

Lovely Mobile Report & Rankings



March 31st, 2017

Contents

| | |
|---|----|
| Contents | 1 |
| Introduction..... | 2 |
| Methodology for the Rankings..... | 2 |
| Most Awarded Project of 2016 | 3 |
| Projects by Categories..... | 6 |
| Most Awarded Agencies / Media Houses of 2016..... | 8 |
| Most Awarded Brands / Marketers of 2016 | 10 |
| Most Awarded Countries of 2016 | 14 |
| Most Awarded Region of 2016 | 15 |
| Notably Independent | 16 |
| Five Lovely Telco's Worth a Mention..... | 16 |
| Lovely Mobile Leaders..... | 18 |
| The Lovely Mobile Awards | 30 |



Introduction

The Lovely Mobile Report and Rankings is a look back and celebration of Mobile Marketing done in 2016.



It is a result of a year-long research done by us, analyzing the performance of various projects, agencies and brands in the major, global awards programs.

The awards programs covered by us for this report includes the likes of: The Cannes Lions; MMA Smarties; The Drum MOMAs; D&AD; etc.

Methodology for the Rankings

Every project/ agency/ brand was assigned points based on whether they won bronze, silver, gold or grand prix at the various awards programs.

Each program was also assigned their own 'points weightage', which was then applied to the total of the project/ agency/ brand.

In the agency rankings, all agencies have been grouped as per their parent company – for example – the points for Mirum have been added to their parent company, J. Walter Thompson.

All regional offices were also clubbed together under the parent agency – i.e. – Mindshare India, Turkey, Indonesia, UK, etc. were all combined as Mindshare. All brands were also clubbed together with their parent brands.



Most Awarded Project of 2016

Mindshare Turkey's 'Spark Brilliance' for Nike was the most awarded project of 2016. It performed particularly well at the MMA Smarties, sweeping both the global and regional versions of the awards.

DDB Sydney's 'Come on in' was another highly-recognised project, winning in nearly every awards program we covered for our report.

T Brand Studio's 'NYT VR' project for the New York Times was the Grand Prix winner in the Mobile category at the Cannes Lions Festival.

Mindshare and Unilever's partnership was the most fruitful, with big wins for their joint projects in the APAC and EMEA regions.

| Rankings | Agency | Brand | Project |
|----------|-------------------------------------|-----------------------------------|-------------------------------|
| 1 | Mindshare Turkey | Nike | Spark Brilliance |
| 2 | DDB Sydney | Sydney Opera House | #ComeOnIn |
| 3 | PHD India | Unilever: Active Wheel | Lo Kar Lo Baat |
| 4 | JWT Brazil & Atados | | Donate the Bars |
| 5 | Mindshare UK | Jaguar | #FeelWimbledon |
| 6 | Mindshare India | Unilever: Lifebuoy | MMS 2.0 |
| 7 | Digital Arts Network Singapore | MasterCard | Masterpass |
| 8 | R/GA London | McDonald's | Happy Studio |
| = | Africa Brazil | Itau Bank | Kidsbook Collection |
| 9 | Serviceplan Munich & Plan.Net Group | | WhatsGerman |
| 10 | Opera Mediaworks & Dentsu Indonesia | Disney Pixar | Finding Dory |
| = | Nimbletank UK | Santander | KITTI |
| = | T Brand Studio NY | New York Times, Google, GE & MINI | NYT VR |
| 11 | Mindshare India | Castrol India Ltd | Castrol Mini Truck Driver |
| = | Mindshare Thailand | Unilever: Knorr | Knorr Auntie Reply |
| = | Mindshare India | Unilever: Pureit | Outshout or Outsmart |
| = | Leo Burnett & Starcom Vietnam | Samsung | Galaxy A Say A |
| = | Mindshare Vietnam | Unilever: Pond's | Younger in You |
| 12 | FCB Brazil | Estadao Digital | Song of Violence |
| = | INGO Stockholm | Swedish Tourist Association | The Swedish Number |
| 13 | DigitasLbi USA | Dunkin' Donuts | #WTFast |
| = | Yonder Media | IEC South Africa | Elections Registration 2016 |
| = | Performics | OLX India BV | OLX's Progressive Remarketing |
| = | Mediacom Vietnam | Naver Corp & V Live | Roses for Your Idols |
| = | Mindshare Indonesia | Unilever: Pepsodent | Bedtime Stories |
| 14 | Manning Gottlieb OMD UK | Starbucks | Mobile Order & Pay |

| Rankings | Agency | Brand | Project |
|-----------|---|--------------------------------------|--|
| = | DDB Group Germany | Pink Ribbon Germany | Check it Before it is Removed |
| = | GS & P USA | AD Council | I'm a Witness |
| = | The Creamunion South Korea | AIA Korea, Facebook | Mother's First Song |
| = | PHD/Blis | Canon | Come & See |
| = | Wanda Digital Turkey | Amnesty International | #SeeTheBigPicture |
| = | MOBGEN | Shell | Motorist App |
| = | Mobile Travel Technologies | Singapore Airlines | Singapore Airlines Multi Device & App |
| = | Mindshare China | KFC | #MorningEncouragement |
| = | Weve UK | Fiat | The Digital Dealership |
| = | Mindshare Vietnam, MullenLowe | Unilever: CLEAR Shampoo | Smash Poor Helmets |
| = | Mindshare Indonesia, InMobi | Unilever: Rexona | Rexona Street View |
| = | Opera Mediaworks | Lazada | Hitting Bull's Eye in Indonesia E-Commerce |
| = | Isobar China | Unilever | Master Kong Kung-fu of Noodles |
| = | SapientRazorfish | Acura | #RaceYourHeartOut |
| 15 | Ogilvy & Mather, Edelman, VaynerMedia USA | Unilever, Snaps Inc., Dove Hair Care | Dove Love Your Curls Emoji |
| = | MUV Brazil | Netshoes | Internet Access |
| = | Opera Mediaworks, Isobar Turkey | Media Market | Wish Delivery Ad |
| = | Mindshare India | Unilever: Brooke Bond Red Label Tea | 6 Pack Band |
| = | S4M Brazil | L'Oreal, Ralph Lauren | S4M for Ralph Lauren Campaign |
| = | Mobext & Room23 Brazil | Danone, Serenito & Logan | Serepixels Augmented Reality |
| = | InMobi, Starcom UK | Samsung | Samsung RWC |
| = | Mediavest UK | Heineken | Strongbow Cloudy Apple |
| = | Mindshare UK | Unilever: Lynx | #BiggerIssues |
| = | R/GA Hustle London | Beats | Beats1Run |
| = | Mindshare Vietnam | Unilever: Surf | Hyper Location Targeting |
| = | Adtimes Vietnam | VTV Digital, VTV Go | Kitchen God Show |
| = | Mindshare Indonesia | Unilever | 1001 Inspirasi Ramadan |
| = | Isobar China | Unilever: Cornetto | Follow Your Heart, Don't Wait |
| = | FCB Shanghai | Mondelez Intl | Play with Oreo |
| 16 | Blis, Starcom Mediavest UK | Heineken | K1664 |
| = | 360i, NY | Oscar Mayer, Kraft Heinz | SIZZL |
| = | Venables Bell & Partners SF | REI | #OptOutside |
| = | McCann Lima | Peruvian Redcross | Hashtags for Life |
| = | DAVID Buenos Aires | MACMA | Manboobs |
| = | R/GA Hustle LA | Beats By DRE | Straight Outta |
| = | Cheil Madrid | Samsung | Blindcap |
| = | Zambezi Venice | Stance | Stop with the Force |
| 17 | SapientRazorfish USA | Spotify | Spotify Singles |
| = | Dentsu Singapore | Canon | Instazoom |
| = | Mindshare China | L'Oreal | Mobile Makeover for Gamers |

| Rankings | Agency | Brand | Project |
|----------|--|---------------------------|--------------------------------------|
| = | Login Mexico | Televisa | Login Project 2016 |
| = | Netcore Solutions India | Godrej Group | Consumer Engagement Through Free G |
| = | Weve UK | Coca Cola & Diageo | The Creative Cocktail Book |
| = | Mindshare Indonesia, InMobi | Unilever: Pond's | Acne Popcorn |
| = | | Kopiko78 & Telkomsel | Unique Sampling Experience |
| 18 | R/GA NY | Samsung | Try on a Six |
| 19 | Nimbletank UK | Forbidden Technology | Forscene |
| = | Manning Gottlieb OMD UK | Sony Pictures | First Truly Mobile Bond |
| = | Forsman & Bodenfors Sweden | If Insurance | Slow Down GPS |
| = | Saatchi & Saatchi London | Deutsche Telekom | Sea Hero Quest |
| = | FCB Zurich | Hockey Club Davos | HCD Rink Bingo |
| = | TBWA/Chiat/Day LA | AirBNB | #LiveInTheMovies |
| = | TBWA/Sydney | MJ Bale | Uncrushable |
| = | Y&R Dubai | Videocon | The Traffic Gaaye |
| = | O&M Singapore | Allianz | Amateur Replay |
| = | 72andSunny, Playa Vista USA | Google, Disney, Lucasfilm | Lightsaber Escape |
| = | Ogilvyone Paris | Babolat | Babolat Pop |
| = | GS & P USA | The Dali Museum | Dreams of Dali |
| = | JWT Brazil | Instituto Ayrton Senna | Senna: The Heart of Brazil |
| = | R/GA USA | Nike | Pace Station |
| = | KBS/Serviceplan USA | BMW North America | Eyes on GIGI |
| = | Leo Burnett Vietnam | Samsung Vietnam | Watch it with the S6 |
| = | SapientNitro USA | Miami HEAT | Miami Heat App |
| = | Sapient Nitro USA | | SpeakEmoji |
| = | MediaPlus, Serviceplan Germany | Stylight, Shazam | Fashion Mag Hijack |
| = | Opera Mediaworks Turkey | Mercedes Benz | Mercedes A Series |
| = | People Initiative Turkey | Doğuş Müşteri Sistemleri | Zubizu |
| = | Mindshare Turkey | Unilever: Algida | Let the Summer Begin |
| = | JWT Manajans Turkey | Unilever: Axe | Axe One Song Stand |
| = | Opera Mediaworks, Starcom Mediavest Turkey | Samsung Galaxy Note 5 | Fill the Banner |
| = | Carving Labs | Picard Surgeles | Mobile Wallets |
| = | Opera Mediaworks Turkey | Turkcell | Dialogue Museum |
| = | PHD India | Unilever: Rin | RIN Career Ready |
| = | Mindshare Thailand | PepsiCo: Lays | Smilestagram |
| = | Mindshare Thailand | Unilever: Walls | Walls Man 2.0 |
| = | SapientRazorfish China | Nike | Kobe-mojis |
| = | Agency F.biz Brazil | Unilever: Close-up | Don't Judge Kiss |
| = | Interactive Avenues India | Coca Cola | Coke Wishes |
| = | Performics | Airtel & Wynk Music | Music on the Go |
| = | Performics | Bharti Airtel | How Airtel Used Digital to Launch 4G |
| = | Leo Burnett | Bajaj Auto | The Nation's Bike |

| Rankings | Agency | Brand | Project |
|-----------|------------------------------------|----------------------------------|---|
| = | Interactive Avenues | YU Mobile | YU Play Music, World Music Day |
| = | Starcom UK | Lidl | Lidl Christmas |
| = | Goodstuff UK | House of Fraser | View from The Red Carpet |
| = | Criteo UK | New Look | Connect the Consumer |
| = | DigiPencil MVV | Total Hiperf | 360 Treasure Hunt |
| = | Pervorm | Friesland Campina | Friso Mobile First Acquisition Campaign |
| = | Mindshare Vietnam, Out There Media | Friesland Campina | Friso 'Spread the Love' |
| = | Red2 Digital | California Fitness & Yoga Centre | Setup Vietnam |
| = | Mediacom Vietnam | Coca Cola | You Have a Call |
| = | Hakuhodo Indonesia | Lovepink | Breaties |
| = | | Maybelline | E-Commerce & Livestream Made for Each Other |
| = | Cheil China | Yili | Doctor on the Way |
| = | | KFC | Xmas Music Bucket |
| = | Civilization/Shanghai | PepsiCo | Monkey King Brings Family Together |
| = | Mindshare China | Nestle | Nescafe Study Break with Instant Manga |
| = | Publicis China | Xihan Action | Pocket with love |
| 20 | | Domino's | UK APP |

Projects by Categories

Top 5 Location Based Projects

| Ranking | Agency | Brand | Project |
|---------|-----------------|------------------------|------------------------------------|
| 1 | DDB Sydney | Sydney Opera House | #ComeOnIn |
| 2 | Mindshare UK | Jaguar | #FeelWimbledon |
| 3 | Mindshare India | Castrol India | Castrol Mini Truck Driver Campaign |
| 4 | PHD & Blis | Canon | Come & See |
| 5 | S4M | L'Oreal & Ralph Lauren | S4M for Ralph Lauren Campaign |

Top 5 Programmatic Projects

| Ranking | Agency | Brand | Project |
|---------|------------|------------------------|---|
| 1 | PHD & Blis | Canon | Come & See |
| 2 | S4M | L'Oreal & Ralph Lauren | S4M for Ralph Lauren Campaign |
| 3 | Criteo | New Look | Connect the Consumer |
| 4 | Pervorm | Friesland Campina | Friso Mobile First Acquisition Campaign |
| 5 | PHD China | Unilever & UFS | Finding Chinese Chefs |

Top 5 Lead Generation Projects

| Ranking | Agency | Brand | Project |
|---------|----------------------------------|-------------|--|
| 1 | Mindshare Thailand | Unilever | Knorr Auntie Reply |
| 2 | Mindshare Vietnam | Unilever | Pond's Younger in You |
| 3 | Opera Mediaworks | Lazada | Hitting Bull's Eye in Indonesia E-Commerce |
| 4 | MUV Brazil | Netshoes | Internet Access |
| 5 | Opera Mediaworks & Isobar Turkey | Media Markt | Wish Delivery Ad |

Top 5 Mobile Social Projects

| Ranking | Agency | Brand | Project |
|---------|---------------------|----------------|---------------------|
| 1 | JWT Brazil & Atados | | Donate the bars |
| 2 | Mindshare UK | Jaguar | #FeelWimbledon |
| 3 | Africa Brazil | Itau Bank | Kidsbook Collection |
| 4 | Serviceplan Munich | Plan.Net Group | WhatsGerman |
| 5 | DigitasLBI | Dunkin' Donuts | #WTFFAST |

Top 5 Projects APAC

| Ranking | Agency | Brand | Project |
|---------|-------------------------------------|-----------------------|----------------|
| 1 | DDB Sydney | Sydney Opera House | #ComeOnIn |
| 2 | PHD India | Unilever Active Wheel | Lo Kar Lo Baat |
| 3 | Mindshare India | Unilever Lifebuoy | MMS 2.0 |
| 4 | Digital Arts network Singapore | MasterCard | Masterpass |
| 5 | Opera Mediaworks & Dentsu Indonesia | Disney, Pixar | Finding Dory |

Top 5 Projects EMEA

| Ranking | Agency | Brand | Project |
|---------|-------------------------------------|------------|------------------|
| 1 | Mindshare Turkey | Nike | Spark Brilliance |
| 2 | Mindshare UK | Jaguar | #FeelWimbledon |
| 3 | R/GA London | McDonald's | Happy Studio |
| 4 | Serviceplan Munich & Plan.Net Group | | WhatsGerman |
| 5 | Nimbletank UK | Santander | KiTTi |

Top 5 Projects LATAM & NA

| Ranking | Agency | Brand | Project |
|---------|-----------------------------------|------------------|---------------------|
| 1 | JWT Brazil & Atados | | Donate the Bars |
| 2 | Africa Brazil | Itau Bank | Kidsbook Collection |
| 3 | T Brand Studio NY | Google, GE, MINI | NYT VR |
| 4 | FCB Brazil | Estadao Digital | Song of Violence |
| 5 | Goodby Silverstein & Partners USA | AD Council | I'm a Witness |

Most Awarded Agencies / Media Houses of 2016

Mindshare were the most awarded agency / media house of 2016. They amassed over double the points of second place Starcom Mediavest.

APAC was a particularly fruitful region for Mindshare with their Indian, Vietnamese and Indonesian offices amongst the most recognized in 2016.

| Rankings | Agency / Media House |
|----------|-------------------------------|
| 1 | Mindshare |
| 2 | Starcom Mediavest |
| 3 | Opera Mediaworks |
| 4 | R/GA |
| 5 | PHD |
| 6 | J. Walter Thompson |
| = | Ogilvy & Mather |
| 7 | DDB |
| 8 | SapientRazorfish |
| 9 | Isobar |
| 10 | Leo Burnett |
| 11 | FCB |
| = | Serviceplan |
| 12 | Dentsu |
| = | InMobi |
| 13 | Blis |
| 14 | Performics |
| 15 | Atados |
| = | Nimbletank |
| = | OMD |
| = | Weve |
| 16 | Africa |
| 17 | CHEIL |
| = | Digital Arts Network |
| 18 | DigitasLBi |
| = | Mediacom |
| 19 | MullenLowe |
| 20 | Goodby Silverstein & Partners |
| 21 | TBWA |
| 22 | Agency F. Biz |
| = | Yonder Media |
| 23 | DAVID |
| = | Interactive Avenues |
| = | MOBGEN |

| Rankings | Agency / Media House |
|-----------|----------------------|
| = | MTT |
| = | netCORE Solutions |
| = | The Creamunion |
| = | Wanda Digital |
| 24 | Adtimsa |
| = | Criteo |
| = | Edelman |
| = | Mobext |
| = | MUV |
| = | Room23 |
| = | S4M |
| = | Vayner Media |
| = | Y&R |
| 25 | 360i |
| = | Hakuhodo |
| = | McCann |
| = | Partners |
| = | Venables Bell |
| = | Zambezi |
| 26 | Login |
| 27 | 72andsunny |
| = | Affles |
| = | BBDO |
| = | Carving Labs |
| = | Civilisation |
| = | Digipencil MVV |
| = | Forsman & Bodenfors |
| = | Goodstuff |
| = | KBS |
| = | Mediaplus |
| = | Out There Media |
| = | Playa Vista |
| = | People Initiative |
| = | Pervorm |
| = | Publicis |
| = | Red2 Digital |
| = | Saatchi & Saatchi |
| = | Somo |
| 28 | Adsmovil |
| = | Agencia3 |
| = | Brandtone |
| = | Click Media |

| Rankings | Agency / Media House |
|-----------|------------------------------|
| = | Facebook Creative Shop |
| = | Flying Cursor |
| = | Initiative |
| = | Ki Saigon |
| = | ZER |
| = | Loopme |
| = | Marcos Yamamura |
| = | MEC |
| = | Ruskan |
| = | Wunderman |
| 29 | Alchemetrics Ltd |
| = | Darewin Entertainment Agency |
| = | Deutsch |
| = | Droga5 |
| = | Essence |
| = | Fonix |
| = | Grey |
| = | Hill+Knowlton Strategies |
| = | iris Worldwide |
| = | M&C Saatchi |
| = | Mobile5 |
| = | Red Ant |
| = | Salecycle |
| = | Unique Digital |

Most Awarded Brands / Marketers of 2016

Unilever was the most awarded brand / marketer of 2016. Much like Mindshare in the agency rankings, Unilever gained over double the points of second place Samsung.

The FMCG giant was recognised all over the world and benefitted greatly with partnerships with the likes of Mindshare, PHD, Isobar and MullenLowe.

| Rakings | Brand / Marketer |
|----------|--------------------|
| 1 | Unilever |
| 2 | Samsung |
| 3 | Nike |
| 4 | L'Oréal |
| 5 | Sydney Opera House |
| 6 | Heineken |
| = | KFC |

| Rakings | Brand / Marketer |
|----------------|-----------------------------|
| 7 | Disney |
| = | McDonald's |
| = | PepsiCo |
| 8 | Itau Bank |
| = | Jaguar |
| 9 | MasterCard |
| 10 | BMW |
| = | Canon |
| = | Coca-Cola |
| = | Google |
| 11 | Beats By DRE |
| 12 | Santander |
| 13 | Castrol |
| = | FrieslandCampina |
| 14 | Estadao Digital |
| = | Shell |
| = | Starbucks |
| = | Swedish Tourist Association |
| 15 | Dunkin' Donuts |
| = | GE |
| = | IEC South Africa |
| = | Naver Cooperation |
| = | OLX India BV |
| = | V Live |
| 16 | Acura |
| = | AD Council |
| = | AIA Korea |
| = | Airtel |
| = | Amnesty International |
| = | Fiat |
| = | Facebook |
| = | Lazada |
| = | Pink Ribbon |
| = | Singapore Airlines |
| 17 | Danone |
| = | Media Markt |
| = | Mondelez International |
| = | Netshoes |
| = | Snap Inc. |
| = | Turk Telecom |
| = | VTV Digital |
| = | Mercedes Benz |

| Rakings | Brand / Marketer |
|----------------|----------------------------------|
| 18 | MACMA |
| = | Kraft Heinz |
| = | Peruvian Redcross |
| = | REI |
| = | Stance |
| 19 | Diageo |
| = | Godrej |
| = | Kimberly Clark |
| = | Kopikio 78 |
| = | Telkomsel |
| = | Spotify |
| = | Televisa |
| 20 | AirBNB |
| = | Wynk music |
| = | Allianz |
| = | Babolat |
| = | Bajaj |
| = | Indigo Consulting |
| = | California Fitness & Yoga Center |
| = | Deutsche Telekom |
| = | Doğuş Müşteri Sistemleri |
| = | Forbidden Technology |
| = | Hockey Club Davos |
| = | House of Fraser |
| = | If Insurance |
| = | Instituto Ayrton Senna |
| = | Lidl |
| = | Lovepink |
| = | Miami HEAT |
| = | MJ Bale |
| = | Nestle |
| = | New Look |
| = | Picard Surgeles |
| = | Sony Pictures |
| = | Stylight |
| = | Shazam |
| = | The Dali Museum |
| = | Total HI-PERF |
| = | Videocon |
| = | Xihan Action |
| = | YILI |
| = | YU Mobile |

| Rakings | Brand / Marketer |
|----------------|----------------------------------|
| 21 | Domino's |
| 22 | Bitfinder |
| = | Café TC |
| = | COAI |
| = | Dell |
| = | Disque Denuncia |
| = | GSK |
| = | Idea Cellular |
| = | Juan Valdez coffee |
| = | KeenHome |
| = | Motorola |
| = | National Gerographic |
| = | P&G |
| = | Orion |
| = | Royal Canin |
| = | ShanghaiPRIDE |
| = | Travel Republic |
| = | Tusker |
| = | Vivo |
| = | Yomost |
| = | Koçtaş |
| 23 | Adidas |
| = | Addison Lee |
| = | Burger King |
| = | Children in Need |
| = | Firefly |
| = | Financial Times |
| = | HTC |
| = | Johnsonville |
| = | Key Technology |
| = | Liftshare |
| = | Lufthansa |
| = | Netflix |
| = | Novus Leisure |
| = | Origin Energy |
| = | Photobox |
| = | Plume Labs |
| = | Public Health England |
| = | Shop Direct |
| = | Taco Bell |
| = | The Economist |
| = | Thai Health Promotion Foundation |

| Rakings | Brand / Marketer |
|----------------|-------------------------|
| = | The Restaurant group |
| = | Tok & Stok |
| = | Tourism Australia |
| = | UNACEM |
| = | Volvo |

Most Awarded Countries of 2016

The UK was the most awarded country in 2016, accounting for 17.3 percent of the points, ahead of the US' 11.3 percent.

APAC had a strong presence in the rankings with six of the top 10 coming from the region.

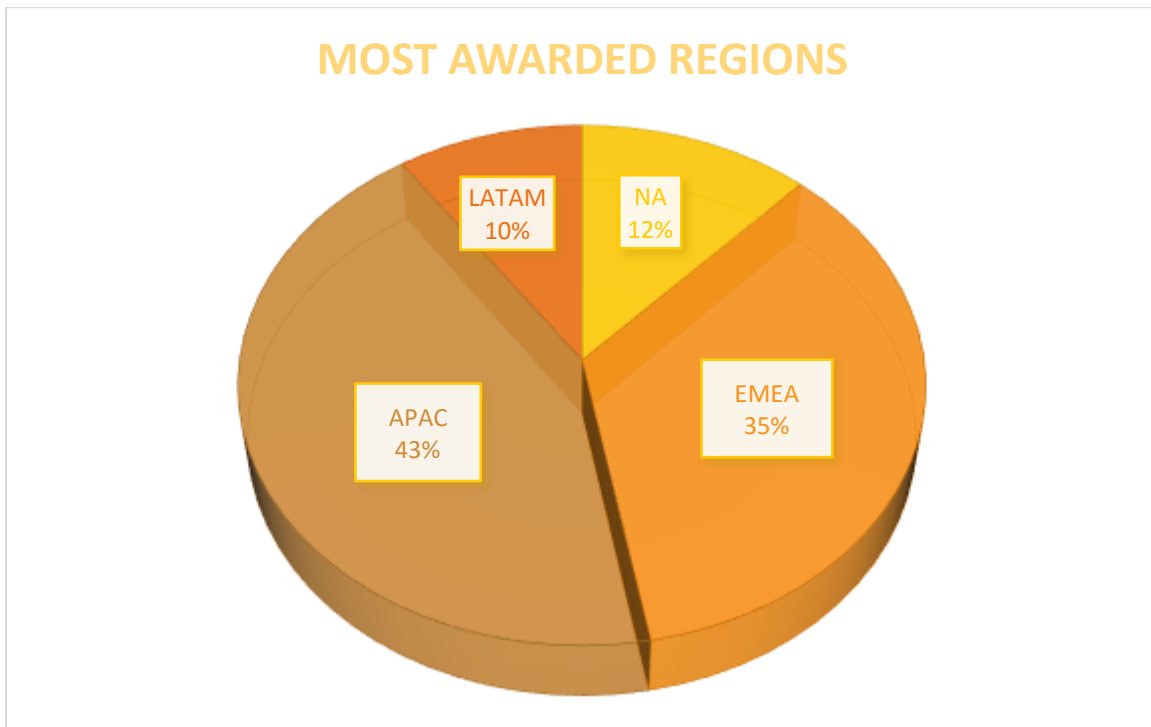
The United Kingdom gained greatly thanks to the projects such as: Mindshare's '#FeelWimbledon', R/GA's 'Happy Studio' and Nimbletank's 'KITTI', all of whom were in the Top 10 for the most awarded projects of 2016.

| Rankings | Country |
|-----------------|----------------------|
| 1 | UK |
| 2 | USA |
| 3 | India |
| 4 | Vietnam |
| 5 | China |
| 6 | Brazil |
| 7 | Turkey |
| 8 | Indonesia |
| 9 | Australia |
| 10 | Singapore |
| 11 | Germany |
| 12 | Thailand |
| 13 | South Africa |
| 14 | France |
| 15 | Sweden |
| 16 | Peru |
| = | Argentina |
| = | Spain |
| = | Netherlands |
| 17 | Italy |
| 18 | Mexico |
| 19 | Switzerland |
| = | United Arab Emirates |

| Rankings | Country |
|-----------|-------------|
| 20 | Kenya |
| = | Russia |
| = | Malaysia |
| = | Colombia |
| = | Denmark |
| 21 | Japan |
| = | Hungary |
| = | New Zealand |
| = | Tunisia |
| 22 | Israel |
| = | Canada |

Most Awarded Region of 2016

APAC was the most awarded region in 2016 accounting for 43 percent of the points. Despite having the most awarded project coming from their region EMEA had to settle for second place with 35 percent ahead of North America's 12 percent. LATAM accounted for the remaining 10 percent of the points.



Notably Independent

Here are our picks, in no particular order, of independent mobile advertising and technology companies doing notable work in the world of Mobile Marketing from around the world:

| Sr. No. | Companies | Key Region of Operation |
|---------|-----------------|-------------------------|
| 1 | Out There Media | Global |
| 2 | InMobi | Global |
| 3 | Blis | Global |
| 4 | Adsmovil | LATAM |
| 5 | Nimbletank | EMEA |

Five Lovely Telco's Worth a Mention

Starhub Singapore: One of the leading mobile operators in Singapore. [Starhub](#), via their mobile advertising services is enabling businesses to engage with their target groups in an unprecedented way.



They have helped thousands of small and midsize companies across the country to improve their businesses and their ability to attract the right consumer at the right time in a very effective and efficient way, helping them to save millions of dollars in advertising and thus contributing in the overall success of the economy.



Zain Iraq: [Zain](#) has emerged to be the source of hope for the people of war torn Iraq and their hard-working businesses, by offering them a way back into life and into the economy by launching its innovative, people-centric approach for consumer engagement, spreading hope for a better future across the country.

Smart Philippines: [Smart](#), the winner of [the Cannes Grand Prix in 2013](#) for its mobile education program for children, has yet again proven that it is ahead of the curve when it comes to enabling the Philippines to an innovation leader in mobile across Asia.



Smart is offering services for small, medium and big companies to enhance their businesses by enabling them to reach everybody in the Philippines over their mobile phones, even in the most remote islands of the Philippines. Companies have rewarded Smart for this approach with growing, recurring mobile investments over the past 12 months.



Telkomsel Indonesia: [Telkomsel](#), with its 150 million mobile subscribers, is ahead of the curve in Indonesia by enabling more than 50% of the country to receive relevant and useful information on their mobiles.

The [Singtel Group](#) owned telco has set the barrier high in Asia when it comes to targeting to the most remote and rural areas, always offering the most effective ways for brands to engage with their desired

audiences at scale and making consumers happy while offering them valuable benefits, in a country that is almost the size of all of Europe.

Axiata: Kuala Lumpur based [Axiata Group](#), with its a presence in Indonesia, Malaysia, Singapore, Sri Lanka, Bangladesh and India, has proven to be one of the most progressive telco groups in the world when it comes to their "Digital Only Approach".



They have a strong understanding of what the market needs and corresponds in a swift and flexible way, always putting their people first in the equation while catering to the advertising market in an unprecedented way: cross markets-cross platforms-cross channels.

Lovely Mobile Leaders

Marne Levine, COO of Instagram

Most people are familiar with the app named [Instagram](#). Instagram is a community of over 300 million people sharing pictures and videos. Marne Levine has been the COO at Instagram for the past 2 years.

Over the past 6 years Marne has had the privilege to work for Facebook as the head of global public policy. Instagram was founded in 2010 then acquired by Facebook in 2012.

Marne then became the COO of Instagram in 2015 where she has been responsible for helping scale the company's business operations globally. She has worked with governments and organizations to assist in their understanding of Facebook's transformative technology.



Neil Bruce, Head of Mobile at Mindshare UK

Neil was recruited by Mindshare from the mobile performance agency, Somo, to strengthen their integration of data and targeting. He joined [Mindshare UK](#) in 2014 and worked with their digital strategist team.

Before Mindshare he led client services for marketing divisions including Paddy Power, Sky and Shop Direct. Prior to that Bruce held positions at Starcom Mediavest Group and

OMD International developing widespread media communication mixes.

He is a frequent correspondent for Adweek Europe and International Advertising Bureau events. In addition, Bruce is a board member of the Mobile Marketing Association in the UK.

Susan Wojcicki, CEO of YouTube

Google, Intel, and [YouTube](#) are just a few of the companies Susan Wojcicki has had the pleasure of working for. Susan Wojcicki was a contributor in the development of Google Books and Google Images.

She is credited with the development of AdSense, Google's second largest source of revenue. In addition, she is regarded as one the person who persuaded Google to purchase YouTube when they were developing Google Video. This led to her current position as CEO of YouTube.



Susan has been a part of Google's two largest acquisitions which were YouTube for \$1.65 billion and DoubleClick for \$3.1 billion. In 2015, Time Magazine recognized her as the most important person in advertising.



James Hilton, Global CEO, M&C Saatchi Mobile

James Hilton is founder and Global CEO of [M&C Saatchi Mobile](#). An accomplished British marketer with over 18 years' experience in direct response marketing strategy, Hilton has held senior executive positions at leading global media and consumer brands including WeightWatchers, MGM Mirage, Guardian Media Group and Grey Advertising.

Dissatisfied with the lack of quality and marketing knowledge he encountered when looking for a mobile marketing supplier, Hilton made the decision to found his own company Inside Mobile in early 2006. The new venture was one of the world's first purely mobile-focused marketing and advertising consultancies.

Inside Mobile grew rapidly to become a success and a market leader, winning numerous international marketing awards and accolades in the process. By mid-2010, Inside Mobile had far exceeded the expectations of its business plan and global advertising giant M&C Saatchi acquired a majority stake in the company, rebranding it as M&C Saatchi Mobile.

M&C Saatchi Mobile is now one of the largest global mobile agencies with over 140+ employees in London, New York, San Francisco, Los Angeles, Sydney, Singapore, New Delhi and Bangalore. The agency has worked with the likes of Amazon and Microsoft and offers a full scope of mobile marketing services, including strategy, media and creative. In addition to winning Mobile Marketing Agency of the year in 2015 and The Drum DADI's Digital Agency of the Year in 2016, Hilton was personally voted the number one influential individual in mobile by industry professionals in 2014.

Mollie Spilman, CRO of Criteo

Over the past 24 years Mollie Spilman has been working in the media business. The companies span from AOL to Millennial Media. Mollie is in charge of all global commercial operations at [Criteo](#).

Of course, Spilman has been CEO of two start-up companies before her latest role which include Time Warner and Discovery Corporation. Criteo is a digital advertising company that specializes in personalized ads. Mollie's main focus at Criteo is to help cross-device and cross-digital channels to better personalize ads to people.



Merideth Kopit Levien, CRO and EVP of the New York Times

The newspaper industry is currently in decline. Merideth Kopit Levien is accredited with the digital side of the [New York Times](#). She has increased revenue by collaborating with companies like Netflix, Dell and MetLife.

Her experience within the news industry stems back to 1993. Merideth was promoted to CRO and EVP of the New York Times. In other words, she is in charge of both advertising and print.

Merideth currently serves on The Interactive Advertising Bureau (IAB) and the Ad Council. She hopes to transition the news industry into the digital age.



Daniel Bonner, Chief Creative Officer at Razorfish

Dan has worked for [Razorfish](#) since 2011 and his work is directed towards client business, creative excellence and talent management.

His impressive talent has led Razorfish to recognition from Clio Awards, One Show, The FAB Awards and Cannes Lions to name a few. In 2015, they successfully grasped a couple awards under the title Agency of the Year. He has personally earned many awards himself including the number one digital director in the UK by Campaign and 2016 influencer of the year by Creativepool.



Somehow Dan manages to find some free time and is an avid cyclist. Of course, he also serves on the board of the Mobile Marketing Association, and had the honour of serving as jury chair in 2014.



Gladys Kong, CEO of UberMedia

Gladys Kong is known for being an entrepreneur and innovator in the mobile technology sector. A few of her roles include the VP of engineering at Snap Technologies Inc. and VP of research at IdeaLab.

Kong has overseen the creation of many companies which encompass Evolution Robotics, Evolution Pages, and Omnilux. Gladys was picked up by [UberMedia](#) as its CTO and general manager in 2012 then promoted to CEO in 2015.

UberMedia uses social and location information to target mobile ads to individuals.

Kyoko Matsushita, Managing Director of APAC for Essence

Kyoko Matsushita has widespread experience working with companies like Google, The Financial Times, and Tesco Mobile.

She has been deeply involved in online/mobile gaming companies like EA and Sony Europe. In addition to that experience she was the former global account director for Leo Burnett / Starcom Media. She has been exposed to over a decade of experience in digital and tech industries.

She currently holds the position as managing director of APAC for [Essence](#). She is recognized for growing revenue 107% in her first year on the job.



James Chandler, Chief Marketing Officer at IAB

James worked at Mindshare UK since 2008 until late 2016, starting out working on TalkTalk and Ford. He has made his way up to Mobile Account Director and now currently holds the position Global Mobile Director.

Chandler is the lead on a joint venture deal with Google called the Mobile Garage Initiative. It was created to aid global clients gain opportunities and innovation in their markets. He acquired his new role at Snapchat this past

November where he will be working on the social media brands partnerships. His new title is CMO of Snapchat.

His role at Snapchat is the first of its kind as he is their first marketing boss. Along with many other innovators on this list, he is an [IAB UK](#) Mobile Board member. To finish off his polished resume, he was voted Mobile Marketer of the year in 2014.

Petra Vorsteher, CAO and Co-Founder of Smaato

Petra Vorsteher was a pioneer for women in the mobile marketing industry by co-founding [Smaato](#) in 2005. Smaato is a real-time bidding and supply side ad platform for developers. The company brings in an estimated \$100 million per year and collaborates with over 90,000 app developers.

She played a vital role as a founding member of Intershop in the mid 90's growing a start-up company to be worth over \$12 billion. Petra contributed to the \$25 billion licensing deal with Deutsche Telekom.

In addition, she has been appointed Hamburg Ambassador to San Francisco by the governor, International Ambassador TUHH by the President, and is regarded as one of the most powerful women in the mobile industry.



Karen Blackett, Chairwoman of MediaCom UK

The UK's biggest media agency is [MediaCom](#). Karen Blackett was promoted from CEO to Chairwoman of the company at the beginning of last year.

She holds this prestigious position as the most senior black executive, both male and female, in the UK Ad world. Karen successfully pitched MediaCom's biggest account, Tesco, for \$135 million.

This past month Karen was appointed president of NABS, which is a non-profit group for ads and media. To top it off she was awarded an OBE at Queen's Honours list last year for her extensive work in the media industry.

Roy Ryo Tsukiji, CEO & Creative Director at Birdman

With such a unique title, expertise must be needed. Roy started out his career in design after graduating from a university in Australia. He then went onto establish [Birdman](#) in 2004 in Japan.

Birdman is an interactive design agency that has a goal of reaching limits that have been unknown. An example of the imaginative work is the launch of Croc's Flying Shoe Store.

Customers chose a pair of shoes they wanted digitally, then they were delivered to hand via helicopter drone.

Roy's creative talents have involved collaborating with clients including SONY, Nissan, Nike, Puma, and Intel. His contributions have been recognized through over 100 awards!



Kerstin Trikalitis, CEO and Co-Founder Out There Media

Kerstin co-founded [Out There Media](#) (OTM), a leading mobile advertising and data monetization company that uniquely links mobile operators with advertisers via its proprietary, award-winning technology Mobucks™. The Company's platform enables mobile operators to monetize their data, assets and subscriber base and brands & agencies to reach their audiences in a highly-targeted manner at scale, with OTM's "micro-

targeting at scale" methodology – leading to unprecedented levels of consumer engagement. OTM works with Fortune 500 companies such as Unilever, Pepsi, Nestle, L'Oreal, Coca Cola, P&G, etc. The Company is headquartered in Vienna, Austria with operations across the globe.

Kerstin was selected as "Endeavour High Impact Entrepreneur" in 2013 and was recognized as "Top 50 Female Executives in Mobile" by the Mobile Entertainment Forum, one out of 10 "Women who Rock the Marketing Industry" by MarComm News and among the "Lovely Leading Ladies in Mobile" by Lovely Mobile News. She is a regular Keynote Speaker at industry conferences globally and has served on the Cannes Lions Jury in "Mobile". Kerstin is the Chair Emeritus of the Board of the Mobile Marketing Association (MMA) EMEA. She has studied at Harvard Business School, Stanford and ESADE and speaks six languages.

Garrett Gan, Founder of Thalamus

Founded in 2014, [Thalamus](#) is now the largest research database of ad vendor data in the world. Garrett had only been in the workforce for about 3 years before creating Thalamus. He wondered why there was not a central database for all the ad vendors in the world.

Thalamus has over 50,000 ad partners and almost every one of them uses a mobile offering. Garrett's pioneered the research database for ad vendor data. Garrett is quoted: "Our vision is to become the 'de facto' standard of global advertising data, with all the information a digital marketer or media planner would need to source, evaluate, and connect with the ideal advertising partners matched to their goals."



Erin McKelvey, Founder/CEO of SalientMG

Previously, Erin McKelvey was the senior director of marketing at Sirius XM Radio and the Senior VP of Millennial Music.

She has managed to hold three powerful positions currently. These include: the director of customer programs at CGI, head of business performance at British Telecom Group, and founder/CEO of the custom marketing solutions firm [SalientMG](#). Her impressive work ethic over

the past 18 years has been transformative to the companies she works with.

Erin found time to be on several advisory boards including the Advisory Board for Advertising Week Europe and New York, the BOD of Marketers Choice Awards and several others previously. Mack was named one of the most powerful women in advertising by Business Insider and has received a silver medal for outstanding contribution to mobile marketing.

James Connelly, CEO and Founder of Fetch

[Fetch](#) was launched in 2009, making it one of the first mobile agencies. James Connelly is killing the game by being recognized so widely before the age of 30!

James had previous global marketing experience working in Sydney and London before he launched his own company. He is reported saying: "A mobile agency is better positioned to understand consumers going forward." James's confidence in his organization is what sets him apart from competition.

His recognition is widespread by being awarded Top 50 Most Influential Individuals in Mobile by The Drum Magazine, Media Week's 30 under 30 One's to Watch, and Growing Business' Young Guns 30 under 30 Entrepreneurs. In addition, he is a well-liked speaker in the industry (which never hurts).



Kamakshi Sivaramakrishnan, CEO and Founder of Drawbridge

She is one of the only women that is a CEO and engineer in the Silicon Valley. Before that title, Kamakshi was lead scientist at Google and AdMob.

Kamakshi moved onto bigger and better things when she created [Drawbridge](#). The company is able to track users when they switch between devices. Since its launch in 2011, Drawbridge can be found on over 550 million mobile and

desktop devices. This makes it the largest independent cross-device company that allows brands and consumers to have conversations.

Of course, Kamakshi's achievements go beyond her company. When she was getting her Phd she assisted in designing an instrument that is currently on the NASA New Horizons spacecraft mission to Pluto. She is out of this world!

Craig Wills, Managing Director and Co-Founder of Hi Mum! Said Dad

[‘Hi Mum! Said Dad’](#) was founded in 2011. The company was founded for the use of mobile first digital products for companies who need growth. Craig is Co-Founder and managing director of the company currently.

The company started from scratch with no clients and has built up to working with companies such as Cadbury, BBC, Molson Coors and many more. Craig has had the pleasure of receiving a Lovely Mobile Award, FWA Award, Mobile Travel & Tourism Awards and others for his work.

Craig has stood by his company's three pillars: Think, Do, Drive. This is shown through his breakout company and his success to date.



Piyush Shah, Chief Product Officer at InMobi

His title is different from the others on this list, however, his reach expands further than his title discloses. Shah is responsible for product related strategy and vision. In addition, he formerly held the title Head of Performance Advertising.

Shah joined [InMobi](#) in 2009 after serving as Associate Vice President of Deutsche Bank. Not surprisingly, Shah was a key contributor in the launch of InMobi SmartPay. In addition, he is an

influential member of the Developer Platform which enables developers to acquire and retain users.

Business World recognized Piyush as one of India's Innovative Youth Entrepreneurs as he founded an educational portal called LearningSpiral. Furthermore, Piyush assists product start-ups in India and acts as a mentor to youth in the subject.

Manish Vij, Founder and CEO of SVG Media

Not only is Manish the founder of [SVG Media](#), he is also one of the youngest dot com entrepreneurs. He has founded a number of leading digital marketing and e-commerce internet companies. These include: Quasar, SVG Media, SeventyNine, and Letsbuy.com.

Arguably his most successful company was SVG Media due to the fact that it has brought in over 150 million unique visitors. SVG Media represents over 70% of India's internet base. SVG Media pride themselves on being a single platform driving e-commerce.



Daniel Rosen, Global Director of Advertising for Telefónica

Daniel joined [Telefónica](#) in the end of 2014 with over 20 years of experience. He has had the privilege to work with brands like Nike, Gap, Coca-Cola, and MTV in developing their mobile screen communications.

Previously, Daniel was Chief Executive of marketing agency Joule. In addition, Daniel was the founder of AKQA's global mobile practice.

That position led to over 50 industry awards. Now he is leading Telefónica's advertising businesses globally across 21 countries.

In his free time, Daniel is the chairman of the Mobile Marketing Association EMEA Board. He is also a frequent speaker at events including Mobile World Congress and Cannes Lions.

Simon Gill, Chief Creative Officer at Isobar UK

Apple, EON, Honda, Lloyds Bank, Mattel, Microsoft, Selfridges, Sony...the list could go on. Simon Gill has proven his creative talents with these companies.

Before joining [Isobar UK](#) last year, Gill worked for DigitasLBi since its launch in 2006. He has spent more than 20 years in the industry in addition to his PhD in Multimedia. It is no surprise that he is an award winning creative. Simon loves the excitement and challenges that the industry brings and is looking forward to the transformations to come.

Simon was elected to the BIMA Executive in 2015. He is also an Executive Member of IADAS and has served multiple jury services for award shows. Look forward to seeing what Simon does with Isobar!



Alberto Pardo, CEO and Founder of Adsmovil

Alberto is a digital entrepreneur that created [Adsmovil](#) and Bea Digital. These are the leading advertising companies in LATAM. He is also the president and founder of the Colombian chamber of e-commerce.

He has worked in the field of digital advertising and mobile for over 15 years. In 2013, Adsmovil merged with Cisneros Interactive in order to develop digital businesses for Hispanic audiences in the U.S and Latin America.

According to their website, Adsmovil relies on over 500 advertisers which include Coca-Cola, Ford, Nestle, HSBC, Pepsi and more.

Alberto hopes to reach as many hispanics as possible and has confidence in his ability to do so. After all they have already successfully reached over 23 million Latin Americans.

James Temple, Executive Creative Director at R/GA

In 2006, James started working for [R/GA](#) New York. Quickly after he started he became a founder of R/GA London. James has over 20 years of design experience in the industry.

Prior to R/GA, James was the design director at Electronic Ink where he led the creative team that implemented the first design of user interfaces for clients including Bank of America, Microsoft, NYSE... Before that Temple was a freelance design consultant at IBM Toronto Media Design Studio where he worked on created interfaces for internal business clients.

James started out at IBM where he has helped create transformative digital products. These include the first Online Banking System linked to the Order Management System of the NYSE and Beats Music.



The Lovely Mobile Awards



We recently unveiled the key highlights of this report [during an exclusive, invite only party](#) at the Mobile World Congress in Barcelona.

At this party, our Editorial also decided to hand out a few accolades and here are the winners of these Lovely Mobile Awards:

The Lovely Application Award:

This was given to [Snapchat](#) for their role in revolutionising the mobile marketing industry in 2016.

It is not a coincidence that other leading social media platforms are now incorporating popular features of Snapchat



into their own apps and websites.



The Social Loveliness Award:

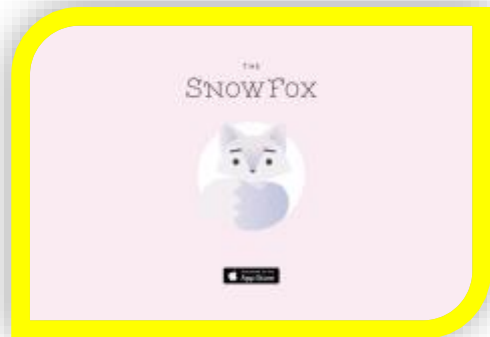
[J. Walter Thompson Brazil](#) and [Atados](#)' ['Donate the Bars'](#) project won this award for transforming the 'dead space' in vertical videos on mobiles, into a space where charitable causes could pitch for some much needed funds.

Watch the case study of this project [here](#).

The Lovely Innovation Award:

[AKQA's](#) innovative use of the latest SiriKit technology, to turn voice into a reading gesture, for their ['Snow Fox' App](#) – won them the Lovely Innovation Award.

Read more about this project [here](#) and watch the case study [here](#).





The Loveliest Idea Award:

[INGO Stockholm's](#) sensational 'The Swedish Number' project was recognised as the Loveliest Idea of 2016. The project for the [Swedish Tourist Association](#) that connected the world to random Swedes via their phones, was consistently featured in nearly every major global award programme.

Read more about this project [here](#) and watch the case study [here](#).

The Lovely M-Commerce Award:

[Hi Mum! Said Dad's](#) [Carling](#) Beer Button for [Molson Coors](#), helped transform the beer brand's sales in the UK in 2016.

It was the first 'e-commerce button' to directly integrate the UK's top five online grocery retailers, enabling users to select the seller of their choice before purchase, ensuring shoppers always got the best deal possible.



Read more about this project [here](#) and watch the case study [here](#).



The Lovely use of Technology Award:

And finally, the [New York Times'](#) ground breaking use of the [Google Cardboard](#) technology for their 'NYT VR' project, won them the Lovely use of Technology Award.

This project, which also won the Grand Prix in Cannes, brought an innovative new spin to digital story telling.

Read more about this project [here](#) and watch the case study [here](#).