

Mobile Lions shortlist

The Mobile Lions shortlist has been released, with 123 entries making it to the final round at Cannes Lions 2016

There are two entries from one South African agency on the shortlist:

Mobile Lions shortlist

Title	Client	Product	Entrant company
A01 (Activation by Location)			
JOHNSONVILLE SAUSAGE NONNAS	JOHNSONVILLE	SAUSAGE	DROGA5 New York
VODAFONE SMART JACKET	VODAFONE	MOBILE TECHNOLOGY	DDB & TRIBAL WORLDWIDE AMSTERDAM
PIGEON AIR PATROL	PLUME LABS	PIGEON AIR PATROL	DIGITASLBI London
#COMEONIN	THE SYDNEY OPERA HOUSE	THE SYDNEY OPERA HOUSE	DDB Sydney
ROAMDELIVERY	VOLVO CARS	IN CAR DELIVERY SERVICE	OGILVYONE LONDON
THE TRAFFIC GAAYE	VIDEOCON	VIDEOCON MOBILES	Y&R Dubai
VIRTUAL COASTGUARD	MARITIME NEW ZEALAND	WATER SAFETY	FCB NEW ZEALAND Auckland
A02 (Activation by Proximity)			
SAMSUNG BLIND CAP	SAMSUNG ESPAÑA	GALAXY S7, GEAR S2, SAMSUNG INSTITUTIONAL	CHEIL SPAIN Madrid
SAVE ME – THE SKI PASS THAT SAVES LIVES	ÖTZTAL TOURISMUS	ÖTZTAL TOURISMUS	SERVICEPLAN Munich
A03 (Augmented Mobile Experience)			
AYRTON SENNA: THE HEART OF BRAZIL	INSTITUTO AYRTON SENNA	INSTITUTO AYRTON SENNA	J. WALTER THOMPSON BRAZIL São Paulo
REMIX WITH M	MARS CHOCOLATE NORTH AMERICA	M&MS	BBDO New York
WHO ART YOU	ALIBABA/ALIPAY	ONLINE AND MOBILE COMMERCE	DDB SHANGHAI
CHEERS TO A LEGEND	DIAGEO AUSTRALIA	BUNDABERG RUM	LEO BURNETT SYDNEY
A04 (Virtual Reality Experience)			
DREAMS OF DALÍ	THE DALÍ MUSEUM	THE DALÍ MUSEUM	GOODBY SILVERSTEIN & PARTNERS San Francisco
BMW MOTORCYCLE EYE RIDE	BMW MOTORCYCLE GERMANY	BMW MOTORCYCLE	SERVICEPLAN Munich
GE/ NYT - "NATURE IS INSPIRING OUR INDUSTRIAL FUTURE"	GE	GE'S INDUSTRIAL INTERNET	T BRAND STUDIO New York
#BEFEARLESS	SAMSUNG ELECTRONICS	SAMSUNG ELECTRONICS	CHEIL WORLDWIDE Seoul
A05 (Networked / Connected Mobile Technology)			
#SEECOLORS	SAMSUNG	SAMSUNG #SEECOLORS	LEO BURNETT BUDAPEST
LIGHTSABER ESCAPE: A CHROME EXPERIMENT	GOOGLE, DISNEY, INDUSTRIAL LIGHT & MAGIC, LUCAS FILM	GOOGLE CHROME	72ANDSUNNY Playa Vista
HACK IN BLACK	ACTIVISION	CALL OF DUTY: BLACK OPS 3	EDELMAN Los Angeles
A06 (Connected Devices)			
VODAFONE SMART JACKET	VODAFONE	MOBILE TECHNOLOGY	DDB & TRIBAL WORLDWIDE AMSTERDAM
LANDCRUISER EMERGENCY NETWORK	TOYOTA MOTOR CORPORATION AUSTRALIA	LANDCRUISER	SAATCHI & SAATCHI Sydney
WILSON X CONNECTED BASKETBALL	WILSON SPORTING GOODS	WILSON X CONNECTED BASKETBALL	PHENOMENON Los Angeles
AMATEUR REPLAY	ALLIANZ	INSURANCE	OGILVY & MATHER SINGAPORE
CLEVER KASH	ASB BANK	CLEVER KASH	SAATCHI & SAATCHI Auckland
PINLIST	TOK&STOK	FURNITURE STORE	DDB BRASIL São Paulo
DOT. THE FIRST BRAILLE SMARTWATCH.	DOT INCORPORATION	DOT. THE FIRST BRAILLE SMARTWATCH.	SERVICEPLAN Munich
A07 (Wearable Technology)			

BABOLAT POP	JEAN-MARC ZIMMERMANN	BABOLAT - FRENCH TENNIS, BADMINTON, AND SQUASH EQUIPMENT COMPANY	OGILVYONE Paris
HELPMET	THAI HEALTH PROMOTION FOUNDATION	THAIHEALTH ROAD SAFETY PROJECT	BBDO BANGKOK
COMMITMENT RINGS	UNILEVER	CORNETTO	LOLA MULLENLOWE Madrid
A08 (Data / Insight)			
MFISH	US Department of State / Tone	MFISH	TONE New York
SLOW DOWN GPS	IF INSURANCE	INSURANCE	FORSMAN & BODENFORS Gothenburg
THE END OF SOCIETY SIMULATOR	UBISOFT	UBISOFT	BETC Paris
CELEBRITY TANTRUM	SAMSUNG AUSTRALIAN=	SAMSUNG TAB S2	LEO BURNETT SYDNEY
DISCOVER WEEKLY	SPOTIFY	SPOTIFY	SPOTIFY New York
ISEA APP	MIGRANT OFFSHORE AID STATION (MOAS)	ISEA APP	GREY GROUP Singapore
A09 (Innovative Technology)			
TRY ON A SIX	SAMSUNG	SAMSUNG GALAXY S6	R/GA New York
LIGHTSABER ESCAPE: A CHROME EXPERIMENT	GOOGLE, DISNEY, INDUSTRIAL LIGHT & MAGIC, LUCAS FILM	GOOGLE CHROME	72ANDSUNNY Playa Vista
THE MYSTERIOUS BLACK PRINT	BACKUS SABMILLER	ABRAXAS	PHANTASIA AFILIADA A WUNDERMAN Lima
B01 (Websites as Part of a Campaign)			
#OPTOUTSIDE	REI	REI	VENABLES BELL & PARTNERS San Francisco
SHOP WITH THE FORCE	STANCE	STANCE STAR WARS SOCKS	ZAMBEZI Venice
B02 (Websites as a Product / Service)			
PLAY WITH POP	CLINIQUE	CLINIQUE	WIEDEN+KENNEDY New York
C01 (Utilities)			
SLOW DOWN GPS	IF INSURANCE	INSURANCE	FORSMAN & BODENFORS Gothenburg
SPEAKEMOJI	SAPIENTNITRO	SAPIENTNITRO - SELF-PROMOTION	SAPIENTNITRO London
SAMSUNG BLIND CAP	SAMSUNG ESPAÑA	GALAXY S7, GEAR S2, SAMSUNG INSTITUTIONAL	CHEIL SPAIN Madrid
SAFE & SOUND MUSIC PLAYER	LMG INSURANCE PUBLIC COMPANY	ROAD SAFETY AWARENESS CAMPAIGN	BBDO BANGKOK
ROAM DELIVERY	VOLVO CARS	IN CAR DELIVERY SERVICE	OGILVYONE LONDON
A DOG'S STORY	MARS	PEDIGREE	COLENZO BBDO Auckland
LIFE SIGNAL	UNACEM	UNACEM	CIRCUS GREY Lima
RE:SHAKESPEARE	SAMSUNG ELECTRONICS, THE ROYAL SHAKESPEARE COMPANY	THE RE:SHAKESPEARE APP	CHEIL UK London
WHATSGERMAN	PLAN.NET GROUP	WHATSGERMAN	SERVICEPLAN Munich
C02 (Apps as Part of a Campaign)			
THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	TOURISM	INGO Stockholm
SPRINTER	BJÖRN BORG	SPRINTER APP	GARBERGS Stockholm
CHANGE 4 LIFE - SUGAR SWAPS	PUBLIC HEALTH ENGLAND	PROMOTING HEALTH AND WELLBEING, SUGAR SWAPS APP	M&C SAATCHI London
NYT VR	?	THE NEW YORK TIMES, NYT VR, T BRAND STUDIO, GOOGLE, GE, MINI	T BRAND STUDIO New York
SIZZL	OSCAR MAYER	OSCAR MAYER BACON	360i New York
C03 (Apps as a Product / Service)			
SPEAKEMOJI	SAPIENTNITRO	SAPIENTNITRO - SELF-PROMOTION	SAPIENTNITRO London
FORD CREDIT LINK SHARED LEASING	FORD MOTOR CREDIT COMPANY	FORD	VML Kansas City
THE TRAFFIC GAAYE	VIDEOCON	VIDEOCON MOBILES	Y&R Dubai
CALL CENTER	ANHEUSER-BUSCH INBEV MEXICO	VICTORIA BEER	J. WALTER THOMPSON MEXICO Mexico City
C04 (Accessibility, Charity & Non-profit)			
YOU'RE ACCEPTED	MINUS 18	LGBT YOUTH SUPPORT	GPY&R Melbourne
HEARTBEAT PROJECT	APOTEK 1	PHARMACY	McCANN OSLO

RED CROSS CONNECTION	SINGAPORE RED CROSS SOCIETY	BLOOD DONATION APP	MRM/McCANN Singapore
#BEFEARLESS	SAMSUNG ELECTRONICS	SAMSUNG ELECTRONICS	CHEIL WORLDWIDE Seoul
PARKINSOUNDS	TEVA NEUROSCIENCE	INSTITUTIONAL	HAVAS LIFE Sao Paulo
D01 (Corporate / Commercial)			
CELEBRITY TANTRUM	SAMSUNG AUSTRALIAN=	SAMSUNG TAB S2	LEO BURNETT SYDNEY
SONGS OF VIOLENCE	ESTADAO DIGITAL	ESTADAO DIGITAL	FCB BRASIL São Paulo
KIDSBK COLLECTION	ITAU BANK	INSTITUTIONAL	AFRICA São Paulo
D02 (Accessibility, Charity & Non-profit)			
SONGS OF VIOLENCE	ESTADAO DIGITAL	ESTADAO DIGITAL	FCB BRASIL São Paulo
E01 (App Games)			
SEA HERO QUEST	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	SAATCHI & SAATCHI London
E04 (Connected Experience Games)			
#RACEYOURHEARTOUT	ACURA	AUTOMOTIVE	IGNITION A RAZORFISH COMPANY San Francisco
F01 (Content for User Engagement)			
THE SUPER BOWL DUNK	GATORADE	GATORADE	VML Kansas City
CHOOSE YOUR SMELLSTINY	OLD SPICE	MEN'S BODY CARE	WIEDEN+KENNEDY Portland
#COMEONIN	THE SYDNEY OPERA HOUSE	THE SYDNEY OPERA HOUSE	DDB Sydney
DONATE THE BARS	ATADOS	BLACK BARS	J. WALTER THOMPSON BRAZIL São Paulo
A VALENTINE FROM ADIDAS	ADIDAS	PURE BOOST X	HILL+KNOWLTON STRATEGIES London
IN-A-SNAP	LOWE'S	LOWE'S	BBDO New York
THE FIRST EVER PINTEREST YARD SALE	SHERWIN WILLIAMS	KRYLON	DEUTSCH New York
CHECK IT BEFORE IT'S REMOVED: NAKED BREASTS ON FACEBOOK AGAINST BREAST CANCER.	PINK RIBBON GERMANY	BREAST CANCER AWARENESS	DDB GROUP GERMANY Berlin
MASHIMACHINE	4PELAGATOS.COM	ONLINE JOURNAL	LEO BURNETT MÉXICO
TACO EMOJI ENGINE	TACO BELL	TACO EMOJI LAUNCH	DEUTSCH LA
F02 (Response / Real-time Activity)			
TWITTER REFUGEES	PASSOP	AWARENESS MESSAGE	NATIVE VML Cape Town
UNCRUSHABLE	M.J. BALE	M.J. BALE 100% MERINO WOOL SUIT	TBWAS YDNEY
#LIVEINTHEMOVES	AIRBNB	AIRBNB	TBWACHAT'DAY Los Angeles
THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	TOURISM	INGO Stockholm
F03 (Co-Creation & User Generated Content)			
#COMEONIN	THE SYDNEY OPERA HOUSE	THE SYDNEY OPERA HOUSE	DDB Sydney
DONATE THE BARS	ATADOS	BLACK BARS	J. WALTER THOMPSON BRAZIL São Paulo
COMMERCIALIZER	LETGO	LETGO	CP+B Boulder
SEA HERO QUEST	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	SAATCHI & SAATCHI London
F04 (Targeted Communication)			
#COMEONIN	THE SYDNEY OPERA HOUSE	THE SYDNEY OPERA HOUSE	DDB Sydney
TWITTER REFUGEES	PASSOP	TBA	NATIVE VML Cape Town
FLIPSIDE	LOWE'S	LOWE'S	BBDO New York
SIZZL	OSCAR MAYER	OSCAR MAYER BACON	360i New York
THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	TOURISM	INGO Stockholm
F05 (Social Gaming & Competitions)			
SEA HERO QUEST	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	SAATCHI & SAATCHI London
F06 (Social Trends)			
GIGA SELFIE	TOURISMAUSTRALIA	SIGHTSEEING	TBWAHAKUHODO Tokyo
I AM A WITNESS	AD COUNCIL	EMOJI	GOODBY SILVERSTEIN & PARTNERS San Francisco
STRAIGHT OUTTA	BEATS BY DRE.	BEATS BY DRE.	R/GA HUSTLE Los Angeles
THE MOUTH BOGGLES	DOMINO'S	DOMINO'S PIZZA	IRIS WORLDWIDE London
#NARCOS BILLS	NETFLIX FRANCE	NARCOS NETFLIX ORIGINAL SHOW	DAREWIN ENTERTAINMENT AGENCY Paris

#SQUARESHAKES	SONIC DRIVE-IN	SONIC DRIVE-IN	GOODBY SILVERSTEIN & PARTNERS San Francisco
#NETFLIXSWAP	NETFLIX	NETFLIX	DAREWIN ENTERTAINMENT AGENCY Paris
F07 (Influencer / Talent)			
THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	TOURISM	INGO Stockholm
CHECK IT BEFORE IT'S REMOVED: NAKED BREASTS ON FACEBOOK AGAINST BREAST CANCER.	PINK RIBBON GERMANY	BREAST CANCER AWARENESS	DDB GROUP GERMANY Berlin
CHEERS TO A LEGEND	DIAGEO AUSTRALIA	BUNDABERG RUM	LEO BURNETT SYDNEY
F08 (Social Business)			
#COMEONIN	THE SYDNEY OPERA HOUSE	THE SYDNEY OPERA HOUSE	DDB Sydney
KLM LAYOVER WITH A LOCAL	KLM	KLM LAYOVER WITH A LOCAL	ACHTUNG! MCGARRY BOWEN Amsterdam
F09 (Social Purpose)			
HASHTAGS FOR LIFE.	PERUVIAN RED CROSS	VOLUNTARY BLOOD DONORS	McCANN LIMA
DONATE THE BARS	ATADOS	BLACK BARS	J. WALTER THOMPSON BRAZIL São Paulo
SONGS OF VIOLENCE	ESTADAO DIGITAL	ESTADAO DIGITAL	FCB BRASIL São Paulo
WHATSGERMAN	PLAN.NET GROUP	WHATSGERMAN	SERVICEPLAN Munich
CHECK IT BEFORE IT'S REMOVED: NAKED BREASTS ON FACEBOOK AGAINST BREAST CANCER.	PINK RIBBON GERMANY	BREAST CANCER AWARENESS	DDB GROUP GERMANY Berlin
MANBOOBS	MACMA	BREAST CANCER AWARENESS	DAVID Buenos Aires
G01 (Integrated Campaign)			
#OPTOUTSIDE	REI	REI	VENABLES BELL & PARTNERS San Francisco
RATE MY ROOF	ORIGIN ENERGY	ORIGIN ENERGY	CLEMENGER BBDO MELBOURNE
THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	TOURISM	INGO Stockholm
ANTI DIARY: VR + VIDEO EXPERIENCE	SAMSUNG	SAMSUNG	R/GA New York
SIZZL	OSCAR MAYER	OSCAR MAYER BACON	360i New York
LO KAR LO BAAT	HINDUSTAN UNILEVER	ACTIVE WHEEL DETERGENT	PHD INDIA Mumbai
G02 (Cross-device Campaign)			
HCD RINK BINGO	HOCKEY CLUB DAVOS	HCD MERCHANDISE	FCB ZÜRICH
G03 (Messaging Campaign)			
I AM A WITNESS	AD COUNCIL	EMOJI	GOODBY SILVERSTEIN & PARTNERS San Francisco
WHATSGERMAN	PLAN.NET GROUP	WHATSGERMAN	SERVICEPLAN Munich
SNAP KING	BURGER KING ARGENTINA	GRILL HERITAGE	DAVID Buenos Aires

The Festival of Creativity runs from 18-25 June 2016. Visit www.canneslions.com/ for more information.

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