



LOVELY MOBILE NEWS REPORT, RANKINGS & AWARDS 2019

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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 2018.

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; 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 BBDO New York and AMV BBDO have been added to their parent company, BBDO Worldwide.

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

MOST AWARDED PROJECTS OF 2018

Grey Brasil's 'Corruption Detector' for ReclameAQUI was the most awarded project in 2018. It performed particularly well at the Cannes Lions Awards, winning the Grand Prix and Gold Lion. Additionally, 'Corruption Detector' received the MMA Smarties Global and two MMA Smarties- LATAM awards.

DAVID The Agency's 'Google Home of the Whopper' for Burger King received the Gold Cannes Lions Award, along with three Yellow Pencils and an Eurobest Award.

Out of the top 20 projects, McDonald's appears an impressive seven times under the brand category, displaying its success with advertising in 2018.

Ranking	Project Name	Brand	Agency	Total
1	Corruption Detector	ReclameAQUI	Grey	45
2	Google Home of the Whopper	Burger King	DAVID The Agency	43
3	From Mass McDonald's To My McDonald's	McDonald's	OMD	23
4	Snaplications	McDonald's	VMLY&R	22
5	Roadies: When India Dared to Share	MTV	Madison Communication	21
6	Destination Pride	PFLAG Canada	FCB/SIX	20
=	Snaptivity	Snaptivity	R/GA	20
=	My Line	Ministry of Communications & Technology of Colombia	MullenLowe SSP3	20
=	Live Looper	Downtown Records	BBDO New York	20
=	Homepod: Welcome Home	Apple	TBWA\Media Arts Lab	20
=	Barbers	Apple	Furlined	20
7	Reindeer Ready	McDonald's	Leo Burnett London	19
8	Selfie STIX 2	Pedigree	Colenso BBDO Auckland	18
=	Boxes - Let's Unlock Cities	Uber	Forsman & Bodenfors	18
=	Re:scam	Netsafe	DDB New Zealand	18
9	It's Never Too Late, Always The Perfect Gift with 1-800-Flowers	1-800-Flowers.com		17

10	Mobile Menu	McDonald's	Cossette	16
=	2017 Lyft and Kargo Round Up & Donate Mobile Campaign	Lyft	Digitas	16
11	Xbox Design Lab Originals: The Franchise Model	Microsoft	McCann London	14
=	Project Revoice	ALS Association	BMW Dentsu	14
=	KFC CRM Rewards Program	KFC	Yonder Media	14
=	Google Maps Weather Bumpers	Google	Toaster Ltd.	14
12	Demonstrating OOH Effectiveness For American Airlines	American Airlines	Mobsta	12
13	Swisscom The most hated vending Machine	Swisscom Mobile Cellular Network	HEIMAT Berlin	11
14	SmartSuit 2	Samsung	Cheil Amsterdam	10
=	#Trollingisugly	The Cybersmile Foundation	adam&eveDDB	10
=	Making the World Accessible, dot by dot	Dot Mini	Serviceplan Group	10
=	Aeronaut VR	Aeronaut Music Experience	Isobar	10
=	Dispatch	Oculus	Here Be Dragons	10
=	FIFA 18 More Than A Game	EA Sports	adam&eveDDB	10
=	Sweet Change	PAYTM WALLET	McCann Mumbai	10
=	Super Promo Noblex	Noblex	DAVID The Agency	10
=	A/R Jordan	Nike Air Jordan	R/GA	10
=	Know What Your Data Knows	Google	Eleven, Inc.	10
=	Magenta Unleashed 2	Deutsche Telekom	Saatchi & Saatchi	10
=	Ostrich	Samsung	Leo Burnett Chicago	10
=	Next Bank	Banco Bradesco	R/GA	10
=	Google Pixel Buds	Google	Google Creative Labs	10
=	NSynth Super	NSynth Super	Google Creative Labs	10
=	Introducing the PEDIGREE Adoptable Facebook Mask	Pedigree	BBDO New York	10
=	Spin Cycle	Samsung	Taylor Herring Ltd	10
=	Life Line	Agencia Nacional de Seguridad Vial	Havas Media	10
15	Turning KFC Into A Gamer's Playground	KFC	Mindshare	9
=	Bitecoins	Arcos Dorados Comercio de Alimentos Ltda	DPZ&T	9
=	Smart Search	Big Bazaar	Mediacom	9

=	#ImBack. The Return to Twitter	Twitter	McCann	9
=	Ford Ecosport: In-Car AR	Ford	Mindshare	9
=	Lincoln Navigator 360 VR	Lincoln	Hudson Rouge	9
=	Dry Shampoo	Dove	Initiative	9
=	The All-New BMW.com	BMW	Jung von Matt AG	9
=	The Wentworth Rat	Foxtel	Mindshare	9
=	Racing the Sun	Volvo	Courageous Studio/ Mindshare/ Grey	9
16	The Lincoln Way App	Lincoln	Hudson Rouge	8
=	TD Ameritrade Essential Portfolios Cognitive	TD Ameritrade	Havas New York	8
=	Build.com "In-Home Preview"	Build.com	Prolific Interactive	8
=	Excedrin Works 360 Video	Excedrin Migraine	Weber Shandwick	8
=	Colgate E1: The Connected Toothbrush	Colgate	Red Fuse Communication	8
=	Maia Whistle	Makkal Needhi Maia	Interaction One	8
=	Google Maps for 2 Wheelers	Google	Toaster Ltd.	8
=	Rexona Movement for Movement	Rexona	Mindshare	8
=	Uniqlo- Hijacking the Largest Shopping Center in the World	Uniqlo	Mindshare	8
=	Bradesco- Bank Next-Lollapalooza Game	Next	R/GA San Paulo	8
=	Ala Life Stains	Ala	Initiative	8
=	Fun Waze to Learn: Nestle Excella Gold Case	Nestle & Waze	McCann	8
=	The Vivo Ads Challenge	Vivo Ads	Young & Rubican	8
=	Jif Aurora Interactive Video Campaign	Jif	Ad Colony	8
=	Micro Targeting Brings Mega Results on Mobile!	Huawei	Out There Media	8
17	Perspective 2mn	Movistar	Dhélet VMLY&R	7
=	Alexa Loses Her Voice	Amazon	Lucky Generals	7
=	Touching Masterpiece- Case film	National Gallery of Prague	Geometry Global	7
=	Lineage 2: Revolution	Netmarble	Voden Leo Burnett	7
=	Doritos: Jurassic World	Doritos	Adcolony Turkey/ OMD	7
=	Clear Aurora	Clear	Mindshare/ Adcolony	7
=	TV & Mobile: Probably the Best Couple Ever	Akbank	Akbank	7
=	Banabak Application	Procter & Gamble	Starcom/ Saatchi & Saatchi/ A Kampus	7

=	Whatsapp Down	Turkcell	Arena Media	7
=	Nescafe Sees the Car in your Fortune	Nestle	Mindshare/ Sesli Harfler/ Bond Digital	7
=	Vodafone iot Smart Watch	Vodafone	Mindshare	7
=	Get Artsy with Polo	Polo	Mindshare/ JWT	7
=	Seeing through Disabilities	Turkcell	Arena Media	7
=	Lucozade	Suntory	Mindshare	7
=	Knorr Whatsfordinner Leave No Food Behind	Knorr	Digitas Liquorice	7
=	Add Hope in VR	Add Hope	Mark1	7
=	Poweless Queen	Mahindra	WATConsult	7
=	MFC Uses Green Sim Data Insight to Drive 8x Conversions	Mahindra	Isobar	7
=	Chug Chug on Chuk Chuk	Pepsi	Mindshare	7
=	#Jumpforhealth	Aditya Birla Capital Health Insurance	Mindshare	7
=	Beauty For All - Retail Consumer Experience in Your Palm	L'Oreal Paris	Inmobi	7
=	Diane- When A Girl Says Yes	Diana	DSquare	7
=	Less Screen Time, More Play Time	OMO	Mindshare	7
=	Coca-Cola World Cup Foods	Coca-Cola	Mediacom/ Circus Digital	7
=	Data Driven Emotion Mapping	Clear	Mindshare	7
=	Brushing is Playing	P/S Kids	Mindshare	7
=	Hair Stories	Dove	Mindshare	7
=	Biti's Hunter #TheRedSnow	Biti's Hunter	Redder Advertising	7
=	Kia Lead Generation System	Kia	Havas Media	7
=	BBVA Valora View	BBVA Valora View	Mindshare/ DDB	7
=	Google Football Answers Made Answers	Google	Toaster Ltd.	7
18	Demystifying Streaming	Kobalt AWAL	Nimbletank	6
=	Footfall Uplift Action Stores With Mobile Advertisement	Action	Mobile Journey	6
=	Driving Footfall with the Samsung Note 8 Launch	O2	Havas Media	6
=	Domino's Pizza UK & Roi Digital Strategy	Domino's Pizza Group	Future Platforms	6
=	Domino's "Carry-Out 2017"	Domino's Pizza Group	Arena/ GroundTruth	6
=	Boxt	Boxt	Zone	6
=	Domino's Pizza Drivers' App & Dashboard	Domino's Pizza Group	Future Platforms	6

=	Yodel Mobile	Teletext Holidays	Yodel Mobile	6
=	Spotify And Snickers: The Hunger Spotter	Snickers	AMV BDDO/ Zenith/ MediaCom	6
=	Alleviating Frustration At The Station	Gordon's Gin	Weve/ Carat	6
=	Winning the Christmas Retail Race on the Second Screen	Shop Direct: Very.co.uk	Fetch	6
19	#AutoTraderGoals	Auto Trader	AmazeRealise	5
20	Dot Mini. The First Smart Media Device For the Visually Impaired.	Dot Mini	Serviceplan Group	4
=	Three Minutes	Apple	TBWA\Media Arts Lab	4
=	The Good Vibes Project	Sense International	Cheil	4
=	Samsung-NDTV Camera Partnership	Samsung	Lodestar UM	4
21	The Forgotten Day of Freedom	O2	Triad Advertising	3
=	FIFA18: Football Decoded	Microsoft / EA Sports	McCann London	3
=	Game of Torrents (Film Case)	Media Markt	Wunderman	3
=	Said I Read You...But I lied	Audiobooks	Emotive	3
=	Billboards Beyond Borders	Reporters Without Borders	Akestam Holst	3
=	Les Vacances	Bouygues Immobilier	gyro: Paris	3
=	Smart House	Rema 1000	Try Reklambyra	3



PROJECTS BY REGION

Top 5 Projects from APAC

Ranking	Project Name	Brand	Agency	Total
1	Snaplications	McDonald's	VMLY&R	22
2	Roadies: When India Dared to Share	MTV	Madison Communication	21
3	Selfie STIX 2	Pedigree	Colenso BBDO Auckland	18
=	Re:scam	Netsafe	DDB New Zealand	18
4	Project Revoice	ALS Association	BMW Dentsu	14
=	Google Maps Weather Bumpers	Google	Toaster Ltd.	14
5	Sweet Change	PAYTM WALLET	McCann Mumbai	10

Top 5 Projects from EMEA

Ranking	Project Name	Brand	Agency	Total
1	From Mass McDonald's To My McDonald's	McDonald's	OMD	23
2	Snaptivity	Snaptivity	R/GA	20
3	Reindeer Ready	McDonald's	Leo Burnett London	19
4	Boxes - Let's Unlock Cities	Uber	Forsman & Bodenfors	18
5	Xbox Design Lab Originals: The Fanchise Model	Microsoft	McCann London	14
=	KFC CRM Rewards Program	KFC	Yonder Media	14

Top 5 Projects from LATAM

Ranking	Project Name	Brand	Agency	Total
1	Corruption Detector	ReclameAQUI	Grey	45
2	My Line	Ministry of Communications & Technology of Colombia	MullenLowe SSP3	20
3	Super Promo Noblex	Noblex	DAVID The Agency	10
=	Next Bank	Banco Bradesco	R/GA	10

=	Life Line	Agencia Nacional de Seguridad Vial	Havas Media	10
4	Bitecoins	Arcos Dorados Comercio de Alimentos Ltda	DPZ&T	9
5	Bradesco - Bank Next - Lollapalooza Game	Next	R/GA San Paulo	8

Top 5 Projects from NA

Ranking	Project Name	Brand	Agency	Total
1	Google Home of the Whopper	Burger King	DAVID The Agency	43
2	Destination Pride	PFLAG Canada	FCB/SIX	20
=	Live Looper	Downtown Records	BBDO New York	20
=	Homepod: Welcome Home	Apple	TBWA\Media Arts Lab	20
=	Barbers	Apple	Furlined	20
3	It's Never Too Late, Always The Perfect Gift with 1-800-Flowers	1-800-Flowers.com		17
4	Mobile Menu	McDonald's	Cossette	16
=	2017 Lyft and Kargo Rounq Up & Donate Mobile Campaign	Lyft	Digitas	16
5	Aeronaut VR	Aeronaut Music Experience	Isobar	10



MOST AWARDED AGENCIES / MEDIA HOUSES OF 2018

Mindshare has maintained its ranking as the most awarded agency/ media house in 2018, exactly like the two previous years. The points they acquired are almost three times as more as their runner-up Grey Brasil.

APAC was a particularly fruitful region for Mindshare with their Indian, Vietnamese and Indonesian offices amongst the most recognized in 2018.

Ranking	Agency	Total
1	Mindshare	136
2	BBDO Worldwide	54
=	Grey	54
3	DAVID The Agency	53
4	R/GA	48
5	Leo Burnett	46
6	DDB Worldwide	45
7	McCann	44
8	Young & Rubican	37
9	Havas Media	31
10	OMD	30
11	Toaster Ltd.	29
12	TBWA\Media Arts Lab	24
13	Digitas	23
14	Ad Colony	22
=	MediaCom	22
15	Madison Communication	21
16	Arena Media	20
=	FCB/SIX	20
=	Furlined	20
=	Google Creative Labs	20
=	MullenLowe	20
17	Forsman & Bodenfors	18
18	Hudson Rouge	17
=	Initiative	17
=	Isobar	17
=	Saatchi & Saatchi	17
19	Cossette	16

20	BMW Dentsu	14
=	Cheil	14
=	Serviceplan Group	14
=	Yonder Media	14
21	Future Platforms	12
=	Mobsta	12
22	HEIMAT Berlin	11
23	Eleven, Inc.	10
=	Here Be Dragons	10
=	Wunderman Thompson	10
=	Taylor Herring	10
24	Courageous Studio	9
=	DPZ&T	9
=	Jung von Matt AG	9
25	Interaction One	8
=	Out There Media	8
=	Prolific Interactive	8
=	Red Fuse Communication	8
=	Weber Shandwick	8
26	Akbank	7
=	DSquare	7
=	Geometry Global	7
=	Inmobi	7
=	Lucky Generals	7
=	Mark1	7
=	Circus Digital	7
=	Sesli Harfler	7
=	Bond Digital	7
=	Redder Advertising	7
=	Starcom	7
=	A Kampus	7
=	WATConsult	7
27	Zenith	6
=	GroundTruth	6
=	Fetch	6
=	Mobile Journey	6
=	Nimbletank	6
=	Weve	6
=	Carat	6
=	Yodel Mobile	6
=	Zone	6
28	AmazeRealise	5
29	Lodestar UM	4

30	Akestam Holst	3
=	Emotive	3
=	gyro:	3
=	Triad Advertising	3
=	Try Reklambyra	3



MOST AWARDED BRANDS / MARKETERS OF 2018

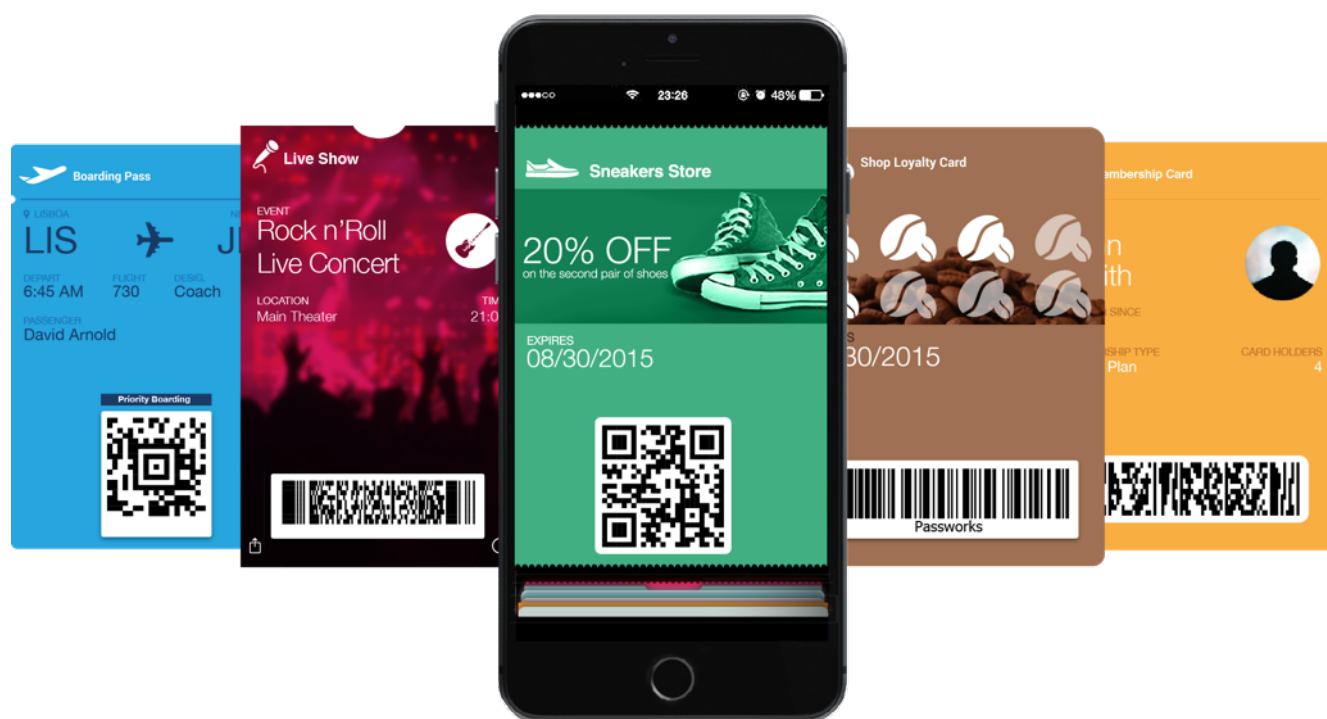
Unlike in 2016 and 2017, where Unilever acquired the most awards, McDonald's was the most awarded Brand/ Marketer of 2018. McDonald's received about twice as many points as the second-place brand, Google. ReclameAQUI was a close third place.

With various companies in different countries, McDonald's is able to globalise its brand by utilising polycentric marketing, adapting the needs of the specific country.

Ranking	Brand	Total
1	McDonald's	90
2	Google	49
3	ReclameAQUI	45
4	Apple	44
5	Burger King	43
6	Samsung	34
7	Pedigree	28
8	KFC	23
9	MTV	21
10	Downtown Records	20
=	Ministry of Communications & Technology of Colombia	20
=	PFLAG Canada	20
=	Snaptivity	20
11	Domino's Pizza Group	18
=	Netsafe	18
=	Uber	18
12	1-800-Flowers.com	17
=	Lincoln	17
=	Microsoft	17
13	Dove	16
=	Lyft	16
14	Nestle	15
15	ALS Association	14
=	Clear	14
=	Dot Mini	14
=	Mahindra	14
=	Turkcell	14
16	EA Sports	13
17	American Airlines	12

18	Swisscom Mobile Cellular Network	11
19	Aeronaut Music Experience	10
=	Agencia Nacional de Seguridad Vial	10
=	Banco Bradesco	10
=	Deutsche Telekom	10
=	Nike Air Jordan	10
=	Noblex	10
=	NSynth Super	10
=	Oculus	10
=	PAYTM WALLET	10
=	The Cybersmile Foundation	10
20	Arcos Dorados Comercio de Alimentos Ltda	9
=	Big Bazaar	9
=	BMW	9
=	Ford	9
=	Foxtel	9
=	O2	9
=	Twitter	9
=	Volvo	9
21	Ala	8
=	Build.com	8
=	Colgate	8
=	Excedrin Migraine	8
=	Huawei	8
=	Jif	8
=	Makkal Needhi Maiam	8
=	Waze	8
=	Next	8
=	Rexona	8
=	TD Ameritrade	8
=	Uniqlo	8
=	Vivo Ads	8
22	Add Hope	7
=	Aditya Birla Capital Health Insurance	7
=	Akbank	7
=	Amazon	7
=	BBVA Valora View	7
=	Biti's Hunter	7
=	Coca-Cola	7
=	Diana	7
=	Doritos	7
=	Kia	7
=	Knorr	7

=	L'Oreal Paris	7
=	Movistar	7
=	National Gallery of Prague	7
=	Netmarble	7
=	OMO	7
=	P/S Kids	7
=	Pepsi	7
=	Polo	7
=	Procter & Gamble	7
=	Suntory	7
=	Vodafone	7
23	Action	6
=	Boxt	6
=	Gordon's Gin	6
=	Kobalt AWAL	6
=	Shop Direct: Very.co.uk	6
=	Snickers	6
=	Teletext Holidays	6
24	Auto Trader	5
25	Sense International	4
=	Audiobooks	3
=	Bouygues Immobilier	3
=	Media Markt	3
=	Rema 1000	3
=	Reporters Without Borders	3



MOST AWARDED COUNTRIES OF 2018

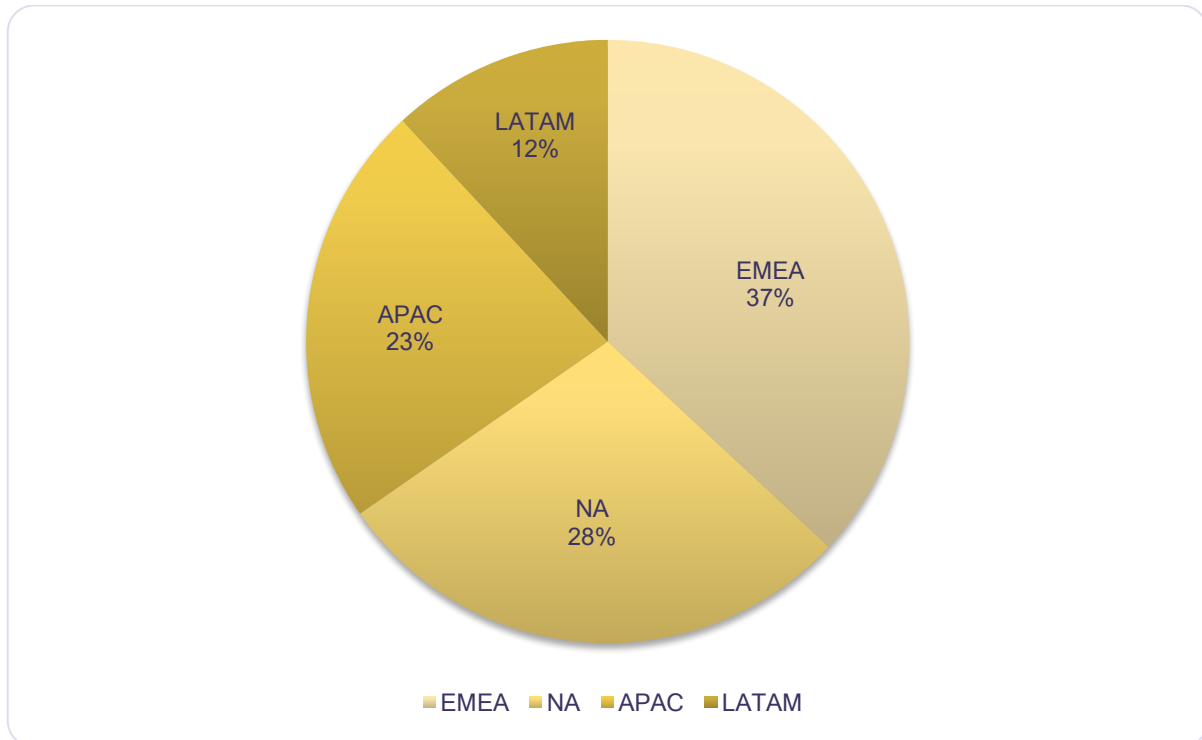
The US was the most awarded country in 2018, accounting for 24.67 percent of total points, ahead of the UK's 15.50 percent.

The United States benefited from the success of projects such as DAVID The Agency's 'Google Home of the Whopper,' BBDO New York's 'Live Looper,' and TBWA \ Media Arts Lab's 'Welcome Home', which were featured in the top 10 most awarded projects of 2018.

Ranking	Country	Total	Percent
1	United States	296	24.67
2	United Kingdom	186	15.50
3	India	104	8.67
4	Brazil	88	7.33
5	Turkey	70	5.83
6	Spain	52	4.33
7	Vietnam	49	4.08
8	Australia	48	4.00
9	Canada	45	3.75
10	New Zealand	36	3.00
11	South Africa	35	2.92
12	Colombia	30	2.50
13	Argentina	25	2.08
=	Germany	25	2.08
14	Sweden	21	1.75
15	China	17	1.42
16	Indonesia	15	1.25
17	Netherlands	10	0.83
18	Russia	9	0.75
19	Iraq	8	0.67
=	Israel	8	0.67
20	Czech Republic	7	0.58
21	Singapore	4	0.33
22	Belgium	3	0.25
=	France	3	0.25
=	Norway	3	0.25
=	Slovakia	3	0.25

MOST AWARDED REGIONS OF 2018

EMEA was the most awarded region in 2018, accounting for 36.92 percent of total points. NA was a very close second, receiving a 28.42 percent of the total. The third place is held by APAC, with 22.75 percent of the total points. With the remaining 11.92 percent of the total, LATAM holds the fourth place.



THE LOVELY MOBILE LEADERS OF 2019

Claudia Willvonseder, CMO, IKEA Group

Claudia Willvonseder has been in the marketing realm for about 15 years. Recently, Claudia was appointed as the VP of IKEA Switzerland, switching out of her position as CMO. Claudia continues to be the Global Marketing and Communication Manager of IKEA Group.



Before moving to the brand side, she was the Chief Creative Officer at Saatchi & Saatchi. In 2006, Claudia joined IKEA as their Head of Marketing Germany & Global Marketing Manager Media Support.

Claudia's work history proves that she is able to succeed in the creative and logistical fields of the business.

Syl Saller, Chief Marketing and Innovation Officer, Diageo



As the current the Chief Marketing & Innovation Officer for Diageo plc and a member of the Executive Committee, Syl Saller is responsible for all Global Marketing, Design, Innovation as well as the Futures Group, and Reserve, Diageo's luxury division, worldwide. Prior to being appointed CMO, Syl was the Global Innovation Director, overseeing Diageo's innovation plan and launching programs.

Her experience in marketing is remarkable: she graduated from Harvard Business school, was named one of Forbes Top 50 CMOs, and is known for her marketing coaching skills. Not only that, but Syl was a Non Exec Director for Domino's Pizza Group from 2011 to 2014 and chaired the Nominations Committee. Currently, Syl continues to kill it as the CMO of Diageo,

while being on the board of Distill Ventures Investment Board (Diageo's investment arm), a start-up that supports entrepreneurs in growing their brand.

Abhay Singhal, Co-founder and President of Advertising Cloud, InMobi

Abhay is the Co-founder and President of Advertising Cloud at InMobi. He has don multiple hats at the company since its inception - Chief Revenue Officer & Head of Human Resources are just to name a few.



As an entrepreneur at heart even during his undergraduate years, he co-founded TeN and raised VC money shortly. He headed sales at TeN and contributed to a significant revenue growth under him. His love for entrepreneurship and urge to build a company of a global scale took him to Mumbai along with Naveen, Amit and Mohit where the disruptive journey of InMobi began at their shared apartment growing to 1.6 billion unique users across over the globe.

Abhay innovates future growth opportunities for advertising business by taking care of sales and global revenue strategies development. He has spoken globally about entrepreneurship, people, and culture and has been instrumental in getting InMobi recognitions like 50 Most Disruptive Companies in the world by MIT Technology Review, Outstanding startup of the year award by Forbes and many more. His love for innovation took him to Indian Institute of Technology, Kanpur (IIT) for his bachelors where he was also honored with the esteemed 'Distinguished Alumnus Award' for his excellence in entrepreneurship, in 2013.

His leadership mantra is simple - the essence of leadership is not only to have a vision but also what it takes to translate it into action.

Moshe Vaknin, Founder & CEO, YouAppi



Moshe is responsible for being one of the co-founders of YouAppi, a service that provides mobile apps to acquire more users. He has been the CEO of the company for approximately 8 years, building an extremely efficient platform that analyzes 200 million diverse users over the past 3 years.

Before establishing YouAppi, Moshe was an active leader in various technology companies, including: a board member, founder, and CEO of TodaCell, the President and CEO CheckM8, the President and COO of Advise, and the Director of Product Management for VocalTec Communications.

Moshe's work history demonstrates his vast knowledge and capabilities in overseeing technology-based companies.

Silvia Lagnado, EVP & Global Chief Marketing Officer, McDonald's

Silvia, the Executive Vice President, Global Chief Marketing Officer of McDonald's, manages McDonald's brand on an international scale by overseeing global marketing, menus, and customer insights.

Silvia used to work for Bacardi Limited as a successful brand-building chief marketing officer.

Moreover, she spent more than 20 years in positions of increasing accountability at Unilever, including higher tier experience marketing food as the Executive Vice President of the savory business unit.



Silvia has been recognized by a variety of platforms including: one of Ad Age's "100 Most Influential Women in Advertising" and by the Wall Street Journal as one of the "Top 50 Women to Watch." Furthermore, Silvia has served a non-executive director on several boards

in the UK, Brazil, and U.S., providing a managerial perspective in a multitude of industries across the globe.

Silvia's inherent ability to cause company growth through marketing means is evident, as McDonald's received first place for the brand section of Lovely's 2018 Report.

Marc S. Pritchard, Chief Brand Officer, Procter & Gamble



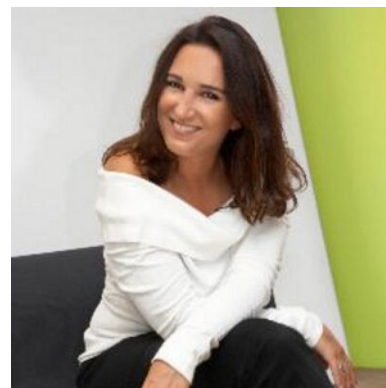
Marc has been working for Procter & Gamble (P&G) for an impressive 37 years, starting out as the Marketing Director for Oral Care Products. Marc worked his way up in the company--occupying roles like General Manager, Skin Care Products; Vice President, Cosmetics, Global Design and North America/Latin America Profit; President, Global Cosmetics and Hair Colorants; and Global Brand Building Officer.

Currently, Marc continues to work for P&G as the Chief Brand Officer. He is an advocate for company transparency and was awarded Visionary Marketer of the Year of 2017. Most of P&G's advancement in the digital marketing area can be credited to the assistance of Marc.

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 (OTM) global growth.

She has nearly two decades of international experience in the mobile industry and has held leading management positions since 2001. Prior to her appointment as CEO of OTM, she was the managing director of WIN SA, a subsidiary of LSE-listed mobile services provider WIN plc.



This is Kerstin's third consecutive year on the Lovely Mobile Leaders list. OTM recently won a 21 African country deal via a new MTN Group contract. They also launched 'Out There Impact', a new division whose mission is to improve people's lives via mobile technologies.

Julia Goldin, Global Chief Marketing Officer, LEGO Group



Julia has been the Global Chief Marketing Officer at the LEGO Group for 4 years, leading her team's launch of a variety of award winning social media projects, including LEGO LIFE, a social media platform safe for kids, and LEGO BOOST, which engages kids in coding in a new, fun way.

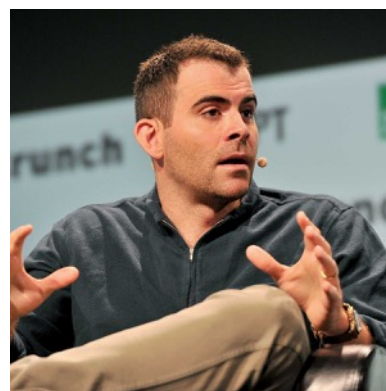
She started her career at the Coca-Cola Company, where she held different senior global and regional marketing roles, such as Division Marketing Director of Northwest Europe, over her 13-year time with them.

Julia has an MBA in International Marketing and Finance from the University of Chicago Graduate School of Business.

Adam Mosseri, Head of Instagram

Adam is most notably recognized for establishing Facebook's News Feed. Currently, he serves as the Head of Instagram at Facebook. Before heading Instagram, Adam held diverse executive roles at Facebook.

Additionally, Adam started his own design consultancy firm called Blank Mosseri, which concentrated on graphic interaction and exhibition design.



Adam continues to lead Instagram's team to maintain Instagram's online success.

Glory Cheung, Chief Brand Officer, Huawei Consumer Business Group (CBG)



Glory, the Chief Brand Officer of Huawei Consumer Business Group, is responsible for international marketing and being the chief listening officer for Huawei in the U.S. market. Glory's managerial skills led Huawei to be a top three smartphone manufacturer, shipping 153 million devices in 2017.

In 2014, Glory was part of the team that launched Honor, a brand under Huawei, and was eventually named Honor's Chief Marketing Officer. Glory's advisory for Honor resulted in Honor's expansion into 57 global markets and surpassed 20 million smartphone shipments totaling \$2.4 billion USD.

Glory has worked for Huawei for 17 years and has worn a series of hats within that company, dabbling in public relations and successfully leading the East Asian sales team into global 3G developed markets.

Ariel Kelman, Amazon VP Worldwide Marketing, Amazon Web Services

Ariel has been the Amazon VP of Worldwide Marketing at Amazon Web Services (AWS) for seven years and is responsible for the global marketing activities of Amazon's cloud computing business.

Prior to AWS, Ariel was the Vice President of Platform Product Marketing at salesforce.com, marketing the company's cloud application development platform.



Ariel also co-founded and served as Vice President of Marketing at a venture-backed marketing automation start-up, Ventaso.

Arun Kumar, Chief Data & Marketing Technology Officer, Interpublic Group (IPG)



Arun, the Interpublic Group of Companies Chief Data & Technology Officer, oversees the development and implementation of global product and technology solutions across the network, provides strategic counsel and leadership on data infrastructure across IPG's portfolio of agencies, driving innovation and increasing efficiencies. He is liable for accelerating the global scale of IPG's data capabilities and product offerings, while maintaining the highest standards of data ethics, privacy and compliance.

With more than 20 years of experience in driving digital development, Arun's passion for digital found a home with his first role at UM India and later at Starcom as Planning Director and Digital Director working on P&G in China. Arun has also held roles managing digital for Mediabrands in APAC and across Western Europe, India, China, Japan, Brazil, and Mexico.

He earned a Bachelor's degree in Journalism from the University of Delhi. He completed his post-graduation in communications from the Mudra Institute of Communications Ahmedabad in Gujarat, India and his Executive Education through Wharton's Advanced Management Program at the University of Pennsylvania.

Jonathan Nelson, CEO, Omnicom Digital

Omnicom Digital's CEO Jonathan Nelson is the co-founder of Organic, the very first digital agency in 1993, and served as Organic's CEO for seven years.

In 1999, Jonathan took Accrue Software Inc., a web measurement and analysis company that he founded in 1995, and Organic public. Later, he aided in re-privatization for Organic.



Jonathan has been recognized as an industry thought leader, making appearances in The New York Times, USA Today, Forbes, Newsweek, and Adweek and on television on CNN, CNBC, and MSNBC.

He has been named one of the top 100 young innovators of the century by MIT's Technology Review in 1999, and one of the top entrepreneurs of 1997 by Red Herring Magazine. He was inducted to Advertising Age's Hall of Fame in 2001 for his "indelible imprint" on the Internet industry, along with other honorable awards.

He sits on a multitude of boards in the media and finance industries. As a passionate musician, Jonathan co-owns two San Francisco venues and co-produces San Francisco's Hardly Strictly Bluegrass annually in Golden Gate Park. Even in his hobbies Jonathan is implementing his remarkable marketing skills.

Ed Cox, Founder & Managing Director, Yonder Media



Approximately a year ago, Ed launched Yonder Media, an independent media agency that was established to put audience-first strategies and creativity to the heart of media thinking. Yonder is a member of The Beyond Collective, an independent creative group.

Before launching Yonder, Ed worked hard at media independent BLM (now called Arena Media), leading accounts such as Tesco Bank, American Express, and LG.

Ed has an extensive background in media, data, integrated communications, and building and developing agencies, as he has launched a media agency under Fullsix banner in 2016. He also worked at Havas where he set up and ran Forward, the agency that handled Telefonica O2's global account.

Sean MacDonald, Global Chief Digital Officer, McCann Worldgroup

As Global Chief Digital Officer at McCann Worldgroup, Sean oversees the marketing communications company's digital strategy and operations in more than 100 countries around the world. He leads these agency teams in developing a full array of digital marketing solutions, including social, platform development, mobile, commerce, search, and analytics. His digital marketing expertise spans two decades and includes key roles both at agencies and as a digital entrepreneur.



When Sean arrived at McCann Worldgroup in 2015, he was charged with putting digital at the center of all companies, geographies and platforms. This has now included establishing such innovations as our Human Tech offering, which focuses on combining the technology and start-up ecosystem with agency talent in design thinking oriented processes; a LIVE Social methodology, which ensures best-of-breed social capabilities across the global agency network; our Decoding thought leadership series; and our PXL digital training programs for Agencies, Business Leaders and Clients.

Sean holds a Master of Arts in Religious Studies from the University of Chicago, where he focused on South Asian Mysticism. He holds a Bachelor of Arts from the California Institute of Integral Studies and is an alumnus of Vassar College.

The **LOVELLY** Mobile Leaders of 2019



THE LOVELY MOBILE AWARDS

The Lovely Application Award: Instagram

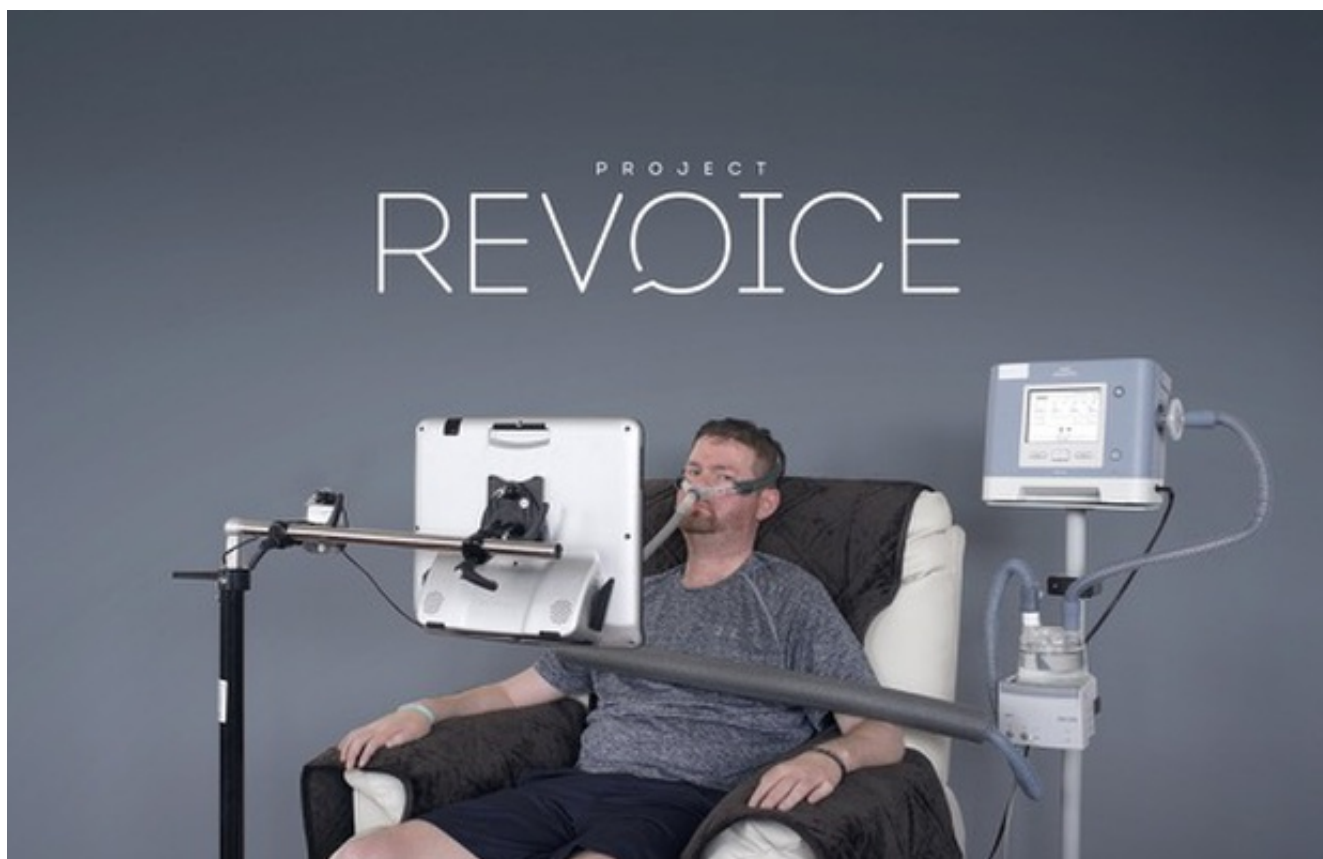


Instagram has continued to expand in 2018, with over 13% of everyone on Earth now using the platform. It has also continued to prove itself as a huge source of ad revenue, with Instagram ads expected to generate nearly \$11 billion in 2019. With impressive figures like that, it's no wonder that many analysts are starting to see Instagram as the new engine behind Facebook's growth as a company.

For now, Instagram remains the sweetheart of the social media scene for marketers. And it's not hard to see why when you consider it has over a billion monthly active users with 50% following brands.

According to Forrester, engagement - measured by likes, shares and comments from consumers - is also off the chart, boasting a rate of 4.21%. That's 10 times higher than Facebook, 54 times higher than Pinterest, and 84 times higher than Twitter.

The Social Loveliness Award: The ALS Association "Project Revoice" by BWM Dentsu

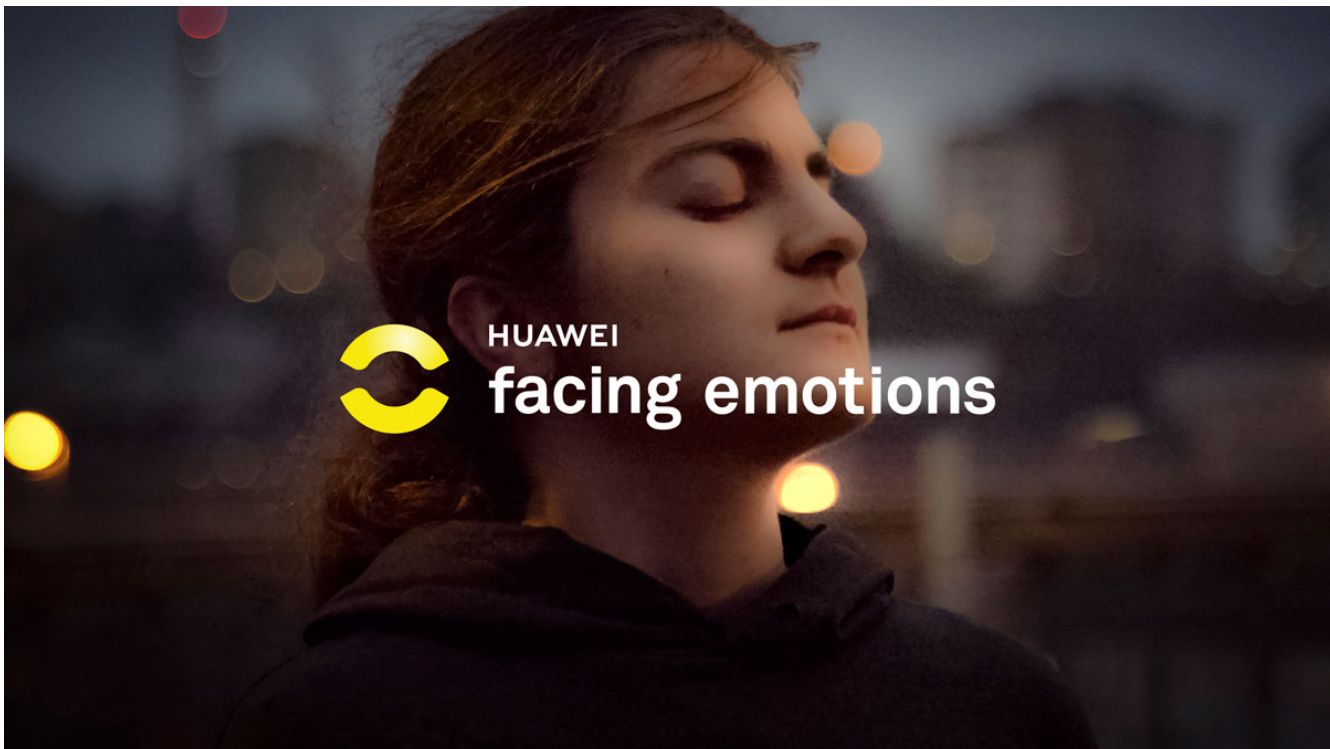


This ground-breaking initiative introduces a breakthrough in speech technology for people living with ALS (Motor Neuron Disease), enabling those who lose the ability to talk, to continue speaking in their own authentic and personal voice.

In the past, people with the disease could use pre-recorded messages to communicate, but the BWM Dentsu Group worked with Canadian software partner Lyrebird to create a complete voice clone. Project Revoice is now working to encourage MND and ALS communities around the world to record their voices so they can be digitally recreated in the future using this innovative new voice cloning technology.

View the case study here: <https://www.youtube.com/watch?v=Dcg0rKG5WlU>

The Lovely Innovation Award: Huawei's Facing Emotions app

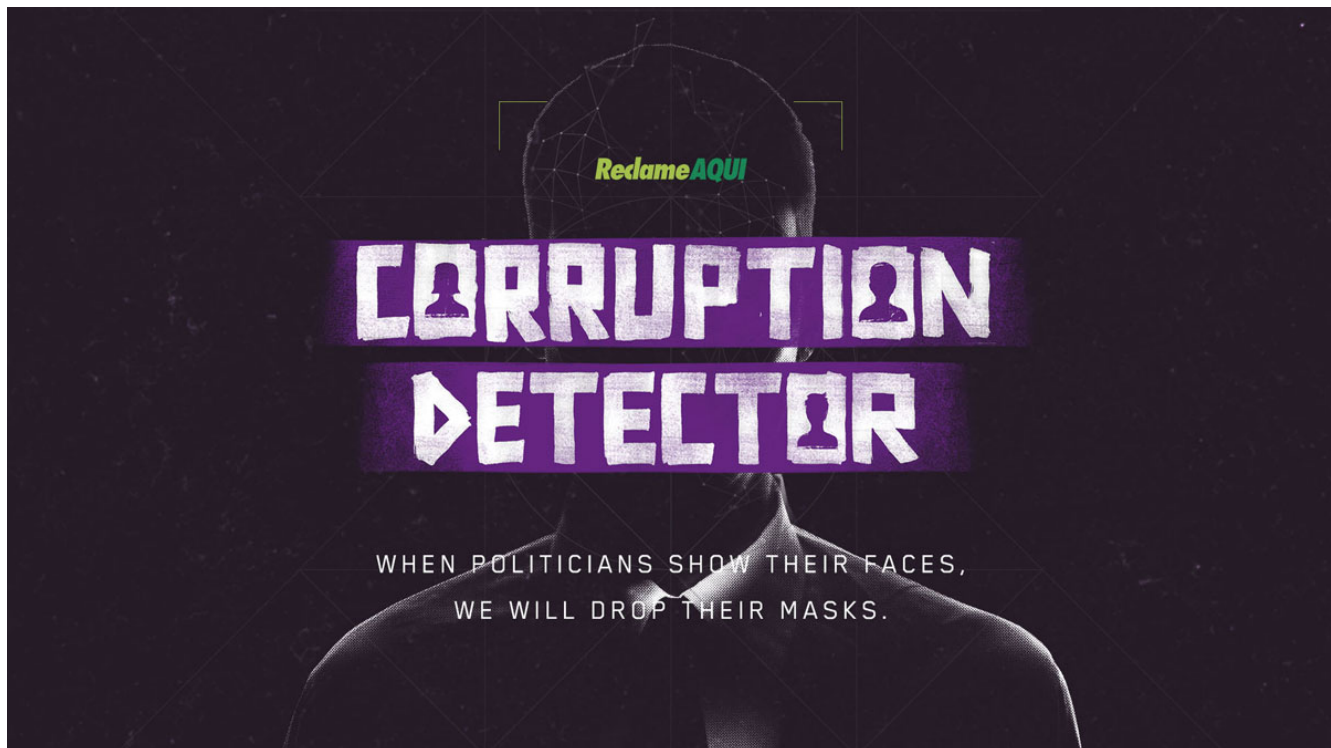


HUAWEI has created an app, that allows blind people to 'see' or experience emotions on the faces of people they are speaking to using the power of artificial intelligence (AI). The Facing Emotions app utilises the powerful camera and AI of the HUAWEI Mate 20 Pro, to translate seven universal human emotions, into seven unique sounds. Making it possible for the blind and visually impaired to have a richer experience and understanding when communicating with others.

Facing Emotions was created to push the possibilities of AI technology. By asking "how can AI help the blind and visually impaired to experience or 'see' more of the world?" HUAWEI were able to find a unique new application for the power of AI. By teaching it to analyse facial expressions and emotions, and translate them into sounds, they created a new language for the blind to 'see' emotions like never before.

View the case study here: <https://www.youtube.com/watch?v=kjh2bGu1YI4>

The Loveliest Idea Award: ReclameAQUI "Corruption Detector" by Grey Brasil



General elections were held in Brazil in October 2018. More than 40,000 candidates favoured by a complex justice system designed to hide their acts of corruption were flooding the country with electoral campaigns.

That's why ReclameAQUI, the number one consumer-protection company in Brazil, decided to expand its business to citizen-rights. And in a country with over 200 million smartphones, there was no better way to fight corruption than turning their phones into a weapon against corruption.

Based on facial recognition, Corruption Detector is a free app that draws on a comprehensive database with all the official records of corruption, previously hidden in hundreds of courts across Brazil. By simply pointing a phone at a candidate, voters can spot the corrupt ones in purple, no matter where they are: TV, papers, internet, outdoors and even in person. All data organized by the app is available for reference at any time. And on election day, users received an important notification: a reminder not to vote for a corrupt politician.

View the case study here: <https://www.youtube.com/watch?v=2-s5nsFrAx4>

The Lovely M-Commerce Award: Xbox "Shoppable Moments" by 215 McCann



As part of Xbox's recently-launched 'Jump in' campaign, 215 McCann developed social shopping carousels to mimic shopping ads. These 'ads' contain a series of sneakers, fashion and consumer electronics but are actually fictional in-game items for some of 2018's most popular games available on Xbox.

Aimed at the new generation of gamers, the sponsored Instagram shopping carousels look and feel like a familiar shopping ad unit with a series of sneakers, fashion, and consumer electronics on display, inviting would-be gamers to explore details pulled straight from the games. Those who engage with the unit will have the opportunity to learn more about the fictional products, the games from which they are inspired, and are served a non-fictional Xbox console and game bundle offer.

View the case study here: <https://vimeo.com/303396270>

The Lovely Use of Technology Award: My Line, Powered by Google by Mullenlowe SSP3 Bogota



In Colombia, many people in remote regions still lack access to the internet or smartphones. MullenLowe SSP3 and the Ministry of Communications & Technology developed 'My Line', a traditional telephone landline people can call no matter the moment, the place or the device. It is powered by Google's voice assistant and is available by calling 6000913 and asking any question.

After placing a call, the caller can ask to Google Assistant the question. In just a second or two, we process the question in a custom software and connect with Google Systems in the cloud. My line receives the response and speaks it back to the caller by phone.

View the case study here: <https://www.youtube.com/watch?v=AJPV2MZCFNU>

