



## Shortlist

Title	Brand	Product/Service	Entrant Company	Country
<b>A01 (Food &amp; Drink)</b>				
OREO MUSIC BOX	MONDELEZ INTERNATIONAL	OREO	VML SHANGHAI	CHINA
EXTRAA HD	HÅAGEN DAZS	ICE CREAM ON DEMAND	PROXIMITY BOULOGNE-BILLAN COURT	FRANCE
BITECOINS	ARCOS DORADOS COMÉRCIO DE ALIMENTOS LTDA	BITECOINS	MCDONALD'S SAO PAULO	BRAZIL
<b>A04 (Consumer Durables)</b>				
A/R JORDAN	JORDAN BRAND	NIKE AIR JORDAN III TINKER SNEAKERS	R/GA PORTLAND	USA
<b>A05 (Automotive)</b>				
CARE BY VOLVO MOBILE APP	VOLVO CAR USA	CARE BY VOLVO SUBSCRIPTION SERVICE / 2019 VOLVO XC40	GREY NEW YORK	USA
<b>A06 (Retail)</b>				
THE LUNCH GAP SEARCHER	FOTAWA	FOOD DELIVERY SERVICE	GREY SPAIN MADRID	SPAIN
THE MOST EXCLUSIVE COLLECTION	YOOX	YOOX	STINK STUDIOS LONDON	UNITED KINGDOM
<b>A07 (Travel)</b>				
DESKTOP ESCAPE	KAYAK	KAYAK	MCCANN LONDON	UNITED KINGDOM
<b>A09 (Media / Entertainment)</b>				
XBOX DESIGN LAB ORIGINALS: THE FANCHISE MODEL	MICROSOFT	XBOX DESIGN LAB	MCCANN LONDON	UNITED KINGDOM
<b>A11 (Consumer Services)</b>				
VERIZON - HOLIDAY HINTLIST	VERIZON	HOLIDAY HINTLIST	R/GA NEW YORK	USA
LOCAL SELECTS	PAYPAL	ONLINE PAYMENT SERVICE	CP+B LOS ANGELES	USA
SWEET CHANGE	PAYTM	E WALLET	MCCANN INDIA MUMBAI	INDIA
<b>A13 (Not-for-profit / Charity)</b>				
THE HOMELESS WEBSHOP	SOLIDARITÉ GRANDS FROIDS	SOLIDARITÉ GRANDS FROIDS	TBWA/BELGIUM BRUSSELS	BELGIUM
<b>B01 (In-store Integration)</b>				
MIGROS DISCOVER: ASK THE PRODUCT	FEDERATION OF MIGROS COOPERATIVES	FOOD AND DRINK - MIGROS OWN BRANDS	WUNDERMAN ZURICH	SWITZERLAND
<b>B02 (Payment Solutions: Software &amp; Apps)</b>				
POPWALLET	POPWALLET	POPWALLET	R/GA NEW YORK	USA
CARE BY VOLVO MOBILE APP	VOLVO CAR USA	CARE BY VOLVO SUBSCRIPTION SERVICE / 2019 VOLVO XC40	GREY NEW YORK	USA
<b>B03 (Payment Solutions: Devices &amp; Technology)</b>				
DIGISEQ	DIGISEQ	DIGISEQ	R/GA LONDON	UNITED KINGDOM
<b>C01 (Personalised Campaigns)</b>				
THE LUNCH GAP SEARCHER	FOTAWA	FOOD DELIVERY SERVICE	GREY SPAIN MADRID	SPAIN
<b>C03 (Retail &amp; Customer Promotions)</b>				
VERIZON - HOLIDAY HINTLIST	VERIZON	HOLIDAY HINTLIST	R/GA NEW YORK	USA
XBOX DESIGN LAB ORIGINALS: THE FANCHISE MODEL	MICROSOFT	XBOX DESIGN LAB	MCCANN LONDON	UNITED KINGDOM
REACTIVE POSTER	NIKE	EPIC REACT	AMPFY SÃO PAULO	BRAZIL
OREO MUSIC BOX	MONDELEZ INTERNATIONAL	OREO	VML SHANGHAI	CHINA
ALEXANDER WANG X ADIDAS ORIGINALS SEASON 2	ADIDAS ORIGINALS	ADIDAS ORIGINALS	JOHANNES LEONARDO NEW YORK	USA
THE ALL-IN PROMO	NEWSAN	NOBLEX	DAVID BUENOS AIRES	ARGENTINA
DESKTOP ESCAPE	KAYAK	KAYAK	MCCANN LONDON	UNITED KINGDOM
<b>C04 (Social Business &amp; Commerce)</b>				
A/R JORDAN	JORDAN BRAND	NIKE AIR JORDAN III TINKER SNEAKERS	R/GA PORTLAND	USA
<b>D01 (UX, UI &amp; Journey Design)</b>				
THE ACCESSIBILITY PROJECT	PROCTER & GAMBLE	AMBI PUR	PROCTER & GAMBLE BUDAPEST	HUNGARY
<b>D02 (Predictive Data Targeting)</b>				
MAKING THE LIST	LEGO AUSTRALIA	LEGO	CHE PROXIMITY MELBOURNE	AUSTRALIA
<b>E01 (Customer Acquisition)</b>				
VERIZON - HOLIDAY HINTLIST	VERIZON	HOLIDAY HINTLIST	R/GA NEW YORK	USA
XBOX DESIGN LAB ORIGINALS: THE FANCHISE MODEL	MICROSOFT	XBOX DESIGN LAB	MCCANN LONDON	UNITED KINGDOM
OREO MUSIC BOX	MONDELEZ INTERNATIONAL	OREO	VML SHANGHAI	CHINA
THE ALL-IN PROMO	NEWSAN	NOBLEX	DAVID BUENOS AIRES	ARGENTINA
CARE BY VOLVO MOBILE APP	VOLVO CAR USA	CARE BY VOLVO SUBSCRIPTION SERVICE / 2019 VOLVO XC40	GREY NEW YORK	USA
SWEET CHANGE	PAYTM	E WALLET	MCCANN INDIA MUMBAI	INDIA
<b>E02 (Customer Retention)</b>				
THE ORIGINAL BRUSHES OF EDVARD MUNCH	ADOBE	ADOBE PHOTOSHOP CC	ABBY PRIEST STOCKHOLM	SWEDEN

# CREATIVE ECOMMERCE LIONS

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## Shortlist

E03 (360° Customer Journey)

XBOX DESIGN LAB ORIGINALS: THE FANCHISE MODEL

MICROSOFT

XBOX DESIGN LAB

MCCANN LONDON

UNITED KINGDOM