

Creative eCommerce Lions



2019 Winners

Title	Brand	Product/Service	Entrant Company	Country	Prize
A04 (Consumer Durables)					
HEY GOOGLE, ASK NIKE	NIKE	NIKE	R/GA NEW YORK	USA	BRONZE LION
A11 (Not-for-profit / charity / government)					
PAY IT FORWARD	THE BIG ISSUE	THE BIG ISSUE	FCB INFERNO LONDON	UNITED KINGDOM	BRONZE LION
B01 (Payment Solutions: Software & Apps)					
DO BLACK - THE CARBON LIMIT CREDIT CARD	DOCONOMY	DO BLACK	RBK COMMUNICATION STOCKHOLM	SWEDEN	GRAND PRIX
C03 (Retail Promotions & In-store Integration)					
THE WHOPPER DETOUR	BURGER KING	FOOD	FCB NEW YORK	USA	SILVER LION
C05 (Social Business & Commerce)					
KFC CHRISTMAS POCKET STORE	YUM CHINA	KFC CHRISTMAS FRIED CHICKEN SHOP	ISOBAR CHINA GROUP SHANGHAI	CHINA	GOLD LION
E01 (Customer Acquisition)					
CAR-2-BIKE	VELORETTI	VELORETTI BIKES	VELORETTI AMSTERDAM	THE NETHERLANDS	BRONZE LION
F02 (Challenger Brand)					
DO BLACK - THE CARBON LIMIT CREDIT CARD	DOCONOMY	DO BLACK	RBK COMMUNICATION STOCKHOLM	SWEDEN	SILVER LION
F03 (Single-market Campaign)					
AIR MAX GRAFFITI STORES	NIKE	AIR MAX	AKQA SÃO PAULO	BRAZIL	BRONZE LION
F04 (Social Behaviour & Cultural Insight)					
HAGGLEBOT	FLIPKART INTERNET PVT LTD	SALE EVENT - FLIPKART'S THE BIG BILLION DAYS	DENTSU WEBCHUTNEY BANGALORE	INDIA	BRONZE LION