



**WINNERS
LIST**

COMMERCE LOTUS

CM04: Customer Targeting

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

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	BRONZE

CM06: Sustainable Commerce

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CM06/003	SMART FILL	UNILEVER	VMLY&R COMMERCE INDIA, MUMBAI	VMLY&R, MUMBAI	SILVER

CM07: In-Store Experiences

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

CM10: Innovative Commerce

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CM10/001	SHAGUN KA LIFAFI	UJJIVAN SMALL FINANCE BANK	MCCANN WORLDGROUP INDIA, MUMBAI	MCCANN WORLDGROUP INDIA, MUMBAI	SILVER
CM10/002 MOVE FROM CM06/002	EASY TO WEAR, JUST FOR YOU.	KIYASUKU	HAKUHODO KETTLE INC., TOKYO/ HAKUHODO INC., TOKYO	HAKUHODO INC., TOKYO	BRONZE