

**FINALIST**  **eCOMMERCE  
LOTUS**

| ADFEST  
2020 **FIRED  
UP!** 

**CATEGORY EC01: FOOD & BEVERAGE**

NO AWARD

**CATEGORY EC02: BEAUTY, HEALTH & PERSONAL CARE**

NO AWARD

**CATEGORY EC03: FASHION, SPORTS & ACCESSORIES**

NO AWARD

**CATEGORY EC04: HOUSEHOLD PRODUCTS & MAINTENANCE**

NO AWARD

**CATEGORY EC05: ELECTRONICS, HOME APPLIANCES & FURNISHING**

NO AWARD

**CATEGORY EC06: CARS, OTHER VEHICLES, ACCESSORIES & AUTO SERVICES**

NO AWARD

**CATEGORY EC07: RETAIL**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
EC07/001	POCKET FRANCHISE	KFC	ACCENTURE INTERACTIVE CHINA, SHANGHAI	ACCENTURE INTERACTIVE CHINA, SHANGHAI	FINALIST
EC07/002	TARGETED GIFT	JD CENTRAL VALENTINE'S DAY CAMPAIGN	BBDO BANGKOK, BANGKOK	BBDO BANGKOK LTD, BANGKOK	FINALIST
EC07/003	KFC RAINY DAY POP-UP MENU	KFC	ISOBAR CHINA GROUP, SHANGHAI	ISOBAR CHINA GROUP, SHANGHAI	FINALIST

**CATEGORY EC08: TRAVEL & LEISURE, ENTERTAINMENT & COMMUNICATION MEDIA**

NO AWARD

**CATEGORY EC09: FINANCE, COMMERCIAL PUBLIC SERVICES, BUSINESS PRODUCTS & SERVICES**

NO AWARD

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**CATEGORY EC10: CORPORATE IMAGE**

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**NO AWARD**

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**CATEGORY EC11: CORPORATE SOCIAL RESPONSIBILITY**

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**NO AWARD**

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**CATEGORY EC12: PUBLIC SERVICES & CAUSE APPEALS**

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**NO AWARD**