

Shortlist (Creative eCommerce Lions)

Track	Cat. No	Entry No	Title	Brand	Product	Entrant Company	Entrant Country	Idea Creation	Production
<u>A01 (Food & Drink)</u>									
Experience	A01/004	00130	OREO MUSIC BOX	MONDELEZ INTERNATIONAL	OREO	VML Shanghai	CHINA	FCB SHANGHAI / VML Shanghai	VML Shanghai
Experience	A01/005	00184	EXTRAA HD	HÄAGEN DAZS	ICE CREAM ON DEMAND	PROXIMITY Boulogne-Billancourt	FRANCE	PROXIMITY Boulogne-Billancourt	PROXIMITY Boulogne-Billancourt
Experience	A01/006	00201	BITECOINS	ARCOS DORADOS COMÉRCIO DE ALIMENTOS LTDA	BITECOINS	McDONALD'S Sao Paolo	BRAZIL	DPZ&T São Paulo	
<u>A04 (Consumer Durables)</u>									
Experience	A04/002	00114	A/R JORDAN	JORDAN BRAND	NIKE AIR JORDAN III TINKER SNEAKERS	R/GA PORTLAND	USA	R/GA PORTLAND	R/GA PORTLAND
<u>A05 (Automotive)</u>									
Experience	A05/005	00161	CARE BY VOLVO MOBILE APP	VOLVO CAR USA	CARE BY VOLVO SUBSCRIPTION SERVICE / 2019 VOLVO XC40	GREY NEW YORK	USA	GREY NEW YORK	TOWNHOUSE New York
<u>A06 (Retail)</u>									
Experience	A06/011	00079	THE LUNCH GAP SEARCHER	Fotawa	Food Delivery Service	GREY SPAIN Madrid	SPAIN	GREY SPAIN Madrid	RSB MEDIA Barcelona
Experience	A06/014	00103	THE MOST EXCLUSIVE COLLECTION	YOOX	YOOX	STINK STUDIOS London	UNITED KINGDOM	GOOGLE Milan / STINK STUDIOS London	STINK STUDIOS London
<u>A07 (Travel)</u>									
Experience	A07/005	00209	DESKTOP ESCAPE	KAYAK	KAYAK	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	CRAFT WORLDWIDE London / McCANN LONDON

Shortlist (Creative eCommerce Lions)

A09 (Media / Entertainment)

Experience	A09/001	00036	XBOX DESIGN LAB MICROSOFT ORIGINALS: THE FANCHISE MODEL	XBOX DESIGN LAB	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	CRAFT WORLDWIDE London / FOREAL Trier / MRM//McCANN LONDON
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A11 (Consumer Services)

Experience	A11/001	00004	VERIZON - HOLIDAY HINTLIST	VERIZON	HOLIDAY HINTLIST	R/GA NEW YORK	USA	R/GA NEW YORK	R/GA NEW YORK
Experience	A11/002	00017	LOCAL SELECTS	PAYPAL	ONLINE PAYMENT SERVICE	CP+B Los Angeles	USA	CP+B Los Angeles	BRICK CITY Miami / HAUS Los Angeles / PLUS PRODUCTIONS Santa Monica
Experience	A11/010	00272	SWEET CHANGE	PAYTM	E WALLET	McCANN INDIA Mumbai	INDIA	McCANN INDIA Mumbai	McCANN INDIA Mumbai

A13 (Not-for-profit / Charity)

Experience	A13/002	00025	THE HOMELESS WEBSHOP	SOLIDARITÉ GRANDS FROIDS	SOLIDARITÉ GRANDS FROIDS	TBWA\BELGIUM Brussels	BELGIUM	TBWA\BELGIUM Brussels	TBWA\BELGIUM Brussels
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B01 (In-store Integration)

Experience	B01/001	00096	MIGROS DISCOVER: ASK THE PRODUCT	FEDERATION OF MIGROS COOPERATIVES	FOOD AND DRINK - MIGROS OWN BRANDS	WUNDERMAN Zurich	SWITZERLAND	ADVICO Y&R Zürich / FUTURECOM INTERACTIVE Zürich / WUNDERMAN Zurich	WUNDERMAN Zurich
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B02 (Payment Solutions: Software & Apps)

Experience	B02/005	00116	POPWALLET	POPWALLET	POPWALLET	R/GA NEW YORK	USA	POPWALLET New York	R/GA NEW YORK
Experience	B02/010	00162	CARE BY VOLVO MOBILE APP	VOLVO CAR USA	CARE BY VOLVO SUBSCRIPTION SERVICE / 2019 VOLVO XC40	GREY NEW YORK	USA	GREY NEW YORK	TOWNHOUSE New York

B03 (Payment Solutions: Devices & Technology)

Experience	B03/003	00048	DIGISEQ	DIGISEQ	DIGISEQ	R/GA LONDON	UNITED KINGDOM	DIGISEQ Ickenham / R/GA LONDON	R/GA LONDON
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Shortlist (Creative eCommerce Lions)

C01 (Personalised Campaigns)

Experience	C01/002	00082	THE LUNCH GAP SEARCHER	Fotawa	Food Delivery Service	GREY SPAIN Madrid	SPAIN	GREY SPAIN Madrid	RSB MEDIA Barcelona
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C03 (Retail & Customer Promotions)

Experience	C03/002	00005	VERIZON - HOLIDAY HINTLIST	VERIZON	HOLIDAY HINTLIST	R/GA NEW YORK	USA	R/GA NEW YORK	R/GA NEW YORK
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Experience	C03/006	00037	XBOX DESIGN LAB ORIGINALS: THE FANCHISE MODEL	MICROSOFT	XBOX DESIGN LAB	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	CRAFT WORLDWIDE London / FOREAL Trier / MRM//McCANN LONDON
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Experience	C03/015	00121	REACTIVE POSTER	NIKE	EPIC REACT	AMPFY São Paulo	BRAZIL	AMPFY São Paulo	AMPFY São Paulo / BIZSYS Sao Paulo / FACTORY São Paulo / FELMS São Paulo
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Experience	C03/018	00131	OREO MUSIC BOX	MONDELEZ INTERNATIONAL	OREO	VML Shanghai	CHINA	FCB SHANGHAI / VML Shanghai	VML Shanghai
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Experience	C03/025	00198	ALEXANDER WANG X ADIDAS ORIGINALS SEASON 2	ADIDAS ORIGINALS	ADIDAS ORIGINALS	JOHANNES LEONARDO New York	USA	JOHANNES LEONARDO New York	JOHANNES LEONARDO New York
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Experience	C03/026	00199	THE ALL-IN PROMO	NEWSAN	NOBLEX	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires	
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Experience	C03/028	00210	DESKTOP ESCAPE	KAYAK	KAYAK	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	CRAFT WORLDWIDE London / McCANN LONDON
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C04 (Social Business & Commerce)

Experience	C04/008	00118	A/R JORDAN	JORDAN BRAND	NIKE AIR JORDAN III TINKER SNEAKERS	R/GA PORTLAND	USA	R/GA PORTLAND	R/GA PORTLAND
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Shortlist (Creative eCommerce Lions)

D01 (UX, UI & Journey Design)

Experience	D01/008	00065	THE ACCESSIBILITY PROJECT	PROCTER & GAMBLE	AMBI PUR	PROCTER & GAMBLE Budapest	HUNGARY	SAATCHI & SAATCHI POLAND Warsaw	SAATCHI & SAATCHI POLAND Warsaw
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D02 (Predictive Data Targeting)

Experience	D02/005	00123	MAKING THE LIST	LEGO AUSTRALIA	LEGO	CHE PROXIMITY Melbourne	AUSTRALIA	CHE PROXIMITY Melbourne	YELL DESIGN Fitzroy
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E01 (Customer Acquisition)

Experience	E01/001	00006	VERIZON - HOLIDAY HINTLIST	VERIZON	HOLIDAY HINTLIST	R/GA NEW YORK	USA	R/GA NEW YORK	R/GA NEW YORK
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Experience	E01/005	00038	XBOX DESIGN LAB ORIGINALS: THE FANCHISE MODEL	MICROSOFT	XBOX DESIGN LAB	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	CRAFT WORLDWIDE London / FOREAL Trier / MRM//McCANN LONDON
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Experience	E01/015	00132	OREO MUSIC BOX	MONDELEZ INTERNATIONAL	OREO	VML Shanghai	CHINA	FCB SHANGHAI / VML Shanghai	VML Shanghai
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Experience	E01/021	00200	THE ALL-IN PROMO	NEWSAN	NOBLEX	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires	
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Experience	E01/031	00163	CARE BY VOLVO MOBILE APP	VOLVO CAR USA	CARE BY VOLVO SUBSCRIPTION SERVICE / 2019 VOLVO XC40	GREY NEW YORK	USA	GREY NEW YORK	TOWNHOUSE New York
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Experience	E01/038	00275	SWEET CHANGE	PAYTM	E WALLET	McCANN INDIA Mumbai	INDIA	McCANN INDIA Mumbai	McCANN INDIA Mumbai
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E02 (Customer Retention)

Experience	E02/003	00070	THE ORIGINAL BRUSHES OF EDVARD MUNCH	ADOBE	ADOBE PHOTOSHOP CC	ABBY PRIEST Stockholm	SWEDEN	ABBY PRIEST Stockholm	
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E03 (360° Customer Journey)

Shortlist (Creative eCommerce Lions)

Experience	E03/001	00039	XBOX DESIGN LAB MICROSOFT ORIGINALS: THE FANCHISE MODEL	XBOX DESIGN LAB	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	CRAFT WORLDWIDE London / FOREAL Trier / MRM//McCANN LONDON
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Total Entries: **36**

Media	PR	Additional
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ALIBABA GROUP
Hangzhou

HANGZHOU
KUNTING
TECHNOLOGY
CO.,LTD Hangzhou
/ SHANGHAI KAIJIE
ECOMMERCE CO.,
LTD. Shanghai

R/GA PORTLAND /
SNAPCHAT LENSE
TEAM New York

DARKSTORE San
Francisco /
SHOPIFY San
Francisco

GREY SPAIN
Madrid

GOOGLE Milan

YOOX Milan

McCANN LONDON

KAYAK London

McCANN LONDON AYZENBERG
Seattle /
HELLOWORLD
New York /
MICROSOFT XBOX
Redmond

VERIZON New York

NOBLE PEOPLE
New York

McCANN INDIA
Mumbai

TBWA|BELGIUM TBWA|BELGIUM
Brussels Brussels

DIGISEQ Ickenham
/ R/GA LONDON

GREY SPAIN

Madrid

VERIZON New York

McCANN LONDON

AYZENBERG

Seattle /

HELLOWORLD

New York /

MICROSOFT XBOX

Redmond

AMPFY São Paulo

AMPFY São Paulo

ALIBABA GROUP

Hangzhou

HANGZHOU

KUNTING

TECHNOLOGY

CO.,LTD Hangzhou

/ SHANGHAI KAIJIE

ECOMMERCE CO.,

LTD. Shanghai

CLUSTER MUSIC

Buenos Aires

McCANN LONDON

KAYAK London

R/GA PORTLAND /

SNAPCHAT LENSE

TEAM New York

DARKSTORE San

Francisco /

SHOPIFY San

Francisco

SAATCHI &
SAATCHI POLAND
Warsaw

VERIZON New York

McCANN LONDON AYZENBERG
Seattle /
HELLOWORLD
New York /
MICROSOFT XBOX
Redmond

ALIBABA GROUP HANGZHOU
Hangzhou KUNTING
TECHNOLOGY
CO.,LTD Hangzhou
/ SHANGHAI KAIJIE
ECOMMERCE CO.,
LTD. Shanghai

CLUSTER MUSIC
Buenos Aires

McCANN INDIA
Mumbai

ABBY PRIEST
Stockholm

McCANN LONDON AYZENBERG
Seattle /
HELLOWORLD
New York /
MICROSOFT XBOX
Redmond
