

Creative eCommerce Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant Company	Entrant Location	Idea Creation	Production	Media	PR	Additional
A01 (Food / Drink)											
A01/004	00047	VEGI-BUS	VEGIBUS INC.	VEGI-BUS	HAKUHODO INC. Tokyo	JAPAN	HAKUHODO INC. Tokyo / VEGIBUS INC. Makinohara City	STANDARD INC. Tokyo			SUZUYO & CO.,LTD. Shimizu-ku
A06 (Retail)											
A06/001	00009	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
A08 (Media / Entertainment)											
A08/001	00053	SPOTIFY STUDENT PREMIUM STORE	SPOTIFY	STUDENT PREMIUM	THE ROYALS Sydney	AUSTRALIA	THE ROYALS Sydney				
A10 (Not-for-profit / Charity / Government)											
A10/001	00029	GALLERY OF A KIND	WABC	CHARITY	TENCENT CHARITY Shenzhen	CHINA	TENCENT CHARITY Shenzhen		TENCENT CHARITY Shenzhen	TENCENT CHARITY Shenzhen	
B02 (Customer Acquisition & Retention)											
B02/009	00002	POCKET FRANCHISE	KFC	KFC POCKET FRANCHISE	HO COMMUNICATION, PART OF ACCENTURE INTERACTIVE Shanghai	CHINA	HO COMMUNICATION, PART OF ACCENTURE INTERACTIVE Shanghai	HO COMMUNICATION, PART OF ACCENTURE INTERACTIVE Shanghai	HO COMMUNICATION, PART OF ACCENTURE INTERACTIVE Shanghai	HO COMMUNICATION, PART OF ACCENTURE INTERACTIVE Shanghai	
B03 (Payment Solutions)											
B03/003	00004	TACO TO TECH	KFC + TMALL	CRAZY CHICKEN TACO	HO COMMUNICATION, PART OF ACCENTURE INTERACTIVE Shanghai	CHINA	HO COMMUNICATION, PART OF ACCENTURE INTERACTIVE Shanghai	HO COMMUNICATION, PART OF ACCENTURE INTERACTIVE Shanghai	HO COMMUNICATION, PART OF ACCENTURE INTERACTIVE Shanghai	HO COMMUNICATION, PART OF ACCENTURE INTERACTIVE Shanghai	
B04 (Personalised Campaigns)											
B04/001	00010	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
B07 (Social Business & Commerce)											
B07/002	00021	KFC CHRISTMAS POCKET STORE	YUM CHINA	KFC	ISOBAR CHINA Shanghai	CHINA	ISOBAR CHINA Shanghai		WECHAT ShenZhen		
B07/007	00048	VEGI-BUS	VEGIBUS INC.	VEGI-BUS	HAKUHODO INC. Tokyo	JAPAN	HAKUHODO INC. Tokyo / VEGIBUS INC. Makinohara City	STANDARD INC. Tokyo			SUZUYO & CO.,LTD. Shimizu-ku
B07/009	00030	GALLERY OF A KIND	WABC	CHARITY	TENCENT CHARITY Shenzhen	CHINA	TENCENT CHARITY Shenzhen		TENCENT CHARITY Shenzhen	TENCENT CHARITY Shenzhen	