**eCOMMERCE – PRODUCTS & SERVICES**

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| **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**

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| **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 |