



FINALISTS

COMMERCE LOTUS

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CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
COMMERCE LOTUS					
CM03: MCOMMERCE					
CM03/001	THE CUPBOARD TO FIGHT FOOD WASTE	GOURMET MARKET APPLICATION	DENTSU CREATIVE THAILAND, BANGKOK	DENTSU CREATIVE THAILAND, BANGKOK	FINALIST
CM03/002	EATQUAL COLOURS	MCDONALD INDIA (WEST AND SOUTH)	DDB MUDRA GROUP, MUMBAI	DDB MUDRA GROUP, MUMBAI	FINALIST
CM06: INNOVATIVE COMMERCE					
CM06/002	DREAMS DECODED	COWAY MALAYSIA	GREY GROUP MALAYSIA, KUALA LUMPUR	GREY MALAYSIA, KUALA LUMPUR	FINALIST
EXPERIENCE & ENGAGEMENT					
CM08: CUSTOMER TARGETING					
CM08/004	BESPOKE WEDDING FUNDING	SAMSUNG ELECTRONICS BESPOKE	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	FINALIST
STRATEGY					
CM12: INNOVATIVE COMMERCE SOLUTIONS *NEW*					
CM12/001	EATQUAL COLOURS	MCDONALD INDIA (WEST AND SOUTH)	DDB MUDRA GROUP, MUMBAI	DDB MUDRA GROUP, MUMBAI	FINALIST

AS OF 18 MAR 2024