

# SHORTLIST 2022

## Creative eCommerce



| Title  | Brand                             | Product / Service            | Entrant Company             | Location  |
|--|-----------------------------------|------------------------------|-----------------------------|-----------|
| <b>A03 Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains</b> |                                   |                              |                             |           |
| IKEA-DOLLAR CATALOGUE  | IKEA                              | IKEA                         | OGILVY TAIWAN Taipei City   | TAIWAN    |
| <b>A05 Consumer Services / Business to Business</b>                    |                                   |                              |                             |           |
| SHIBUYA VIRTUAL CITY   | AU BY KDDI, FUTURE DESIGN SHIBUYA | SHIBUYA CITY, KDDI           | GEOMETRY OGILVY JAPAN Tokyo | JAPAN     |
| <b>B04 Retail Promotions &amp; In-store Integration</b>                |                                   |                              |                             |           |
| THE UNCLOSABLE STORE   | SAMSUNG                           | SAMSUNG                      | CHE PROXIMITY Sydney        | AUSTRALIA |
| <b>B05 Social Commerce</b>   |                                   |                              |                             |           |
| SMALL BUSINESS SUCCESS STORY   | FACEBOOK                          | FACEBOOK I META FOR BUSINESS | WUNDERMAN THOMPSON Mumbai   | INDIA     |
| <b>D03 Single-market Campaign</b>                                      |                                   |                              |                             |           |
| SMALL BUSINESS SUCCESS STORY   | FACEBOOK                          | FACEBOOK I META FOR BUSINESS | WUNDERMAN THOMPSON Mumbai   | INDIA     |
| <b>D04 Social Behaviour</b>  |                                   |                              |                             |           |
| THE COST OF BULLYING   | SAMSUNG                           | SAMSUNG                      | CHEIL PENGTAI Beijing       | CHINA     |
| <b>D07 Corporate Purpose &amp; Social Responsibility</b>               |                                   |                              |                             |           |
| THE COST OF BULLYING   | SAMSUNG                           | SAMSUNG                      | CHEIL PENGTAI Beijing       | CHINA     |