

FINALISTS

- › BEST IN-APP ADVERTISING
- › BEST APP/CONTENT BY A CONSUMER BRAND
- › BEST APP/CONTENT BY GOVERNMENT/COMMUNITY
- › BEST APP/CONTENT BY A MEDIA OWNER
- › BEST USE OF SOCIAL PLATFORM
- › MOST CREATIVE APP
- › BEST MOBILE LAUNCH
- › BEST USE OF GAMES/CONTESTS/QUIZZES
- › BEST USE OF VIDEO/ RICH MEDIA
- › BEST UTILITY APP
- › BEST BRAND AWARENESS CAMPAIGN
- › BEST DIRECT RESPONSE CAMPAIGN
- › BEST CRM, LOYALTY AND ENGAGEMENT PROGRAMME
- › BEST VIRAL MARKETING
- › BEST USE OF INCENTIVES AND REWARDS
- › BEST LOCATION-BASED MARKETING
- › BEST USE OF QR CODES
- › BEST MOBILE SITE



7-ELEVEN SINGAPORE
7-Eleven Corporate Site
Agency: Vintedge Singapore



MCDONALD'S PHILIPPINES
McDelivery Mobile
Agency: Mobext



MEDIACORP
The new MeClub.sg
Brand: MeClub



MUTIARA MALAYSIA
Minute of Silence
Agency: McCANN Kuala Lumpur

UNITED OVERSEAS

EVENT DETAILS

DATE Thursday, 5 February 2015
VENUE Mandarin Orchard Hotel
333 Orchard Road
Singapore 238867 ([Map](#))
TIME 6.30pm (Registration starts)
DRESS Cool Blue

IMPORTANT DATES

4 November 2014
Submission Opens

5 December 2014
Submission Deadline (Extended)

15 January 2015
Finalists Announced

5 February 2015
Awards Ceremony & Gala Dinner



BANK

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Agencies: Germs
Digital,
ZenithOptimedia -
Singapore, PurpleClick
Media, Leo Burnett,
Single Point of Contact

- › **BEST MCOMMERCE SOLUTION**
- › **BEST ORIGINAL CONTENT**
- › **BEST MOBILE ADVERTISING SOLUTION**
- › **BEST CAMPAIGN/ APP FOR TABLETS/OTHER DEVICES**
- › **BEST INTEGRATION OF MOBILE**
- › **BEST USE OF MULTIPLE MOBILE CHANNELS**
- › **BEST USE OF MOBILE FOR AN EVENT**
- › **BEST USER EXPERIENCE**
- › **MOST INNOVATIVE USE OF MOBILE**
- › **MOST INFORMATIVE USE OF MOBILE**
- › **MOST IMPROVED MOBILE ACTIVATION/APP**

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SINGAPORE

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