHARITY	FCB NEW ZEALAND Auckland	NEW ZEALAND	FCB NEW ZEALAND Auckland
A08/012	00168	SAMSUNG POWER SLEEP	SAMSUNG	BRANDING & SOCIAL RESPONSIBILITY	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul / CHEIL AUSTRIA Vienna
A08/016	00153	MINUTE OF SILENCE	RSL AUSTRALIA	ANZAC APPEAL	DDB GROUP MELBOURNE	AUSTRALIA	DDB GROUP MELBOURNE
<b>B01 (Interface &amp; Navigation)</b>							
B01/001	00002	KIBO360°	JAXA (JAPAN AEROSPACE EXPLORATION AGENCY)	INTERNATIONAL SPACE STATION	DENTSU Tokyo	JAPAN	DENTSU Tokyo
<b>B03 (User Experience)</b>							
B03/005	00036	RIP CURL SEARCH GPS	RIP CURL	SURFING SPORTSWEAR & EQUIPMENT	VML Sydney	AUSTRALIA	VML Sydney
B03/008	00079	GUIDE DOTS	GUIDE DOGS ASSOCIATION OF THE BLIND SINGAPORE	GUIDE DOGS ASSOCIATION OF THE BLIND	Y&R SINGAPORE	SINGAPORE	Y&R SINGAPORE / UDKU Sydney
B03/010	00128	EMLINGS	McDONALD'S	McDONALD'S	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY
<b>Total Entries:</b>			<b>31</b>				