

eCOMMERCE – PRODUCTS & SERVICES

CAMPAIGN TITLE	ADVERTISER	ENTRANT COMPANY	COUNTRY
ECP01. FMCG RETAIL SERVICES			
A Revelation of Trends	Alibaba/TMall	BBDO Worldwide	China
Colonel KI - The First Colonel to Conquer e-Sports	KFC	Mindshare	China
KFC Christmas Pocket Store	KFC	Isobar	China

ECP03. CONSUMER ELECTRONICS & ACCESSORIES			
Mind Your Language	Racold by Ariston Thermo	WATConsult	India

* There is no other shortlisted entry in this section.

eCOMMERCE – SPECIALISTS

CAMPAIGN TITLE	ADVERTISER	ENTRANT COMPANY	COUNTRY
ECS01. USER EXPERIENCE			
Colonel KI - The First Colonel to Conquer e-Sports	KFC	Mindshare	China
KFC Christmas Pocket Store	KFC	Isobar	China
Nike All-Star Weekend: Better than Broadcast	Nike	Mindshare	China

ECS04. MOBILE & APPS			
KFC Christmas Pocket Store	KFC	Isobar	China
Nike All-Star Weekend: Better than Broadcast	Nike	Mindshare	China

ECS05. DATA			
A Revelation of Trends	Alibaba/TMall	BBDO Worldwide	China

CONGRATULATIONS TO ALL THE SHORTLISTED ENTRIES!

It was a close fight!

See you at the awards ceremony!