**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 |