



**HUMAN  
INTELLIGENCE  
ADFEST  
2024**

# **ENTRIES LIST**

## **MOBILE LOTUS**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
<b>MOBILE CAMPAIGN</b>				
<b>MB01: USE OF MOBILE</b>				
MB01/001	THE CUPBOARD TO FIGHT FOOD WASTE	GOURMET MARKET APPLICATION	DENTSU CREATIVE THAILAND	BANGKOK
MB01/002	UNDERCOVER	WOMEN HELPING WOMEN	OGILVY HK	HONG KONG
MB01/003	ARTISM BINAURAL MIX	SPOTIFY X KREABY	DENTSU CREATIVE	JAKARTA
MB01/004	RANGER BUDDIES QUEST	MANDAI WILDLIFE RESERVE	MEDIA.MONKS	SINGAPORE
MB01/005	EST MONSTER WALL	EST	ADAPTER DIGITAL AGENCY	BANGKOK
<b>MB02: MESSAGING CAMPAIGN</b>				
MB02/001	DR DICK PIC	HEHEALTH	BLKJ HAVAS	SINGAPORE
<b>MOBILE DESIGN</b>				
<b>MB03: MOBILE WEBSITE</b>				
MB03/001	MY JAPAN RAILWAY	JAPAN RAILWAY 150TH ANNIVERSARY CAMPAIGN	DENTSU INC.	TOKYO
<b>MB04: USER EXPERIENCE FOR MOBILE</b>				
MB04/001	THE TWILIGHT ADS	TV DRAMA "HOLD MY HAND AT TWILIGHT"	I&S BBDO	TOKYO
MB04/002	UNDERCOVER	WOMEN HELPING WOMEN	OGILVY HK	HONG KONG
MB04/003	TRY GALAXY FOLD EXPERIENCE	SAMSUNG MOBILE	CHEIL WORLDWIDE	SEOUL
<b>MB05: MOBILE GAMES</b>				
MB05/001	RANGER BUDDIES QUEST	MANDAI WILDLIFE RESERVE	MEDIA.MONKS	SINGAPORE
<b>MB06: APPLICATION &amp; UTILITY</b>				
MB06/001	UNDERCOVER	WOMEN HELPING WOMEN	OGILVY HK	HONG KONG
MB06/002	EATQUAL COLOURS	MCDONALD INDIA (WEST AND SOUTH)	DDB MUDRA GROUP	MUMBAI
<b>TECHNOLOGY</b>				
<b>MB07: MOBILE TECHNOLOGY: LOCATION</b>				
MB07/001	RANGER BUDDIES QUEST	MANDAI WILDLIFE RESERVE	MEDIA.MONKS	SINGAPORE
<b>MB08: MOBILE TECHNOLOGY: NEW REALITIES &amp; EMERGING TECHNOLOGY</b>				
MB08/001	A PEACE-CONNECTING PAINTING	BAIDU ERNIE	TOPIC & LOONG	BEIJING

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
<b>MB10: MOBILE TECHNOLOGY: INNOVATIVE USE OF TECHNOLOGY</b>				
MB10/001	UNDERCOVER	WOMEN HELPING WOMEN	OGILVY HK	HONG KONG
MB10/002	RANGER BUDDIES QUEST	MANDAI WILDLIFE RESERVE	MEDIA.MONKS	SINGAPORE
<b>MB11: MCOMMERCE</b>				
MB11/001	THE CUPBOARD TO FIGHT FOOD WASTE	GOURMET MARKET APPLICATION	DENTSU CREATIVE THAILAND	BANGKOK
MB11/002	EATQUAL COLOURS	MCDONALD INDIA (WEST AND SOUTH)	DDB MUDRA GROUP	MUMBAI
<b>MB12: USE OF DATA</b>				
MB12/001	BEAUTY IN DIAGNOSIS	KAO	BEIJING DENTSU ADVERTISING CO. LTD. SHANGHAI BRANCH	SHANGHAI
MB12/002	THE SCAN THAT REWARDS AGAINST COUNTERFEIT	PERNOD RICARD	DENTSU CREATIVE VIETNAM	HO CHI MINH CITY
<b>SOCIAL &amp; INFLUENCER</b>				
<b>MB13: USE OF SOCIAL</b>				
MB13/001	DR DICK PIC	HEHEALTH	BLKJ HAVAS	SINGAPORE
MB13/002	HEINEKEN: THE GHOSTED BAR	HEINEKEN	LEPUB APAC	SINGAPORE
<b>MB15: MOBILE-LED INFLUENCER *NEW*</b>				
MB15/001	PETMALOOP CHALLENGE. THE WORLD'S LONGEST TRAVEL LIVESTREAM.	TNT	ACE SAATCHI& SAATCHI MANILA	MANILA