



FINALIST

COMMERCE LOTUS

RISE
ADFEST2023

CM04: Customer Targeting

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CM04/004	SHAGUN KA LIFAFA	UJJIVAN SMALL FINANCE BANK	MCCANN WORLDGROUP INDIA, MUMBAI	MCCANN WORLDGROUP INDIA, MUMBAI	FINALIST

CM05: Entertainment Commerce

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CM05/007	AMAZING THAILAND. CULTURE TO COMMERCE	TOURISM AUTHORITY OF THAILAND	OGILVY GROUP THAILAND, BANGKOK	OGILVY GROUP THAILAND, BANGKOK	FINALIST

CM06: Sustainable Commerce

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CM06/002	EASY TO WEAR, JUST FOR YOU.	KIYASUKU	HAKUHODO KETTLE INC., TOKYO/ HAKUHODO INC., TOKYO	HAKUHODO INC., TOKYO	FINALIST
CM06/003	SMART FILL	UNILEVER	VMLY&R COMMERCE INDIA, MUMBAI	VMLY&R, MUMBAI	FINALIST

CM07: In-Store Experiences

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CM07/001	TERRA SPOONER	TERRA	CHAI COMMUNICATION, SEOUL	CHAI COMMUNICATION, SEOUL	FINALIST
CM07/002	SMART FILL	UNILEVER	VMLY&R COMMERCE INDIA, MUMBAI	VMLY&R, MUMBAI	FINALIST

CM09: User Experience

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CM09/001	AMAZING THAILAND. CULTURE TO COMMERCE	TOURISM AUTHORITY OF THAILAND	OGILVY GROUP THAILAND, BANGKOK	OGILVY GROUP THAILAND, BANGKOK	FINALIST

CM10: Innovative Commerce

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CM10/001	SHAGUN KA LIFAFA	UJJIVAN SMALL FINANCE BANK	MCCANN WORLDGROUP INDIA, MUMBAI	MCCANN WORLDGROUP INDIA, MUMBAI	FINALIST