

A man in a dark suit and blue tie is holding a white smartphone. Various business-related icons are floating around him, including an envelope, a dollar sign, a shopping cart, a person, a laptop, a bar chart, a globe, a house, a cloud, and another shopping cart. The background is a blurred cityscape.

# LOVELY MOBILE NEWS REPORT, RANKINGS & AWARDS 2018

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MOBILE NEWS

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# INTRODUCTION

The Lovely Mobile Report and Rankings is a look back and celebration of Mobile Marketing done in 2017.

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 our team for this report includes the likes of: The Cannes Lions; MMA Smarties; The Drum MOMAs; D&AD; The FAB Awards; The Lovely Mobile Awards; 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 PROJECTS OF 2017

PHD China's 'Yasmin's Sex-Ed Revolution' for Bayer was the most awarded project in 2017. It performed particularly well at the MMA Smarties, winning the Grand Prix, 4 Golds and a Silver in the global version of the awards; as well as the Grand Prix, a Gold and 3 Silvers in the regional categories. PHD also became China's only submitting media agency to win a Lion at Cannes 2017.

Dentsu Y&R's 'The Family Way' for Recruit Lifestyle was the Grand Prix winner in the Mobile category at the Cannes Lions Festival.

Of the 20 leading projects, the most (7) were from the Health & Wellness industry (Bayer, Alcoholics Anonymous, Italia Longeva, Colgate, Signal, Dove, and Recruit Lifestyle); followed by the F&B industry, from which there were 6 projects (Amarula, Doritos, Subway France, Mars Inc., Lipton, McDonald's Australia).

| Rankings | Project Title                            | Brand                | Agency  | Points |
|----------|--|----------------------|---|--------|
| 1        | Yasmin's Sex Ed-Revolution               | Bayer                | PHD Media   | 1820   |
| 2        | From Inside the Plot                     | FIAT                 | People Initiative                                     | 855    |
| 3        | #NameThemSaveThem                        | Amarula              | Liquorice & FCB                                       | 830    |
| 4        | Doritos Mystery                          | Doritos              | AlmapBBDO   | 800    |
| 5        | Subway - You're the Chef                 | Subway France        | S4M   | 790    |
| 6        | Anonymous Friend                         | Alcoholics Anonymous | J. Walter Thompson Brazil                             | 760    |
| 7        | Samsung Galaxy S8 - Shake to Own         | Samsung              | Leo Burnett Vietnam / Starcom & Performics Vietnam    | 700    |
| 8        | Chat Yourself                            | Italia Longeva       | Y&R Italia  | 660    |
| =        | Shell App for Connected Car              | Shell                | MOBGEN  | 660    |
| 9        | Pocket Dentist                           | Colgate              | Red Fuse Communications                               | 645    |
| 10       | The Adventures of Little Brush Big Brush | Signal               | R/GA London   | 640    |
| =        | Yapi Kredi Mobile App                    | YAPIKREDI            | YAPIKREDI   | 640    |
| 11       | Hungerithm                               | Mars, Incorporated   | Clemenger BBDO, Melbourne                             | 600    |
| =        | The Family Way                           | Recruit Lifestyle    | Dentsu Y&R  | 600    |
| 12       | Through the Dark                         | Google               | R/GA Sydney   | 590    |
| 13       | Dear Media                               | Dove                 | SapientRazorfish                                      | 560    |
| =        | Lipton Green Tea                         | Lipton               | InMobi  | 560    |
| 14       | Snaplications                            | McDonald's Australia | VML   | 520    |
| =        | Stay 'One Step Ahead' with AXA           | AXA                  | Mobext, xAd (GroundTruth), Fallon London, Posterscope | 520    |

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|----|--|---|---|-----|
| 15 | Influencing the In-Store Influencers                       | Linksys                                   | Possible                                    | 510 |
| 16 | Axelerate Find Your Magic                                  | Axe                                       | Mindshare Indonesia, AdColony               | 505 |
| 17 | Smugglaroos  | Dunkaroos                                 | Cossette                                    | 500 |
| 18 | #HEARURMOOD  | Langit Musik                              | Narrada Communication                       | 490 |
| =  | The Big O  | Durex                                     | Havas Boondoggle                            | 490 |
| =  | Waltzing Across TV   | Sony Entertainment Channel / Super Dancer | Zapr Media Labs                             | 490 |
| 19 | SÜTSÜZ OLMAZ   | Sütaş                                     | Alametifarika                               | 460 |
| 20 | Inspiring the Athlete Within Every Woman                   | Nike                                      | Mindshare India                             | 450 |
| 21 | Like My Addiction  | Addict'Aide                               | BETC Paris                                  | 430 |
| 22 | Reinventing the Athlete Tour                               | Nike                                      | Mindshare                                   | 410 |
| 23 | Social Enablers  | Pizza Hut                                 | Mindshare                                   | 405 |
| 24 | GEMS EVO Switch Campaign                                   | Government Employee Medical Scheme (GEMS) | Yonder Media                                | 400 |
| =  | Google Home of the Whopper                                 | Burger King                               | DAVID                                       | 400 |
| =  | Pizza Hut Turns Itself into The Social Enablers for Gamers | Pizza Hut                                 | Mindshare China                             | 400 |
| =  | Mobile innovation Makes A Blockbuster                      | Pirates of The Caribbean 5                | AdColony, Dentsu Digital Indonesia          | 400 |
| 25 | Zubizu Harbuye Open Air Concerts Campaign                  | Zubizu                                    | Mindshare                                   | 395 |
| 26 | Official Gorillaz App                                      | Gorillaz                                  | B-Reel                                      | 390 |
| 27 | The Maybelline Snapchat Hack                               | Maybelline                                | TBWA Singapore                              | 380 |
| 28 | Can't Stop   | Samsung                                   | R/GA  | 360 |
| =  | City-Proof Your Skin Campaign                              | Neutrogena                                | Tribal Worldwide                            | 360 |
| =  | The Future of Music  | Kobalt                                    | Nimbletank                                  | 360 |
| =  | McDonald's Monopoly App                                    | McDonald's                                | VML Sydney                                  | 360 |
| =  | Miracle on the Hudson-An Aerial VR Experience              | Warner Bros Pictures                      |   | 360 |
| =  | Pin Drop to Vote   | Puerto Rico State Election Commission     | UM /McCann Worldgroup Puerto Rico           | 360 |
| =  | Yandex Traffic Blogger                                     | Vodafone                                  | Mindshare Turkey                            | 360 |
| 29 | Create Everyday Magic in City Movement                     | mytaxi                                    |   | 350 |
| 30 | Cross-Screen Attribution Project                           | Specsavers                                | Manning Gottlieb OMD                        | 340 |
| =  | Instant DJ   | Bacardi                                   | BBDO New York                               | 340 |
| 31 | T-Mobile Tuesdays  | T-Mobile                                  | The Marketing Store LLC                     | 330 |
| 32 | Unilever U Give  | Unilever                                  | Liquorice                                   | 320 |
| 33 | M live Geofencing Surprise and Delight platform            | Marriott International                    | Hyper/MEC                                   | 315 |
| =  | Turn Your Home into A Café with Nescafé                    | Nescafé                                   | Mindshare, Maxus                            | 315 |
| 34 | Hesburger Retail App                                       | Hesburger                                 | Satuma Family Business                      | 300 |
| =  | My Oxfam   | Oxfam                                     | Hi Mum! Said Dad                            | 300 |
| 35 | BotBot   | Reply.AI                                  | R/GA San Francisco                          | 290 |
| 36 | Impossible Made Possible                                   | Ariel                                     | Mobitainment & Brainbow Conscious Creatives | 285 |

|    |   |                                  |   |     |
|----|---|----------------------------------|---|-----|
| 37 | Alien Biometrics  | FOX                              | Mindshare Spain                         | 280 |
| =  | Ford GT Haptic Video  | Ford Otosan                      | AdColony                                | 280 |
| =  | Close-Up "Forever Alone" Escape - Find a Perfect Match            | Close-up                         | Mindshare Vietnam                       | 280 |
| =  | Işbank Digital Wallet   | Işbank                           |   | 280 |
| =  | TV Voice Command  | Migros                           | AdColony Turkey                         | 280 |
| =  | More Than 70%   | Instituto AzMina                 | J. Walter Thompson                      | 280 |
| =  | #NOFILTERNEHACAMPAIGN   | Liva                             | Saavn                                   | 280 |
| 38 | Garantione Launch Campaign  | Garanti Bank                     | Cereyan Media                           | 270 |
| =  | Supertime Stories   | KFC                              | Ogilvy                                  | 270 |
| =  | The Magic Wallpaper   | Castorama                        | TBWA Paris                              | 270 |
| 39 | Campaign that saved 2,500 Lives                                   | Soft Logic Life, Etisalat Mobile | Mindshare                               | 250 |
| =  | Kiss the Kremlin  | SSEX BBOX                        | DM9/DDB                                 | 250 |
| =  | Serena Williams Match Point                                       | Gatorade                         | TBWA/CHIAT/DAY                          | 250 |
| =  | Waze Order Ahead, Feat. Dunkin' Donuts' on the Go Mobile Ordering | Dunkin' Donuts                   | Trilia Media                            | 250 |
| 40 | Mastercard Presents a Priceless Surprise at Starbucks             | Mastercard & Starbucks           | Voden                                   | 245 |
| =  | My Perfect Valentine: Carlos                                      | Biscolata                        | Rabarba Istanbul                        | 245 |
| 41 | ArtScience Museum: Into the Wild                                  | Google, Lenovo & WWF             | MediaMonks, Amsterdam                   | 240 |
| =  | Cadbury 5Star #OBEYYOURMOUTH Activation 2017                      | Cadbury                          | Anghami                                 | 240 |
| =  | Enter the VIVID Party   | Virgin Media                     | Manning Gottlieb OMD                    | 240 |
| =  | How We Met Your Mother  | Friso Vietnam                    | Pervorm                                 | 240 |
| =  | Lux Flowerbomb  | Lux                              | InMobi                                  | 240 |
| =  | Pop Your Bubble   | The Kind Foundation              | Edible Inc                              | 240 |
| =  | Real Data Produces Unreal Results on Mobile                       | Huawei Iraq                      | Out There Media, Mindshare MENA & Zain  | 240 |
| =  | They Score You Score  | Carling                          | Hi Mum! Said Dad                        | 240 |
| =  | Energy Switching App  | uSwitch                          |   | 240 |
| 42 | #SWHOPPER   | Burger King                      | The Jupiter Drawing Room (Cape Town)    | 230 |
| =  | Glicode   | Ezaki Glico Co. Ltd              | Dentsu Inc                              | 230 |
| 43 | Carling Beer Button   | Carling                          | Hi Mum! Said Dad                        | 220 |
| =  | Cheapflights Chat (Messenger Bot)                                 | Cheapflights                     |   | 220 |
| =  | Educo - Child Protection Kit                                      | EDUCO                            | Havas Media                             | 220 |
| =  | Garanti One   | Garanti Bankası                  | Digitouch                               | 220 |
| =  | Pond's Gains Ground by Train                                      | Ponds                            | Mindshare Indonesia, Unilever, AdColony | 220 |
| =  | Smart Audience Targeting in Facebook Ads for Personal Loans       | Akbank                           |   | 220 |
| 44 | Knorr Pita Line   | Knorr                            | Mindshare                               | 215 |
| 45 | Arçelik Oled TV Campaign  | Arçelik                          | NMOBS                                   | 210 |
| =  | Jingle All the Way  | Dettol                           | GreedyGame Media, Interactive Avenues   | 210 |
| =  | Samsung Gear S3 Smartwatch  | Samsung                          | SMG Indonesia, AdColony                 | 210 |

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|----|--|--|---|-----|
| 46 | A Vote for Good  | Pedigree                                   | BBDO New York                           | 200 |
| =  | Domino's Pizza UK and ROI Apps                           | Domino's Pizza                             | Future Platforms                        | 200 |
| =  | Gordon's: Alleviating Frustration at the Station         | Gordon's Gin                               | Carat                                   | 200 |
| =  | ICA Health Counter                                       | ICA  | King                                    | 200 |
| =  | MANBOOBS4BOOBS   | MACMA                                      | DAVID Buenos Aires                      | 200 |
| =  | My Lidl Job  | Lidl                                       | TBWA London                             | 200 |
| =  | Stormzy's Number 1 Fan                                   | Pepsi Max                                  | AMV BBDO                                | 200 |
| =  | The Lenz App   | Telekom Electronics Beats                  | Saatchi & Saatchi London                | 200 |
| =  | The Never-Ending Forest App                              | Faber Castell                              | DAVID the Agency                        | 200 |
| 47 | Sing Your Own Music Moment with Real Life Targeting      | Pepsi                                      | Mindshare Vietnam, Redder Advertising   | 190 |
| 48 | Doritos Mix  | Doritos                                    | AdColony                                | 185 |
| 49 | Manulife Move  | Manulife International Limited             | PHD Hong Kong                           | 180 |
| =  | Manage Your FE Credit Loan Using Zalo Chat App           | Vietnam Prosperity Finance Limited Company | Adtima                                  | 180 |
| =  | Mobile Makeover for Gamers                               | L'Oréal                                    | Mindshare China                         | 180 |
| 50 | Clear Tapping on Mudik                                   | Clear                                      | Mindshare Indonesia, Unilever, AdColony | 175 |
| =  | Combating the Consumer Blind Spot on TV with Smartphones | DIAGEO                                     | Mindshare India                         | 175 |
| =  | Ikea Time Based Location Targeting                       | IKEA                                       | Mindshare Indonesia, XAXIS Indonesia    | 175 |
| =  | Omnichannel Mobile User Experience                       | info4africa                                | Always Active Technologies              | 175 |
| =  | Milo Champ Squad   | Milo                                       | InMobi, Mindshare Indonesia             | 175 |
| =  | Release the Beast  | Magnum                                     | Mindshare Spain                         | 175 |
| 51 | AAMI Smartplates   | AAMI Insurance                             | Ogilvy Australia, Melbourne             | 170 |
| =  | Visceral Reality   | Rede de Justica                            | J. Walter Thompson Brazil               | 170 |
| 52 | Absolut Buenos Aires                                     | Pernod Ricard/ABSOLUT                      | UM                                      | 160 |
| =  | Adidas NMD   | adidas, Mediavest                          | Blis                                    | 160 |
| =  | Ask for a Raise  | The Muse, PayScale, Ladies Get Paid        | R/GA                                    | 160 |
| =  | Blink: A Language of Love Through Light                  | RMHC                                       | SapientRazorfish                        | 160 |
| =  | Buscapé Black Friday Live                                | Buscapé                                    | Jotacom                                 | 160 |
| =  | Corona Capital Festival Segmentation                     | Corona                                     | Mediacom                                | 160 |
| =  | Despicable Me 3 - Gru's Voice on Waze                    | Universal Picture Brazil                   | Social Tailors                          | 160 |
| =  | Game Changers  | Vivo                                       | Ginga                                   | 160 |
| =  | Knorr #CHEFSOFTAR  | Unilever                                   | AdColony                                | 160 |
| =  | Lipton #BETHECOLOUR                                      | Lipton                                     | AdColony                                | 160 |
| =  | Lipton Anghami Alarm                                     | Lipton                                     | Magna                                   | 160 |
| =  | Marketing at the Speed of Sport                          | Foxtel                                     | Mindshare Australia                     | 160 |
| =  | McCafe Digital Activation                                | McDonalds                                  | dms                                     | 160 |
| =  | Nike On Demand   | Nike                                       | R/GA London                             | 160 |



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|----|--|-------------------------------------|--|-----|
| =  | My Watsons (Mobile App)  | Watsons Malaysia                    | Ansible MY                             | 160 |
| =  | "Here and Now"   | Pizza Hut Brazil                    | In Loco Media                          | 160 |
| =  | Súbele El Nivel a La Fiesta  | Johnnie Walker                      | OMD, Adsmovil                          | 160 |
| =  | Sulamérica City Watch  | Sulamérica                          | Grey                                   | 160 |
| =  | Vimto Ramadan Snapchat Activation                                  | Vimto                               | Face to Face, DMCC                     | 160 |
| =  | WIFI Killer  | TIM Beta                            | R/GA São Paulo                         | 160 |
| 53 | Fleetlights  | Direct Line                         | Saatchi & Saatchi                      | 150 |
| =  | Quest to Legoland  | Legoland Florida Resort             | VML                                    | 150 |
| =  | Rimowa Electronic Tag  | Rimowa                              | Philipp Und Keuntje                    | 150 |
| =  | Spectacles   | Snap Inc.                           |  | 150 |
| =  | Sugar Smart - Change 4 Life  | Public Health England               | M&C Saatchi                            | 150 |
| =  | The Higher Lower Game  |                                     | Code Computerlove                      | 150 |
| =  | Unsafety Check   | Black Lives Matter                  | J. Walter Thompson New York            | 150 |
| =  | Venmo Micro hack   | Waterislife                         | Deutsch                                | 150 |
| 54 | Artist Aloud App   | Hungama Digital Media Entertainment | Hungama Digital Services               | 140 |
| =  | Bring Your Luck This Tet With Castrol                              | Castrol                             | Mindshare & Dsquare                    | 140 |
| =  | Young Couple Express Love via Mobile Integrated Audio Match System | Close-up                            | Mindshare Vietnam                      | 140 |
| =  | Coca-Cola 360 Degree Wishes  | Coca-Cola                           | Mediacom Vietnam                       | 140 |
| =  | Cristina Valbuena  | inRead by Teads                     | Teads                                  | 140 |
| =  | Find the Hidden Vadaa  | Yapı Kredi                          | Koçzer                                 | 140 |
| =  | Feel the Greens  | Godrej Greens                       | Madison Communications                 | 140 |
| =  | Girl in The City   | Castrol                             | Mindshare India                        | 140 |
| =  | IşCep New Features   | Işbank                              |  | 140 |
| =  | Supa Strikas Golden Shakes   | KFC                                 | Strika Entertainment                   | 140 |
| =  | Iodex Goes Ambush the Geo-Targeted Way                             | Iodex                               | Mindshare India                        | 140 |
| =  | Knorr The Recipe Doctor  | Knorr                               | Mindshare Vietnam                      | 140 |
| =  | Mirinda Release the Pressure                                       | Mirinda                             | Mindshare India                        | 140 |
| =  | Mirinda April Fools  | Mirinda                             | Redder Advertising & Mindshare Vietnam | 140 |
| =  | Mom's Real Silver Protection                                       | Lifebuoy                            | Mindshare                              | 140 |
| =  | Game Fuel  | Mountain Dew                        | Mindshare India                        | 140 |
| =  | My Sole Story  | Nike                                | AKQA, Shanghai                         | 140 |
| =  | Pedigree Shape Guide   | Pedigree                            | Hungama Digital Services               | 140 |
| =  | Royco UMB Rural  | Royco                               | Mindshare Indonesia                    | 140 |
| =  | Shoprite Local Awareness Campaign                                  | Shoprite                            | Yonder Media                           | 140 |
| =  | Summer Cool Chocopie   | Orion                               | Wavemaker / Cheil                      | 140 |
| =  | This Is Your Legend  | League of Legends                   |  | 140 |
| =  | Resident Evil: The Final Chapter                                   | Warner Bros.                        | Mediacom                               | 140 |
| 55 | Maybelline Proves eCommerce & Livestreaming Were MFEO              | Maybelline New York                 | Mindshare China                        | 135 |



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|----|--|---------------------------|---|-----|
| 56 | Coca-Cola Refresh and Top up                               | Coca-Cola                 | Fulcrum Myanmar                           | 125 |
| 57 | "The World Invites You" #ExodusHeroes                      | Exodus Travels            | Digital Hybrid                            | 120 |
| =  | AT&T and Conan Comic Con 2016                              | AT&T                      | Turner Entertainment Networks             | 120 |
| =  | Buy Before You Board                                       | Northern                  | Blumilk                                   | 120 |
| =  | Costa Express & Waze                                       | Costa Express             | Waze, Zenith Optimedia                    | 120 |
| =  | Compelling Authenticity for Birra Moretti                  | Birra Moretti             | Publicis Media, LoopMe                    | 120 |
| =  | Epson Colour Light Output                                  | Epson                     | Ogury, TotalMedia                         | 120 |
| =  | Fonix Delivers the UK's First £20 Mobile Donation Mechanic | BBC                       | Fonix                                     | 120 |
| =  | FX Star by TalkTalk  | TalkTalk                  | CHI&Partners                              | 120 |
| =  | HL App   | Hargreaves Lansdown       |   | 120 |
| =  | Jamie's Italian Gold Club App                              | Jamie's Italian           | CAB Studios                               | 120 |
| =  | John Lewis Winter Campaign 2016                            | John Lewis                | M&C Saatchi Mobile                        | 120 |
| =  | OneTrace   | OneFairway                | Nimbletank                                | 120 |
| =  | Paid and Organic App Store Optimization (ASO)              | The Wall Street Journal   | Redbox Mobile Limited                     | 120 |
| =  | Patron Cocktail Lab - Cocktail Recommendation Platform     | Patron Spirits Company    | SapientRazorfish                          | 120 |
| =  | Quidco Meets hungryhouse                                   | Quidco & hungryhouse      | Button                                    | 120 |
| =  | Smile Lock Outlet  | Toyota i-Road             | Dentsu Inc., Tokyo                        | 120 |
| =  | The Times & Sunday Times App for iOS                       | The Times & Sunday Times  | SapientRazorfish                          | 120 |
| =  | Wild Explorers   | Persil                    | Zone LTD                                  | 120 |
| 58 | Coca-Cola iBeacon Cooler                                   | Coca-Cola                 | Circus Digital                            | 110 |
| =  | Save Your Energy Movement                                  | EnerjiSA                  | Mediacom                                  | 110 |
| 59 | Boost Effectively Target Kids Using Pokkt's Software       | Boost                     | Mindshare India, Pokkt                    | 105 |
| =  | "Shining Everyday" Campaign                                | P&G                       | Mediacom                                  | 105 |
| =  | Revive - Walk More to Bye Zombie Label                     | 7UP                       | Mindshare Vietnam / REDDER Advertising    | 105 |
| =  | Samsung Galaxy J7 Pro - Put the Lights on Rural            | Samsung                   | Leo Burnett/ Starcom & Performics Vietnam | 105 |
| =  | Samsung Galaxy A - A-Playlist                              | Samsung                   | Leo Burnett/ Starcom & Performics Vietnam | 105 |
| =  | We Are More  | LUX                       | Gorilla                                   | 105 |
| 60 | Around the World with Mr. Adventure                        | Heathrow Airport          |   | 100 |
| =  | At Any Moment & Anywhere with Juan Valdez Coffee           | Juan Valdez Coffee        | Adsmovil                                  | 100 |
| =  | BBC Doctor Who   | BBC                       | Mobext                                    | 100 |
| =  | Cadbury Creme Egg 2016: Snapchat Lens                      | Cadbury's Creme Egg       | Elvis Communications                      | 100 |
| =  | Café Nero Mobile Payment and Loyalty Platform              | Café Nero and Yoyo Wallet |   | 100 |
| =  | Carlos Vives Call Me Campaign                              | Sony Music Latin          |   | 100 |
| =  | Check It Before It's Removed                               | Pink Ribbon Deutschland   | DDB Group Germany                         | 100 |
| =  | Doritos Heatburst  | Doritos                   | OMD UK                                    | 100 |
| =  | Emoji Search   | Cheapflights              |   | 100 |

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|----|---|---|-----------------------------------|-----|
| =  | Made in a Minute  | Lowe's                                  | BBDO New York                     | 100 |
| =  | News Personalisation at a Grand Scale                     | The Telegraph                           | Fetch                             | 100 |
| =  | Radox/Rovio Casual Gaming Partnership                     | Radox                                   | Mindshare                         | 100 |
| =  | Reach the Destination with iTaxi                          | iTaxi                                   | Cube Group                        | 100 |
| =  | Red Nose Day SMS Donations                                | Comic Relief                            | Fonix                             | 100 |
| =  | Rink Bingo  | Hockey Club Davos                       | FCB Zürich                        | 100 |
| =  | Stop the Cycle  | Huffington Post South Africa            | VML                               | 100 |
| =  | Spread the Love   | Friso Vietnam                           | Out There Media & Mindshare       | 100 |
| =  | Switching Made Simple                                     | uSwitch                                 |                                   | 100 |
| =  | Teletext Holidays   | Teletext Holidays                       | Yodel Mobile                      | 100 |
| =  | The All New Renault Mégane                                | Renault                                 | Manning Gottlieb OMD, Groundtruth | 100 |
| =  | Zeus  | The Washington Post                     |                                   | 100 |
| =  | Unibet Sports Betting App Marketing                       | Unibet                                  | Amobee                            | 100 |
| =  | Watch Dogs 2: Unleash Your Inner 'Hactivist'              | Ubisoft                                 | Maxus, Weve                       | 100 |
| 61 | KPN Safe Lock   | KPN                                     | N=5, Amsterdam                    | 90  |
| =  | The New Marriott Mobile App: The Perfect Travel Companion | Marriott International                  |                                   | 90  |
| 62 | Celebrity Endorsement in the Age of Social Media          | Maybelline                              | Mindshare China                   | 85  |
| 63 | Anthony Joshua vs Wladimir Kitschko                       | Beats Media House by Dre                | Havas Media                       | 80  |
| =  | Back to Life in VR: Rhomaleosaurus & Giraffatitan         | Google Arts & Culture                   | Google Creative Lab & Framestore  | 80  |
| =  | Beyond a Stadium  | Turkcell                                | BPN Istanbul                      | 80  |
| =  | Clear's Virtual Barbershop                                | Clear                                   | Mindshare Philippines, AdColony   | 80  |
| =  | Coors Light Snapchat Mt. Everest Live Story               | Coors Light                             | 72andSunny, Initiative            | 80  |
| =  | Moana Instant Play-Mobile Video Ad with Dynamic End Card  | Disney                                  | AdColony                          | 80  |
| =  | Dove Programmatic Colours                                 | Dove                                    | Initiative                        | 80  |
| =  | Dunlop Mobile Search                                      | Dunlop Tyres SA                         | Conversation LAB                  | 80  |
| =  | Frictionless Mobile Credit                                | Alliance Data                           | Alliance Data                     | 80  |
| =  | English for Beginners                                     | Allegro                                 | Bardzo                            | 80  |
| =  | Kibo Science 360  | Google Japan G.K.                       | Dentsu Inc.                       | 80  |
| =  | Last Chance   | Cornetto                                | Mindshare Turkey                  | 80  |
| =  | MasterPass Race   | Mastercard South Africa                 | Digitata Insights                 | 80  |
| =  | Meet Graham   | Transport Accident Commission, Victoria | Clemenger BBDO, Melbourne         | 80  |
| =  | OMO Instagram Emoji Washer                                | Unilever - OMO                          | F.biz                             | 80  |
| =  | Roads That Honk   | HP Lubricants                           |                                   | 80  |
| =  | Winter Is Coming  | Pegasus Airlines                        | Hype                              | 80  |
| =  | Woman Interrupted App                                     | Woman Interrupted                       | BETC, Havas                       | 80  |
| 64 | #IAMMORE VIETNAM  | California Fitness & Yoga Centre        | RED2 Digital                      | 75  |
| =  | Dreams Come True with Boxer in Sunlight                   | Boxer Superstores                       |                                   | 75  |

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|----|--|-------------------------------|---|----|
| =  | LYKE- All Fashion One App  | LYKE                          | InMobi                                    | 75 |
| =  | SA Home Loan House Rules   | SA Home Loans                 | Liquorice                                 | 75 |
| 65 | #AXEYOUCASTING   | Axe                           | Mindshare Spain                           | 70 |
| =  | Avis Yandex Navigation   | Otokoc Otomotiv - Avis        | Koçzer                                    | 70 |
| =  | Cadbury Marvellous Campaign  | Cadbury                       | Isobar & Affle                            | 70 |
| =  | CNA June Holiday Guide   | CNA                           | Mobiclicks                                | 70 |
| =  | Conglomerate to Companion  | Aditya Birla Group            | Mindshare India                           | 70 |
| =  | David Vs Goliath 2.0: When Mobile Outmuscled TV                      | McDowell's No.1               | Mindshare India & Zapr                    | 70 |
| =  | Dare to Make a Move with #CornettoOverRibbon                         | Wall's Cornetto               | Mindshare Indonesia                       | 70 |
| =  | Fizy Heart Rate  | Turkcell - Fizy               | BPN Istanbul                              | 70 |
| =  | Experience in Digital Banking  | BTPN Jenius                   | Telkomsel                                 | 70 |
| =  | Go Balls Out   | Testicular Cancer New Zealand | FCB New Zealand                           | 70 |
| =  | Fastcard Ki Paathshala   | Good Knight                   | Mindshare India                           | 70 |
| =  | How Friso Auto-Validates Mom's Profiles Via Zalo Chat App            | FrieslandCampina Vietnam      | Adtima                                    | 70 |
| =  | Google Play Levels up its Game with Programmatic HD Video            | Google                        | Essence, Indonesia                        | 70 |
| =  | Ingenious Way to Measure Your OOH Effectiveness                      | Bank Central Asia             |   | 70 |
| =  | Lipton Relaxing Banner   | Lipton                        | Mindshare                                 | 70 |
| =  | Lipton Ice Tea Shell Promotion                                       | Lipton Ice Tea                | Mindshare                                 | 70 |
| =  | Lipton The Unique Position of Tea in Turkey                          | Lipton                        | Wanda Digital                             | 70 |
| =  | Live Young, Live Free App  | Mahindra & Mahindra           | Hungama Digital Services                  | 70 |
| =  | Meliá Traveler Connect   | Meliá Hotels International    | Accenture Interactive                     | 70 |
| =  | Nexa Baleno Buddy Pack   | Maruti Suzuki                 | Grapes Digital & Gameloft                 | 70 |
| =  | Nayi Soch  | Star Plus                     | Mindshare India                           | 70 |
| =  | P&G Thank You Mom  | P&G                           | AdColony                                  | 70 |
| =  | Outcomes Based Digital Marketing Creating Sustainable Business       | Grab                          | Wavemaker                                 | 70 |
| =  | Helping Vietnamese Rural Change Brushing Habit to Prevent Cavity     | P/S Toothpaste                | Out There Media, Mindshare Vietnam        | 70 |
| =  | Pantene Anti-Dandruff Sachet Launch Using "Micro Targeting at Scale" | Pantene                       | Out There Media, MediaCom Indonesia       | 70 |
| =  | Penghancur Jari  | APUS                          |   | 70 |
| =  | Peugeot 3008 Airplane Mode Targeting                                 | Peugeot                       | OMD                                       | 70 |
| =  | Privileges are Now 0KM Away from Godrej Infinity                     | Godrej Infinity               | Madison Communications                    | 70 |
| =  | Real Beauty Needs No Filter  | POND'S                        | Mindshare                                 | 70 |
| =  | Rukhna Nahi Hai  | JSW IP Holding Pvt. Ltd       | Mindshare India                           | 70 |
| =  | Samsung Galaxy S8 - Time to Move On                                  | Samsung                       | Leo Burnett/ Starcom & Performics Vietnam | 70 |
| =  | Series Extra   | Turkcell - BiP                | BPN Istanbul                              | 70 |
| =  | Sing!  | Universal Pictures            | mSix                                      | 70 |

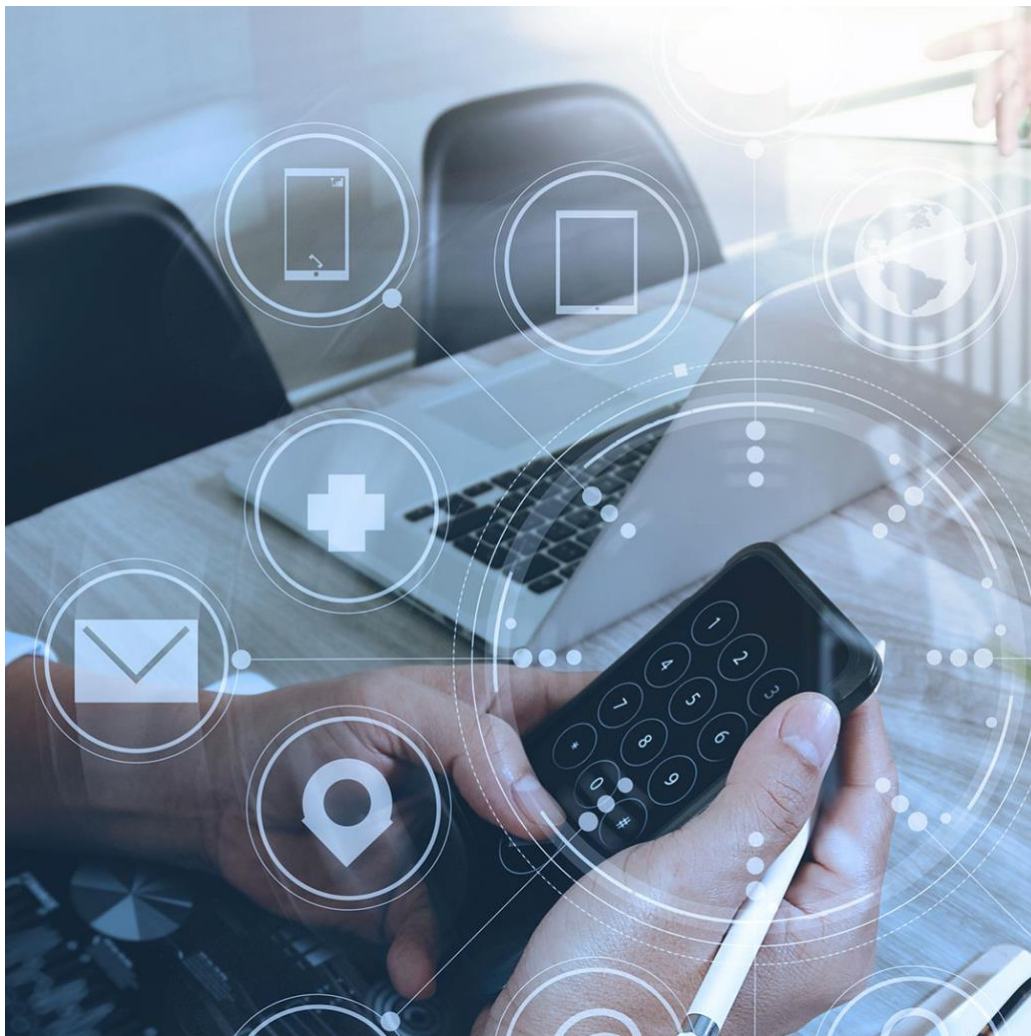
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|----|--|----------------------------|--------------------------------------|----|
| =  | The Pedigree Pawsome Programme                         | Pedigree                   | Hungama Digital Services             | 70 |
| =  | Toilet Change Lives                                    | Scottex/Kimberly Clark     | Mindshare Spain                      | 70 |
| =  | With You Hamesha - Mahindra Auto's Post Sales Platform | Mahindra & Mahindra        | Hansa Customer Equity Pvt. Ltd       | 70 |
| =  | Yomost - Make a Move #Tlpn                             | Yomost                     | Leo Burnett Vietnam                  | 70 |
| =  | You've Got Something                                   | AXE                        | Gorilla                              | 70 |
| 66 | The Sound Book App                                     | NordSüd Publishing House   | Jung von Matt/ Limmat, Zurich        | 65 |
| 67 | #MYNEOLABEL  | Adidas                     | Iris London                          | 60 |
| =  | AI Glasses for Alzheimer's Disease: Know You Again     | Baidu                      |                                      | 60 |
| 68 | #breakthegame  | UnderArmour                | Droga5                               | 50 |
| =  | Adidas Neo Snapchat - #myneolabel                      | Adidas                     | Iris                                 | 50 |
| =  | Battle Test: A Nissan Rogue 360 Experience             | Nissan USA                 | Critical Mass                        | 50 |
| =  | Give a Beep  | Hovding                    | Edelman Deportivo                    | 50 |
| =  | Max Motor Dreams                                       | Ford Spain                 | Ogilvy                               | 50 |
| =  | Mr Bear Driver   | Romanian Automobile Club   | Publicis Romania                     | 50 |
| =  | Notifica: The App You'll Be Glad You Don't Need        | United We Dream            | Huge                                 | 50 |
| =  | Pocket Patrol  | Samsung Australia          | Leo Burnett Sydney                   | 50 |
| =  | QQ Alert: Hope Never Dies                              | QQ                         |                                      | 50 |
| =  | Reword   | Headspace                  | Leo Burnett Melbourne                | 50 |
| =  | #RUNTOScroll   | Adidas                     | Friends Moscow                       | 50 |
| =  | Safest Route   | Groupama                   | Marcel                               | 50 |
| =  | Smart Social Leasing                                   | Daimler AG / smart         | BBDO Group Germany GmbH              | 50 |
| =  | The Voice of Art                                       | IBM                        | Ogilvy                               | 50 |
| =  | The World's Smartest Astrophotography Camera           | Tinymos Private Limited    | Y&R Singapore                        | 50 |
| =  | Twitter Refugees                                       | PASSOP                     | VML South Africa                     | 50 |
| =  | Visit Britain  | Expedia                    | 180LA                                | 50 |
| 69 | ECO Alarm  | Fundacion Banco de Bosques | Wunderman Buenos Aires               | 45 |
| =  | Reading & Leeds Festival 2017                          | Festival Republic          | Gameloft Advertising Solutions       | 45 |
| =  | Tour De Tech   | Braintree                  | Havas Media                          | 45 |
| 70 | #FunnyCauselTsTru Social Clapback                      | truTV                      |                                      | 40 |
| =  | #GuiltyTags  | Innocence in Danger        | McCann Paris                         | 40 |
| =  | #NIPPLE FREEDOM  | Instituto AzMina           | J. Walter Thompson Brazil            | 40 |
| =  | OOH Advertising and Mobile Work Better Together        | 24 Hour Fitness            | Clear Channel Outdoor                | 40 |
| =  | Alert Ad   | Victorian Government       | BWM Dentsu, Melbourne                | 40 |
| =  | AuktYon On the Sun                                     | Auktyon Band               | Great Advertising Group              | 40 |
| =  | Broken Heart (Coeur Brisé)                             | Spotify                    | Darewin                              | 40 |
| =  | Burrito A Friend                                       | Chipotle                   | Vibes                                | 40 |
| =  | Chevrolet V -Showroom                                  | General Motors             | Isobar Singapore, Carat Asia Pacific | 40 |

|    |  |                                   |                                    |    |
|----|--|-----------------------------------|------------------------------------|----|
| =  | Cognitive Education Platform                               | TD Ameritrade                     | Havas New York                     | 40 |
| =  | Coca-Cola Break  | Coca-Cola                         | Moblaze, InMobi, Havas Riverorchid | 40 |
| =  | Colonial Williamsburg Explorer IOS & Android Mobile App    | Colonial Williamsburg Foundation  | Second Story                       | 40 |
| =  | Crowne Plaza Echo  | IHG                               |                                    | 40 |
| =  | Daily Action   | Daily Action                      | Revolution Messaging               | 40 |
| =  | Diretor De Criação Jr.                                     | iStock                            | J. Walter Thompson (Mirum)         | 40 |
| =  | Different but the Same                                     | Amazon                            | HLA                                | 40 |
| =  | Dove Snapchat Hack   | Dove Canada                       | Mindshare                          | 40 |
| =  | Game Day   | Vivo                              | Ginga                              | 40 |
| =  | Gender Switching VR  | Okamoto                           | Birdman Inc.                       | 40 |
| =  | Green Light Run  | Adidas Japan                      | TBWA\HAKUHODO, Tokyo               | 40 |
| =  | Google Earth VR  | Google                            |                                    | 40 |
| =  | I'm Ada, I can help.                                       | Ada                               | KBS Albion                         | 40 |
| =  | Instant Advocacy Seal Slaughter Campaign                   | PETA                              |                                    | 40 |
| =  | Kia Nirobot  | Kia Motors of America             | Ansible                            | 40 |
| =  | Knorr Dinner on Demand                                     | Knorr                             | Liquorice                          | 40 |
| =  | Kotak 811  | Kotak Mahindra Bank               |                                    | 40 |
| =  | LA FORET   | QWANT                             | Hemisphere Droit                   | 40 |
| =  | "Stay Grounded" Campaign                                   | Matcha Love                       | Deep Focus                         | 40 |
| =  | McDonald's App   | Arcos Dorados                     | Gigigo                             | 40 |
| =  | Maxis Buffer Art   | Maxis Berhad                      | Ensemble Worldwide, Petaling Jaya  | 40 |
| =  | MyQuit   | GSK                               | Wunderman Health                   | 40 |
| =  | Plum Organics: Do Your Part(Ner)                           | Plum Organics                     | Something Massive                  | 40 |
| =  | Premmie Proud  | Babylove                          | BWM Dentsu, Sydney                 | 40 |
| =  | Rose, The Cosmopolitan Of Las Vegas Chatbot                | Cosmopolitan of Las Vegas         | R/GA Chicago                       | 40 |
| =  | Running to Get You   | Samsung                           | Sandbox                            | 40 |
| =  | Smart Coasters Help Brewery Boost Website Conversions      | Coronado Brewing Company          | Thin Film Electronics              | 40 |
| =  | Story Studio   | Sainsbury's                       | AnalogFolk                         | 40 |
| =  | The Debate Headache  | GSK Consumer Healthcare, Excedrin | Weber Shandwick                    | 40 |
| =  | The First Hello  | Elevit                            | PHD China                          | 40 |
| =  | The Digital Iron Curtain                                   | O2 Slovakia                       | TRIAD s.r.o.                       | 40 |
| =  | To Be or Not to Be   | Pegasus Airlines                  | Hype                               | 40 |
| =  | Upgrade Your Phone with Firefox                            | Mozilla- Firefox                  | Fetch                              | 40 |
| =  | Vodafone Yanimda #whatsinitforme campaign                  | Vodafone                          | Ketchup Loyalty                    | 40 |
| =  | When Horlicks Skipped the Ad & Told a Story in Rural Bihar | Horlicks                          | Mindshare India                    | 40 |
| 71 | #SAYANGUANGNYA   | Permata Bank                      | Narrada Communication              | 35 |
| =  | 1 MB Campaign  | Skylink                           | Marvelous Moscow                   | 35 |

|   |  |   |  |    |
|---|--|---|--|----|
| = | 4,5G Truck   | Vodafone                                | Mindshare Turkey                                   | 35 |
| = | Bring the Best Experiences with Food from Virtual to Reality | 7UP                                     | Mindshare Vietnam / REDDER Advertising             | 35 |
| = | Avianca's Carla Chatbot                                      | Avianca                                 | Accenture Interactive                              | 35 |
| = | B&J Pop Up Gardens   | Ben and Jerry's                         | Mindshare Spain                                    | 35 |
| = | Bayram Olsun   | Turkcell                                | Mobiwan  | 35 |
| = | Benadryl OBD   | Benadryl                                | Interactive Avenues Pvt. Ltd.                      | 35 |
| = | Coca-Cola Moments on Jio Chat                                | Coca-Cola India                         | Interactive Avenues Pvt. Ltd.                      | 35 |
| = | Comfort's Overwhelmed Nature Sensorial Experience            | Comfort                                 | Mindshare Vietnam                                  | 35 |
| = | Denizbank Dynamic Fixture                                    | Denizbank                               | AdColony Turkey                                    | 35 |
| = | Dunlop Lead Generation                                       | Dunlop Tyres SA                         | Conversation LAB                                   | 35 |
| = | Home Party Essentials 101 - By Simi the AI-Powered Bartender | Diageo                                  | Mindshare India                                    | 35 |
| = | India's First Media Plan Created Through AI                  | Bharti Airtel                           | Group M  | 35 |
| = | It's Your Move   | SHIELD                                  | Gorilla  | 35 |
| = | Kwid On Paytm: How to Sell Cars in Demonetization            | Renault                                 | OMD  | 35 |
| = | Lifebuoy Shampoo Connects Moms with BBM Stickers             | Lifebuoy Shampoo                        | Mindshare Indonesia                                | 35 |
| = | Masan Utilizes Video Content via Chuyện Kể Bé Nghe           | Chin-Su                                 | Inspirato Media & Mediacom Vietnam                 | 35 |
| = | Mizone Olimpiactiv   | Mizone                                  | VML Indonesia                                      | 35 |
| = | Movistar Base  | Movistar                                | Accenture Interactive                              | 35 |
| = | OMO Brings Safari World to Vietnam For the First Time Ever   | OMO                                     | Mindshare & Click Media                            | 35 |
| = | Panadol Pejuang Tangguh                                      | Panadol                                 | Mindshare Indonesia                                | 35 |
| = | Pond's Uses Music to Ignite the True Meaning of Ramadan      | Pond's White Beauty                     | Mindshare Indonesia, Unilever, AdColony            | 35 |
| = | RCB Bold Army  | Royal Challenger Sports Private Limited | Mindshare India                                    | 35 |
| = | Pulang-Pulang Ganteng  | Digital Lifestyle                       | Narrada Communication                              | 35 |
| = | Samsung Connect - Power of a Message                         | Samsung Vietnam                         | Leo Burnett Vietnam / Starcom & Performics Vietnam | 35 |
| = | Shoprite Low Price Christmas Brand Awareness Campaign        | Shoprite                                | Yonder Media                                       | 35 |
| = | Stimoji  | Mondelez - Stimorol                     | Gorilla  | 35 |
| = | Sprite Ramadan: Truth Is Refreshing                          | Sprite                                  | InMobi, Mediacom Indonesia                         | 35 |
| = | Surf School of Shine   | Surf                                    | Liquorice  | 35 |
| = | Tanqueray   Depende De Ti                                    | Tanqueray                               | YDigital Media                                     | 35 |
| = | Unleash the Power Of 9 Herbs                                 | Clear                                   | Mindshare Vietnam                                  | 35 |
| = | Virtual Journey to The Biggest Cave in The World: Son Doong  | Oxalis Adventure                        | DigiPencil MVV                                     | 35 |
| = | Utilize the IVR Tech Through Singing Competition with Idol   | Rexona Deo Lotion                       |  | 35 |
| = | Wall's Heartbrand Pemilan Snack 2017                         | Wall's                                  | Mindshare Indonesia, POKKT                         | 35 |
| = | When Tinder Swiped Right for Nike                            | NIKE                                    | Mindshare India                                    | 35 |
| = | Location Based Communications                                | Zubizu                                  | Mindshare  | 35 |



|    |                                      |                     |   |    |
|----|--------------------------------------|---------------------|---|----|
| 72 | "Bullet Train" Connected Music Video | Line Corporation    | I&S BBDO, Tokyo                         | 20 |
| =  | Audi Enter Sandbox                   | Audi                | POL                                     | 20 |
| =  | Chroma                               | Le Musée de l'Homme |   | 20 |
| =  | Draw and Release                     | Galaxy S7 Edge      | Dentsu Inc.                             | 20 |
| =  | Get the Flow                         | Vodafone            | DDB & Tribal/ Awful Men / Het PR Bureau | 20 |
| =  | Gone Girl                            | Justice and Care    | Facebook Creative Shop, Singapore       | 20 |
| =  | Ikea Responds to Balenciaga          | IKEA                | Acne Digital AB                         | 20 |
| =  | No More Excuses                      | Heineken            |   | 20 |
| =  | Personal Innovation Act              | Softbank Corp.      | Six, Tokyo                              | 20 |
| =  | RPM: Russ Per Minute                 | Columbia Records    | BBDO New York                           | 20 |
| =  | Scrabble Keyboard                    | Scrabble Club (HK)  | Cheil Worldwide, Hong Kong              | 20 |
| =  | Samsung Life Changer                 | Samsung Electronics | Cheil France                            | 20 |
| =  | Unlock Han Zi                        | AirAsia             | BBDO Bangkok                            | 20 |
| =  | UberESCAPE                           | Transavia           | HUMANSEVEN                              | 20 |
| 73 | 4MATIC Adaptive Book                 | Mercedes-Benz       | Gruppo Roncaglia, Rome                  | 15 |
| =  | Ikea Place                           | IKEA                | Norgram, Copenhagen                     | 15 |





## PROJECTS BY CATEGORIES

### Top 5 Location Based Projects

| Rankings | Project                              | Brand                                    | Agency                               |
|----------|--------------------------------------|--|--------------------------------------|
| 1        | Influencing the In-Store Influencers | Linksys                                  | Possible                             |
| 2        | Social Enablers                      | Pizza Hut                                | Mindshare China                      |
| 3        | Official Gorillaz App                | Gorillaz                                 | B-Reel                               |
| 4        | City-Proof Your Skin Campaign        | Neutrogena                               | Tribal Worldwide                     |
| =        | Pin Drop to Vote                     | Puerto Rico State<br>Election Commission | UM /McCann Worldgroup<br>Puerto Rico |
| 5        | Yandex Traffic Blogger               | Vodafone                                 | Mindshare Turkey                     |

### Top 5 Programmatic Projects

| Ranking | Project   | Brand           | Agency                            |
|---------|---|-----------------|-----------------------------------|
| 1       | You're the Chef   | Subway France   | S4M                               |
| 2       | How we Met your Mother                                      | Friso Vietnam   | Pervorm                           |
| 3       | Garanti One   | Garanti Bankası | Digitouch                         |
| =       | Pond's Gains Ground by Train                                | Ponds           | Mindshare & AdColony<br>Indonesia |
| 4       | Combating the Consumer Blind<br>Spot on TV with Smartphones | Diageo          | Mindshare India                   |
| 5       | Súbele El Nivel a La Fiesta                                 | Johnnie Walker  | OMD Colombia & Adsmovil           |

## Top 5 Mobile Apps Projects

| Ranking | Project                     | Brand                    | Agency     |
|---------|-----------------------------|--------------------------|------------|
| 1       | Shell App for Connected Car | Shell                    | MOBGEN     |
| 2       | Yapi Kredi Mobile App       | Yapi Kredi               |            |
| 3       | The Family Way              | Recruit Lifestyle Co Ltd | Dentsu Y&R |
| 4       | Official Gorillaz App       | Gorillaz                 | B-Reel     |
| 5       | The Future of Music         | Kobalt                   | Nimbletank |
| =       | McDonald's Monopoly App     | McDonald's Australia     | VML Sydney |

## Top 5 Mobile Video Projects

| Ranking | Project                                  | Brand                      | Agency                                 |
|---------|--|----------------------------|--|
| 1       | From Inside the Plot                     | FIAT                       | People Initiative                      |
| 2       | Through the Dark                         | Google                     | R/GA Sydney                            |
| 3       | Axelerate Find Your Magic                | Axe                        | Mindshare & AdColony<br>Indonesia      |
| 4       | SÜTSÜZ OLMAZ                             | Sütaş                      | Alametifarika                          |
| 5       | Mobile Innovation Makes a<br>Blockbuster | Pirates of The Caribbean 5 | AdColony & Dentsu<br>Digital Indonesia |

## Top 5 Mobile Social Projects

| Ranking | Project                      | Brand                | Agency                    |
|---------|------------------------------|----------------------|---------------------------|
| 1       | Anonymous Friend             | Alcoholics Anonymous | J. Walter Thompson Brazil |
| 2       | Snaplications                | McDonald's Australia | VML                       |
| 3       | Like My Addiction            | Addict'Aide          | BETC Paris                |
| 4       | Harbuye Open Air Concerts    | Zubizu               | Mindshare UK              |
| 5       | The Maybelline Snapchat Hack | Maybelline           | TBWA Singapore            |

## PROJECTS BY REGION

### Top 5 Projects from APAC

| Ranking | Project                    | Brand                    | Agency                                    |
|---------|----------------------------|--------------------------|---|
| 1       | Yasmin's Sex Ed-Revolution | Bayer                    | PHD Media                                 |
| 2       | Galaxy S8 - Shake to Own   | Samsung                  | Leo Burnett, Starcom & Performics Vietnam |
| 3       | Pocket Dentist             | Colgate                  | Red Fuse Communications                   |
| 4       | Hungerithm                 | Mars, Incorporated       | Clemenger BBDO, Melbourne                 |
| =       | The Family Way             | Recruit Lifestyle Co Ltd | Dentsu Y&R                                |
| 5       | Through the Dark           | Google                   | R/GA Sydney                               |

### Top 5 Projects from EMEA

| Ranking | Project                              | Brand          | Agency            |
|---------|--------------------------------------|----------------|-------------------|
| 1       | From Inside the Plot                 | FIAT           | People Initiative |
| 2       | #NameThemSaveThem                    | Amarula        | Liquorice & FCB   |
| 3       | You're the Chef                      | Subway France  | S4M               |
| 4       | Chat Yourself                        | Italia Longeva | Y&R Italia        |
| =       | Shell App for Connected Car          | Shell          | MOBGEN            |
| 5       | Adventures of Little Brush Big Brush | Signal         | R/GA London       |
| =       | Yapi Kredi Mobile App                | Yapi Kredi     |                   |

## Top 5 Projects from LATAM

| Ranking | Project          | Brand                                 | Agency                            |
|---------|------------------|---------------------------------------|-----------------------------------|
| 1       | Doritos Mystery  | Doritos                               | AlmapBBDO                         |
| 2       | Anonymous Friend | Alcoholics Anonymous                  | J. Walter Thompson Brazil         |
| 3       | Pin Drop to Vote | Puerto Rico State Election Commission | UM /McCann Worldgroup Puerto Rico |
| 4       | More Than 70%    | Instituto AzMina                      | J. Walter Thompson                |
| 5       | Kiss the Kremlin | SSEX BBOX                             | DM9/DDB                           |

## Top 5 Projects from NA

| Ranking | Project                              | Brand       | Agency           |
|---------|--------------------------------------|-------------|------------------|
| 1       | Dear Media                           | Dove        | SapientRazorfish |
| 2       | Influencing the In-Store Influencers | Linksys     | Possible         |
| 3       | Smugglaroos                          | Dunkaroos   | Cossette         |
| 4       | Google Home of the Whopper           | Burger King | DAVID the Agency |
| 5       | Can't Stop                           | Samsung     | R/GA             |



## MOST AWARDED AGENCIES / MEDIA HOUSES OF 2017

Just like the previous year, Mindshare was comfortably the most awarded agency / media house of 2017. They accumulated over triple the points of the second placed agency, AdColony.

APAC was a particularly fruitful region for Mindshare with their Indian, Chinese, Vietnamese and Indonesian offices amongst the most recognized in 2017.

| Rankings | Agency                  | Points |
|----------|-------------------------|--------|
| 1        | Mindshare               | 9730   |
| 2        | AdColony                | 2875   |
| 3        | BBDO Worldwide          | 2430   |
| 4        | R/GA                    | 2400   |
| 5        | PHD Media               | 2040   |
| 6        | Dentsu                  | 1530   |
| 7        | J. Walter Thompson      | 1440   |
| 8        | Young & Rubicam         | 1310   |
| 9        | Liquorice               | 1300   |
| 10       | VML                     | 1215   |
| 11       | Leo Burnett             | 1185   |
| 12       | TBWA                    | 1140   |
| 13       | InMobi                  | 1125   |
| 14       | OMD                     | 1045   |
| 15       | Starcom Mediavest Group | 1015   |
| 16       | FCB                     | 1000   |
| 17       | Havas                   | 995    |
| 18       | SapientRazorfish        | 960    |
| 19       | Wavemaker               | 940    |
| 20       | People Initiative       | 855    |
| 21       | DAVID the Agency        | 800    |
| 22       | MediaCom                | 795    |

|    |                              |     |
|----|------------------------------|-----|
| 23 | S4M                          | 790 |
| 24 | Hi Mum! Said Dad             | 760 |
| 25 | MOBGEN                       | 660 |
| =  | Ogilvy & Mather              | 660 |
| 26 | Red Fuse Communications      | 645 |
| 27 | YAPIKREDI                    | 640 |
| 28 | GroundTruth                  | 620 |
| =  | Mobext                       | 620 |
| 29 | Yonder Media                 | 575 |
| 30 | Narrada Communication        | 560 |
| 31 | Fallon London                | 520 |
| =  | Posterscope                  | 520 |
| =  | UM                           | 520 |
| 32 | BETC                         | 510 |
| =  | Possible                     | 510 |
| 33 | Cossette                     | 500 |
| 34 | Zapr Media Labs              | 490 |
| 35 | Nimbletank                   | 480 |
| 36 | REDDER Advertising           | 470 |
| 37 | Alametifarika                | 460 |
| 38 | Hungama Digital Services     | 420 |
| 39 | McCann Worldwide             | 400 |
| 40 | B-Reel                       | 390 |
| =  | M&C Saatchi                  | 390 |
| 41 | DDB Group                    | 370 |
| 42 | Tribal Worldwide             | 360 |
| 43 | Saatchi & Saatchi            | 350 |
| 44 | The Marketing Store          | 330 |
| 45 | Satumaa Family Business      | 300 |
| 46 | Mobitainment                 | 285 |
| =  | Brainbow Conscious Creatives | 285 |
| 47 | Interactive Avenues          | 280 |
| =  | Saavn                        | 280 |
| 48 | Cereyan Media                | 270 |

|    |                            |     |
|----|----------------------------|-----|
| 49 | Adtima                     | 250 |
| =  | Trilia Media               | 250 |
| 50 | Gorilla                    | 245 |
| =  | Rabarba Istanbul           | 245 |
| =  | Voden                      | 245 |
| 51 | Anghami                    | 240 |
| =  | Carat                      | 240 |
| =  | Edible                     | 240 |
| =  | MediaMonks                 | 240 |
| =  | Pervorm                    | 240 |
| 52 | The Jupiter Drawing Room   | 230 |
| 53 | BPN Istanbul               | 220 |
| =  | Digitouch                  | 220 |
| =  | Fonix                      | 220 |
| 54 | GreedyGame Media           | 210 |
| =  | Koçzer                     | 210 |
| =  | Madison Communications     | 210 |
| =  | NMOBS                      | 210 |
| =  | SMG Indonesia              | 210 |
| 55 | Ansible                    | 200 |
| =  | Future Platforms           | 200 |
| =  | Ginga                      | 200 |
| =  | King                       | 200 |
| 56 | Cheil Worldwide            | 180 |
| 57 | Always Active Technologies | 175 |
| =  | XAXIS Indonesia            | 175 |
| 58 | Publicis Media             | 170 |
| 59 | Initiative                 | 160 |
| =  | Blis                       | 160 |
| =  | DMS                        | 160 |
| =  | Face to Face               | 160 |
| =  | DMCC                       | 160 |
| =  | Grey Group                 | 160 |
| =  | In Loco Media              | 160 |



|    |                                |     |
|----|--------------------------------|-----|
| =  | Jotacom                        | 160 |
| =  | Magna                          | 160 |
| =  | Social Tailors                 | 160 |
| 60 | Code Computerlove              | 150 |
| =  | Deutsch                        | 150 |
| =  | Philipp Und Keuntje            | 150 |
| 61 | Accenture Interactive          | 140 |
| =  | AKQA                           | 140 |
| =  | Fetch                          | 140 |
| =  | Dsquare                        | 140 |
| =  | POKKT                          | 140 |
| =  | Strika Entertainment           | 140 |
| =  | Teads                          | 140 |
| 62 | Fulcrum Myanmar                | 125 |
| 63 | Blumilk                        | 120 |
| =  | Button                         | 120 |
| =  | CAB Studios                    | 120 |
| =  | CHI&Partners                   | 120 |
| =  | Digital Hybrid                 | 120 |
| =  | Hype                           | 120 |
| =  | TotalMedia                     | 120 |
| =  | LoopMe                         | 120 |
| =  | Redbox Mobile Limited          | 120 |
| =  | Turner Entertainment Networks  | 120 |
| =  | Zenith                         | 120 |
| =  | Waze                           | 120 |
| =  | Zone LTD                       | 120 |
| 64 | Conversation LAB               | 115 |
| =  | Gameloft Advertising Solutions | 115 |
| 65 | Circus Digital                 | 110 |
| =  | Iris Worldwide                 | 110 |
| =  | Isobar                         | 110 |
| 66 | Adsmovil                       | 100 |
| =  | Amobee                         | 100 |

|    |                       |     |
|----|-----------------------|-----|
| =  | Cube Group            | 100 |
| =  | Elvis Communications  | 100 |
| =  | Weve                  | 100 |
| =  | Out There Media       | 100 |
| =  | Yodel Mobile          | 100 |
| 67 | N=5                   | 90  |
| 68 | Wunderman             | 85  |
| 69 | 72andSunny            | 80  |
| =  | Alliance Data         | 80  |
| =  | Bardzo                | 80  |
| =  | Digitata Insights     | 80  |
| =  | F.biz                 | 80  |
| =  | Google Creative Lab   | 80  |
| =  | Framestore            | 80  |
| 70 | RED2 Digital          | 75  |
| 71 | Essence               | 70  |
| =  | Grapes Digital        | 70  |
| =  | Hansa Customer Equity | 70  |
| =  | Affle                 | 70  |
| =  | Zapr                  | 70  |
| =  | Mobiclicks            | 70  |
| =  | mSix                  | 70  |
| =  | Wanda Digital         | 70  |
| 72 | Jung von Matt/Limmat  | 65  |
| 73 | 180LA                 | 50  |
| =  | Critical Mass         | 50  |
| =  | Droga5                | 50  |
| =  | Edelman               | 50  |
| =  | Friends Moscow        | 50  |
| =  | Huge                  | 50  |
| =  | Marcel                | 50  |
| 74 | AnalogFolk            | 40  |
| =  | Birdman               | 40  |
| =  | Clear Channel Outdoor | 40  |

|           |                         |    |
|-----------|-------------------------|----|
| =         | Darewin                 | 40 |
| =         | Deep Focus              | 40 |
| =         | Ensemble Worldwide      | 40 |
| =         | Gigigo                  | 40 |
| =         | Great Advertising Group | 40 |
| =         | Hemisphere Droit        | 40 |
| =         | HLA                     | 40 |
| =         | KBS Albion              | 40 |
| =         | Ketchup Loyalty         | 40 |
| =         | Moblaze                 | 40 |
| =         | Revolution Messaging    | 40 |
| =         | Sandbox                 | 40 |
| =         | Second Story            | 40 |
| =         | Something Massive       | 40 |
| =         | Thin Film Electronics   | 40 |
| =         | TRIAD s.r.o.            | 40 |
| =         | Vibes                   | 40 |
| =         | Weber Shandwick         | 40 |
| <b>75</b> | DigiPencil MVV          | 35 |
| =         | Group M                 | 35 |
| =         | Inspirato Media         | 35 |
| =         | Marvelous Moscow        | 35 |
| =         | Click Media             | 35 |
| =         | Mobiwan                 | 35 |
| =         | YDigital Media          | 35 |
| <b>76</b> | Acne Digital AB         | 20 |
| =         | Facebook Creative Shop  | 20 |
| =         | HUMANSEVEN              | 20 |
| =         | POL                     | 20 |
| =         | Six                     | 20 |
| <b>77</b> | Gruppo Roncaglia        | 15 |
| =         | Norgram                 | 15 |

## MOST AWARDED BRANDS / MARKETERS OF 2017

Continuing another trend from last year, Unilever was again the most awarded brand / marketer in 2017. Much like Mindshare in the agency rankings, Unilever maintained a big lead over its competitors, gaining well over double the points of second place PepsiCo.

The FMCG giant was recognised all over the world and benefitted greatly from partnerships with the likes of Mindshare, AdColony, Liquorice and F.biz.

2017 was an especially good year for F&B brands, with 4 out of the top 10 belonging to the industry.

| Rankings | Brand                   | Points |
|----------|-------------------------|--------|
| 1        | Unilever                | 6565   |
| 2        | PepsiCo                 | 2285   |
| 3        | Bayer AG                | 1820   |
| 4        | Samsung                 | 1715   |
| 5        | Yum! Brands             | 1375   |
| 6        | McDonald's              | 1200   |
| 7        | Nike                    | 1195   |
| 8        | Google                  | 1100   |
| 9        | Mars, Incorporated      | 1010   |
| 10       | FIAT                    | 855    |
| 11       | Distell Group - Amarula | 830    |
| 12       | Subway                  | 790    |
| 13       | Yapi Kredi              | 780    |
| =        | L'Oréal                 | 780    |
| 14       | Alcoholics Anonymous    | 760    |
| 15       | Diageo                  | 710    |
| 16       | Reckitt Benckiser       | 700    |
| 17       | Italia Longeva          | 660    |
| =        | Royal Dutch Shell       | 660    |
| 18       | Colgate-Palmolive       | 645    |

|    |                                       |     |
|----|---------------------------------------|-----|
| 19 | Burger King                           | 630 |
| 20 | Sony                                  | 610 |
| 21 | Recruit Lifestyle                     | 600 |
| 22 | Telkomsel                             | 595 |
| 23 | Molson Coors                          | 540 |
| 24 | Deutsche Telekom                      | 530 |
| =  | Procter & Gamble                      | 530 |
| 25 | AXA                                   | 520 |
| 26 | Belkin - Linksys                      | 510 |
| 27 | General Mills                         | 500 |
| =  | Time Warner - Warner Bros.            | 500 |
| 28 | Garanti Bank                          | 490 |
| =  | Nestlé                                | 490 |
| 29 | The Coca-Cola Company                 | 485 |
| 30 | The Walt Disney Company               | 480 |
| 31 | Sütaş                                 | 460 |
| 32 | Vodafone                              | 455 |
| 33 | Mondelēz International                | 445 |
| 34 | Fonds Actions Addictions              | 430 |
| =  | Zubizu                                | 430 |
| 35 | FrieslandCampina                      | 410 |
| 36 | Marriott International                | 405 |
| 37 | Government Employee Medical Scheme    | 400 |
| =  | GSK                                   | 400 |
| 38 | Johnson & Johnson                     | 395 |
| 39 | Gorillaz                              | 390 |
| 40 | Adidas                                | 360 |
| =  | Puerto Rico State Election Commission | 360 |
| =  | Kobalt Music Group                    | 360 |
| 41 | Aditya Birla Group                    | 350 |
| =  | Moovel - myTaxi                       | 350 |
| 42 | Bacardi Limited                       | 340 |
| =  | Specsavers                            | 340 |
| =  | uSwitch                               | 340 |

|    |                              |     |
|----|------------------------------|-----|
| 43 | Ford Motor                   | 330 |
| 44 | Mastercard                   | 325 |
| 45 | Cheapflights                 | 320 |
| =  | Instituto AzMina             | 320 |
| 46 | Hesburger                    | 300 |
| =  | Oxfam                        | 300 |
| 47 | Reply                        | 290 |
| 48 | 21st Century Fox             | 280 |
| =  | BP - Castrol                 | 280 |
| =  | Godrej Group                 | 280 |
| =  | Koç Holding                  | 280 |
| =  | Maximum Mobil                | 280 |
| =  | Migros                       | 280 |
| 49 | Kingfisher                   | 270 |
| 50 | Turkcell Holding AS          | 255 |
| 51 | Dunkin' Donuts               | 250 |
| =  | Soft Logic Life              | 250 |
| =  | Etisalat Mobile              | 250 |
| =  | SSEX BBOX                    | 250 |
| 52 | Starbucks                    | 245 |
| =  | Şölen - Biscolata            | 245 |
| 53 | Huawei                       | 240 |
| =  | Virgin Media                 | 240 |
| =  | The KIND Foundation          | 240 |
| =  | WWF                          | 240 |
| =  | Lenovo                       | 240 |
| 54 | Comcast - Universal Pictures | 230 |
| =  | Ezaki Glico                  | 230 |
| 55 | BBC                          | 220 |
| =  | EDUCO                        | 220 |
| =  | Akbank                       | 220 |
| 56 | IKEA                         | 210 |
| 57 | Vivo                         | 200 |
| =  | Domino's Pizza               | 200 |

|    |  |     |
|----|--|-----|
| =  | Faber-Castell                              | 200 |
| =  | ICA  | 200 |
| =  | MACMA                                      | 200 |
| =  | Lidl                                       | 200 |
| 58 | LVMH                                       | 190 |
| 59 | Renault                                    | 185 |
| 60 | Vietnam Prosperity Finance Limited Company | 180 |
| =  | Manulife International Limited             | 180 |
| 61 | info4africa                                | 175 |
| =  | Shoprite                                   | 175 |
| 62 | Grupo Globo - Rede de Justica              | 170 |
| =  | AAMI Insurance                             | 170 |
| 63 | A.S. Watson Group                          | 160 |
| =  | Anheuser-Busch InBev                       | 160 |
| =  | Naspers - Buscapé                          | 160 |
| =  | Nichols plc - Vimto                        | 160 |
| =  | The Muse                                   | 160 |
| =  | PayScale                                   | 160 |
| =  | Ladies Get Paid                            | 160 |
| =  | Pernod Ricard                              | 160 |
| =  | SulAmérica                                 | 160 |
| =  | Telstra                                    | 160 |
| =  | TIM Celular                                | 160 |
| 64 | Black Lives Matter                         | 150 |
| =  | Public Health England                      | 150 |
| =  | Direct Line                                | 150 |
| =  | Merlin Entertainments - LEGO Land          | 150 |
| =  | Snap Inc.                                  | 150 |
| 65 | Heineken International                     | 140 |
| =  | Hungama Digital Media                      | 140 |
| =  | İşCep                                      | 140 |
| =  | Mahindra Group                             | 140 |
| =  | Orion Confectionery                        | 140 |
| =  | Riot Games                                 | 140 |



|    |                             |     |
|----|-----------------------------|-----|
| =  | Teads Company               | 140 |
| 66 | Arriva UK Trains            | 120 |
| =  | AT&T                        | 120 |
| =  | Pegasus Airlines            | 120 |
| =  | Exodus Travels              | 120 |
| =  | Hargreaves Lansdown         | 120 |
| =  | Jamie Oliver                | 120 |
| =  | John Lewis                  | 120 |
| =  | Just Eat                    | 120 |
| =  | News Corp                   | 120 |
| =  | News UK                     | 120 |
| =  | OneFairway                  | 120 |
| =  | Patron Spirits              | 120 |
| =  | Epson                       | 120 |
| =  | TalkTalk                    | 120 |
| =  | Toyota                      | 120 |
| =  | Costa Express               | 120 |
| 67 | Goodyear                    | 115 |
| 68 | E.ON                        | 110 |
| 69 | Café Nero                   | 100 |
| =  | Comic Relief                | 100 |
| =  | Daily Mail                  | 100 |
| =  | Heathrow Airport            | 100 |
| =  | iTaxi                       | 100 |
| =  | Kindred                     | 100 |
| =  | Lowe's                      | 100 |
| =  | The Washington Post         | 100 |
| =  | Hockey Club Davos           | 100 |
| =  | Oath                        | 100 |
| =  | Pink Ribbon                 | 100 |
| =  | Juan Valdez Coffee          | 100 |
| =  | Telegraph Media Group (TMG) | 100 |
| =  | Ubisoft                     | 100 |
| 70 | KPN                         | 90  |

|    |   |    |
|----|---|----|
| 71 | Alliance Data                           | 80 |
| =  | Apple                                   | 80 |
| =  | Cinven - Allegro                        | 80 |
| =  | Hindustan Petroleum                     | 80 |
| =  | Transport Accident Commission, Victoria | 80 |
| =  | Woman Interrupted                       | 80 |
| 72 | Boxer Superstores                       | 75 |
| =  | California Fitness & Yoga Centre        | 75 |
| =  | LYKE                                    | 75 |
| =  | SA Home Loans                           | 75 |
| =  | Telefónica                              | 75 |
| 73 | APUS Group                              | 70 |
| =  | BTPN Jenius                             | 70 |
| =  | Grab                                    | 70 |
| =  | Peugeot                                 | 70 |
| =  | JSW Group                               | 70 |
| =  | Kimberly Clark                          | 70 |
| =  | Loews - CAN                             | 70 |
| =  | Meliá Hotels International              | 70 |
| =  | Bank Central Asia                       | 70 |
| =  | Star India Network                      | 70 |
| =  | Maruti Suzuki                           | 70 |
| =  | Testicular Cancer New Zealand           | 70 |
| =  | Yomost                                  | 70 |
| 74 | Mercedes-Benz                           | 65 |
| =  | NordSüd Verlag                          | 65 |
| 75 | Baidu                                   | 60 |
| 76 | Romanian Automobile Club                | 50 |
| =  | Expedia                                 | 50 |
| =  | Groupama                                | 50 |
| =  | Headspace                               | 50 |
| =  | Hovding                                 | 50 |
| =  | IBM                                     | 50 |
| =  | PASSOP                                  | 50 |

|    |                                  |    |
|----|----------------------------------|----|
| =  | Tencent                          | 50 |
| =  | Tinymos                          | 50 |
| =  | Under Armour                     | 50 |
| =  | United We Dream                  | 50 |
| =  | Water Is Life                    | 50 |
| 77 | Fundacion Banco de Bosques       | 45 |
| =  | Live Nation Entertainment        | 45 |
| =  | PayPal                           | 45 |
| 78 | ADA Health                       | 40 |
| =  | 24-Hour Fitness                  | 40 |
| =  | Amazon                           | 40 |
| =  | Arcos Dorados                    | 40 |
| =  | Auktyon Band                     | 40 |
| =  | Campbells - Plum Organics        | 40 |
| =  | Chiptole Mexican Grill           | 40 |
| =  | Colonial Williamsburg Foundation | 40 |
| =  | Coronado Brewing Company         | 40 |
| =  | Daily Action                     | 40 |
| =  | Elevit Global                    | 40 |
| =  | General Motors                   | 40 |
| =  | Getty Images                     | 40 |
| =  | Hyundai                          | 40 |
| =  | Innocence in Danger              | 40 |
| =  | InterContinental Hotels Group    | 40 |
| =  | Matcha Love                      | 40 |
| =  | Sainsbury's                      | 40 |
| =  | Kotak Mahindra Finance           | 40 |
| =  | Mozilla                          | 40 |
| =  | Okamoto Industries               | 40 |
| =  | QWANT                            | 40 |
| =  | Spotify                          | 40 |
| =  | TD Bank                          | 40 |
| =  | The Blackstone Group             | 40 |
| =  | Turner Broadcasting System       | 40 |

|    |                         |    |
|----|-------------------------|----|
| =  | Unicharm Corporation    | 40 |
| =  | Usaha Tegas             | 40 |
| =  | Victorian Government    | 40 |
| 79 | Avianca Holdings        | 35 |
| =  | Bharti Airtel           | 35 |
| =  | Denizbank               | 35 |
| =  | Frucor Suntory          | 35 |
| =  | Masan - Chin-Su         | 35 |
| =  | OAQ MobiTel - Skylink   | 35 |
| =  | Oxalis Adventure Tours  | 35 |
| =  | Standard Chartered Bank | 35 |
| 80 | Justice and Care        | 20 |
| =  | KLM                     | 20 |
| =  | Le Musée de l'Homme     | 20 |
| =  | Naver Corporation       | 20 |
| =  | Scrabble Club (HK)      | 20 |
| =  | Softbank Corp.          | 20 |
| =  | AirAsia                 | 20 |
| =  | Volkswagen Group        | 20 |



## MOST AWARDED COUNTRIES OF 2017

The UK was the most awarded country in 2017, accounting for 17.25 percent of total points, ahead of the US' 10.79 percent.

The United Kingdom benefited from the success of projects such as MOBGEN's 'Shell App for Connected Car' and R/GA London's 'The Adventures of Little Brush Big Brush', which featured in the top 10 most awarded projects of 2017.

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

| Rankings | Country      | Points |
|----------|--------------|--------|
| 1        | UK           | 10890  |
| 2        | USA          | 6810   |
| 3        | Turkey       | 6785   |
| 4        | India        | 4530   |
| 5        | South Africa | 4200   |
| 6        | Vietnam      | 3940   |
| 7        | Brazil       | 3750   |
| 8        | China        | 3505   |
| 9        | Indonesia    | 3300   |
| 10       | Australia    | 2660   |
| 11       | UAE          | 1840   |
| 12       | France       | 1720   |
| 13       | Spain        | 1515   |
| 14       | Japan        | 1170   |
| 15       | Italy        | 675    |
| 16       | Singapore    | 670    |
| 17       | Sweden       | 520    |
| 18       | Canada       | 500    |
| 19       | Argentina    | 485    |
| 20       | Puerto Rico  | 360    |

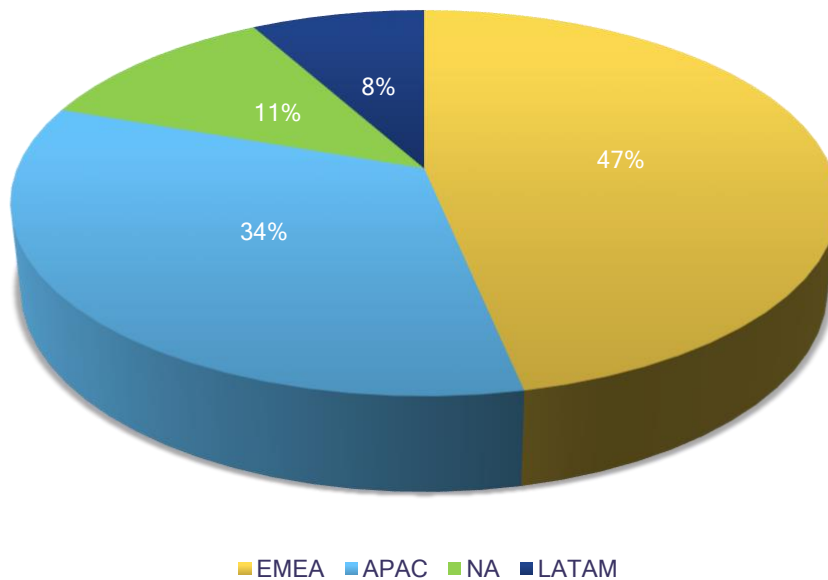
|    |             |     |
|----|-------------|-----|
| =  | Taiwan      | 360 |
| 21 | Germany     | 300 |
| 22 | Hong Kong   | 285 |
| 23 | Colombia    | 260 |
| 24 | Sri Lanka   | 250 |
| 25 | Iraq        | 240 |
| 26 | Malaysia    | 200 |
| 27 | Poland      | 180 |
| 28 | Switzerland | 165 |
| 29 | Egypt       | 160 |
| =  | Mexico      | 160 |
| 30 | Myanmar     | 125 |
| =  | Russia      | 125 |
| 31 | Netherlands | 110 |
| 32 | Philippines | 80  |
| 33 | New Zealand | 70  |
| 34 | Romania     | 50  |
| 35 | Cambodia    | 40  |
| =  | Slovakia    | 40  |
| =  | South Korea | 40  |
| 36 | Norway      | 20  |
| =  | Thailand    | 20  |
| 37 | Denmark     | 15  |



## MOST AWARDED REGIONS OF 2017

EMEA was the most awarded region in 2017, accounting for 47 percent of total points. Despite having the most awarded project coming from the region, APAC had to settle for second place with 34 percent, ahead of North America's 11 percent. LATAM accounted for the remaining 8 percent of the points.

Most Awarded Region





## THE LOVELY MOBILE LEADERS OF 2018

**Andrea Trocino – Head of Mobile, [ASOS](#)**

Over the last four years, Andrea has built and led the business mobile strategy and development department at ASOS.

His passion for customer experience and technology is the constant driver behind his career and has always been laser-focused on how e-commerce businesses can create best-in-class experiences on mobile.

Andrea's previous roles have been in companies like Sapient Nitro, Usablenet and YOOX NET-A-PORTER Group.



**Kelly Fleetwood – Senior Marketing Manager, [Amazon Music UK](#)**



Kelly is responsible for managing paid mobile, paid social and voice upsell channel marketing for Amazon Music UK. Amazon was one of the first retail brands to see the potential of m-commerce and it has apps on all platforms.

In 2014, Kelly joined Amazon UK as an account manager to project-manage multi-channel campaigns. She later moved her focus to mobile by stepping into the role of Mobile Acquisition Manager for Europe.

Before her current role, she was Mobile Marketing Manager where she managed paid marketing for the Amazon app in Europe.

**James Farndale – Creative Director, [InMobi](#)**

James has over 10 years proven international experience, producing award-winning innovative and immersive experiences across multi-channel design and advertising.

Leading the creative services team at InMobi, James helps to push the boundaries of creative and strategic communication on mobile devices. This allows consumers to discover brands, products and services through a rich and meaningful advertising experience.

His overarching creative philosophy is: “Advertising is like telling a joke. If you have to explain it, it’s not very good.”



**Elena Alti – Head of Digital Marketing, [Santander](#)**



Elena began her career in the world of advertising agencies, working on different profiles and projects for Tiempo BBDO, Lintas, McCann-Erickson and SCPF (WPP) and managing a multitude of clients such as Coca-Cola, Airtel, Pepsico, Endesa, Heineken, Siemens, BMW/Rover and Vodafone.

In 2008, she held the corporate vice presidency for brand, marketing and product at NH Hotels, with authority in the 25 countries where the company was present.

In January of 2012, she began her adventure in the financial sector of the Santander Group, first as marketing director for three years and then on to lead the entity’s digital marketing.

**Logan Green – Chief Executive Officer and Co-Founder, [Lyft](#)**

Logan co-founded Lyft with John Zimmer in 2012 and serves as the CEO.

Logan received his B.A. in business economics from University of California, Santa Barbara, where he created the first car-share program and served on the board of the Santa Barbara Metropolitan Transit District.

Lyft was originally called Zimride, inspired by a trip to Zimbabwe where Logan and John observed neighbors and communities frequently carpooling. Zimride transformed into the smartphone app Lyft in 2012.



**Kerstin Trikalitis – Chief Executive Officer and Co-Founder, [Out There Media](#)**



As CEO, Kerstin works closely with Fortune 500 global brands as well as with tier-one mobile operators to increase Out There Media's global growth.

She has over 15 years of international experience in the mobile industry and has held leading management positions since 2001. Prior to her appointment as CEO of Out There Media, she was the managing director of WIN SA, a subsidiary of LSE-listed mobile services provider WIN plc.

Kerstin was also named on [last year's Lovely Mobile Leaders](#) list and on [MarComm News' Magnificence list of 2017](#).

**Daphne Loukas – Chief Operations Officer and Co-Founder, [Out There Media](#)**

Out There Media's COO, Daphne, is responsible for the global operations of the company. She has over 15 years of industry and management experience.

Prior to Out There Media, Daphne was the managing director of an established consulting and trading business, acquiring substantial skills on an international level in “getting things off the ground,” operations, leadership, management, finance, administration and negotiations.

She was selected as “Endeavor High Impact Entrepreneur” in 2013 and among the Top 50 Female Executives in Mobile by Mobile Entertainment Forum.



**Fidji Simo – Director of Product, [Facebook](#)**



At Facebook, Fidji leads video, news and advertising in News Feed. Most recently, she launched Live Video, 360 Video, videos that autoplay in News Feed, and Instant Articles.

She also helped grow Facebook's mobile ad business by building new ad formats, like video ads, canvas ads, carousel ads and lead ads.

Fidji joined Facebook from eBay where she was part of the strategy group and rotated through eBay's main offices in France, Spain and the US.

**Adam Brotman – EVP, Global Retail Operations & Partner Digital Engagement, [Starbucks](#)**

Adam joined Starbucks in April 2009 and most recently served as the EVP of global retail operations and partner digital engagement, leading the core digital business, emerging in-store digital and entertainment teams at Starbucks.



Adam was also chief digital officer, overseeing mobile order and pay, the Starbucks card, loyalty, e-commerce, Wi-Fi and the Starbucks Digital Network – projects that cemented Starbucks' position as a digital pioneer in the restaurant industry. Adam is leaving Starbucks this month to join J. Crew.

**Harry Kargman – Chief Executive Officer, [Kargo](#)**



Harry founded Kargo in 2003 and has grown it from a small start-up shop to a leader in mobile brand advertising. In 2015, Kargo was recognized as one of America's fastest-growing companies by Inc. magazine.

Kargo works with the world's most prestigious media companies and brands to deliver high-quality mobile brand advertising. Their technology and ad experiences are integrated into the sites and apps of more than 300 of the largest publishers, and its technology powers the campaigns of more than 200 of the most influential brands.

Harry holds over fifty patents related to Kargo's technology and continues to drive the company to innovate around mobile advertising solutions, data products and programmatic technology.

**Kamakshi Sivaramakrishnan – Chief Executive Officer, [Drawbridge](#)**

Kamakshi leads Drawbridge, the fastest-growing woman-led company on the Inc. 5000 (it is #6 overall on the list). Her business uses a complex algorithm to better understand how users interact with ads online and across different interfaces (smartphones, tablets, etc.).



By determining whether multiple devices are linked to the same user, Drawbridge can, for example, tell if a given user sees a banner ad on mobile but then makes a purchase on their computer.

This gives marketing agencies insight that their mobile ads are in fact driving consumer spending. Kamakshi was also named on [MarComm News' Magnificence list of 2018](#).

**Seng Yee Lau – Senior EVP, Chairman of Advertising, Chairman of Group Marketing & Global Branding, [Tencent](#)**



Seng Yee has held his current EVP position since August 2017. He also sits on the advisory board for Ad-Tech, the globally-renowned organization for online marketing. He served as executive partner of Publicis China and CEO of BBDO China. Seng Yee is a prolific speaker and article-contributor in the ad industry.

In 2011, Seng Yee was honoured globally as “The World’s 21 Most Influential People in Marketing and Media” by New York-based Advertising Age.

In 2015, he received another global award when he was announced as “Media Person of the Year” by Cannes Lion Festival of Creativity in France, making him the first recipient from China to receive such recognition.



**Mark Corner – Chief Technology Officer, [Fiksu](#)**

As CTO, Mark heads engineering, research and development. In his day-to-day role, he oversees a growing team of developers, ensures the upkeep of Fiksu's numerous technologies and pursues opportunities for further innovation.



A tenured associate professor at the University of Massachusetts Amherst School of Computer Science, Mark credits the rapidly changing field of academic research as influential in preparing him for his role within the dynamic industry of mobile marketing.

He has authored dozens of publications on mobile systems, holds two patents, and has been awarded millions of dollars in federal and industrial research grants.

**Peggy Anne Salz – Founder and Chief Analyst, [MobileGroove](#)**



MobileGroove is a top 50 ranked destination providing analysis, custom research and strategic content marketing to the global mobile industry and mentoring and consulting to tech startups.

Peggy, the chief analyst and founder, has been named a Top 30 Mobile Marketing Influencer. She is a frequent Forbes contributor and guest blogger for a variety of leading media outlets where she shares her insights on mobile marketing, mobile apps, customer engagement and business innovation.

She has written over 300 articles on mobile marketing, mobile search, social media and mobile industry news and developments, and nine books about mobile, both as a lead author and in partnership with global companies like InMobi.

**Aimée Lopic – Chief Marketing Officer, [Pandora](#)**

Before joining Pandora, Aimée had a 13-year run at Gap Inc. where she served most recently as CMO for Banana Republic and the general manager of BananaRepublic.com.

In this role, Aimée's team's effort in paid-social media and other digital marketing programs delivered a return on investment of more than 500 percent.

At Pandora, Aimée is responsible for overseeing the streaming music provider's "next chapter," utilizing cutting-edge, digital, social and mobile marketing initiatives and leading consumer brand strategy, market positioning, performance-based and partnership marketing for the company.



**Robert Murphy – Co-Founder and Chief Technology Officer, [Snap, Inc.](#)**



Bobby and his business partner Evan Spiegel created a disappearing-image messaging app called Picaboo in college, which became Snapchat in 2011.

As CTO, Bobby is responsible for Snap's engineering teams. Sources say he is also closely involved with Snap Labs, a mysterious team within the company that works on top-secret, unannounced products.

He remains the author of much of the Snapchat app code to this day.



**Mike Krieger – Chief Technology Officer and Co-Founder, [Instagram](#)**

Mike, along with Kevin Systrom, created Instagram in 2010 and sold it to Facebook in 2012 for one billion dollars. The photo-sharing app boasts 700 million registered users, and more than 400 million people come to the platform every day.

Last year, the company launched “Instagram Stories” which allows users to share multiple pictures and videos in a single slideshow.

The photos and videos disappear after 24 hours, meaning that they serve their purpose of sharing an experience but don’t disrupt a carefully curated account.



**Ryan Holmes – Chief Executive Officer, [HootSuite](#)**



HootSuite is a social media management company that has 8 million users, including 79 of the Fortune 100 companies. A college drop-out, Ryan started a paintball company and pizza restaurant before founding Invoke Media, the company that developed HootSuite in 2009.

Today, Holmes is an authority on the social business revolution, quoted in The New York Times and Wall Street Journal and called upon to speak at TEDx and SXSW Interactive Conferences.

Through HootSuite University, Holmes partners with major universities to deliver social media coursework to the next generation of business leaders.

**Aaron Rajan – Vice President of Information Technology, [Unilever](#)**

In this role, Aaron covers marketing, advertising, sustainability and communication as well as employee technology.

Prior to that, Aaron was director of global marketing platforms, responsible for partnering up Unilever's biggest brands. He was active across 100 markets to deliver a full spectrum of technology and digital innovation including search, social, mobile and e-commerce.

He led the development of and transition to Unilever's global creative technology platforms and agency-technology roster.



**James Temple – Executive Vice President, Chief Creative Officer, [R/GA](#) EMEA**



James started at R/GA New York and soon became a founder of R/GA London. Under his leadership, the office has won every major industry award.

The company provides solutions spanning ventures, consulting, architecture, design and marketing for client partners such as Disney, Dyson, Google, Nike, Samsung, Siemens and Unilever. James was the originator of R/GA's global partnership with Beats by Dr. Dre, building the brand through culture-defining marketing.

Beginning his career at IBM, James has over 20 years of design experience creating innovative digital products and services, like America's first online banking system and the order management system of the New York Stock Exchange.

## Fatoumata Ba, Founder and Chief Marketing Officer, [Jumia](#)

Fatoumata, an entrepreneur from Senegal, built her first website at the age of 16. She launched Jumia Ivory Coast, an online retail platform supported by Africa Internet Group, which started with 10 employees in 2013 and became the fastest growing African e-commerce site.



By 2015, it had more than 300 employees and more than 500,000 unique monthly visitors buying more than 50,000 products. Fatoumata later launched Jumia Nigeria, the largest e-commerce site on the continent in market share, employees and revenues.

She has partnered with more than 30,000 vendors and brands, including Apple, L'Oreal and New Look. Jumia spans across 9 verticals (mall, market, food, travel, deals, cars, house, jobs, pay) and 23 countries in Africa.

## The **lovely** Mobile Leaders of 2018



## THE LOVELY MOBILE AWARDS

### The Lovely Application Award: Instagram



2017 was a big year for Instagram, as brands continued to take advantage of social influencers on the platform.

[Research](#) has found that the number of sponsored posts nearly doubled last year, and Instagram's influencer marketing is poised to become a \$2 billion industry by 2019.

With 2018 predicted as the “Year of the Influencer”, the channel, founded on peer recommendation, continues to show rapid annual growth, driven by this app in particular.

## The Social Loveliness Award: Bayer - Yasmin's Sex-Ed Revolution



PHD China's revolutionary campaign won this award for addressing the culturally taboo issues of sex and contraception, while boldly challenging the country's authorities and content regulations.

The mobile-led campaign featured two candid sex education videos that reached over 18 million students across 3,000 Chinese universities. In one week, the videos acquired 12 million views, climbing to 30 million within the first month.

The hugely successful campaign proved that it was exactly what millions of China's young adults were waiting for.

[Watch the case study here.](#)



## The Lovely Innovation Award: Shell App for Connected Car



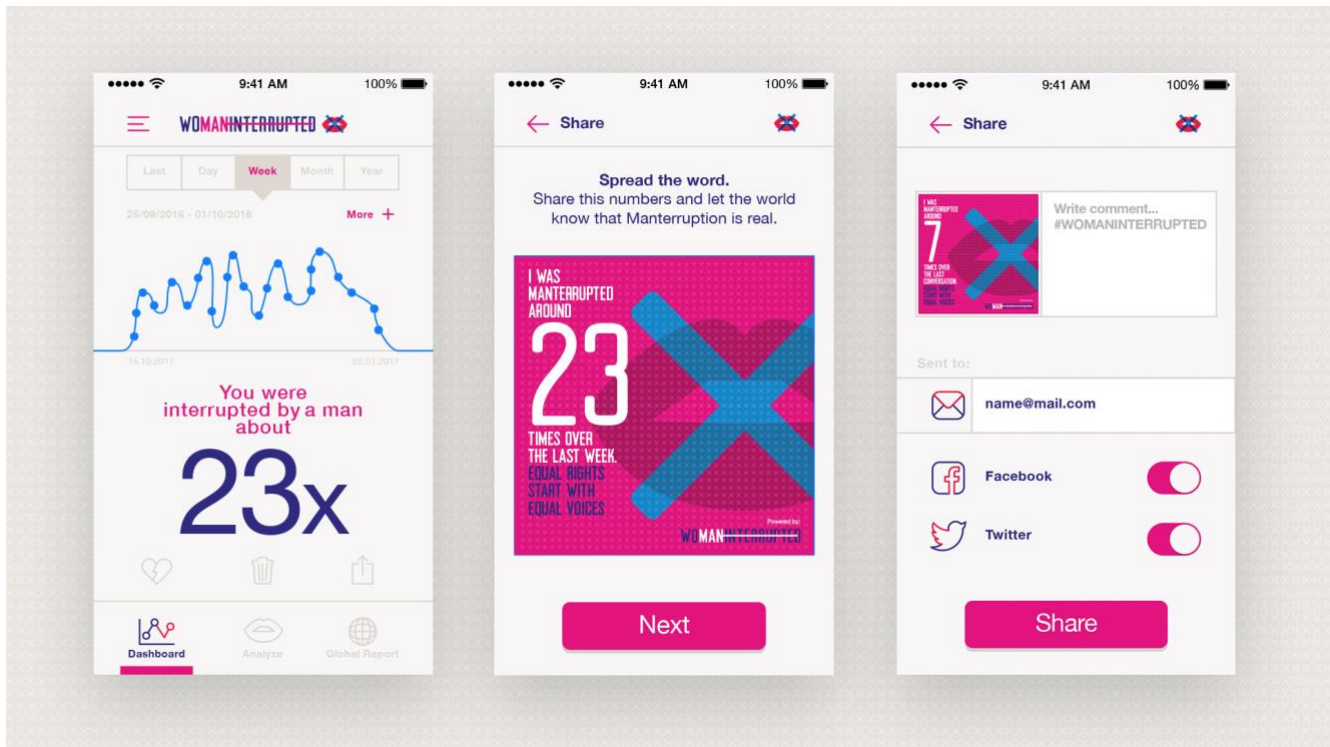
MOBGEN's innovative mobile platform made life easier for Shell customers by providing them with relevant services, offers and a payment tool to enhance the driving experience and help motorists 'on the go'.

The app also furthered the collection of customer data to facilitate improved strategic decision making.

Shell's innovative technology was ahead of the curve, beating out automobile giants GM, who also released their app in December 2017.

[What the launch video here.](#)

## The Loveliest Idea Award: BETC São Paulo - Woman Interrupted App



In 2016, much was said about the Manterrupting phenomenon, one of the many kinds of violence against women. It's a sexist behaviour that happens precisely when she cannot finish her speech because a man unnecessarily interrupts her. The subject was under the spotlight during the American election period, when Donald Trump interrupted Hilary Clinton 51 times during their first debate.

Inspired by this discussion, the agency BETC São Paulo created the mobile app Woman Interrupted - a platform that counts how many times a man interrupts a female speech. It launched in the week that celebrated the International Women's Day in 2017.

The objective of the Woman interrupted App is to generate awareness and more debate around Manterrupting. The innovation also aims to raise awareness in the male audience, who often does not recognise their behaviour.

[Watch the case study here.](#)

## The Lovely M-Commerce Award: IKEA Place App



Norgram's augmented reality app for IKEA gives users the ability to experience and experiment with furniture from the Swedish retailer before making a purchase, by virtually placing thousands of IKEA products into their homes, backyards, or even out on the street.

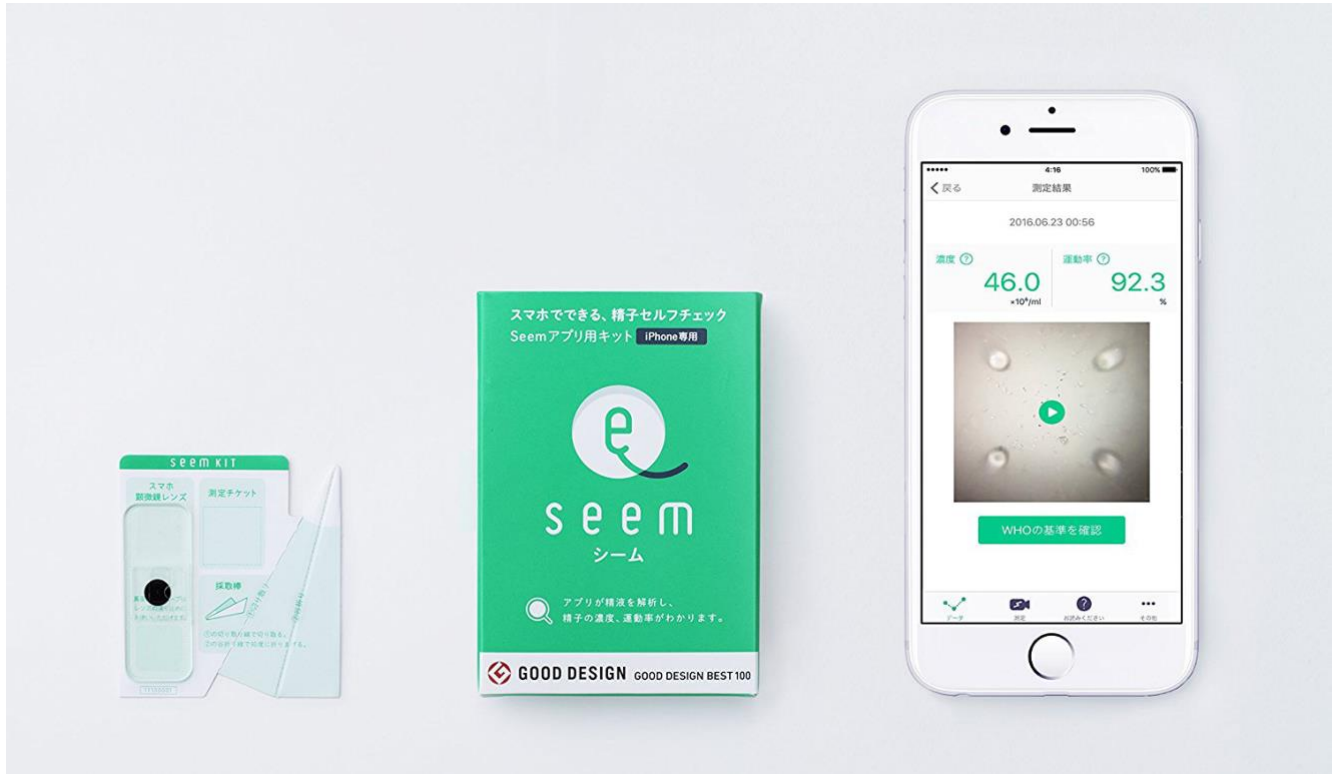
The AR technology is precise enough to allow customers to see the texture of a fabric, and even the interplay of light and shadows on potential furnishings, which greatly enhances the furniture retail experience.

To boot, users can then purchase the products of their choice directly from the Place app.

[Watch the launch video here.](#)



## The Lovely Use of Technology Award: Recruit Lifestyle - The Family Way



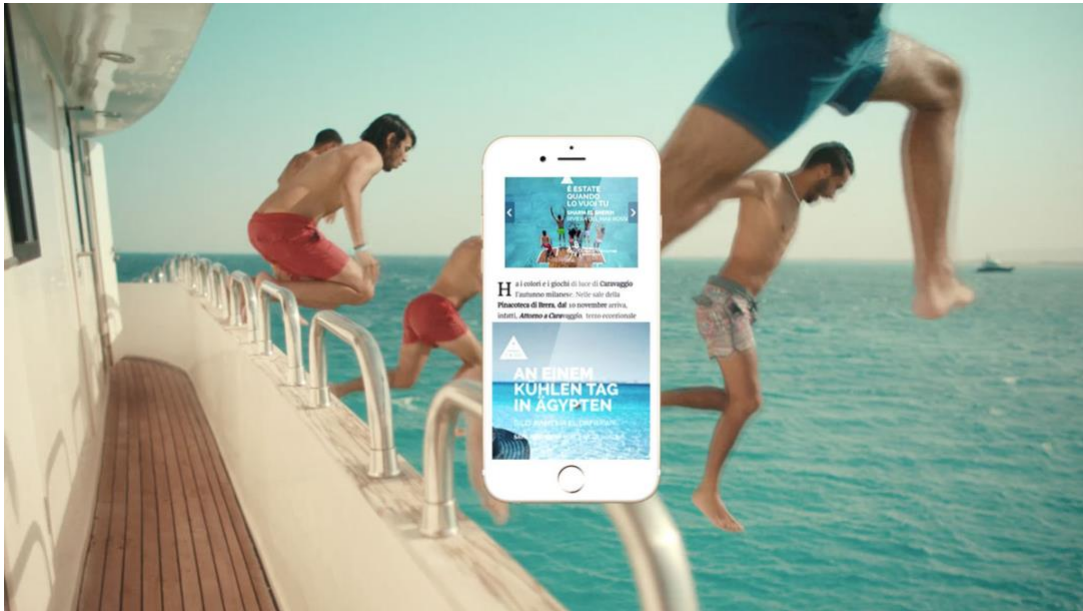
Dentsu Y&R's 'The Family Way' for Recruit Lifestyle showcases the Japanese brand's 'Seem' app that allows men to test their sperm quality with their mobile phones.

The 'Seem System' includes a tiny lens on which men can put a drop of semen, and the app will analyze it for count, concentration and mobility.

The app was also awarded the Grand Prix from the Cannes Lions Mobile Jury for its unexpected and innovative use of technology.

[Watch the case study here.](#)

## Lovely Use of Programmatic: Mindshare Dubai & Egyptian Tourism Authority - Owning All Travel Related Moments



Together with Mindshare Dubai, Egyptian Tourism Authority utilised on programmatic weather trigger on mobile to inspire travellers to visit Egypt. This was introduced 1st in Germany while Germans were booking for their winter holidays. They used geofence trigger technology to reach potential travellers while thinking about holidays. The technology was used as a disrupting method when travellers were booking a trip by displaying inspirational scenes of Egypt at the Travel agents' point of sale.

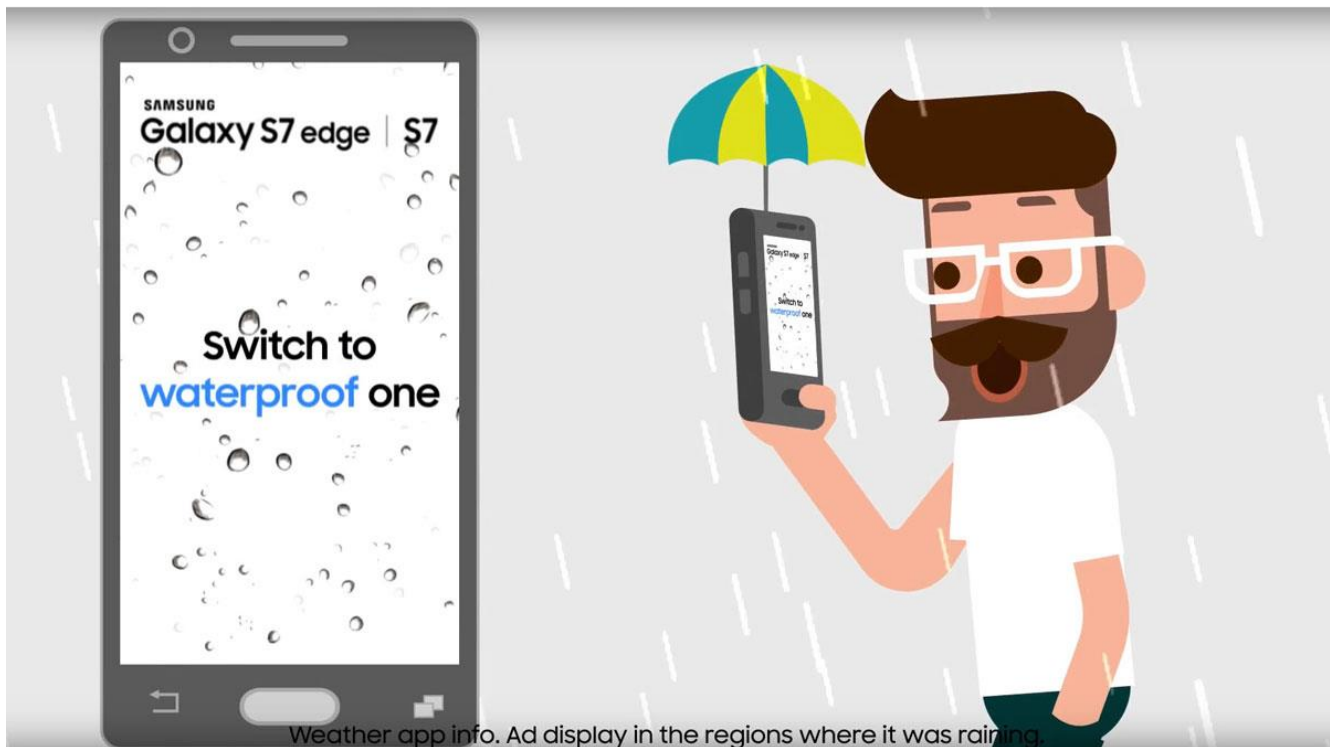
Research also showed that travellers begin to think of their next trip as soon as they are back from their last one, or during their current vacation. So, they targeted major airports across Italy, as well.

### The results:

- The programmatic weather trigger had a CTR 1.5 X higher than norms, and the geofenced trigger has a CTR 2 X higher.
- The comprehensive advertising campaign has seen inbound travel both countries targeted increase by an average of 60%.

[Watch the case study here.](#)

## Lovely Use of Location: InMobi, Starcom & Leo Burnett - Samsung Galaxy S7/S7 Edge



Samsung wanted to use in-app advertising to connect with Android smartphone users in Poland who could benefit from the superior features of the Galaxy S7.

Together with Leo Burnett and Starcom, Samsung asked InMobi to design a breakthrough creative. The agency realised the best way to get the user's attention was to show them hyper-personalised ads based on data from their smartphone. They were able to discover the unique pain points of the user, and their smartphone, and show them different creatives based on their particular circumstances.

Take the example of Luke, a 28-year-old smartphone user. Like many of us, Luke seems to be permanently attached to his smartphone and relies on it in a variety of situations throughout his day. Although Luke is borderline obsessed with his smartphone he doesn't get too caught up in the specifications of the device, like technical data, pixel number or processor speed. It also seems that Luke, whether consciously or subconsciously, has become very good at ignoring advertising shown on his smartphone.

So, the challenge for Samsung was how to get someone like Luke's attention when they appear to be completely 'ad blind'.

By using data from Luke's phone, it was possible to recognise moments in the day when his smartphone was not performing well enough to keep up with the busy demands of his life, including:

- Location data from weather app - if it was raining in Luke's region, he would see a creative highlighting the waterproof features of the S7.
- Low phone battery - show a creative about the superior battery life of the S7.
- Clock and geolocation - if it was dark at the time the ad was shown, Luke would see a creative showcasing the light-sensitive camera on the S7.
- Device memory - show creative about the S7's expandable memory.

Each creative had a CTA to learn more details about the S7, with the option to buy.

Using this breakthrough creative concept, InMobi was able to generate more dynamic user data from a single ad unit than has been previously seen in any other mainstream campaigns. The result was an ad experience that was hyper-relevant to the user.

The campaign was particularly effective at reaching the objectives of showcasing features of the Galaxy S7 while highlighting the innovative nature of the Samsung brand. This mobile campaign reached over 600,000 unique smartphone users even with the extremely precise targeting of being able to serve the user bespoke ads based on context.

The average CTR of the campaign was 3.74% with a maximum of 8.22%. The average session time was 1 minute 30 seconds. There was an interaction rate of 6.67%, which is above the industry average. These stats show an excellent ROI for Samsung and that the campaign was particularly well received by the target audience.

[Watch the case study here.](#)

## Lovely Use of Data Personalisation: Fetch for The Telegraph



By combining varied smart ad technology platforms, overlaying sophisticated audience segmentation and handcrafting the headlines, Fetch helped The Telegraph to offer millions of readers a modern and instant news source, humanly-crafted in real-time by its editorial team.

With a goal to drive 10 million engaged users by 2020 and transform their global news source for the digital age, The Telegraph needed to create brand affinity with a new generation of younger readers (35-44-year olds), who demand instant and relevant online news.

Navigating millions of data points, Fetch and The Telegraph achieved what had never been done before: personalised news delivery, at scale, within just 6 weeks.

[Read more about the project here.](#)

## Lovely Use of Targeting: Out There Media, Mindshare Vietnam & P/S Anti Cavity – Helping Vietnamese Rural Change Brushing Habit to Prevent Cavity



## STRATEGY

### UNLOCK **RURAL**

### VIA "MICRO-TARGETING AT SCALE"



The biggest problem faced by Unilever's P/S Anti Cavity was the fact that 90% Vietnamese have dental problems with a lack of education in creating awareness about the need to brush twice daily to avoid cavity especially at night. The problem was more persistent in the rural areas.

With market share of P/S in anti-cavity segment declining in Q1 2017 especially in the rural markets; they decided to launch the P/S Heart Campaign.

To deliver this campaign, Mindshare worked with Out There Media (OTM) an aggregator of Telcom data who helped further profiling the data into "micro-targeting data at scale" which combined age, gender, location, time of day and ARPU (average revenue per user) to reach these moms with effective communication and reward them for engagement.

The idea was to prove effectiveness in Rural Vietnam which had high feature phone penetration and the same campaign to be executed across different clusters in a meaningful and effective way combining REACH and EFFICIENCY.



As a consequence, each and every user was engaged in a way that was most “familiar” and “enticing” to them, speaking their language depending on handset, area, ARPU, habits - as opposed to a one size fits all or a smartphone-only approach.

Additionally, all creatives were ‘zero rated’, which means that any interaction with the message/ad would not eat into people’s data plan, in a market where internet connectivity is not yet present and people do not have an “all you can eat data plan.”

The campaign reached 50% total target audience in Mekong delta and south east across the mobile advertisings network (1.25 million users) with this micro targeted approach, with 30 times higher performance in terms of engagement and response rates compared to industry average benchmarks.

The brand reported a post campaign analysis brand equity score of +300bpt or +3% on the attribute of helping families improve their brushing habits and +100bpt or +1% towards preventing cavities as compared to 2016.

Rural especially experienced an uplift of +2.4% which shows the effort for supporting rural paid off amazingly well.

[Watch the case study here.](#)

## Lovely Use of 360° Content: InMobi, Starcom & Samsung – X Games Unframed



In 2017, Samsung launched a live event partnership with the X Games to promote its virtual reality headset Gear VR.

Gear VR users were able to experience the thrill of the X Games from the comfort of their homes, streamed live and unframed in full 360° video, as they watched the world's best BMX riders and skaters compete at the biggest action sports event of the year.

The objective of this campaign was to drive awareness of Samsung Gear VR headset and the X Games original video content to highlight Samsung as a major player in VR and 360° video. The primary target audience was VR enthusiasts and Extreme Sports fans in the UK. Samsung also wanted to connect with the secondary target audience of 18-34 years olds with an interest in general tech and sport.

To reach these audiences, Samsung and Starcom teamed up with mobile advertising platform, InMobi, to produce and execute a creative advertising strategy. The campaign was split into two phases.



Phase I was used to create awareness of the X Games and the Samsung partnership. This ran from 10-13 July in the lead up to the X Games in Minneapolis, USA (13-16 July). Interstitial ads included a 360° video that introduced the X Games stars. The user became immersed in the video as the accelerometer was utilised to view content from a 360° perspective. This helped to create hype around the skateboarding and BMX events.

The idea of this first phase was to capture the essence of the X Games with an exciting teaser for the main event - ultimately Samsung wanted to encourage the target audience to watch the X Games live on their Gear VR headsets. These users not only experienced the teaser video, but they were also encouraged to add the events to their calendar so that they could be alerted when the events went live. The smartphones targeted in Phase I were Android devices compatible with the Samsung Gear VR headset.

Phase II ran from 11-18 August and showed highlights from the X Games. A set of 360° highlight videos were used to enhance the experience and showcase the various X Games events. These highlights allowed the users to experience a snapshot of the original VR content available but, ultimately, helped to drive additional traffic to the Samsung VR microsite. The smartphone devices targeted in Phase II were Android and iOS, as this phase did not need to specifically target devices compatible with the headset.

Through persona, age and geo-targeting, InMobi was able to reach 350k users out of a possible 2.5m in the UK (14% of the target segment). The completion rates for the creative executions were significantly higher than the InMobi network's benchmark, with Phase I at 1.4X higher and Phase II at 3.8X higher. Overall the campaign was a huge success for Samsung.

[Watch the case study here.](#)

# FULL RESULTS OF THE LOVELY MOBILE AWARDS

| Category                            | Title  | Brand                      | Agency                                 | Award  |
|-------------------------------------|--|----------------------------|--|--------|
| The Loveliest Project of 2017       | Yasmin's Sex Ed-Revolution                                       | Bayer                      | PHD Media                              | Gold   |
| Lovely Brand / Marketer of the Year | Unilever   | Unilever                   |  | Gold   |
| Lovely Agency of the Year           | Mindshare  |                            | Mindshare                              | Gold   |
| Lovely Application                  | Instagram  | Instagram                  |  | Gold   |
| Social Loveliness                   | Yasmin's Sex Ed-Revolution                                       | Bayer                      | PHD Media                              | Gold   |
| Lovely Innovation                   | Shell App for Connected Car                                      | Shell                      | MOBGEN                                 | Gold   |
| The Loveliest Idea                  | Woman Interrupted App  |                            | BETC São Paulo                         | Gold   |
| Lovely M-Commerce                   | Place App  | Ikea                       | Norgram                                | Gold   |
| Lovely use of Technology            | The Family Way   | Recruit Lifestyle          | Dentsu Y&R                             | Gold   |
| Lovely Use of Programmatic          | Owning All Travel Related Moments                                | Egyptian Tourism Authority | Mindshare Dubai                        | Gold   |
| Lovely Use of Location              | Samsung Galaxy S7/S7 Edge  | Samsung                    | InMobi, Starcom & Leo Burnett          | Gold   |
| Lovely Use of Location              | Sky-Rocketing Snack-Sales, The Mobile-First Way                  | Arla                       | Fetch & Carat                          | Silver |
| Lovely Use of Data Personalisation  | Fetch for The Telegraph  | The Telegraph              | Fetch                                  | Gold   |
| Lovely Use of Targeting             | Helping Vietnamese Rural Change Brushing Habit to Prevent Cavity | Unilever - P/S Anti Cavity | Out There Media & Mindshare Vietnam    | Gold   |
| Lovely Use of Targeting             | Huawei Eid Raffle Campaign                                       | Huawei                     | Out There Media, Zain Iraq & Mindshare | Silver |
| Lovely Use of 360° Content          | X Games Unframed   | Samsung                    | InMobi & Starcom                       | Gold   |
| Lovely Use of 360° Content          | Dubai Panorama   | Emirates                   | InMobi, Havas & Geometry               | Silver |
| Lovely Use of Lead Generation       | Dove Project Pearl   | Unilever                   | Out There Media & Mindshare Indonesia  | Silver |

