

Creative eCommerce Lions

2019 Shortlist



Title	Brand	Product/Service	Entrant Company	Country
A02 (Other FMCG)				
SCENT BY GLADE	S.C. JOHNSON	GLADE	OGILVY CHICAGO	USA
A03 (Healthcare)				
THERAFLU TRACKER	GSK - THERAFLU	THERAFLU	WUNDERMAN THOMPSON BOGOTÁ	COLOMBIA
A04 (Consumer Durables)				
HEY GOOGLE, ASK NIKE	NIKE	NIKE	R/GA NEW YORK	USA
AIR MAX GRAFFITI STORES	NIKE	AIR MAX	AKQA SÃO PAULO	BRAZIL
A06 (Retail)				
CAR-2-BIKE	VELORETTI	VELORETTI BIKES	VELORETTI AMSTERDAM	THE NETHERLANDS
THE WHOPPER DETOUR	BURGER KING	FOOD	FCB NEW YORK	USA
MUSEUM OF ROMANTICISM	IKEA	IKEA LIVING ROOMS	MCCANN SPAIN MADRID	SPAIN
A11 (Not-for-profit / charity / government)				
PAY IT FORWARD	THE BIG ISSUE	THE BIG ISSUE	FCB INFERNO LONDON	UNITED KINGDOM
A12 (Corporate Social Responsibility (CSR) / Corporate Image)				
DO BLACK - THE CARBON LIMIT CREDIT CARD	DOCONOMY	DO BLACK	RBK COMMUNICATION STOCKHOLM	SWEDEN
B01 (Payment Solutions: Software & Apps)				
DO BLACK - THE CARBON LIMIT CREDIT CARD	DOCONOMY	DO BLACK	RBK COMMUNICATION STOCKHOLM	SWEDEN
B02 (Payment Solutions: Devices & Technology)				
COMPLEXCON	ADIDAS ORIGINALS	ADIDAS ORIGINALS	JAM3 TORONTO	CANADA
PAY PER BEER	AB INBEV	BRAHMA BEER	AFRICA SÃO PAULO	BRAZIL
C03 (Retail Promotions & In-store Integration)				
THE WHOPPER DETOUR	BURGER KING	FOOD	FCB NEW YORK	USA
KFC CHRISTMAS POCKET STORE	YUM CHINA	KFC CHRISTMAS FRIED CHICKEN SHOP	ISOBAR CHINA GROUP SHANGHAI	CHINA
C04 (Loyalty Programmes)				
JERSEY ASSURANCE	AMERICAN EXPRESS	JERSEY ASSURANCE	MOMENTUM WORLDWIDE NEW YORK	USA
C05 (Social Business & Commerce)				
KFC CHRISTMAS POCKET STORE	YUM CHINA	KFC CHRISTMAS FRIED CHICKEN SHOP	ISOBAR CHINA GROUP SHANGHAI	CHINA
D01 (UX, UI & Journey Design)				
PET-COMMERCE	PETZ	ECOMMERCE	OGILVY SÃO PAULO	BRAZIL
D03 (Predictive Data Targeting)				
THERAFLU TRACKER	GSK - THERAFLU	THERAFLU	WUNDERMAN THOMPSON BOGOTÁ	COLOMBIA
E01 (Customer Acquisition)				
CAR-2-BIKE	VELORETTI	VELORETTI BIKES	VELORETTI AMSTERDAM	THE NETHERLANDS
KFC CHRISTMAS POCKET STORE	YUM CHINA	KFC CHRISTMAS FRIED CHICKEN SHOP	ISOBAR CHINA GROUP SHANGHAI	CHINA
E03 (End to End Customer Journey)				
THIS IS HOW YOU SONIC	SONIC DRIVE-IN	SONIC MOBILE ORDER AHEAD APP	R/GA AUSTIN	USA
F01 (Local Brand)				
UCB AGROBANKING	UCB - UCASH, SHWAPNO	MOBILE BANKING SERVICE	GREY BANGLADESH DHAKA	BANGLADESH
F02 (Challenger Brand)				
DO BLACK - THE CARBON LIMIT CREDIT CARD	DOCONOMY	DO BLACK	RBK COMMUNICATION STOCKHOLM	SWEDEN
F03 (Single-market Campaign)				
CAR-2-BIKE	VELORETTI	VELORETTI BIKES	VELORETTI AMSTERDAM	THE NETHERLANDS
VEGI-BUS	VEGIBUS INC	VEGITABLE	HAKUHODO INC. TOKYO	JAPAN
HAGGLEBOT	FLIPKART INTERNET PVT LTD	SALE EVENT - FLIPKART'S THE BIG BILLION DAYS	DENTSU WEBCHUTNEY BANGALORE	INDIA
THERAFLU TRACKER	GSK - THERAFLU	THERAFLU	WUNDERMAN THOMPSON BOGOTÁ	COLOMBIA
AIR MAX GRAFFITI STORES	NIKE	AIR MAX	AKQA SÃO PAULO	BRAZIL
F04 (Social Behaviour & Cultural Insight)				
ADDRESS THE FUTURE	CARLINGS	THE DIGITAL COLLECTION	VIRTUE COPENHAGEN	DENMARK
COMPLEXCON	ADIDAS ORIGINALS	ADIDAS ORIGINALS	JAM3 TORONTO	CANADA
HAGGLEBOT	FLIPKART INTERNET PVT LTD	SALE EVENT - FLIPKART'S THE BIG BILLION DAYS	DENTSU WEBCHUTNEY BANGALORE	INDIA

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F05 (Breakthrough on a Budget)

BIHOR COUTURE	BEAU MONDE	FASHION MAGAZINE	MCCANN BUCHAREST	ROMANIA
OPEN SHELVES	WRITER'S BOOKSTORE	BOOKS	WAVEMAKER HUNGARY BUDAPEST	HUNGARY