

Title	Advertiser / Client	Product / Service	Entrant Company	Location
<b>A01 Food / Drink</b>				
VEGI-BUS	VEGIBUS INC.	VEGI-BUS	HAKUHODO INC., Tokyo	JAPAN
<b>A06 Retail</b>				
HAGGLEBOT	FLIPKART INTERNET PVT LTD	SALE EVENT - FLIPKART'S THE BIG BILLION DAYS	DENTSU WEBCHUTNEY, Bangalore	INDIA
<b>A08 Media / Entertainment</b>				
SPOTIFY STUDENT PREMIUM STORE	SPOTIFY	STUDENT PREMIUM	THE ROYALS, Sydney	AUSTRALIA
<b>A10 Not-for-profit / Charity / Government</b>				
GALLERY OF A KIND	WABC	CHARITY	TENCENT CHARITY, Shenzhen	CHINA
<b>B02 Customer Acquisition &amp; Retention</b>				
POCKET FRANCHISE	KFC	KFC POCKET FRANCHISE	HO COMMUNICATION, PART OF ACCENTURE INTERACTIVE, Shanghai	CHINA
<b>B03 Payment Solutions</b>				
TACO TO TECH	KFC + TMALL	CRAZY CHICKEN TACO	HO COMMUNICATION, PART OF ACCENTURE INTERACTIVE, Shanghai	CHINA
<b>B04 Personalised Campaigns</b>				
HAGGLEBOT	FLIPKART INTERNET PVT LTD	SALE EVENT - FLIPKART'S THE BIG BILLION DAYS	DENTSU WEBCHUTNEY, Bangalore	INDIA
<b>B07 Social Business &amp; Commerce</b>				
KFC CHRISTMAS POCKET STORE	YUM CHINA	KFC	ISOBAR CHINA, Shanghai	CHINA
VEGI-BUS	VEGIBUS INC.	VEGI-BUS	HAKUHODO INC., Tokyo	JAPAN
GALLERY OF A KIND	WABC	CHARITY	TENCENT CHARITY, Shenzhen	CHINA