

## 2008 Global Mobile Marketing Awards winners

NEW YORK; LONDON, UK; SINGAPORE & SAO PAULO: The winners of the Fourth Annual Global Mobile Marketing Awards were announced recently at the Annual Global Awards dinner and ceremony that marked the conclusion of the Mobile Marketing Association (MMA)'s Mobile Marketing Forum in San Diego.

“For the first time in our history, we have presented awards across every geographic region. We are thrilled with the creativity, innovation and results that we are seeing from our members and the industry, across the globe, from their mobile marketing campaigns,” said Laura Marriott, president of the MMA.

“We are inspired by the winner's campaigns and the amazing and successful programs they have executed over the past year. Thank you to you all for your commitment to a positive consumer experience and the health of the mobile channel.”

The MMA received submissions from companies across the globe across 12 categories. Finalists were selected by the MMA Awards Selection Committee comprised of global industry leaders from wireless carriers, technology and content providers, agencies and industry publications.

The 2008 MMA award winners are:

### **Best Use of Mobile Marketing, Branding:**

- APAC: OgilvyOne Worldwide Hong Kong, Guinness Passport to Greatness
- EMEA: BBH (Bartle Bogle Hegarty), Lynx Get In There mobile tools
- LATAM: Unilever, F.biz, Nokia Interactive Advertising, Unilever Seda Teens Shampoo Mobile Marketing Campaign
- NA: Golden Gekko S.L., Absolut Drinks in Your Mobile
- Global: BBH (Bartle Bogle Hegarty), Lynx Get In There mobile tools

### **Best Use of Mobile Marketing, Cross-Media Integration:**

- APAC: The Hyperfactory & Saatchi & Saatchi, United Nations “Voices” Campaign
- EMEA: Mobile Dreams Factory, TIENES UN PLAN
- LATAM: Mobext Brazil, Media Contacts Brazil and Citroën, Delivering Geo-Target Information
- NA: HipCricket, TXT4Dummies
- Global: The Hyperfactory & Saatchi & Saatchi, United Nations “Voices” Campaign

### **Best Use of Mobile Marketing, Direct Response:**

- APAC: The Hyperfactory & Saatchi & Saatchi, United Nations “Voices” Campaign
- EMEA: Mobile Dreams Factory, Voice Push
- NA: Walmart, Kraft Foods, AT&T Signature Sales, and Single Touch Systems, # MEALS
- Global: The Hyperfactory & Saatchi & Saatchi, United Nations “Voices” Campaign

### **Best Use of Mobile Marketing, Product/Services Launch:**

- APAC: The Hyperfactory, Nike T90 Kick Off Launch in 3D Augmented Reality on Mobile
- EMEA: Mobile Dreams Factory, INFORMATION IN YOUR PHONE
- LATAM: F.biz, Seda Teens
- NA: INCENTIVATED, Jaguar Cars NA, Jaguar XF Launch Campaign
- Global: Mobile Dreams Factory, INFORMATION IN YOUR PHONE

### **Best Use of Mobile Marketing, Promotion:**

- APAC: AURA Interactive, Paramount Pictures BlueZone campaign
- EMEA: Electric Agency, COCA-COLA EURO CUP 2008 - 'WHAT HAPPENED TO THE BALL?'
- LATAM: HANZO SA, HANZO Online Mobile Marketing Campaigning
- NA: The Weather Channel Mobile, Mobile Month
- Global: AURA Interactive, Paramount Pictures BlueZone campaign

### **Best Use of Mobile Marketing, Relationship-Building:**

- APAC: Mindshare India, Pepsi - Youngistaan - A New Cult for Youth!
- EMEA: R/GA, Nokia Urbanista Diaries
- NA: CellTrust, Harlem Success Academy Connects with Parents
- Global: CellTrust, Harlem Success Academy Connects with Parents

### **Innovation:**

- EMEA: AKQA, Nike PHOTOiD
- NA: Cellfire Inc., Cellfire Mobile Grocery Coupons
- Global: AKQA, Nike PHOTOiD

### **Innovation for Creativity in Media:**

- Global: Mobile Dreams Factory, INFORMATION IN YOUR PHONE

### **Innovation for Creativity in Technology:**

- EMEA: Mobile Dreams Factory, IDRINKS
- NA: R/GA, Nike Basketball Ballers Network

The MMA also announced the winners of the Overall Excellence Awards:

- Mobile Marketing Academic of the Year - Dr Shintaro Okazaki, associate professor, Autonomous University of Madrid
- Outstanding Individual Achievement in Mobile Marketing - Laura Marriott, president, MMA
- Mobile Marketing Association Award for Overall Excellence - adidas

The MMA has also published the Mobile Marketing Guide, highlighting the winners and finalists, which may be downloaded at [www.mmaglobal.com/annualguide.pdf](http://www.mmaglobal.com/annualguide.pdf).

The awards ceremony was held on 13 November 2008.

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