



“电商奥斯卡” 金麦奖

1 0 E 0 0
E

参赛手册

目录

- I. 奖项介绍 Introduction
- II. 大赛日程 Competition Calendar
- III. 参赛资格 Qualification
- IV. 参赛类别 Categories
- V. 如何参赛 How to Enter
- VI. 评审标准 Judging Criteria
- VII. 联系我们 Contact

I. rU

2013

“ ”

II. ft R R

III. rR UR

2017

2016 11 22 ~2017

11 21

IV. R

2017 “ ” “ ” “ ” “ ” “ ” “ ”

“ ”

“ ”

1 2 3 “

” “ ” “ ” “ ”

“ ”



-
-
-
-
-
-
-
-
-
-
-

3C

app



-
-
-
-
-



-
-
-
-

IP

-

-

-

V.

<http://www.gwawards.org>

“ ”

2017

1000

“ ”

1		
2	LOGO	
3		

PPT

PPT 2017

+

+

gw@gwawards.org

PPT

2

1 0 00 10



VI. 环境、社会及治理

0

2017

5

1

04

KPI

14

14

24

ROI

/



04

14

14

24

2-3

04

14

14

24

1-2



2

a

b

LOGO

LOGO

c

PPT

3

4



VII.

RU

Email wb-zl241989@alibaba-inc.com

Tel 15858122671

Email wb-jjr217165@alibaba-inc.com

Tel 15088330272

Email wb-syc217177@alibaba-inc.com

Tel: 18667003950



www.gwawards.org