



CAMPAIGN TITLE	ADVERTISER	ENTRANT COMPANY	COUNTRY
<b>ECP01. RETAIL</b>			
Crushing the biggest shopping day on the planet	Uniqlo	Mindshare	China
<b>ECP02. FINANCE</b>			
Disrupting traditional loan with online loan	Welab	Mindshare	Hong Kong
<b>ECP04. PHARMACEUTICALS, HEALTH &amp; BEAUTY</b>			
M.A.C Art Of The Lip	M.A.C Cosmetics	Possible	China
Power to the Queens	Maybelline New York	Mindshare	China
<b>ECP06. TELECOMMUNICATIONS</b>			
T Star Digitalization Solution – A Game Changer	Taiwan Star Telecom	Taiwan Star Telecom	Taiwan
<b>ECP07. OTHERS</b>			
The X Dance	Lee X-line	McCann Worldgroup	Hong Kong
<b>ECS01. USER EXPERIENCE</b>			
M.A.C Art of The Lip	M.A.C Cosmetics	Possible	China
<b>ECS02. INNOVATION</b>			
Crushing the biggest shopping day on the planet	Uniqlo	Mindshare	China
<b>ECS04. MOBILE &amp; APPS</b>			
T Star App	Taiwan Star Telecom	Taiwan Star Telecom	Taiwan
Power to the Queens	Maybelline New York	Mindshare	China
<b>ECS05. DATA</b>			
3M Life Hacks	3M	McCann Worldgroup	Singapore
Crushing the biggest shopping day on the planet	Uniqlo	Mindshare	China
TRESemmé Runway Ready	TRESemmé	Mindshare	Philippines