

The full Cannes Lions Mobile shortlist

The full Cannes Lions Mobile shortlist has been released, with the winners to be announced at an awards ceremony tomorrow evening...

Cannes Lions Mobile shortlist

Title	Client	Product	Entrant Company
CLEVER BUOY	OPTUS	TELECOMS NETWORK	M&C SAATCHI Sydney
HAMMERHEAD	HAMMERHEAD NAVIGATION	HAMMERHEAD	R/GA New York
FOUND	MARS	PEDIGREE	COLENZO BBDO Auckland
DOG WALKER FIT PROGRAM	NESTLÉ PURINA PET CARE BRASIL	PURINA	PUBLICIS BRASIL São Paulo
THE BACKUP MEMORY	SAMSUNG TUNISIA	SERVICE	3SG-BBDO Ariana
SHADOW WIFI	LIGA CONTRA EL CANCER	HEALTH AWARENESS ORGANISATION	HAPPINESS BRUSSELS
LIVING HISTORY AT UNION STATION	UNION STATION	NON PROFIT ORGANIZATION	VML Kansas City
AUDI TT BROCHURE HACK	AUDI	AUDI TT	RAZORFISH Berlin
THE NEXT PHOTO	CHILDHOOD EYE CANCER TRUST	FLASH PHOTO POSTER CAMPAIGN	WUNDERMAN London
MAKEUP GENIUS	L'ORÉAL PARIS	MAKEUP PRODUCTS / VIRTUAL MIRROR	McCANN PARIS
THE UNFORGOTTEN	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	GUN VIOLENCE EDUCATION, AWARENESS AND LOBBYING	FCB CHICAGO
THE PURSUIT BY EQUINOX	EQUINOX	EQUINOX	R/GA New York
LOGITECH HARMONY APP	LOGITECH	LOGITECH	R/GA New York
PAY PER LOVE	TEATRENEU	PAY PER LOVE	THE CYRANOS/McCANN Barcelona
OWLET	OWLET BABY CARE	OWLET	R/GA New York
SPORTS HOMEWORK	GATORADE	GATORADE	4 AMSAATCHI & SAATCHI Guatemala
CARDBOARD	GOOGLE	CARDBOARD	GOOGLE Mountain View
OWLET	OWLET BABY CARE	OWLET	R/GA New York
HAMMERHEAD	HAMMERHEAD NAVIGATION	HAMMERHEAD	R/GA New York
CANON GIG APP	CANON	CANON DSLR	UNCLE GREY Copenhagen
HELLO PIZZA	CNA	ENGLISH SCHOOL	FCB BRASIL São Paulo
LISNR	LISNR	LISNR	R/GA New York
NIKE PHENOMENAL SHOT: AN ART, COPY & CODE PROJECT WITH GOOGLE	NIKE	NIKE PHENOMENAL SHOT	GROW Norfolk
WHERE'S MY WALLET?	COMMONWEALTH BANK	CARDLESS CASH	M&C SAATCHI Sydney
GOGO FREE-NITURE	GOGO VAN	DELIVERY & LOGISTIC SERVICE	LEO BURNETT HONG KONG Hong Kong
EA SPORTS MADDEN GIFERATOR: AN ART, COPY & CODE PROJECT WITH GOOGLE	EA SPORTS	MADDEN GIFERATOR	GROW Norfolk
OWLET	OWLET BABY CARE	OWLET	R/GA New York
THE SWEDISH SNOW RESCUERS	AUDI	AUDI QUATTRO	ÅKESTAM HOLST Stockholm
JOE BOXER INACTIVITY TRACKER	KMART / JOE BOXER	JOE BOXER INACTIVITY TRACKER	FCB CHICAGO
CANON GIG APP	CANON	CANON DSLR	UNCLE GREY Copenhagen
ORAL-B SMART BRUSH AND APP	PROCTER & GAMBLE	ORAL-B	ICONMOBILE GROUP Berlin
MAKEUP GENIUS	L'ORÉAL PARIS	MAKEUP PRODUCTS / VIRTUAL MIRROR	McCANN PARIS
VIAOPTA DAILY SMARTPHONE APPLICATION	NOVARTIS PHARMA	VIAOPTA DAILY SMARTPHONE APPLICATION	ARWORKS Budapest
VISUAL DICTIONARY	BRITISH COUNCIL	LEARNING TOOL	GREY GROUP Singapore

SMART SENTRY	MAXIS BERHAD	MOBILE NETWORK	OGILVY & MATHER GROUP HONG KONG
BASE PHONEADDRESS	BASE	MOBILE PROMDER	DDB BRUSSELS
LIVING HISTORY AT UNION STATION	UNION STATION	NON PROFIT ORGANIZATION	VML Kansas City
THE PURSUIT BY EQUINOX	EQUINOX	EQUINOX	R/GA New York
DEBATTLE	SVERIGES RADIO	TANKESMEDJAN I P3	CP+B SCANDINAVIA Gothenburg
BACKMEAPP	PROCTER & GAMBLE	ALWAYS FEMININE CARE	LEO BURNETT ITALY Milan
VODAFONE "BETWEEN US"	VODAFONE	VODAFONE RED LIGHT APPLICATION	Y&R TEAM RED ISTANBUL
FOUND	MARS	PEDIGREE	COLENZO BBDO Auckland
LOOK AT ME	SAMSUNG ELECTRONICS	SAMSUNG ELECTRONICS	CHEIL WORLDWIDE Seoul
LGBT AVATARS	PRAGUE PRIDE	PRAGUE PRIDE	GEOMETRY GLOBAL Prague
PROJECT LEARNING CURVE	DOMTAR	PAPER	ERIC MOWER + ASSOCIATES Charlotte
THE WALKING DEAD CHOP SHOP APP 2.0	HYUNDAI MOTOR AMERICA	HYUNDAI	INNOCEAN USA Huntington Beach
GOL!	McDONALD'S	FRENCH FRIES	DDB CHICAGO
MOVE UPDATE. THE OPEN SOURCE PROJECT	McDONALD'S	OPEN SOURCE SOFTWARE	DDB & TRIBAL Warsaw
THE FUN QUEUE	LISEBERG	ROLLER COASTER	SHOUT Gothenburg
ADVENTURES OF POCO ECO	IAMYANK	LOST SOUNDS	POSSIBLE CEE Budapest
REVERSE THE ODDS	CHANNEL 4 & CANCER RESEARCH UK	MOBILE GAME	MAVERICK TELEVISION London
RABBIT RACE	MEDIA MARKT	MEDIA MARKT	OGILVY GERMANY Frankfurt
SOS SMS	MEXICAN RED CROSS	ONLINE EMERGENCY SERVICE	GREY MEXICO Mexico City
THE LIFE SAVING TV PROJECT	KT	OLLEH TV	KOREA TELECOM Seoul
LGBT AVATARS	PRAGUE PRIDE	PRAGUE PRIDE	GEOMETRY GLOBAL Prague
HARUHI HUNTING	SANKYO PLANNING	GAME	PARTY Tokyo
PANDORA THUMB MOMENTS CAMPAIGN	PANDORA	PANDORA RADIO	TWOFIFTEENMCCANN San Francisco
THE LES PAUL SKILL CHECK	GIBSON GUITAR	EPIPHONE LES PAUL BJOERN GELOTTE SIGNATURE EDITION	SERVICEPLAN Munich
CLASS OF CLASSICS	BRAZILIAN SYMPHONY ORCHESTRA	CLASSICAL MUSIC CONCERTS	ARTPLAN Rio de Janeiro
PRO VISION	OAKLEY	OAKLEY	GPY&R Melbourne
SOUTH KOREAN NORTH KOREAN TRANSLATOR	DREAM TOUCH FOR ALL	EDUCATIONAL NONPROFIT ORGANIZATION	CHEIL WORLDWIDE Seoul
RISE&FALL	3CS OUTWEAR	SNOWBOARD APPAREL	GREY SYDNEY Sydney
WINTERLANDS	AKQA	HOLIDAY CARD	AKQA Paris
HAMMERHEAD	HAMMERHEAD NAVIGATION	HAMMERHEAD	R/GA New York
ADVENTURES OF POCO ECO	IAMYANK	LOST SOUNDS	POSSIBLE CEE Budapest
THE PURSUIT BY EQUINOX	EQUINOX	EQUINOX	R/GA New York
LOOK AT ME	SAMSUNG ELECTRONICS	SAMSUNG ELECTRONICS	CHEIL WORLDWIDE Seoul
LIVING HISTORY AT UNION STATION	UNION STATION	NON PROFIT ORGANIZATION	VML Kansas City
SOUTH KOREAN NORTH KOREAN TRANSLATOR	DREAM TOUCH FOR ALL	EDUCATIONAL NONPROFIT ORGANIZATION	CHEIL WORLDWIDE Seoul
THE PURSUIT BY EQUINOX	EQUINOX	EQUINOX	R/GA New York
ECOTRAIN	NSB (NORWEGIAN STATE RAILWAY)	TRAIN	TRY Oslo
HAMMERHEAD	HAMMERHEAD NAVIGATION	HAMMERHEAD	R/GA New York
CANON GIG APP	CANON	CANON DSLR	UNCLE GREY Copenhagen

THE LES PAUL SKILL CHECK	GIBSON GUITAR	EPIPHONE LES PAUL BJOERN GELOTTE SIGNATURE EDITION	SERVICEPLAN Munich
MAKEUP GENIUS	L'ORÉAL PARIS	MAKEUP PRODUCTS / VIRTUAL MIRROR	McCANN PARIS
THE IDEAS PROJECTOR	DEUTSCHE BANK	FINANCIAL SERVICES / FINANCIATION OF BUSINESS AND ENTREPRENEURS	FCB SPAIN Madrid
THE UNFORGOTTEN	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	GUN VIOLENCE EDUCATION, AWARENESS AND LOBBYING	FCB CHICAGO
LIVING HISTORY AT UNION STATION	UNION STATION	NON PROFIT ORGANIZATION	VML Kansas City
EA SPORTS MADDEN GIFERATOR: AN ART, COPY & CODE PROJECT WITH GOOGLE	EA SPORTS	MADDEN GIFERATOR	GROW Norfolk
SELF-DESTRUCTING BOOK	JAMES PATTERSON	INTERACTIVE BOOK	MOTHER NEW YORK
TAP THRU	LOWE'S	LOWE'S	BBDO NEW YORK
IKEA PS	IKEA	IKEA PS DESIGNER COLLECTION	INSTINCT Moscow
BEDTIME CALLS	MICROSOFT	SKYPE	LOOK AT MEDIA
#SPRINGISWEIRD	GAP	GAP SPRING COLLECTION	WEDEN+KENNEDY New York
AMERICAN EXPRESS UNSTAGED: TAYLOR SWIFT EXPERIENCE	AMERICAN EXPRESS	AMERICAN EXPRESS UNSTAGED: TAYLOR SWIFT EXPERIENCE	RADICAL MEDIA New York
THE PURSUIT BY EQUINOX	EQUINOX	EQUINOX	R/GA New York
PAY PER LOVE	TEATRENEU	PAY PER LOVE	THE CYRANOS/McCANN Barcelona
WORLD OF BELONGING	AIRBNB	AIRBNB	TOOL Santa Monica
OWLET	OWLET BABY CARE	OWLET	R/GA New York
LOOK AT ME	SAMSUNG ELECTRONICS	SAMSUNG ELECTRONICS	CHEIL WORLDWIDE Seoul
CLEVER BUOY	OPTUS	OPTUS NETWORK	M&C SAATCHI Sydney
LOGITECH HARMONY APP	LOGITECH	LOGITECH	R/GA New York
OWLET	OWLET BABY CARE	OWLET	R/GA New York
HAMMERHEAD	HAMMERHEAD NAVIGATION	HAMMERHEAD	R/GA New York
MAKEUP GENIUS	L'ORÉAL PARIS	MAKEUP PRODUCTS / VIRTUAL MIRROR	McCANN PARIS
#MEALFORAMEAL	VIRGIN MOBILE AUSTRALIA	VIRGIN MOBILE	HAVAS WORLDWIDE AUSTRALIA Sydney
4G4GOOD	STARHUB	4G	DDB GROUP SINGAPORE
KEEP DEMOCRACY ALIVE	GOV TUNISIE	MOBILE APP DELIVERING REAL TIME SURVEYS	FRED & FARID PARIS
CLEVER BUOY	OPTUS	OPTUS NETWORK	M&C SAATCHI Sydney
EA SPORTS MADDEN GIFERATOR: AN ART, COPY & CODE PROJECT WITH GOOGLE	EA SPORTS	MADDEN GIFERATOR	GROW Norfolk
SOCIAL BLOOD APP	RED CROSS	BANK OF BLOOD	PUBLICITAS/SAATCHI & SAATCHI Guayaquil
TWEAT TO EAT	PEPSICO	WALKERS	AM/BBDO London
HORSE WITH HARDEN	FOOT LOCKER	FOOT LOCKER	BBDO NEW YORK
THE ICE BUCKET CHALLENGE	THE ALS ASSOCIATION	THE ALS ASSOCIATION	THE ALS ASSOCIATION Washington
#NOFILTER CAMPAIGN	WAVES FOR WATER	INSTITUTIONAL	LODUCCA São Paulo
YOUR RIDE. YOUR MUSIC.	UBER & SPOTIFY	UBER & SPOTIFY APPS	SPOTIFY Stockholm
NZDRONIE	TOURISM NEW ZEALAND	SKI	WHYBURN/TBWA GROUP SYDNEY
THE SIGHT	HBO	GAME OF THRONES	ELASTIC Santa Monica
HOPE.LY	AMERICAN RED CROSS & BITLY	AMERICAN RED CROSS & BITLY	BBDO NEW YORK

For more, visit: <https://www.bizcommunity.com>