

THE ONE SHOW SHORTLIST



3RD QUARTER

We are pleased to announce the second batch of shortlisted entries of the 2018 One Show. These are the entries from the 3rd Quarter that have made it past the first round of judging and will be considered in the final round where winners will be determined.

Please note that not all shortlisted entries are guaranteed a Pencil or a Merit Award.

The final deadline to enter The One Show is Wednesday, January 31.

Disciplines in this release:

Branded Entertainment.....	1	Moving Image Craft	9
Cross-Platform.....	3	Public Relations.....	13
Film.....	4	Radio	15
Interactive	7	Social Influencer Marketing ...	17
Mobile	8	Social Media.....	18

Remaining disciplines will be judged after the final One Show deadlines.

BRANDED ENTERTAINMENT

180 Amsterdam / Amsterdam + MPC / London + Stainless Sound / Amsterdam	Broadcast – Short Form – Single Publications & Media	Al Jazeera	The Demand
BBDO / New York + BBDO Studios / New York	Online – Live Webcast Entertainment	Downtown Records	Live Looper
BBDO / New York + BBDO Studios / New York	Music Videos Entertainment	Downtown Records	Live Looper
BBDO / New York + BBDO Studios / New York	Innovation in Branded Entertainment Entertainment	Downtown Records	Live Looper
BBDO / New York + BBDO Studios / New York	Online – Short Form – Single Non-Profit	Prufrock	In Real Life
BBDO / New York + BBDO Studios / New York	Experiential – Live Events Non-Profit	Prufrock	In Real Life
BBDO / New York + Obscura Digital /	Experiential – Live Events CSR	GE	Unseen Stars
CP+B / Los Angeles + Rattling Stick / Santa Monica	Broadcast – Short Form – Single Beverages – Alcoholic	Jose Cuervo	Last Days
FCB West / San Francisco	Broadcast – Short Form – Single Household Goods	Clorox	Clean Matters :60
FCB West / San Francisco	Online – Short Form – Single Household Goods	Clorox	Clean Matters :90

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BRANDED ENTERTAINMENT (CONT.)

FCB West / San Francisco	Broadcast – Short Form – Single Fashion & Clothing	Levi Strauss & Co.	Levi's Circles :60
FCB West / San Francisco	Online – Short Form – Single Fashion & Clothing	Levi Strauss & Co.	Levi's Circles :90
FP7/TUN / Tunisia + UM Tunisia / Tunis + FP7/MENA / Dubai	Gaming Technology Software	Orange Tunisia	The Hammam Fighter
J.Walter Thompson / São Paulo	Music Videos Non-Profit	Instituto AzMina	More Than 70%
McCann / Oslo + Fus! / Oslo	Music Videos Automotive	Citroën Norway	The Music Video
McCann Worldgroup Italy / Milan + Craft / London + MRM//McCann / Milan + Think Cattleya / Milan	Online – Short Form – Campaign CSR	Ubrew	Responsibly the beer
McCann Worldgroup Italy / Milan + MRM//McCann / Milan + NoHup / San Giorgio di Nogaro (UD) + SDM interactive passion / Milan	Mobile Apps CSR	Fondazione Nemo	My Voice
Ogilvy & Mather / Singapore + Hogarth & Ogilvy / Singapore + Joinery / Los Angeles	Online – Long Form – Single Non-Profit	Alliance Française de Singapour	Pitching French Films To Hollywood
Ogilvy & Mather / Singapore + Hogarth & Ogilvy / Singapore + Joinery / Los Angeles	Online – Long Form – Campaign Non-Profit	Alliance Française de Singapour	Pitching French Films To Hollywood
Zulu Alpha Kilo / Toronto	Online – Long Form – Campaign Automotive	Harley-Davidson Canada	Harley-Davidson Common Ground
Zulu Alpha Kilo / Toronto	Feature Length – Non-Fiction / Documentary Automotive	Harley-Davidson Canada	Harley-Davidson Common Ground Documentary
Zulu Alpha Kilo / Toronto	Online – Short Form – Single Self-Promotion	Zulu Alpha Kilo	Scared Straight

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CROSS-PLATFORM

BBDO / New York + Phantoscopic /	Integrated Branding – Online Beverages – Alcoholic	Bacardi	Music Liberates Music
BBDO / New York + Phantoscopic /	Innovation in Cross-Platform – Integrated Branding Beverages – Alcoholic	Bacardi	Music Liberates Music
CP+B / Boulder	Innovation in Cross-Platform – Experiential Restaurants	Domino's	Domino's Wedding Registry
CP+B / Boulder + Hungry Man / New York	Integrated Branding Consumer Packaged Goods	Kraft Heinz	Make It Right, Swear Like a Mother
McCann Beograd / Belgrade	Experiential – Augmented Reality (AR) Non-Profit	Museum of Contemporary Art Belgrade	democrARTisation
McCann Worldgroup Italy / Milan + Craft / London + MRM//McCann / Milan + Think Cattleya / Milan	Integrated Branding CSR	Ubrew	Responsibly the beer
Mindshare / Copenhagen	Integrated Branding CSR	Dove Denmark	Image_Hack
NAIL Communications / Providence	Integrated Branding Non-Profit	Rhode Island Blood Center	Help Someone Else
Ogilvy & Mather / Singapore + Hogarth & Ogilvy / Singapore + Joinery / Los Angeles	Integrated Branding Non-Profit	Alliance Française de Singapour	Pitching French Films To Hollywood
Ogilvy & Mather / Singapore + Hogarth & Ogilvy / Singapore + Joinery / Los Angeles	Brand Transformation Non-Profit	Alliance Française de Singapour	Pitching French Films To Hollywood

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FILM

BBDO / New York + BBDO Studios / New York	Innovation in Film – Online Entertainment	Downtown Records	Live Looper
BBDO / New York + BBDO Studios / New York	Online Films & Video – Long Form – Single Non-Profit	Prufrock	In Real Life
BBDO / New York + BBDO Studios / New York	Under 100K Budget Non-Profit	Prufrock	In Real Life
BBDO / New York + BBDO Studios / New York + Visual Country /	Innovation in Film – Online Retail	Lowe's	Converticals
BBDO / New York + O Positive /	Television – Long Form – Single Retail	Foot Locker	Father's Day at the Draft
Chromista / Los Angeles + McGarryBowen / Shanghai	Online Films & Video – Long Form – Single Automotive	Acura	Beginnings
CP+B / Los Angeles	Online Films & Video – Short Form – Campaign Banking & Financial	Charles Schwab	Schwab Intelligent Advisory
CP+B / Los Angeles + Imperial Woodpecker / Santa Monica	Television – Long Form – Single Gaming – Digital	NBA2K	Run the Neighborhood
CP+B / Los Angeles + Rattling Stick / Santa Monica	Online Films & Video – Long Form – Single Beverages – Alcoholic	Jose Cuervo	Last Days
Droga5 / New York + The Corner Shop / Santa Monica	Television – Long Form – Single CSR	The Y	Us
Fable / Richmond	Online Films & Video – Long Form – Single Self-Promotion	Fable	The Boy And The Bucket: A Fable
FCB West / San Francisco	Television – Short Form – Single Household Goods	Clorox	Clean Matters :15 – Baby Bottle
FCB West / San Francisco	Online Films & Video – Short Form – Single Household Goods	Clorox	Clean Matters :15 – Baby Bottle
FCB West / San Francisco	Online Films & Video – Pre-Roll – Single Household Goods	Clorox	Clean Matters :15 – Baby Bottle
FCB West / San Francisco	Television – Short Form – Single Household Goods	Clorox	Clean Matters :15 Baby's First Bath
FCB West / San Francisco	Online Films & Video – Short Form – Single Household Goods	Clorox	Clean Matters :15 Baby's First Bath
FCB West / San Francisco	Online Films & Video – Pre-Roll – Single Household Goods	Clorox	Clean Matters :15 Baby's First Bath

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FILM (CONT.)

FCB West / San Francisco	Online Films & Video – Short Form – Single Household Goods	Clorox	Clean Matters :15 Prom
FCB West / San Francisco	Online Films & Video – Pre-Roll – Single Household Goods	Clorox	Clean Matters :15 Prom
FCB West / San Francisco	Online Films & Video – Short Form – Single Household Goods	Clorox	Clean Matters :15 Sheets
FCB West / San Francisco	Television – Short Form – Single Household Goods	Clorox	Clean Matters :15 Veteran
FCB West / San Francisco	Online Films & Video – Pre-Roll – Single Household Goods	Clorox	Clean Matters :15 Veteran
FCB West / San Francisco	Television – Long Form – Single Household Goods	Clorox	Clean Matters :60
FCB West / San Francisco	Online Films & Video – Long Form – Single Household Goods	Clorox	Clean Matters :90
FCB West / San Francisco	Television – Short Form – Campaign Household Goods	Clorox	Clean Matters Campaign
FCB West / San Francisco	Online Films & Video – Short Form – Campaign Household Goods	Clorox	Clean Matters Campaign
FCB West / San Francisco	Online Films & Video – Pre-Roll – Campaign Household Goods	Clorox	Clean Matters Campaign
FCB West / San Francisco	Television – Long Form – Single Fashion & Clothing	Levi Strauss & Co.	Levi's Circles :60
FCB West / San Francisco	Cinema Advertising Fashion & Clothing	Levi Strauss & Co.	Levi's Circles :60
FCB West / San Francisco	Online Films & Video – Long Form – Single Fashion & Clothing	Levi Strauss & Co.	Levi's Circles :90
Flying Object / London	Online Films & Video – Long Form – Campaign CSR	YouTube / International Rescue Committee	#MoreThanARefugee
Happiness / an FCB alliance / Brussels	Online Films & Video – Long Form – Single Beverages – Alcoholic	Carlsberg Global	Probably TEDx
McCann Canada / Toronto	Online Films & Video – Long Form – Single Non-Profit	Prostate Cancer Canada	The Alternatives – Your Friend
McCann Canada / Toronto	Online Films & Video – Short Form – Single Non-Profit	Prostate Cancer Canada	The Alternatives – Your Mom
McCann Canada / Toronto	Online Films & Video – Short Form – Single Non-Profit	Prostate Cancer Canada	The Alternatives – Yourself

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FILM (CONT.)

Mekanism / New York + HBO Productions / New York + The Mill / New York	Online Films & Video – Varying Length Campaign Entertainment	HBO	It's What Connects Us
Mercado McCann / Buenos Aires	Television – Long Form – Single Consumer Services	TyC Sports	Butt and Trunks
Northlich / Cincinnati	Television – Short Form – Single CSR	Ohio Lottery Commission	Becky's Announcement
Ogilvy & Mather / Singapore + Hogarth & Ogilvy / Singapore + Joinery / Los Angeles	Cinema Advertising Non-Profit	Alliance Française de Singapour	Pitching French Films To Hollywood
Ogilvy & Mather / Singapore + Hogarth & Ogilvy / Singapore + Joinery / Los Angeles	Online Films & Video – Long Form – Single Non-Profit	Alliance Française de Singapour	Pitching French Films To Hollywood
Ogilvy & Mather / Singapore + Hogarth & Ogilvy / Singapore + Joinery / Los Angeles	Online Films & Video – Long Form – Campaign Non-Profit	Alliance Française de Singapour	Pitching French Films To Hollywood
Ogilvy & Mather / Singapore + Hogarth & Ogilvy / Singapore + Joinery / Los Angeles	Under 100K Budget Non-Profit	Alliance Française de Singapour	Pitching French Films To Hollywood
Rabbit Digital Group / Bangkok	Online Films & Video – Long Form – Single Banking & Financial	Syn Mun Kong Insurance Public Company Limited	Thank You Thailand
Topgolf / Dallas	Online Films & Video – Long Form – Single CSR	Topgolf	Topgolf In Focus: Hurricane Harvey
X-Line (dentsu) / Taipei City	Online Films & Video – Long Form – Single Fashion & Clothing	Taiwan Wacoal	Wow Girls' Lab
X-Line (dentsu) / Taipei City	Under 100K Budget Fashion & Clothing	Taiwan Wacoal	Wow Girls' Lab
Zulu Alpha Kilo / Toronto	Online Films & Video – Long Form – Single Self-Promotion	Zulu Alpha Kilo	Scared Straight

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INTERACTIVE

BBDO / New York + BBDO Studios / New York	Craft – Music / Sound Entertainment	Downtown Records	Live Looper
BBDO / New York + BBDO Studios / New York	Innovation in Interactive – Experiential Entertainment	Downtown Records	Live Looper
BBDO / New York + BBDO Studios / New York + Visual Country /	Interactive Video Retail	Lowe's	Converticals
BBDO / New York + BBDO Studios / New York + Visual Country /	Innovation in Interactive – Online Retail	Lowe's	Converticals
BBDO / New York + North Kingdom /	Innovation in Interactive – Online Pet Products	Mars Petcare / Pedigree	The Pedigree Adoptable Mask
BBDO / New York + Obscura Digital /	Experiential – Digital Installations CSR	GE	Unseen Stars
BBDO / New York + Phantoscopic /	Innovation in Interactive – Online Beverages – Alcoholic	Bacardi	Music Liberates Music
CP+B / Los Angeles	Innovation in Interactive – Experiential Gaming – Digital	NBA 2K	NBA 2K Boost
CP+B / Los Angeles	Innovation in Interactive – Gaming Gaming – Digital	NBA 2K	NBA 2K Boost
Dieste / Dallas	Craft – Writing Publications & Media	The Wild Detectives	Litbaits
FP7/TUN / Tunisia + UM / Tunisia + FP7/MENA / Dubai	Gaming Technology Software	Orange Tunisia	The Hammam Fighter
J.Walter Thompson / São Paulo	Experiential – Virtual Reality (VR) Non-Profit	Rede de Justiça	Visceral Reality
POL / Oslo + Mediamonks / Stockholm	Experiential – Virtual Reality (VR) Automotive	Audi	Audi Enter Sandbox
Watson Design Group / Los Angeles	Websites Entertainment	A24	A Ghost Store

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MOBILE

BBDO / New York + BBDO Studios / New York	Use of Technology Entertainment	Downtown Records	Live Looper
BBDO / New York + BBDO Studios / New York	Craft – Music / Sound Entertainment	Downtown Records	Live Looper
BBDO / New York + BBDO Studios / New York + Visual Country /	Mobile Advertising Retail	Lowe's	Converticals
BBDO / New York + BBDO Studios / New York + Visual Country /	Craft – Art Direction Retail	Lowe's	Converticals
BBDO / New York + BBDO Studios / New York + Visual Country /	Innovation in Mobile Retail	Lowe's	Converticals
McCann Beograd / Belgrade	Use of Technology – Augmented Reality (AR) Non-Profit	Museum of Contemporary Art Belgrade	democrARTisation
McCann Beograd / Belgrade	Use of Technology – Physical Product & Mobile Integration Non-Profit	Museum of Contemporary Art Belgrade	democrARTisation
McCann Worldgroup Italy / Milan + MRM//McCann / Milan + NoHup / San Giorgio di Nogaro (UD) + SDM interactive passion / Milan	Use of Technology – Physical Product & Mobile Integration CSR	Fondazione Nemo	My Voice
Philipp und Keuntje / Hamburg + Rimowa / Cologne	Use of Technology – Physical Product & Mobile Integration Technology Hardware	Rimowa	Rimowa Electronic Tag
Philipp und Keuntje / Hamburg + Rimowa / Cologne	Innovation in Mobile Technology Hardware	Rimowa	Rimowa Electronic Tag
VML / Sydney	Mobile Advertising Restaurants	McDonald's Australia	Snaplications
VML / Sydney	Innovation in Mobile Restaurants	McDonald's Australia	Snaplications

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3RD QUARTER

MOVING IMAGE CRAFT

*INCLUDES 1ST, 2ND & 3RD QUARTERS

750mph / London + AMV BBDO / London + Passion Animation Studios / London	Sound Design – Single Consumer Packaged Goods	James Wellbeloved	Mega City
750mph / London + AMV BBDO / London + Pulse Films / London + Spaede / London	Sound Design – Single Consumer Packaged Goods	Galaxy	Thought Train
750mph / London + Grey / London + Smuggler / London + Work Editorial / London	Sound Design – Single Consumer Products	Bose	Bliss
750mph / London + R/GA / London + MJZ / London + White House Post / London	Sound Design – Single Automotive	Hyundai	Feel The Feeling
750mph / London + WCRS / London + Outsider / London	Sound Design – Single Consumer Services	EON	Freedom Is Electric
BBDO / New York + BBDO Studios / New York	Innovation in Moving Image Craft – Visual Entertainment	Downtown Records	Live Looper
BBDO / New York + biscuit filmworks / Los Angeles	Direction – Single Pet Products	Mars Petcare / Pedigree	General Howe's Dog
BBDO / New York + biscuit filmworks / Los Angeles	Writing – Single Pet Products	Mars Petcare / Pedigree	General Howe's Dog
BBDO / New York + biscuit filmworks / Los Angeles	Cinematography – Single Pet Products	Mars Petcare / Pedigree	General Howe's Dog
BBDO / New York + biscuit filmworks / Los Angeles	Writing – Single Pet Products	Mars Petcare / Pedigree	Pick Me
BBDO / New York + biscuit filmworks / Los Angeles	Sound Design – Single Pet Products	Mars Petcare / Pedigree	Pick Me
BBDO / New York + Bob Industries / Santa Monica	Direction – Single CSR	GE	The Real Celebrities
BBDO / New York + Bob Industries / Santa Monica	Writing – Single CSR	GE	The Real Celebrities
BBDO / New York + Bob Industries / Santa Monica	Editing – Single CSR	GE	The Real Celebrities
BBDO / New York + Bullitt / West Hollywood	Direction – Single Technology Software	GE	Can't Unring a Bell

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3RD QUARTER

MOVING IMAGE CRAFT (CONT.)

*INCLUDES 1ST, 2ND & 3RD QUARTERS

BBDO / New York + Bullitt / West Hollywood	Cinematography – Single Technology Software	GE	Can't Unring a Bell
BBDO / New York + Caviar / Los Angeles	Use of Music – Licensed / Adapted Music Beverages – Alcoholic	Bacardi	Break Free
BBDO / New York + Here Be Dragons / Los Angeles	Sound Design – Single Technology Software	GE	Fighting Fire with Fire
BBDO / New York + O Positive / New York	Direction – Single Consumer Packaged Goods	Mars Chocolate North America / Snickers	Recovery Room
BBDO / New York + O Positive / New York	Writing – Single Consumer Packaged Goods	Mars Chocolate North America / Snickers	Recovery Room
BBDO / New York + Park Pictures /	Direction – Single Technology Software	GE	Shortcuts
BBDO / New York + Park Pictures /	Cinematography – Single Technology Software	GE	Shortcuts
BBDO / New York + The Corner Shop / New York	Direction – Single CSR	P&G	The Talk
BBDO / New York + The Corner Shop / New York	Writing – Single CSR	P&G	The Talk
BBDO / New York + The Corner Shop / New York	Editing – Single CSR	P&G	The Talk
Chromista / Los Angeles + McGarryBowen / Shanghai	Direction – Single Automotive	Acura	Beginnings
CP+B / Los Angeles + PRETTYBIRD / Culver City	Use of Music – Licensed / Adapted Music Beverages – Alcoholic	1800 Tequila	Hands
CP+B / Los Angeles + Rattling Stick / Santa Monica	Direction – Single Beverages – Alcoholic	Jose Cuervo	Last Days
Droga5 / New York	Editing – Single CSR	New York Times	The Truth is Hard to Find – Tyler Hicks
Droga5 / New York + Agile Films / London	Direction – Campaign Fashion & Clothing	Under Armour	Unlike Any
Droga5 / New York + Agile Films / London	Writing – Campaign Fashion & Clothing	Under Armour	Unlike Any
Droga5 / New York + Agile Films / London	Cinematography – Campaign Fashion & Clothing	Under Armour	Unlike Any
Droga5 / New York + Agile Films / London	Sound Design – Single Consumer Products	Under Armour	Unlike Any – Misty Copeland

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MOVING IMAGE CRAFT (CONT.)

*INCLUDES 1ST, 2ND & 3RD QUARTERS

Droga5 / New York + Chromista / Los Angeles	Editing – Campaign CSR	New York Times	The Truth is Hard to Find
Droga5 / New York + Chromista / Los Angeles	Innovation in Moving Image Craft – Visual CSR	New York Times	The Truth is Hard to Find
Droga5 / New York + Chromista / Los Angeles	Editing – Single CSR	New York Times	The Truth is Hard to Find – Bryan Denton
Droga5 / New York + Chromista / Los Angeles	Editing – Single CSR	New York Times	The Truth is Hard to Find – Daniel Berehulak
Droga5 / New York + PHD / New York	Use of Music – Original Music Technology Software	MailChimp	MailShrimp – Did You Mean MailChimp?
Droga5 / New York + The Corner Shop / Santa Monica	Cinematography – Single CSR	The Y	Us
FCB West / San Francisco	Editing – Single Fashion & Clothing	Levi Strauss & Co.	Levi's Circles :90
FCB West / San Francisco	Cinematography – Single Fashion & Clothing	Levi Strauss & Co.	Levi's Circles :90
FCB West / San Francisco	Use of Music – Licensed / Adapted Music Fashion & Clothing	Levi Strauss & Co.	Levi's Circles :90
Goodoil Films / Sydney + bmf / Sydney	Editing – Single Retail	ALDI	The More The Merrier
Goodoil Films / Sydney + bmf / Sydney	Cinematography – Single Retail	ALDI	The More The Merrier
Goodoil Films / Sydney + bmf / Sydney	Use of Music – Original Music Retail	ALDI	The More The Merrier
Happiness / an FCB alliance / Brussels	Editing – Single Beverages – Alcoholic	Carlsberg Global	Probably TEDx
Happiness / an FCB alliance / Brussels	Cinematography – Single Beverages – Alcoholic	Carlsberg Global	Probably TEDx
Happiness / an FCB alliance / Brussels	Use of Music – Original Music Beverages – Alcoholic	Carlsberg Global	Probably TEDx
McCann / New York + Framestore / New York + Cut + Run / New York	Visual Effects – Single Household Goods	Lysol	Protect Like A Mother
McCann / New York + Untitled / Santa Monica + Framestore / New York + Big Sky Editorial / New York	Use of Music – Licensed / Adapted Music Beverages – Non-Alcoholic	Nespresso	Comin' Home

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MOVING IMAGE CRAFT (CONT.)

*INCLUDES 1ST, 2ND & 3RD QUARTERS

McCann Worldgroup / Bangkok	Direction – Single	Verena International	Capture
PETA / Los Angeles + Rhythm & Hues / Los Angeles + Park Pictures / Los Angeles + Rock Paper Scissors / New York	Animation – Single Non-Profit	People for the Ethical Treatment of Animals (PETA)	Cat Tricks with Rufus

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PUBLIC RELATIONS

*INCLUDES 1ST, 2ND & 3RD QUARTERS

22squared / Tampa, Atlanta + Slice / Tampa + Marmoset / Portland	Community Building Non-Profit	Big Brothers Big Sisters of Tampa Bay	The Florida Man Project
BBDO / New York + BBDO Studios / New York	Media Relations Non-Profit	Prufrock	In Real Life
BBDO / New York + BBDO Studios / New York	Events & Experiential Non-Profit	Prufrock	In Real Life
BBDO / New York + Obscura Digital /	Events & Experiential CSR	GE	Unseen Stars
BBDO / New York + Obscura Digital /	Community Building CSR	GE	Unseen Stars
BBDO / New York + The Corner Shop / New York	Media Relations CSR	P&G	The Talk
BBDO / New York + The Corner Shop / New York	Reputation Management CSR	P&G	The Talk
Droga5 / New York + Biscuit Filmworks / New York	Reputation Management Restaurants	Pizza Hut	Pie Tops
Droga5 / New York + PHD / New York	Integrated Campaign Technology Software	MailChimp	Did You Mean MailChimp?
Edelman / Seattle	Brand Voice Retail	REI	#ForceofNature: Women Finding Freedom Outdoors
Edelman / Seattle	Integrated Campaign Retail	REI	#ForceofNature: Women Finding Freedom Outdoors
GREY Advertising / Toronto	Events & Experiential Non-Profit	The Salvation Army	Tour Bus
J. Walter Thompson Costa Rica / San José	Media Relations CSR	Teletica	Costa Nica
Ketchum / Atlanta + VML / Kansas City	Real-Time Response – Proactive Communications Restaurants	Wendy's	#NuggsforCarter
King / Stockholm	Events & Experiential Non-Profit	The Sustainable Seas Initiative	A Growing Message
McCann / New York + Rock, Paper, Scissors / New York + Sonic Union / New York + The Mill / New York	Events & Experiential Technology Hardware	Microsoft	Art of Harmony

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PUBLIC RELATIONS (CONT.)

*INCLUDES 1ST, 2ND & 3RD QUARTERS

McCann / New York + Visbal Sculpture / Delaware + Traction Creative / New York	Events & Experiential CSR	State Street Global Advisors	Fearless Girl
McCann / New York + Visbal Sculpture / Delaware + Traction Creative / New York	Community Building CSR	State Street Global Advisors	Fearless Girl
McCann / New York + Visbal Sculpture / Delaware + Traction Creative / New York	Innovation in Public Relations CSR	State Street Global Advisors	Fearless Girl
Mindshare / Copenhagen	Integrated Campaign CSR	Dove Denmark	Image_Hack
Ogilvy & Mather / Singapore + Hogarth & Ogilvy / Singapore + Joinery / Los Angeles	Media Relations Non-Profit	Alliance Française de Singapour	Pitching French Films To Hollywood
Ogilvy & Mather / Singapore + Hogarth & Ogilvy / Singapore + Joinery / Los Angeles	Reputation Management Non-Profit	Alliance Française de Singapour	Pitching French Films To Hollywood
Ogilvy & Mather Philippines / Makati	Events & Experiential CSR	KFC	The Amphibious Delivery
VML / Sydney	Community Building Restaurants	McDonald's Australia	Snaplications
Weber Shandwick / New York	Real-Time Response – Proactive Communications	GSK Consumer Healthcare, Excedrin	The Debate Headache
Weber Shandwick / New York	Media Relations Toys & Games	Mattel Barbie	Ticket to Play
Weber Shandwick / New York	Real-Time Response – Proactive Communications Toys & Games	Mattel Barbie	Ticket to Play
Y&R / Dubai	Community Building Non-Profit	Interreligious Council in Bosnia & Herzegovina	One Book For Peace
Yangyoo / Seoul	Events & Experiential CSR	The Happiness Foundation	Happy Alliance 'Stepping bridges bridge happiness'

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RADIO

ALMA DDB / Miami	Craft – Writing – Campaign Household Goods	Clorox	Thanks for Nothing II
BBDO / New York + Phantosopic /	Innovation in Radio Beverages – Alcoholic	Bacardi	Music Liberates Music
Boys and Girls / Dublin	Broadcast – Any Length – Single Technology Hardware	Three	Date – 'Make it Count'
Boys and Girls / Dublin	Craft – Writing – Single Technology Hardware	Three	Date – 'Make it Count'
Boys and Girls / Dublin	Broadcast – Any Length – Campaign Technology Hardware	Three	Make it Count'
Boys and Girls / Dublin	Craft – Writing – Campaign Technology Hardware	Three	Make it Count'
Boys and Girls / Dublin	Broadcast – Any Length – Single Technology Hardware	Three	White Noise – 'Make it Count'
Boys and Girls / Dublin	Craft – Writing – Single Technology Hardware	Three	White Noise – 'Make it Count'
Boys and Girls / Dublin	Craft – Writing – Single Technology Hardware	Three	Workout – 'Make it Count'
DDB Group New Zealand / Auckland	Broadcast – Any Length – Campaign Non-Profit	Autism New Zealand	Austism Shaped History
DDB Group New Zealand / Auckland	Broadcast – Any Length – Single Non-Profit	Autism New Zealand	Darwin
DDB Group New Zealand / Auckland	Broadcast – Any Length – Single Non-Profit	Autism New Zealand	Einstein
DDB Group New Zealand / Auckland	Broadcast – Any Length – Single Non-Profit	Autism New Zealand	Mozart
Fitzgerald & Co / Atlanta	Broadcast – Any Length – Campaign Consumer Products	Quikrete	Long Story Short – Campaign 1
Fitzgerald & Co / Atlanta	Craft – Writing – Campaign Consumer Products	Quikrete	Long Story Short – Campaign 1
Fitzgerald & Co / Atlanta	Broadcast – Any Length – Campaign Consumer Products	Quikrete	Long Story Short – Campaign 2
Fitzgerald & Co / Atlanta	Craft – Writing – Campaign Consumer Products	Quikrete	Long Story Short – Campaign 2
Global Media and Entertainment / London	Craft – Sound Design Publications & Media	Harper Collins	Immersive Erotica

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RADIO (CONT.)

Grey Canada / Toronto + Cylinder Sound / Toronto	Broadcast – Any Length – Campaign Non-Profit	The Salvation Army	Holiday Worries
J.Walter Thompson / São Paulo	Online – Streaming Audio Non-Profit	Instituto AzMina	More Than 70%
J.Walter Thompson / São Paulo	Craft – Use of Music Non-Profit	Instituto AzMina	More Than 70%
McCann Canada / Toronto	Broadcast – Any Length – Campaign Non-Profit	Prostate Cancer Canada	The Alternatives
McCann Canada / Toronto	Broadcast – Any Length – Single Non-Profit	Prostate Cancer Canada	The Alternatives – Your Friend
McCann Canada / Toronto	Craft – Writing – Single Non-Profit	Prostate Cancer Canada	The Alternatives – Your Friend
McCann Canada / Toronto	Broadcast – Any Length – Single Non-Profit	Prostate Cancer Canada	The Alternatives – Your Mom
McCann Canada / Toronto	Craft – Writing – Single Non-Profit	Prostate Cancer Canada	The Alternatives – Your Mom
McCann Canada / Toronto	Broadcast – Any Length – Single Non-Profit	Prostate Cancer Canada	The Alternatives – Yourself
McCann Canada / Toronto	Craft – Writing – Single Non-Profit	Prostate Cancer Canada	The Alternatives – Yourself
McCann Canada / Toronto + McCann Health / Toronto + Grayson Matthews / Toronto + Suneeva / Toronto	Craft – Writing – Campaign Non-Profit	Prostate Cancer Canada	The Alternatives

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3RD QUARTER

SOCIAL INFLUENCER MARKETING

BBDO / New York + Phantoscopic /	Influencer Marketing – Multi-Channel Beverages – Alcoholic	Bacardi	Music Liberates Music
Flying Object / London	Influencer Marketing – Single Channel CSR	YouTube / International Rescue Committee	#MoreThanARefugee
Marriott International / Bethesda + Marriott International / Plantation + Marriott International / Hong Kong + Marriott International / London	Influencer Marketing – Single Channel Tourism & Travel	Marriott International	M Live: InstaMeets Go Global
Marriott International / Bethesda + Marriott International / Plantation + Marriott International / Hong Kong + Marriott International / London	Influencer Marketing – Episodic Tourism & Travel	Marriott International	M Live: InstaMeets Go Global
Portal A / San Francisco	Influencer Marketing – Multi-Channel Consumer Products	Clorox	Best Roommate Ever ft. Stephen Curry
Twyla / Austin	Influencer Marketing – Single Channel Consumer Products	Twyla	Art Connects Us

THE ONE SHOW SHORTLIST



3RD QUARTER

SOCIAL MEDIA

BBDO / New York + BBDO Studios / New York	Branded Social Post – Real-Time Response Entertainment	Downtown Records	Live Looper
BBDO / New York + BBDO Studios / New York	Craft – Use of Visuals Entertainment	Downtown Records	Live Looper
BBDO / New York + BBDO Studios / New York	Innovation in Social Media Entertainment	Downtown Records	Live Looper
BBDO / New York + BBDO Studios / New York + Visual Country /	Branded Social Post – Single Retail	Lowe's	Converticals
BBDO / New York + BBDO Studios / New York + Visual Country /	Social Engagement – Community Building Retail	Lowe's	Converticals
BBDO / New York + BBDO Studios / New York + Visual Country /	Craft – Use of Visuals Retail	Lowe's	Converticals
BBDO / New York + BBDO Studios / New York + Visual Country /	Innovation in Social Media Retail	Lowe's	Converticals
BBDO / New York + North Kingdom /	Branded Social Post – Single Pet Products	Mars Petcare / Pedigree	The Pedigree Adoptable Mask
BBDO / New York + The Corner Shop / New York	Craft – Writing CSR	P&G	The Talk
Dieste / Dallas	Branded Social Campaign Publications & Media	The Wild Detectives	Litbaits
GTB Paris / Paris + Ogilvy / Paris	Innovation in Social Media Automotive	Ford France	Ford Predictive Tweets
J.Walter Thompson / São Paulo	Branded Social Post – Real-Time Response Non-Profit	Alcoholics Anonymous	Anonymous Friend
McCann / Lima	Branded Social Channel Technology Software	Entel	Unlimited Apologies
Sleek Machine / Boston	Social Engagement – Community Building Sports & Fitness	Boston Celtics	Say Hello
VML / Sydney	Social Engagement – User-Generated Content Restaurants	McDonald's Australia	Snaplications
VML / Sydney	Innovation in Social Media Restaurants	McDonald's Australia	Snaplications