

Winners of 2009 MMA Global Mobile Marketing Awards

Winners of Mobile Marketing Association (MMA) 5th Annual Global Mobile Marketing Awards were announced earlier this week in Los Angeles, US. The selection committee, comprised of global industry leaders from wireless carriers, technology and content providers, agencies and industry publications, selected winners in the 12 categories.

Mike Wehrs, president and CEO of the MMA said, "We congratulate this year's winners and finalists on their outstanding achievements, and look forward to their continued success as they help advance the mobile marketing channel's evolution in the years to come."

The 2009 MMA award winners, by category and region, are:

Mobile Display Campaign

North America

- Pizza Hut iPhone App, Pizza Hut, Inc

Central & Latin America

- Trident Fresh, F.biz

Europe, Africa and Middle East

- LMfootball.mobi, Livemobile (Pty) Ltd
- Soccer stars in your pocket, Mobiento

Asia Pacific

- PUMA F WAN, PHONEVALLEY

Global

- The Virtual Zippo Lighter App, Moderati, Inc

Mobile Messaging Campaign

North America

- Creating a Safety Movement by Encouraging Conversation: Just Look for UL, MS&L

Central & Latin America

- Carefree Mobile Campaign, pontomobi interactive

Europe, Africa and Middle East

- Kraft Foods Turkey / Patos, Mobilera

Asia Pacific

- Because We Can, The Hyperfactory

Global

- Obama SMS Speech Excerpts Sent to Cairo and Ghana Regions, Clickatell

Emerging Technology Campaign

North America

- Pizza Hut iPhone App, Pizza Hut, Inc

Central & Latin America

- Jeito Chiclets; Jeito Lhama, F.biz

Europe, Africa and Middle East

- Fanta More Play, The Hyperfactory

Asia Pacific

- Cadbury Be The Gorilla, The Hyperfactory

Multi -Mobile Channel Campaign

North America

- Rogers/Live Nation - Wireless Box Office, MyThum Interactive

Central & Latin America

- ClubMovistar - Mobile Loyalty Program, Movistar Chile, AndinaTech

Europe, Africa and Middle East

- Pepsi Makes Your Day, RABARBA ILETISIM HIZMETLERI

Asia Pacific

- Sony Quantum Code, AURA Interactive

Global

- Coca-Cola Global Mobile Festive 2008, The Coca-Cola Company

Mobile Social Media Campaign

North America

- Real Housewives of New York City: Ultimate Virtual Viewing Party, Bravo Digital Media

Europe, Africa and Middle East

- The Fastest on Facebook, Mobile Dreams Factory

Asia Pacific

- Sony Quantum Code, AURA Interactive

Cross-Media Integration Campaign

North America

- UPS jobs - Problem Solved, UPS & TMP Worldwide

Central & Latin America

- TIM Father's Day: Gift Express, TIM, McCann Erickson & Mobext

Europe, Africa and Middle East

- Who Killed Summer 09 (Vodafone Group), OMD Mobile

Asia Pacific

- Go For It, Tribal DDB India

Global

- Ad Council That's Not Cool, R/GA

Best Mobile Campaign Overall (*three-way tie*)

- TIM Father's Day: Gift Express, TIM, McCann Erickson & Mobext
- UPS jobs-Problem Solved Mobile Media Campaign Delivers Hires, UPS & TMP Worldwide Advertising
- Who Killed Summer 09 (Vodafone Group), OMD Mobile

The 2009 MMA Industry Awards are:

Mobile Innovation: Creativity

- SMS 2.0 - Changing the paradigm for Mobile Marketing, RABARBA ILETISIM HIZMETLERI

Mobile Innovation: Reach

- SCORECENTER, ESPN

Social Impact

- Text ALIVE Mobile Donations, Mobile Accord Inc

Award for Overall Excellence

- Fanta Stealth Sound System, Ogilvy Advertising

2009 MMA Academic awards are:

Academic of the Year Individual

- Margherita Pagani, Bocconi University

Academic of the Year Institution

- Ball State University, Ball State University