



MMA EMEA 2015 Smarties™ Shortlist Unveils The Best In Mobile Marketing

The Mobile Marketing Association (MMA) EMEA today announces the mobile campaigns that have been short listed for the 2015 Smarties™ EMEA Awards. The EMEA Smarties™ Awards, are part of the MMA's Global Smarties™ Awards programme – the only awards programme created specifically to recognise best-in-class mobile marketing campaigns from around the world.

The final winners will be announced at the MMA EMEA Smarties™ Gala Dinner on November 5th at the Wyndham Grand Istanbul Levent, following the MMA EMEA Istanbul Forum.

“Some exciting work on the MMA Smarties Awards this year. Once more the finalists are setting the bar high for innovation and creativity in mobile,” commented *Judge Co-Chair Rodrigo Sobral, Integrated VP Executive Creative Director from R/GA, London*

Fellow Co-Chair Firat Ertem, Founder of Mr. Lama Studios in Turkey, said:” Not only we need to acknowledge mobile marketing and its “creativity” to carry on the growth of the industry but also we have to praise the courageous and effective cases studies from brands, operators, publishers, networks and agencies.”

The MMA EMEA 2015 Smarties™ short list includes the following submissions:

BrandAwareness:

- Look Good Centre - Unilever | Liquorice
- Connect with Shield - Shield, Unilever | Gorilla Creative Media
- Who does more? - Unilever / Rexona | Mindshare Turkey / Wanda / Mobilike
- HealthMetre - Turkcell | R/GA London
- Hungry Lion Lucky Bucket Campaign - Hungry Lion | Yonder Media in partnership with the MediaShop

LeadGeneration:

- BMW M6 Gran Coupe 2015 - Performics/BMW | Addictive Mobility
- Microsoft Plus More Summer - Microsoft | SilverstoneCIS
- Unilever Deals - Unilever | Thumbtribe
- Algida #icecreamfromthesky Campaign - Algida /Unilever | Mr. Lama Teknolojileri
- Oyun ve Prodüksiyon Stüdyosu Ltd. Şti.
- Trending Outdoor - Unilever / Axe Black | J.Walter Thompson Manajans

Product / Services Launch:

- Samsung Chef Collection - Samsung | InMobi PTE Ltd and Starcom Poland
- Oral-B SmartSeries Mobile Application - Oral-B | iconmobile
- The Slient Movement In The Loudest Country - Unilever / Axe Black | J.Walter ThompsonManajans
- Kajol Calling - Unilever - OMO | PHD Dubai
- A first in Turkey: Touch ID Technology on IsCep - Isbank | Isbank

Promotion:

- Christmas Campaign – Collect & Get - Coca-Cola | Coca-Cola Enterprises
- Shield Missed Call - Shield, Unilever | Gorilla Creative Media
- Red Bull Kas'Lami Festival - Red Bull | Mobitainment
- Hungry Lion Lucky Bucket Campaign - Hungry Lion | Yonder Media in partnership with the MediaShop
- #CelebrateWithMagnum - Magnum - Unilever | Liquorice in collaboration with Mindshare

Cross Media / Cross Mobile Integration:

- Who Does More? - Unilever / Rexona | Mindshare Turkey / Wanda / Mobilike
- Algida #icecreamfromthesky Campaign - Algida /Unilever | Mr. Lama Teknolojileri
- Oyun ve Prodüksiyon Stüdyosu Ltd. Şti.
- Avon Dual Screen - Avon Turkey / Winged Oıut | Maxus Turkey
- Meltygroup - IBIS (Hotels AccorHotels) | meltygroup
- Hotels.com EMEA Mobile Week - Hotels.com, an Expedia Inc. brand | Fetch Marketing within a Mobile Gaming Environment:
- Roadblocks – Gamification and sales - Coca-Cola & OKQ8 | Coca-Cola Enterprises
- Freezone Gaming Stars - Vodafone | Mindshare Messaging:
- Fast & Furious 7 – Tuning your WhatsApp Profile - Universal Pictures | Mindshare Spain

Programmatic:

- BMW M6 Gran Coupe 2015 - Performics/BMW | Addictive Mobility
- Financial Times – Avatar - Financial Times | Essence

Mobile App:

- Akbank Direkt Mobile - Akbank Direkt | Akbank
- Shell Mobile Motorist App - Shell | MOBGEN
- HealthMetre - Turkcell | R/GA London
- Oral-B SmartSeries Mobile Application - Oral-B | iconmobile

Mobile Website:

- Algida #icecreamfromthesky Campaign - Algida /Unilever | Mr. Lama Teknolojileri Oyun ve Prodüksiyon Stüdyosu Ltd. Şti
- Turkcell Digital Academy - Turkcell | mobilike / Open Turkey
- Look Good Centre - Unilever | Liquorice
- Share Your Passion - Vodafone | Mindshare.
- Perfect Handwriting with S Pen - Samsung Turkey | Starcom MediaVest Group Turkey

Mobile Social:

- HealthMetre - Turkcell | R/GA London
- Lipton – From Iftar to Suhoor - Unilever - Lipton Black Tea Bags | PHD Dubai
- Between Us – Hurriyet Social - Vodafone | Mindshare
- Heineken @WhereNext - Heineken | R/GA London
- Trending Outdoor - Unilever / Axe Black | J.Walter Thompson Manajans

Innovation:

- Share Your Passion - Vodafone | Mindshare
- Hungry Lion Lucky Bucket Campaign - Hungry Lion | Yonder Media in partnership with the MediaShop
- Dove 8th March - Unilever / Dove | Advance Mediabrands
- Neutrogena – Winter Love - Neutrogena | mobilike / Mindshare Turkey
- Turkcell Connect: Internet Offline Mode - Turkcell | BPN Istanbul & mobilike

Location Based:

- Vodafone Avantaj Cepte Mobile Loyalty Platform - Vodafone Turkey | Ketchup LoyaltyMarketing
- BarkBeacon: A Modern Fable - Haçiko | mobilike
- Heineken @WhereNext - Heineken | R/GA London
- Turkcell Connect: Internet in Offline Mode - Turkcell | BPN Istanbul & mobilike
- Mobile World Congress 2015 - Microsoft Mobile | M&C Saatchi Mobile

Mobile Video:

- Talk to Google – Google Apps Russia campaign - Google | Essence
- Smart Video - Smirnoff | Opera Mediaworks & MEC Group
- House of Lux - Unilever - Lux | PHD Dubai

In addition to the categories outlined, there will also be Smarties Industry Awards presented to recognize the Best in Show - Mobile Campaign of the Year, as well as the agency, media company and technology enabler of the year.

“Mobile creativity and mobile marketing effectiveness is alive and well based on the volume and quality of the hundreds of submissions we received from all across the EMEA region. It’s a real reflection of the increasing importance of mobile marketing in bringing brands closer to their consumers. Over the past few weeks, our pre-screening council has been busy reviewing these submissions which will be judged on their strategy, execution, creativity and most importantly the business results,” said Chris Babayode, Managing Director, MMA EMEA.