

WINNER

BEST APP

FISHBRAIN

Fishbrain is designed to bring fishing into the digital age. With over seven million users worldwide, the free-to use app creates the best possible fishing experience with insights, gear ratings and reviews, as well as an interactive map. Fishbrain claims to be one of the most valuable and rewarding tools in an angler's tackle box.

Here's what the judges said:

Fishbrain is a focused solution with a wide-ranging offering for anglers worldwide. It scored high points for specificity, target market focus and range of features. This was a creative entry that engages a large consumer base in unexpected ways.

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