

Entry Detail (Mobile Lions)

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency	Prize
I03/070	00808	HILLTOP RE-IMAGINED FOR COCA-COLA	GOOGLE	DISPLAY ADVERTISING	GROW INTERACTIVE Norfolk	USA	GROW INTERACTIVE Norfolk / JOHANNES LEONARDO New York	Grand Prix
A01/005	00119	BACKSEAT DRIVER	TOYOTA MOTOR SALES AND MARKETING	TOYTOYOTA	PARTY Tokyo	JAPAN	PARTY Tokyo	Gold Lion
A02/033	00635	BAND-AID MAGIC VISION	JOHNSON & JOHNSON	BAND-AID	JWT NEW YORK	USA	JWT NEW YORK	Gold Lion
A03/023	00867	CHEVY GAME TIME	CHEVROLET	CHEVROLET	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco	Gold Lion
A04/025	00485	VIP FRIDGE MAGNET	RED TOMATO PIZZA	RESTAURANT	TBWA\RAAD Dubai	UNITED ARAB EMIRATES	TBWA\RAAD Dubai	Gold Lion
C03/010	00753	PARKING DOUCHE	THE VILLAGE	THE-VILLAGE.RU (ON-LINE CITY GUIDE)	LOOK AT ME Moscow	RUSSIA	LOOK AT ME Moscow	Gold Lion
C06/009	00278	PAIN SQUAD	THE HOSPITAL FOR SICK CHILDREN	MOBILE PAIN APP	CUNDARI Toronto	CANADA	CUNDARI Toronto	Gold Lion
D01/059	00782	FAKE AD	BRDESCO SEGUROS	BRDESCO SEGURO AUTO	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	Gold Lion
E01/003	00121	BACKSEAT DRIVER	TOYOTA MOTOR SALES AND MARKETING	TOYTOYOTA	PARTY Tokyo	JAPAN	PARTY Tokyo	Gold Lion
F01/017	00033	MYSTERY AD	NOKIA	LUMIA 800	YOC Berlin	GERMANY	CARAT DÜSSELDORF	Gold Lion
G01/006	00337	PENNIES FOR LIFE	THE MICROLOAN FOUNDATION	CHARITY	DLKW LOWE London	UNITED KINGDOM	DLKW LOWE London	Gold Lion
I03/039	00280	PAIN SQUAD	THE HOSPITAL FOR SICK CHILDREN	MOBILE PAIN APP	CUNDARI Toronto	CANADA	CUNDARI Toronto	Gold Lion
A01/059	00957	HIJACK	ALIAS	MEAT PACK	4 AM SAATCHI & SAATCHI Guatemala	GUATEMALA	4 AM SAATCHI & SAATCHI Guatemala	Silver Lion
A02/013	00468	SUNNY SALE	EMART	EMART	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul	Silver Lion
A04/060	00913	NIKE+ FUEL BAND	NIKE	NIKE+ FUEL BAND	R/GA New York	USA	R/GA New York	Silver Lion
C05/007	00515	CNN IREPORT	NOKIA	CNN WINDOWS APP - IREPORT	TURNER BROADCASTING SYSTEM Atlanta	USA	TURNER BROADCASTING SYSTEM Atlanta	Silver Lion
C06/019	00764	KID RESCUE	TELEFÓNICA/TELEFÓNICA TELECOM	CHARITY APP	Y&R COLOMBIA Bogotá	COLOMBIA	Y&R COLOMBIA Bogotá	Silver Lion

Entry Detail (Mobile Lions)

URLs

<http://205.186.160.102/awards/rebrief/cocacola/craft/>
<http://205.186.160.102/awards/rebrief/cocacola/mobile/demo/>

<http://www.youtube.com/watch?v=cGrz1P6rpak>
<http://itunes.apple.com/US/app/backseat-driver/id433843799?mt=8&ls=1>
<http://www.toyota-global.com/toytoyota/en/index.html>

<http://www.weworkweekendsforbrands.com/BandAidMagicVision/version2/withVideo/index.html>
<http://www.weworkweekendsforbrands.com/BandAidMagicVision/version2/withoutVideo/index.html>
http://www.weworkweekendsforbrands.com/BandAidMagicVision/MagicVision_ARMarker.pdf

http://www.myawardshows.com/2012/cannes/chevygametime_case_film/
http://www.myawardshows.com/2012/cannes/chevygametime_supporting_info/

<http://204.42.145.61/Awards/2012/VIPFridgeMagnet/>
<http://204.42.145.61/Awards/2012/VIPFridgeMagnet/Details.html>

<http://vimeo.com/42188610>
<https://play.google.com/store/apps/details?id=com.intya.parkingDouche>
http://festival-cases.com/parking_douche/
http://specials.the-village.ru/pages/specials/parking_douche_banner/

<http://campaignpage.ca/sickkidsex/>
http://www.campaignpage.ca/sickkids/SickKids_MOBILEAPP_storyboard.pdf

http://www.551121615600.com/awards/2012/fake_ad_case/eng/
http://www.551121615600.com/awards/2012/fake_ad_mobile/eng/
http://www.551121615600.com/awards/2012/fake_ad/eng/

<http://www.youtube.com/watch?v=cGrz1P6rpak>
<http://itunes.apple.com/US/app/backseat-driver/id433843799?mt=8&ls=1>
<http://www.toyota-global.com/toytoyota/en/index.html>

http://www.advertising-demo.com/cannes/videos/cannes_nokia_android_07.mp4
<http://www.advertising-demo.com/cannes/>

http://www.youtube.com/watch?feature=player_embedded&v=ScrNSrOAOUM
<http://208.113.239.105/2012/penniesforlife/>
<http://208.113.239.105/2012/penniesforlife/process.html>
<http://208.113.239.105/2012/penniesforlife/mobile.html>

<http://campaignpage.ca/sickkidsex/>
http://www.campaignpage.ca/sickkids/SickKids_MOBILEAPP_storyboard.pdf

<http://www.awards359.com/2012/cannes/meatpack/video/>
<http://www.awards359.com/2012/cannes/meatpack/app/>

http://www.youtube.com/watch?feature=player_embedded&v=ZMYFzQm62to
<http://itunes.apple.com/kr/app/sunnysale/id506290155?mt=8>
http://sunnysale.kr/pc_sunnysale.html

<http://judgeseyesonly.com/nike-fuelband-casestudy>
<http://judgeseyesonly.com/nike-fuelband-mobile>
<http://www.nike.com/fuelband/>

http://www.turnercommercialproductions.com/clients/videos/nokia_cannes_200412_.wmv
<http://store.ovi.com/publisher/CNN/>

<http://www.kidrescueapp.com/awards/>
<http://itunes.apple.com/co/app/kid-rescue/id441032107?mt=8>
<http://www.kidrescueapp.com>

Entry Detail (Mobile Lions)

Entry Detail (Mobile Lions)

D01/017	00345	BEATING FACTS	FRAUEN GEGEN GEWALT	BUNDESVERBAND FRAUENBERATUNGS STELLEN UND FRAUENNOTRUFEN	PLAN.NET Munich	GERMANY	PLAN.NET Munich / SERVICEPLAN Munich	Silver Lion
E01/017	00582	TORI 500	LEXUS	LEXUS GS	TEAM ONE El Segundo	USA	TEAM ONE El Segundo	Silver Lion
F01/005	00223	THE ESCAPE IAD	INTEL	2ND GENERATION INTEL CORE PROCESSORS	ANSIBLE MOBILE New York	USA	ANSIBLE MOBILE New York / OMD New York	Silver Lion
H01/035	00463	CHOK! CHOK! CHOK!	COCA-COLA CHINA	COCA-COLA	McCANN WORLDGROUP Hong Kong	HONG KONG	McCANN WORLDGROUP Hong Kong	Silver Lion
H01/047	00662	BE THE COACH	SOUTH AFRICAN BREWERIES	CARLING BLACK LABEL	OGILVY CAPE TOWN	SOUTH AFRICA	OGILVY CAPE TOWN	Silver Lion
I01/030	00456	THE 360° NS ROYAL WAITING ROOMS	NS (DUTCH RAILWAY)	THE ROYAL WAITING ROOMS	XS2THEWORLD Amsterdam	THE NETHERLANDS	YUNE Amsterdam / XS2THEWORLD Amsterdam	Silver Lion
I02/037	00800	GAGOSIAN	GAGOSIAN GALLERY	GAGOSIAN	@radical.media New York	USA	@radical.media New York	Silver Lion
I02/038	00801	STING 25	KSM	STING 25	@radical.media New York	USA	@radical.media New York	Silver Lion
I03/076	00844	VIP FRIDGE MAGNET	RED TOMATO PIZZA	RESTAURANT	TBWA\RAAD Dubai	UNITED ARAB EMIRATES	TBWA\RAAD Dubai	Silver Lion
A01/047	00763	KID RESCUE	TELEFÓNICA/TELEFÓN ICA TELECOM	CHARITY APP	Y&R COLOMBIA Bogotá	COLOMBIA	Y&R COLOMBIA Bogotá	Bronze Lion
A02/024	00617	LIFE OF GEORGE	LEGO	LIFE OF GEORGE	HELLO MONDAY Copenhagen	DENMARK	HELLO MONDAY Copenhagen / EYECUE VISION Copenhagen	Bronze Lion
A03/007	00183	WALKERS KILL COUNT	FOX INTERNATIONAL CHANNELS	THE WALKING DEAD	RED BEE MEDIA London	UNITED KINGDOM	RED BEE MEDIA London	Bronze Lion
A03/012	00350	PICK N PLAY	McDONALD'S SWEDEN	PIES, ICE CREAM AND MILKSHAKES	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM	Bronze Lion
A04/053	00821	THE SOUND OF FOOTBALL	PEPSICO/CARLSBERG	PEPSI	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm	Bronze Lion
A04/061	00918	HAPPINESS REFILL	THE COCA-COLA COMPANY	COCA-COLA	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	Bronze Lion
B04/008	00809	AKB48 on Google+	AKB48	AKB48	GROUND Tokyo	JAPAN	GROUND Tokyo	Bronze Lion
C01/008	00134	VOLVO ON CALL	VOLVO CARS CORPORATION	VOLVO ON CALL	MOBIENTO Stockholm	SWEDEN	MOBIENTO Stockholm	Bronze Lion
C01/067	00958	HIJACK	ALIAS	MEAT PACK	4 AM SAATCHI & SAATCHI Guatemala	GUATEMALA	4 AM SAATCHI & SAATCHI Guatemala	Bronze Lion

Entry Detail (Mobile Lions)

http://www.youtube.com/watch?feature=player_embedded&v=RDke5_t2Wkw
<http://dev.vogue.dev.plan-net.de/>

<http://agenericsite.com/Cannes2012/tori500mobile.html>
<http://itunes.apple.com/us/app/tori-500/id499699575?ls=1&mt=8>

<http://vid.ly/2y7r7v>
<http://ans.ee/iad>
<http://vid.ly/2i5v6g>

http://worklikethis.info/awardentry/2012/?Cannes.Coke_Chok.mobile.integrated_campaign
http://worklikethis.info/awardentry/2012/?Cannes.Coke_Chok.mobile.use_of_multiple_screens_download
http://worklikethis.info/awardentry/2012/Cannes/Coke_Chok/mobile/use_of_multiple_screens/tvc.html
http://worklikethis.info/awardentry/2012/Cannes/Coke_Chok/mobile/use_of_multiple_screens/experience_android.html

<http://www.creativeawards.co.za/sab/bethecoach/case-study/>
<http://www.creativeawards.co.za/sab/integratedcampaign/bethecoach/>
<http://www.creativeawards.co.za/sab/bethecoach/ussd/>

<http://vimeo.com/42556674>
<http://itunes.apple.com/nl/app/ns-koninklijke-wachtkamers/id436379200?mt=8>
<http://koninklijkewachtkamers.nl/site/>

<http://youtu.be/-GTQLZnnZdU>
<http://itunes.apple.com/us/app/gagosian/id440747671?mt=8>

<http://www.youtube.com/watch?v=eRKRCkPtf6w&feature=youtu.be>
<http://itunes.apple.com/us/app/sting-25/id478115302?mt=8>

<http://204.42.145.61/Awards/2012/VIPFridgeMagnet/>
<http://204.42.145.61/Awards/2012/VIPFridgeMagnet/Details.html>
<http://redtomato.biz/magnet/>

<http://www.kidrescueapp.com/awards/>
<http://itunes.apple.com/co/app/kid-rescue/id441032107?mt=8>
<http://www.kidrescueapp.com>

http://www.youtube.com/watch?feature=player_embedded&v=1DHWzSOVKBY
<http://itunes.apple.com/us/app/life-of-george/id463288121?mt=8>

http://www.whitecityawards.co.uk/2012/fox/dual_screen_app/video_only.html
<http://itunes.apple.com/gb/app/walking-dead-walkers-kill/id498529661?mt=8>

<http://www.adqualifier.com/competitions/2012/se/mcdonalds/picknplay/index.html>
<http://www.adqualifier.com/competitions/2012/eng/mcdonalds/picknplay/mobile/index2.html>

<http://ourwork.se/thesoundofffootball/>
<http://thesoundofffootball.com/>
<http://ourwork.se/thesoundofffootball/mobile/>

<http://vimeo.com/40519663>
<http://www.shakemelikeascroll.com/happinessrefill>

http://ground-tokyo.com/awards/2012/cannes/mobile/akb48_film.html
<http://www.google.com/intl/ja/+project48/>
http://ground-tokyo.com/awards/2012/cannes/mobile/akb48_1.html

<http://www.smorgasbord.nu/cannes-lions/2012/volvo-cars-corporation/volvo-on-call/casefilm/>
<http://itunes.apple.com/gb/app/volvo-on-call/id439635293?mt=8>
<http://itunes.apple.com/fr/app/volvo-on-call/id439635293?mt=8>
<http://www.smorgasbord.nu/cannes-lions/2012/volvo-cars-corporation/volvo-on-call/>

<http://www.awards359.com/2012/cannes/meatpack/video/>
<http://www.awards359.com/2012/cannes/meatpack/app/>

Entry Detail (Mobile Lions)

Entry Detail (Mobile Lions)

C04/007	00154	AUTODANCE	UBISOFT	VIDEO GAME	CP+B Gothenburg	SWEDEN	CP+B Gothenburg	Bronze Lion
C04/009	00237	STREET TAG	CHANNEL 4	STREET SUMMER	BROTHERS AND SISTERS London	UNITED KINGDOM	BROTHERS AND SISTERS London / 4creative London	Bronze Lion
C04/016	00365	MEDIDA CERTA	TV GLOBO	FANTÁSTICO - MEDIDA CERTA	GLOBO COMUNICAÇÃO E PARTICIPAÇÕES Rio de Janeiro	BRAZIL	GLOBO COMUNICAÇÃO E PARTICIPAÇÕES Rio de Janeiro	Bronze Lion
C04/041	00743	MTV UNDER THE THUMB	VIACOM MTV INTERNATIONAL MEDIA NETWORKS	MOBILE APPLICATION	AKQA London	UNITED KINGDOM	AKQA Berlin	Bronze Lion
D01/008	00156	POINT AND FLY	SCANDINAVIAN AIRLINES	TRAVEL	CP+B Gothenburg	SWEDEN	CP+B Gothenburg	Bronze Lion
D01/065	00802	DRIVE IT LIKE YOU HATE IT RE-IMAGINED	GOOGLE	DISPLAY ADVERTISING	GROW INTERACTIVE Norfolk	USA	GROW INTERACTIVE Norfolk / JOHANNES LEONARDO New York	Bronze Lion
E01/010	00354	PICK N PLAY	McDONALD'S SWEDEN	PIES, ICE CREAM AND MILKSHAKES	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM	Bronze Lion
E01/018	00620	LIFE OF GEORGE	LEGO	LIFE OF GEORGE	HELLO MONDAY Copenhagen	DENMARK	HELLO MONDAY Copenhagen / EYECUE VISION Copenhagen	Bronze Lion
F01/028	00804	HILLTOP RE-IMAGINED FOR COCA-COLA	GOOGLE	DISPLAY ADVERTISING	GROW INTERACTIVE Norfolk	USA	GROW INTERACTIVE Norfolk / JOHANNES LEONARDO New York	Bronze Lion
F02/007	00975	REAL LIFE WITH VIRTUAL WALLET	PNC BANK	VIRTUAL WALLET	DEUTSCH INC. New York	USA	DEUTSCH INC. New York	Bronze Lion
F05/003	00346	BEATING FACTS	FRAUEN GEGEN GEWALT	BUNDESVERBAND FRAUENBERATUNGS STELLEN UND FRAUENNOTRUFEN	PLAN.NET Munich	GERMANY	PLAN.NET Munich / SERVICEPLAN Munich	Bronze Lion
G01/003	00136	SMS IS KING!	SITUATION STOCKHOLM	MAGAZINE	MOBIENTO Stockholm	SWEDEN	MOBIENTO Stockholm	Bronze Lion
H01/020	00290	McDONALD'S COIN HUNTERS	McDONALD'S	COINOFFERS	DDB COPENHAGEN	DENMARK	DDB COPENHAGEN	Bronze Lion
H01/045	00640	MOVE TO THE BEAT	COCA-COLA	COCA-COLA	MOVEMENT London	UNITED KINGDOM	MOVEMENT London	Bronze Lion
I01/010	00247	CHOOSE YOUR FLIGHT	JORDAN BRAND, A DIVISION OF NIKE	AJ2012	BLAST RADIUS Vancouver	CANADA	BLAST RADIUS Vancouver	Bronze Lion
I02/022	00624	CAPTAINS CONQUEST	DIAGEO	CAPTAIN MORGAN ORIGINAL SPICED RUM	ANOMALY New York	USA	ANOMALY New York	Bronze Lion
I02/051	00981	RECOLLECTIONS	SIEMENS	IPAD APPLICATION	CONRAD CAINE Munich	GERMANY	CONRAD CAINE Munich	Bronze Lion
I03/010	00137	VOLVO ON CALL	VOLVO CARS CORPORATION	VOLVO ON CALL	MOBIENTO Stockholm	SWEDEN	MOBIENTO Stockholm	Bronze Lion

Entry Detail (Mobile Lions)

<http://player.vimeo.com/video/37520601>
<http://www.justdancegame.com/autodance/ios/>
<http://slowpoke.se/comp/2012/cannes/autodance-mobile>

http://www.youtube.com/watch?v=DX_vpK5S6-A&feature=youtu.be
<http://itunes.apple.com/gb/app/street-tag/id451000359?mt=8>
<http://www.channel4.com/programmes/street-summer/articles/street-summer>

<http://www.videocampanhafestival.com.br/>
<http://itunes.apple.com/br/app/medida-certa/id469277175?mt=8>

http://awards.akqa.com/awards2012/CannesLions/MTVUnderTheThumb_Film/default.html
<http://www.mtvunderthethumb.com/>
<http://itunes.apple.com/app/id445833309>
<http://awards.akqa.com/awards2012/CannesLions/MTVUnderTheThumb/default.html>

<http://slowpoke.se/comp/2012/pointandfly>
<http://slowpoke.se/comp/2012/cannes/pointandfly-demo>

<http://205.186.160.102/awards/rebrief/volvo/mobile/>
<http://205.186.160.102/awards/rebrief/volvo/mobile/demo/>

<http://www.adqualifier.com/competitions/2012/se/mcdonalds/picknplay/index.html>
<http://www.adqualifier.com/competitions/2012/eng/mcdonalds/picknplay/mobile/index2.html>

http://www.youtube.com/watch?feature=player_embedded&v=1DHZwSOVKBY
<http://itunes.apple.com/us/app/life-of-george/id463288121?mt=8>

<http://205.186.160.102/awards/rebrief/cocacola/mobile/>
<http://205.186.160.102/awards/rebrief/cocacola/mobile/demo/>

<http://ny.deutschinc.com/reallife/>
<http://ny.deutschinc.com/reallife/demo/>

http://www.youtube.com/watch?feature=player_embedded&v=RDke5_t2Wkw
<http://dev.vogue.dev.plan-net.de/>

<http://www.smorgasbord.nu/cannes-lions/2012/situation-sthlm/sms-is-king/casefilm/>
<http://www.smorgasbord.nu/cannes-lions/2012/situation-sthlm/sms-is-king/>

<http://www.kmpgn.dk/cases/mcdvideo.html>
<http://itunes.apple.com/dk/app/coinoffers/id478006890?mt=8>
<http://www.kmpgn.dk/cases/mcdqr.html>

http://www.mttbmobilework.com/media/CannesEntry_04B_Integrated_H264.mov
<http://itunes.apple.com/app/coca-cola-olympic-games-my/id514326970?mt=8>
<https://play.google.com/store/apps/details?id=com.xs2theworld.cocacola.londonbeat>
<http://www.cokezone.co.uk/pages/mttb>

<http://vimeo.com/40664076>
<http://www.nike.com/jumpman23/aj2012/>
<http://www.blastradius.com/submissions/jordanmobileflight/>

<http://youtu.be/e8q6d7hnbVA>
<http://captainsconquest.com/tab/>
<https://apps.facebook.com/captainsconquest/>

http://88.217.167.148/recollections_landing_eng/_html/index.html
<http://itunes.apple.com/en/app/recollections/id483545103>

<http://www.smorgasbord.nu/cannes-lions/2012/volvo-cars-corporation/volvo-on-call/casefilm/>
<http://itunes.apple.com/gb/app/volvo-on-call/id439635293?mt=8>
<http://itunes.apple.com/fr/app/volvo-on-call/id439635293?mt=8>
<http://www.smorgasbord.nu/cannes-lions/2012/volvo-cars-corporation/volvo-on-call/>

Entry Detail (Mobile Lions)

Entry Detail (Mobile Lions)

103/038	00236	TRAM SIGHTSEEING APP	VÄSTTRAFIK	TRAM SIGHTSEEING APP	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	Bronze Lion
---------	-------	-------------------------	------------	-------------------------	-----------------------------------	--------	-----------------------------------	-------------

Total Entries: 54

Entry Detail (Mobile Lions)

<http://entries.se/e/vastrafik/tramsightseeing/case/>

<http://itunes.apple.com/us/app/tram-sightseeing/id443895564?mt=8>

Entry Detail (Mobile Lions)