

## Creative eCommerce Shortlist

Track	Cat. No	Entry No	Title	Brand	Product	Entrant Company	Entrant Country	Idea Creation	Production	Media	PR	Additional
<b>A02 (Other FMCG)</b>												
Experience	A02/004	00239	SCENT BY GLADE	S.C JOHNSON	GLADE	OGILVY Chicago	USA	OGILVY Chicago	OGILVY Chicago	OGILVY Chicago		PHD Chicago
<b>A03 (Healthcare)</b>												
Experience	A03/001	00139	THERAFLU TRACKER	GSK - THERAFLU	THERAFLU	WUNDERMAN THOMPSON Bogotá	COLOMBIA	WUNDERMAN COLOMBIA Bogotá / WUNDERMAN MEXICO Mexico City		MINDSHARE Mexico City		
<b>A04 (Consumer Durables)</b>												
Experience	A04/003	00130	HEY GOOGLE, ASK NIKE	NIKE	NIKE	R/GA New York	USA	R/GA New York	R/GA New York / RAIN New York			
Experience	A04/010	00223	AIR MAX GRAFFITI STORES	NIKE	AIR MAX	AKQA São Paulo	BRAZIL	AKQA São Paulo	HEFTY São Paulo / ZOHAR CINEMA Rio de Janeiro	WIEDEN+KENNE DY São Paulo		
<b>A06 (Retail)</b>												
Experience	A06/008	00045	CAR-2-BIKE	VELORETTI	VELORETTI BIKES	VELORETTI Amsterdam	THE NETHERLANDS	G-UNIT Amsterdam				
Experience	A06/010	00233	THE WHOPPER DETOUR	BURGER KING	FOOD	FCB NEW YORK	USA	FCB NEW YORK	CHEMISTRY CREATIVE New York / HUMAN New York / MACKCUT New York / O POSITIVE New York / ZOMBIE STUDIO São Paulo	HORIZON MEDIA New York	ALISON BROD MARKETING + COMMUNICATION S New York	HONEYMIX New York
Experience	A06/019	00281	MUSEUM OF ROMANTICISM	IKEA	IKEA LIVING ROOMS	McCANN SPAIN Madrid	SPAIN	McCANN SPAIN Madrid	CRAFT Madrid			
<b>A11 (Not-for-profit / charity / government)</b>												
Experience	A11/002	00183	PAY IT FORWARD	THE BIG ISSUE	THE BIG ISSUE	FCB INFERNO London	UNITED KINGDOM	FCB INFERNO London	ARCHER'S MARK London			
<b>A12 (Corporate Social Responsibility (CSR) / Corporate Image)</b>												
Experience	A12/003	00207	DO BLACK - THE CARBON LIMIT CREDIT CARD	DOCONOMY	DO BLACK	RBK COMMUNICATION Stockholm	SWEDEN	RBK COMMUNICATION Stockholm	MAKING WAVES Stockholm			HILL+KNOWLTON STRATEGIES Stockholm
<b>B01 (Payment Solutions: Software &amp; Apps)</b>												
Experience	B01/008	00208	DO BLACK - THE CARBON LIMIT CREDIT CARD	DOCONOMY	DO BLACK	RBK COMMUNICATION Stockholm	SWEDEN	RBK COMMUNICATION Stockholm	MAKING WAVES Stockholm			HILL+KNOWLTON STRATEGIES Stockholm
<b>B02 (Payment Solutions: Devices &amp; Technology)</b>												
Experience	B02/002	00107	COMPLEXCON	ADIDAS ORIGINALS	ADIDAS ORIGINALS	JAM3 Toronto	CANADA	JAM3 Toronto	ASA DIGITAL Torrance / JAM3 Toronto / KINDLY BEAST Ottawa / PIXELPUSHER Toronto / WE ARE ROYALE Los Angeles			

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Experience	B02/003	00267	PAY PER BEER	AB INBEV	BRAHMA BEER	AFRICA São Paulo	BRAZIL	AFRICA São Paulo	PBA CINEMA São Paulo / SATELITE AUDIO São Paulo / WARRIORS VFX Sao Paulo
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### C03 (Retail Promotions & In-store Integration )

Experience	C03/004	00234	THE WHOPPER DETOUR	BURGER KING	FOOD	FCB NEW YORK	USA	FCB NEW YORK	CHEMISTRY CREATIVE New York / HUMAN New York / MACKCUT New York / O POSITIVE New York / ZOMBIE STUDIO São Paulo	HORIZON MEDIA New York	ALISON BROD MARKETING + COMMUNICATION S New York	HONEYMIX New York
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Experience	C03/007	00147	KFC CHRISTMAS POCKET STORE	YUM CHINA	KFC CHRISTMAS FRIED CHICKEN SHOP	ISOBAR CHINA GROUP Shanghai	CHINA	ISOBAR CHINA GROUP Shanghai	HO COMMUNICATION Shanghai
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### C04 (Loyalty Programmes)

Experience	C04/003	00166	JERSEY ASSURANCE	AMERICAN EXPRESS	JERSEY ASSURANCE	MOMENTUM WORLDWIDE New York	USA	MOMENTUM WORLDWIDE New York	HUNGRY MAN New York / ROCK PAPER SCISSORS New York	MINDSHARE New York	PMK*BNC New York	DIGITAS New York / VERSUS New York
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### C05 (Social Business & Commerce)

Experience	C05/017	00148	KFC CHRISTMAS POCKET STORE	YUM CHINA	KFC CHRISTMAS FRIED CHICKEN SHOP	ISOBAR CHINA GROUP Shanghai	CHINA	ISOBAR CHINA GROUP Shanghai	HO COMMUNICATION Shanghai
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### D01 (UX, UI & Journey Design)

Experience	D01/010	00289	PET-COMMERCE	PETZ	ECOMMERCE	OGILVY São Paulo	BRAZIL	OGILVY São Paulo	D2G TECNOLOGIA São Paulo / HOGARTH WORLDWIDE Porto Alegre / HOGARTH WORLDWIDE São Paulo / PICT ESTUDIO São Paulo / PUNCH AUDIO São Paulo	PETZ São Paulo
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### D03 (Predictive Data Targeting)

Experience	D03/002	00140	THERAFLU TRACKER	GSK - THERAFLU	THERAFLU	WUNDERMAN THOMPSON Bogotá	COLOMBIA	WUNDERMAN COLOMBIA Bogotá / WUNDERMAN MEXICO Mexico City	MINDSHARE Mexico City
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### E01 (Customer Acquisition)

Experience	E01/001	00046	CAR-2-BIKE	VELORETTI	VELORETTI BIKES	VELORETTI Amsterdam	THE NETHERLANDS	G-UNIT Amsterdam	
Experience	E01/014	00149	KFC CHRISTMAS POCKET STORE	YUM CHINA	KFC CHRISTMAS FRIED CHICKEN SHOP	ISOBAR CHINA GROUP Shanghai	CHINA	ISOBAR CHINA GROUP Shanghai	HO COMMUNICATION Shanghai

### E03 (End to End Customer Journey)

Experience	E03/001	00035	THIS IS HOW YOU SONIC	SONIC DRIVE-IN	SONIC MOBILE ORDER AHEAD APP	R/GA AUSTIN	USA	R/GA AUSTIN	R/GA AUSTIN
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## Creative eCommerce Shortlist

### F01 (Local Brand)

Experience	F01/005	00216	UCB AGROBANKING	UCB - UCASH, SHWAPNO	MOBILE BANKING SERVICE	GREY BANGLADESH Dhaka	BANGLADESH	GREY BANGLADESH Dhaka
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### F02 (Challenger Brand)

Experience	F02/005	00209	DO BLACK - THE CARBON LIMIT CREDIT CARD	DOCONOMY	DO BLACK	RBK COMMUNICATION Stockholm	SWEDEN	RBK COMMUNICATION Stockholm	MAKING WAVES Stockholm	HILL+KNOWLTON STRATEGIES Stockholm
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### F03 (Single-market Campaign)

Experience	F03/001	00047	CAR-2-BIKE	VELORETTI	VELORETTI BIKES	VELORETTI Amsterdam	THE NETHERLANDS	G-UNIT Amsterdam		
Experience	F03/002	00043	VEGI-BUS	Vegibus Inc	VEGITABLE	HAKUHODO INC. Tokyo	JAPAN	HAKUHODO INC. Tokyo	STANDARD INC. Tokyo	
Experience	F03/008	00095	HAGGLEBOT	FLIPKART INTERNET PVT LTD	SALE EVENT - FLIPKART'S THE BIG BILLION DAYS	DENTSU WEBCHUTNEY Bangalore	INDIA	DENTSU WEBCHUTNEY Bangalore	GOOGLE ASIA PACIFIC Singapore	FLIPKART Bangalore
Experience	F03/009	00141	THERAFLU TRACKER	GSK - THERAFLU	THERAFLU	WUNDERMAN THOMPSON Bogotá	COLOMBIA	WUNDERMAN COLOMBIA Bogotá / WUNDERMAN MEXICO Mexico City	MINDSHARE Mexico City	
Experience	F03/016	00224	AIR MAX GRAFFITI STORES	NIKE	AIR MAX	AKQA São Paulo	BRAZIL	AKQA São Paulo	HEFTY São Paulo / ZOHAR CINEMA Rio de Janeiro	WIEDEN+KENNEDY São Paulo

### F04 (Social Behaviour & Cultural Insight)

Experience	F04/003	00020	ADDRESS THE FUTURE	CARLINGS	THE DIGITAL COLLECTION	VIRTUE Copenhagen	DENMARK	VIRTUE Copenhagen		
Experience	F04/014	00109	COMPLEXCON	ADIDAS ORIGINALS	ADIDAS ORIGINALS	JAM3 Toronto	CANADA	JAM3 Toronto	ASA DIGITAL Torrance / JAM3 Toronto / KINDLY BEAST Ottawa / PIXELPUSHER Toronto / WE ARE ROYALE Los Angeles	
Experience	F04/015	00096	HAGGLEBOT	FLIPKART INTERNET PVT LTD	SALE EVENT - FLIPKART'S THE BIG BILLION DAYS	DENTSU WEBCHUTNEY Bangalore	INDIA	DENTSU WEBCHUTNEY Bangalore	GOOGLE ASIA PACIFIC Singapore	FLIPKART Bangalore

### F05 (Breakthrough on a Budget)

Experience	F05/009	00287	BIHOR COUTURE	BEAU MONDE	FASHION MAGAZINE	McCANN BUCHAREST	ROMANIA	McCANN BUCHAREST		
Experience	F05/012	00158	OPEN SHELVES	WRITER'S BOOKSTORE	BOOKS	WAVEMAKER HUNGARY Budapest	HUNGARY	WAVEMAKER HUNGARY Budapest	UMBRELLA Budapest	SANS CLICHÉ Budapest

Total Entries: 33