

# 2018 ONE SHOW – FINALISTS

FRIDAY – GOLD / SILVER / BRONZE PENCILS  
BY AGENCY



## [ ANÓNIMO ] / MEXICO CITY

|                    |                     |                  |        |
|--------------------|---------------------|------------------|--------|
| Mobile<br>Websites | Organización CADENA | ARRIBAMEXICO.ORG | Bronze |
|--------------------|---------------------|------------------|--------|

## 180LA / LOS ANGELES+ CUT & RUN / SANTA MONICA+ ELECTRIC THEATRE COLLECTIVE / SANTA MONICA+ EXPEDIA / BELLEVUE

|                                  |         |               |        |
|----------------------------------|---------|---------------|--------|
| Interactive<br>Interactive Video | Expedia | Visit Britain | Bronze |
|----------------------------------|---------|---------------|--------|

## 180LA / LOS ANGELES+ CUT & RUN / SANTA MONICA+ EXPEDIA / BELLEVUE+ FRIEND LONDON / LONDON

|                                     |         |               |        |
|-------------------------------------|---------|---------------|--------|
| UX / UI<br>Mobile – User Experience | Expedia | Visit Britain | Bronze |
|-------------------------------------|---------|---------------|--------|

## 360I / NEW YORK

|  |  |                    |        |
|--|--|--------------------|--------|
| Print & Outdoor<br>Craft – Photography | New Orleans Tourism<br>Marketing Corporation | Leave With A Story | Silver |
|--|--|--------------------|--------|

## 72ANDSUNNY / LOS ANGELES

|   |                              |             |      |
|---|------------------------------|-------------|------|
| Cross-Platform<br>Craft – Art Direction | Mayor's Fund for Los Angeles | LA Original | Gold |
|---|------------------------------|-------------|------|

## ACNE / STOCKHOLM+ IKEA CREATIVE HUB / STOCKHOLM

|  |      |                                  |        |
|--|------|----------------------------------|--------|
| Social Media<br>Branded Social Post – Real-Time Response | IKEA | IKEA's response<br>to Balenciaga | Silver |
|--|------|----------------------------------|--------|

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## ADAM&EVEDDB / LONDON

|   |         |                  |        |
|---|---------|------------------|--------|
| Film<br>Online Films & Video – Long Form – Single                   | Marmite | The Gene Project | Bronze |
| Interactive<br>Gaming   | FIFA    | More Than A Game | Gold   |
| Interactive<br>Innovation in Interactive – Gaming                   | FIFA    | More Than A Game | Gold   |
| Social Influencer Marketing<br>Influencer Marketing – Multi-Channel | FIFA    | More Than A Game | Gold   |
| Film<br>Television – Long Form – Single                             | Marmite | The Gene Project | Silver |

## ADAM&EVEDDB / NEW YORK+ HELO / NEW YORK+ EXILE / NEW YORK

|  |         |  |        |
|--|---------|--|--------|
| Social Influencer Marketing<br>Influencer Marketing – Single Channel | Samsung | Samsung & Casey Neistat:<br>generating positive brand<br>sentiment using influence<br>not media dollars. | Bronze |
|--|---------|--|--------|

## AKESTAM HOLST / STOCKHOLM

|  |             |  |        |
|--|-------------|--|--------|
| Interactive<br>Interactive Video                         | IKEA Sweden | Irresistibly pointless<br>trueview ads | Bronze |
| Print & Outdoor<br>Publishing – Magazine – Single        | IKEA Sweden | IKEA Pee Ad                            | Gold   |
| Print & Outdoor<br>Innovation in Print & Outdoor – Print | IKEA Sweden | IKEA Pee Ad                            | Gold   |
| Print & Outdoor<br>Craft – Printing / Production         | IKEA Sweden | IKEA Pee Ad                            | Gold   |

## AKESTAM HOLST / STOCKHOLM+ FLICKORNA LARSSON / STOCKHOLM

|  |                |                     |      |
|--|----------------|---------------------|------|
| Radio<br>Broadcast – Any Length – Single | EuroPride 2018 | The Voice of Change | Gold |
|--|----------------|---------------------|------|

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## AKQA / PORTLAND+ AMAZON D1 / SEATTLE

|   |        |             |        |
|---|--------|-------------|--------|
| Interactive<br>Innovation in Interactive – Experiential | Amazon | Echo Escape | Silver |
|---|--------|-------------|--------|

## AKQA / SHANGHAI+ FNLPRJCT / KUALA LUMPUR+ RECROOM / KUALA LUMPUR

|   |                    |               |        |
|---|--------------------|---------------|--------|
| UX / UI<br>Craft – Dynamic Data Visualization | Nike Greater China | My Sole Story | Silver |
|---|--------------------|---------------|--------|

## ALMAPBBDO / SÃO PAULO

|  |              |                          |        |
|--|--------------|--------------------------|--------|
| Film<br>Innovation in Film – Online      | Getty Images | Nosferatu                | Bronze |
| UX / UI<br>Web – User Experience         | Getty Images | Nosferatu                | Bronze |
| Cross-Platform<br>Craft – Sound          | Getty Images | Nosferatu                | Gold   |
| Interactive<br>Craft – Music / Sound     | Getty Images | Nosferatu                | Gold   |
| Print & Outdoor<br>Craft – Art Direction | Kiss FM      | The Book of Rock         | Gold   |
| Print & Outdoor<br>Craft – Illustration  | Kiss FM      | The Book of Rock         | Gold   |
| Interactive<br>Websites                  | Getty Images | Nosferatu                | Silver |
| Print & Outdoor<br>Craft – Art Direction | Alpargatas   | Made of Brazilian Summer | Silver |

## AMBER CHINA / SHANGHAI

|   |  |                               |        |
|---|--|-------------------------------|--------|
| Print & Outdoor<br>Craft – Illustration | ASD Ammeloo Chef's<br>Edition Knife series | ChopChop1.0_<br>AtomicBombPig | Silver |
| Print & Outdoor<br>Craft – Illustration | ASD Ammeloo Chef's<br>Edition Knife series | ChopChop1.0_<br>DynamicCow    | Silver |

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### AMVBBDO / LONDON+ LADBIBLE / LONDON

|  |                          |             |      |
|--|--------------------------|-------------|------|
| Social Media<br>Social Engagement – Community Building | LADbible & Plastic Ocean | Trash Isles | Gold |
|--|--------------------------|-------------|------|

### AMVBBDO / LONDON+ SI HULBERT / LONDON

|                         |                             |                    |        |
|-------------------------|-----------------------------|--------------------|--------|
| Radio<br>Custom Content | Mars Confectionery Snickers | The Hunger Spotter | Bronze |
|-------------------------|-----------------------------|--------------------|--------|

### AMVBBDO / LONDON+ SOMESUCH & CO / LONDON

|  |                          |               |        |
|--|--------------------------|---------------|--------|
| Cross-Platform<br>Integrated Branding          | Essity Libresse Bodyform | #Blood Normal | Bronze |
| Cross-Platform<br>Integrated Branding – Online | Essity Libresse Bodyform | #Blood Normal | Silver |

### AMVBBDO / LONDON+ UNLTD. PRODUCTIONS / LONDON+ 750MPH / LONDON

|                                   |                                      |             |        |
|-----------------------------------|--------------------------------------|-------------|--------|
| Radio<br>Online – Branded Podcast | National Counter<br>Terrorism Police | Code Severe | Silver |
|-----------------------------------|--------------------------------------|-------------|--------|

### APPLE / CUPERTINO

|   |            |         |        |
|---|------------|---------|--------|
| Film<br>Television – Long Form – Single | Apple Inc. | Barbers | Bronze |
|---|------------|---------|--------|

### APPLE / CUPERTINO+ TBWA\MEDIA ARTS LAB / LOS ANGELES

|  |       |                   |        |
|--|-------|-------------------|--------|
| Social Media<br>Social Engagement – Community Building     | Apple | Welcome to @Apple | Bronze |
| Social Media<br>Social Engagement – User-Generated Content | Apple | Welcome to @Apple | Silver |

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## ARTEFACT / PARIS

|                      |            |                                |        |
|----------------------|------------|--------------------------------|--------|
| Interactive Websites | Greenpeace | Orizon, Predictive Real Estate | Bronze |
|----------------------|------------|--------------------------------|--------|

## AUDI / LONDON+ BBH / LONDON+ RATTLING STICK / LONDON

|   |      |        |      |
|---|------|--------|------|
| Film<br>Cinema Advertising              | AUDI | CLOWNS | Gold |
| Film<br>Television – Long Form – Single | AUDI | CLOWNS | Gold |

## B-REEL / LONDON

|  |          |              |        |
|--|----------|--------------|--------|
| Mobile<br>Use of Technology – Augmented Reality (AR) | Gorillaz | Gorillaz App | Silver |
|--|----------|--------------|--------|

## BARTON F. GRAF / NEW YORK+ NO6 / NEW YORK

|                                |         |          |        |
|--------------------------------|---------|----------|--------|
| Film<br>User-Generated Content | Emerald | Yes Good | Silver |
|--------------------------------|---------|----------|--------|

## BBDO / TORONTO

|                                   |              |               |        |
|-----------------------------------|--------------|---------------|--------|
| Radio<br>Craft – Writing – Single | Girl Talk HQ | Uninterrupted | Bronze |
|-----------------------------------|--------------|---------------|--------|

## BBDO BANGKOK / BANGKOK

|                   |                |                   |        |
|-------------------|----------------|-------------------|--------|
| Mobile<br>Utility | Thai Dog House | Immortal Adoption | Bronze |
|-------------------|----------------|-------------------|--------|

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### BBDO NEW YORK / NEW YORK+ BBDO STUDIOS / NEW YORK

|  |                  |             |        |
|--|------------------|-------------|--------|
| Film<br>Innovation in Film – Online        | Downtown Records | Live Looper | Bronze |
| Mobile<br>Use of Technology                | Downtown Records | Live Looper | Bronze |
| Social Media<br>Innovation in Social Media | Downtown Records | Live Looper | Bronze |
| Interactive<br>Craft – Music / Sound       | Downtown Records | Live Looper | Gold   |
| Mobile<br>Craft – Music / Sound            | Downtown Records | Live Looper | Silver |

### BBDO NEW YORK / NEW YORK+ BBDO STUDIOS / NEW YORK+ VISUAL COUNTRY

|  |        |           |        |
|--|--------|-----------|--------|
| Mobile<br>Mobile Advertising                 | Lowe's | Verticals | Bronze |
| Mobile<br>Mobile-First Video                 | Lowe's | Verticals | Bronze |
| Social Media<br>Branded Social Post – Single | Lowe's | Verticals | Bronze |

### BBDO NEW YORK / NEW YORK+ EG+ WORLDWIDE / NEW YORK

|   |             |                  |        |
|---|-------------|------------------|--------|
| Social Influencer Marketing<br>Influencer Marketing – Multi-Channel | Foot Locker | Box of Greatness | Silver |
|---|-------------|------------------|--------|

### BBDO NEW YORK / NEW YORK+ O POSITIVE / NEW YORK

|  |  |               |      |
|--|--|---------------|------|
| Film<br>Television – Short Form – Single | Mars Chocolate<br>North America / Snickers | Recovery Room | Gold |
|--|--|---------------|------|

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## BBDO NEW YORK / NEW YORK+ PHANTOSCOPIC LTD

|                                  |         |                       |        |
|----------------------------------|---------|-----------------------|--------|
| UX / UI<br>Digital Cross-Channel | Bacardi | Music Liberates Music | Silver |
|----------------------------------|---------|-----------------------|--------|

## BBDO PARIS / BOULOGNE BILLANCOURT

|  |             |   |      |
|--|-------------|---|------|
| Social Influencer Marketing<br>Influencer Marketing – Episodic | CARE France | Stories from the other side<br>of the world | Gold |
|--|-------------|---|------|

## BBH / SINGAPORE

|   |      |                          |      |
|---|------|--------------------------|------|
| Social Media<br>Branded Social Campaign | IKEA | The IKEA Human Catalogue | Gold |
|---|------|--------------------------|------|

## BENSIMON BYRNE / TORONTO+ NARRATIVE / TORONTO+ ONEMETHOD / TORONTO

|   |             |                          |      |
|---|-------------|--------------------------|------|
| Social Influencer Marketing<br>Influencer Marketing – Multi-Channel | Casey House | Break Bread Smash Stigma | Gold |
|---|-------------|--------------------------|------|

## BWM DENTSU / MELBOURNE+ COX INALL CHANGE / MELBOURNE

|                              |                   |                            |        |
|------------------------------|-------------------|----------------------------|--------|
| Mobile<br>Use of Technology  | Queensland Police | Disappearing Person Alerts | Bronze |
| Mobile<br>Mobile Advertising | Queensland Police | Disappearing Person Alerts | Gold   |

## CHEIL AMSTERDAM / AMSTERDAM

|   |                 |                   |        |
|---|-----------------|-------------------|--------|
| UX / UI<br>Digital / Physical Cross-Channel       | Samsung Benelux | Samsung SmartSuit | Bronze |
| Interactive<br>Craft – Dynamic Data Visualization | Samsung Benelux | Samsung SmartSuit | Silver |

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### CHEIL WORLDWIDE, HONG KONG / HONG KONG+ ILLUSION / BANGKOK

|  |     |  |        |
|--|-----|--|--------|
| Print & Outdoor<br>Publishing – Magazine – Campaign              | JBL | BLOCK OUT THE CHAOS:<br>BABIES / DOGS / WIFE &<br>DAUGHTER | Bronze |
| Print & Outdoor<br>Craft – Illustration                          | JBL | BLOCK OUT THE CHAOS:<br>BABIES / DOGS / WIFE &<br>DAUGHTER | Bronze |
| Print & Outdoor<br>Publishing – Newspaper – Campaign             | JBL | BLOCK OUT THE CHAOS:<br>BABIES / DOGS / WIFE &<br>DAUGHTER | Silver |
| Print & Outdoor<br>Promotional / Collateral – Posters – Campaign | JBL | BLOCK OUT THE CHAOS:<br>BABIES / DOGS / WIFE &<br>DAUGHTER | Silver |

### CHOOJAI AND FRIENDS / BANGKOK+ THE FILM FACTORY / BANGKOK

|  |                                       |                     |        |
|--|---------------------------------------|---------------------|--------|
| Social Influencer Marketing<br>Influencer Marketing – Single Channel | ADVANCED WIRELESS<br>NETWORK CO.,LTD. | FACEBOOK LIVE STUNT | Silver |
|--|---------------------------------------|---------------------|--------|

### COLENZO BBDO / AUCKLAND

|  |                            |   |        |
|--|----------------------------|---|--------|
| Cross-Platform<br>Innovation in Cross-Platform – Experiential    | DB Breweries / Heineken NZ | DB Export Beer<br>Bottle Sand               | Bronze |
| Mobile<br>Applications   | Mars                       | Pedigree Selfie STIX                        | Gold   |
| Print & Outdoor<br>Publishing – Magazine – Campaign              | Mars                       | The Pedigree Child<br>Replacement Programme | Gold   |
| Print & Outdoor<br>Promotional / Collateral – Posters – Campaign | Mars                       | The Pedigree Child<br>Replacement Programme | Gold   |
| Cross-Platform<br>Integrated Branding                            | Mars                       | The Pedigree Child<br>Replacement Programme | Silver |
| Film<br>Television – Short Form – Campaign                       | Mars                       | The Pedigree Child<br>Replacement Programme | Silver |



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## COLUMBUS / MELBOURNE+ BWM DENTSU / MELBOURNE

|                              |                      |                   |        |
|------------------------------|----------------------|-------------------|--------|
| Mobile<br>Mobile Advertising | Victorian Government | Bushfire Alert Ad | Bronze |
|------------------------------|----------------------|-------------------|--------|

## COSSETTE / TORONTO+ COSSETTE / MONTREAL

|  |   |                   |      |
|--|---|-------------------|------|
| Print & Outdoor<br>Ambient Media – Billboards & Transit – Campaign | McDonald's Restaurants of<br>Canada Limited | Follow The Arches | Gold |
|--|---|-------------------|------|

## CP+B / LOS ANGELES+ PLUS PRODUCTIONS / SANTA MONICA

|                                   |        |               |        |
|-----------------------------------|--------|---------------|--------|
| Interactive<br>Websites – Utility | PayPal | Local Selects | Bronze |
|-----------------------------------|--------|---------------|--------|

## CP+B / LOS ANGELES+ RATTLING STICK / SANTA MONICA

|   |             |           |        |
|---|-------------|-----------|--------|
| Film<br>Television – Long Form – Single | Jose Cuervo | Last Days | Bronze |
|---|-------------|-----------|--------|

|   |             |           |        |
|---|-------------|-----------|--------|
| Film<br>Online Films & Video – Long Form – Single | Jose Cuervo | Last Days | Bronze |
|---|-------------|-----------|--------|

## DARK SIDE / BUENOS AIRES+ THE COMMUNITY / MIAMI

|  |         |         |        |
|--|---------|---------|--------|
| Print & Outdoor<br>Ambient Media – Billboards & Transit – Campaign | Nutcase | History | Bronze |
|--|---------|---------|--------|

|  |         |         |        |
|--|---------|---------|--------|
| Print & Outdoor<br>Craft – Art Direction | Nutcase | History | Bronze |
|--|---------|---------|--------|

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### DAVID / MIAMI

|  |             |                               |        |
|--|-------------|-------------------------------|--------|
| Cross-Platform<br>Innovation in Cross-Platform – Experiential          | Burger King | Google Home of<br>The Whopper | Gold   |
| Cross-Platform<br>Innovation in Cross-Platform – Integrated Branding   | Burger King | Google Home of<br>The Whopper | Gold   |
| Film<br>Innovation in Film – Online                                    | Burger King | Google Home of<br>The Whopper | Gold   |
| Interactive<br>Interactive Video                                       | Burger King | Google Home of<br>The Whopper | Gold   |
| Interactive<br>Innovation in Interactive – Online                      | Burger King | Google Home of<br>The Whopper | Gold   |
| Mobile<br>Use of Technology – Physical Product & Mobile<br>Integration | Burger King | Google Home of<br>The Whopper | Gold   |
| Print & Outdoor<br>Publishing – Newspaper – Campaign                   | Burger King | Burning Stores                | Gold   |
| Print & Outdoor<br>Publishing – Magazine – Campaign                    | Burger King | Burning Stores                | Gold   |
| Radio<br>Innovation in Radio   | Burger King | Google Home of<br>The Whopper | Gold   |
| Social Media<br>Social Engagement – Community Building                 | Burger King | Google Home of<br>The Whopper | Gold   |
| Radio<br>Experiential Radio  | Burger King | Google Home of<br>The Whopper | Silver |

### DAVID / MIAMI+ STERLING COOPER DRAPER PRYCE / NEW YORK

|  |                 |                |        |
|--|-----------------|----------------|--------|
| Print & Outdoor<br>Ambient Media – Billboards & Transit – Campaign | The Kraft Heinz | Pass The Heinz | Bronze |
|--|-----------------|----------------|--------|

### DDB ARGENTINA / BUENOS AIRES

|  |              |                  |        |
|--|--------------|------------------|--------|
| Print & Outdoor<br>Ambient Media – Billboards & Transit – Campaign | Getty Images | The Worst Photos | Bronze |
|--|--------------|------------------|--------|

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### DDB CHICAGO / CHICAGO+ STARCOM / CHICAGO+ MEDIACOM / CHICAGO+ OLSON ENGAGE / CHICAGO

|  |                            |                                    |        |
|--|----------------------------|------------------------------------|--------|
| Cross-Platform<br>Integrated Branding – Online         | Mars Wrigley Confectionery | Exclusive the Rainbow case study   | Bronze |
| Film<br>Online Films & Video – Long Form – Single      | Mars Wrigley Confectionery | Exclusive the Rainbow Announcement | Bronze |
| Social Media<br>Branded Social Campaign                | Mars Wrigley Confectionery | Exclusive the Rainbow case study   | Bronze |
| Film<br>Online Films & Video – Varying Length Campaign | Mars Wrigley Confectionery | Exclusive the Rainbow case study   | Gold   |
| Film<br>Innovation in Film – Online                    | Mars Wrigley Confectionery | Exclusive the Rainbow case study   | Gold   |
| Film<br>Online Films & Video – Long Form – Single      | Mars Wrigley Confectionery | Exclusive the Rainbow Outro        | Silver |

### DDB GROUP GERMANY / BERLIN

|                                    |               |  |        |
|------------------------------------|---------------|--|--------|
| Print & Outdoor<br>Craft – Writing | Volkswagen AG | Lives way more interesting than yours. | Bronze |
|------------------------------------|---------------|--|--------|

### DDB GROUP NEW ZEALAND / AUCKLAND

|   |         |         |        |
|---|---------|---------|--------|
| Interactive<br>Innovation in Interactive – Online | Netsafe | Re:scam | Silver |
| UX / UI<br>Web – Utility                          | Netsafe | Re:scam | Silver |

### DDB, PARIS / PARIS+ MAKE ME PULSE / PARIS

|                                  |         |                        |        |
|----------------------------------|---------|------------------------|--------|
| Mobile<br>Websites               | Ubisoft | A World With No Heroes | Bronze |
| UX / UI<br>Web – User Experience | Ubisoft | A World With No Heroes | Bronze |

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**DDB, PARIS / PARIS+**  
**MERCI MICHEL / PARIS+**  
**EDDY / PARIS+**  
**BRUNCH STUDIO / PARIS**

|  |        |                  |        |
|--|--------|------------------|--------|
| Cross-Platform<br>Craft – Illustration | Hasbro | Emerging species | Bronze |
| Interactive<br>Websites                | Hasbro | Emerging species | Bronze |
| Interactive<br>Craft – Art Direction   | Hasbro | Emerging species | Silver |

**DENTSU INC. / TOKYO**

|  |                            |                                     |      |
|--|----------------------------|-------------------------------------|------|
| Print & Outdoor<br>Promotional / Collateral – Posters – Campaign | Shochiku co. ltd Minami-za | Eating Kabuki with<br>your fingers. | Gold |
|--|----------------------------|-------------------------------------|------|

**DENTSU INC. / TOKYO+**  
**DENTSU TEC INC. / TOKYO+**  
**RHIZOMATIKS RESEARCH / TOKYO+**  
**DENTSU CREATIVE X INC. / TOKYO**

|   |                     |   |        |
|---|---------------------|---|--------|
| Interactive<br>Craft – Dynamic Data Visualization | Japanese Government | CeBIT 2017 Opening<br>Ceremony   Japan Show Act | Bronze |
|---|---------------------|---|--------|

**DENTSU INC. / TOKYO+**  
**STRIPES, INC. / TOKYO**

|                                      |                    |                |        |
|--------------------------------------|--------------------|----------------|--------|
| Interactive<br>Craft – Art Direction | KING JIM CO., LTD. | HITOTOKI CLOCK | Bronze |
|--------------------------------------|--------------------|----------------|--------|

**DIESEL / BREGANZE+**  
**PUBLICIS ITALY / MILAN**

|   |        |                       |        |
|---|--------|-----------------------|--------|
| Film<br>Television – Long Form – Single | Diesel | Keep The World Flawed | Silver |
|---|--------|-----------------------|--------|

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## DM9 DDB / SÃO PAULO

|  |         |                     |        |
|--|---------|---------------------|--------|
| Cross-Platform<br>Experiential – Events & Competitions | WALMART | PRICE ON THE JERSEY | Bronze |
|--|---------|---------------------|--------|

## DROGA5 / LONDON+ BISCUIT FILMWORKS / LONDON

|   |       |  |        |
|---|-------|--|--------|
| Film<br>Television – Long Form – Campaign | Kwiff | It's perfectly normal.<br>Until it's Kwiffed | Bronze |
|---|-------|--|--------|

## DROGA5 / NEW YORK+ CHROMISTA / LOS ANGELES

|   |                |   |      |
|---|----------------|---|------|
| Film<br>Television – Long Form – Single             | New York Times | The Truth is Hard to Find -<br>Bryan Denton     | Gold |
| Film<br>Television – Long Form – Single             | New York Times | The Truth is Hard to Find -<br>Tyler Hicks      | Gold |
| Film<br>Online Films & Video – Long Form – Single   | New York Times | The Truth is Hard to Find -<br>Daniel Berehulak | Gold |
| Film<br>Online Films & Video – Long Form – Campaign | New York Times | The Truth is Hard to Find                       | Gold |
| Film<br>Under 100K Budget                           | New York Times | The Truth is Hard to Find                       | Gold |

## DROGA5 / NEW YORK+ MKG / NEW YORK

|  |        |                       |      |
|--|--------|-----------------------|------|
| Print & Outdoor<br>Ambient Media – Experiential & Installations – Single | Sprint | Twice the Price Store | Gold |
|--|--------|-----------------------|------|

## DROGA5 / NEW YORK+ PHD / NEW YORK

|                                       |           |                         |      |
|---------------------------------------|-----------|-------------------------|------|
| Cross-Platform<br>Integrated Branding | MailChimp | Did You Mean MailChimp? | Gold |
|---------------------------------------|-----------|-------------------------|------|

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## **DROGA5 / NEW YORK+ PHD / NEW YORK+ RESN / WELLINGTON**

|   |           |                         |      |
|---|-----------|-------------------------|------|
| UX / UI<br>Digital / Physical Cross-Channel | MailChimp | Did You Mean MailChimp? | Gold |
|---|-----------|-------------------------|------|

## **DROGA5 / NEW YORK+ SECOND CHILD / NEW YORK+ CHROMISTA / LOS ANGELES**

|                                       |                |                           |      |
|---------------------------------------|----------------|---------------------------|------|
| Cross-Platform<br>Integrated Branding | New York Times | The Truth is Hard to Find | Gold |
|---------------------------------------|----------------|---------------------------|------|

## **ENERGY BBDO / CHICAGO**

|  |                         |                                   |        |
|--|-------------------------|-----------------------------------|--------|
| Print & Outdoor<br>Craft – Photography                                   | Wm. Wrigley Jr. Company | The Curious Afterlife<br>of a Tin | Bronze |
| Print & Outdoor<br>Ambient Media – Experiential & Installations – Single | National Safety Council | Prescribed to Death               | Bronze |
| Cross-Platform<br>Experiential – Installations                           | National Safety Council | Prescribed to Death               | Gold   |

## **ENJIN TOKYO / TOKYO+ BIRDMAN / TOKYO**

|   |                    |                     |        |
|---|--------------------|---------------------|--------|
| Interactive<br>Craft – Visual Effects / Animation | All Nippon Airways | THE TANGIBLE MANNER | Bronze |
|---|--------------------|---------------------|--------|

## **FCB 1886 / JOHANNESBURG+ CELL C / JOHANNESBURG**

|                               |        |       |        |
|-------------------------------|--------|-------|--------|
| Radio<br>Craft – Use of Music | Cell C | iGugu | Bronze |
|-------------------------------|--------|-------|--------|

## **FCB CAPE TOWN / CAPE TOWN**

|                                     |                 |                                    |        |
|-------------------------------------|-----------------|------------------------------------|--------|
| Radio<br>Craft – Writing – Campaign | Blooms Pharmacy | Even little ones have<br>bad days. | Silver |
|-------------------------------------|-----------------|------------------------------------|--------|

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## FCB NEW ZEALAND / AUCKLAND/ WELLINGTON

|  |                      |             |        |
|--|----------------------|-------------|--------|
| Social Media<br>Branded Social Post – Single | Vodafone New Zealand | Say It Tika | Bronze |
|--|----------------------|-------------|--------|

## FCB WARSAW / WARSAW

|                              |            |            |        |
|------------------------------|------------|------------|--------|
| Radio<br>Innovation in Radio | AXA Polska | Smart Bell | Bronze |
|------------------------------|------------|------------|--------|

## FCB/SIX / TORONTO

|   |              |                   |        |
|---|--------------|-------------------|--------|
| Interactive<br>Websites – Utility                 | PFLAG Canada | Destination Pride | Silver |
| Interactive<br>Craft – Dynamic Data Visualization | PFLAG Canada | Destination Pride | Silver |
| UX / UI<br>Web – Utility                          | PFLAG Canada | Destination Pride | Silver |

## FF / PARIS

|                                      |            |                   |      |
|--------------------------------------|------------|-------------------|------|
| Print & Outdoor<br>Promotional Items | Libération | Libé des réfugiés | Gold |
|--------------------------------------|------------|-------------------|------|

## FIGLIULO&PARTNERS / NEW YORK

|   |                         |                 |        |
|---|-------------------------|-----------------|--------|
| Social Influencer Marketing<br>Influencer Marketing – Multi-Channel | Virgin Atlantic Airways | Comedy Festival | Bronze |
| Social Media<br>Branded Social Post – Single                        | CNN                     | Facts First     | Bronze |

# 2018 ONE SHOW – FINALISTS

## FRIDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



### **FITZCO//MCCANN / ATLANTA+ CASANOVA//MCCANN / NEW YORK**

|                               |           |  |        |
|-------------------------------|-----------|--|--------|
| Radio<br>Craft – Use of Music | Coca-Cola | Share a Coke 1,000<br>Name Celebration | Bronze |
| Radio<br>Custom Content       | Coca-Cola | Share a Coke 1,000<br>Name Celebration | Gold   |
| Radio<br>Experiential Radio   | Coca-Cola | Share a Coke 1,000<br>Name Celebration | Silver |
| Radio<br>Innovation in Radio  | Coca-Cola | Share a Coke 1,000<br>Name Celebration | Silver |

### **FLYING OBJECT / LONDON**

|  |   |                   |        |
|--|---|-------------------|--------|
| Social Influencer Marketing<br>Influencer Marketing – Single Channel | YouTube / International<br>Rescue Committee | #MoreThanARefugee | Silver |
|--|---|-------------------|--------|

### **GOOD / MOSCOW+ HYPE PRODUCTION / MOSCOW+ DENTSU SMART / MOSCOW+ SEGMENTO / MOSCOW**

|   |                    |               |      |
|---|--------------------|---------------|------|
| Interactive<br>Online Advertising – Banners | Sberbank of Russia | NEIGHBORHOODS | Gold |
|---|--------------------|---------------|------|

### **GOODBY SILVERSTEIN & PARTNERS / SAN FRANCISCO**

|  |                    |                                       |        |
|--|--------------------|---------------------------------------|--------|
| Film<br>Television – Short Form – Campaign         | Common Sense Media | Device Free Dinner                    | Bronze |
| Film<br>Online Films & Video – Short Form – Single | Common Sense Media | Device Free Dinner on<br>Funny or Die | Bronze |

### **GOOGLE BRAND STUDIO / LONDON**

|                             |                     |              |        |
|-----------------------------|---------------------|--------------|--------|
| Mobile<br>Utility           | Google Brand Studio | Qibla Finder | Bronze |
| Mobile<br>Use of Technology | Google Brand Studio | Qibla Finder | Bronze |



# 2018 ONE SHOW – FINALISTS

## FRIDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



### GRABARZ & PARTNER WERBEAGENTUR GMBH / HAMBURG

|  |                              |             |        |
|--|------------------------------|-------------|--------|
| Print & Outdoor<br>Ambient Media – Experiential & Installations – Single | Burger King Deutschland GmbH | Loving "It" | Silver |
|--|------------------------------|-------------|--------|

### GREY / SAO PAULO+ GREY / LATAM+

|                                   |              |                          |      |
|-----------------------------------|--------------|--------------------------|------|
| Interactive<br>Websites – Utility | Reclame Aqui | The Colour of Corruption | Gold |
|-----------------------------------|--------------|--------------------------|------|

### HAVAS MILAN / MILAN

|                                     |                |  |      |
|-------------------------------------|----------------|--|------|
| UX / UI<br>Craft – Interface Design | FONDAZIONE TIM | The History of the Mausoleum of Augustus | Gold |
|-------------------------------------|----------------|--|------|

### HOST/HAVAS / SYDNEY

|  |                      |              |        |
|--|----------------------|--------------|--------|
| Cross-Platform<br>Integrated Branding                                | Palau Legacy Project | Palau Pledge | Bronze |
| Cross-Platform<br>Innovation in Cross-Platform – Integrated Branding | Palau Legacy Project | Palau Pledge | Silver |

### J. WALTER THOMPSON HONG KONG / HONG KONG

|   |                                |                   |        |
|---|--------------------------------|-------------------|--------|
| Social Influencer Marketing<br>Influencer Marketing – Multi-Channel | The Women's Foundation Limited | #MyRealCareerLine | Bronze |
|---|--------------------------------|-------------------|--------|

### J.WALTER THOMPSON / SAO PAULO

|  |               |          |        |
|--|---------------|----------|--------|
| Print & Outdoor<br>Ambient Media – Experiential & Installations – Campaign | Bapantol Baby | Poosters | Bronze |
|--|---------------|----------|--------|

# 2018 ONE SHOW – FINALISTS

FRIDAY – GOLD / SILVER / BRONZE PENCILS  
BY AGENCY



## JUNG VON MATT AG / HAMBURG

|  |                                 |                                   |      |
|--|---------------------------------|-----------------------------------|------|
| Cross-Platform<br>Innovation in Cross-Platform – Integrated Branding | Berliner Verkehrsbetriebe (BVG) | BVG x adidas ?<br>The Ticket-Shoe | Gold |
|--|---------------------------------|-----------------------------------|------|

## KBS / NEW YORK+ 10NE PRODUCTION / MONTREAL

|   |             |                   |      |
|---|-------------|-------------------|------|
| Print & Outdoor<br>Ambient Media – Dynamic Billboards & Transit | Monster.com | Always Be Working | Gold |
|---|-------------|-------------------|------|

## KING JAMES GROUP / CAPE TOWN

|   |        |  |        |
|---|--------|--|--------|
| Interactive<br>Innovation in Interactive – Online | Sanlam | Uk'shona Kwelanga -<br>a WhatsApp Drama series | Bronze |
| Mobile<br>Innovation in Mobile                    | Sanlam | Uk'shona Kwelanga -<br>a WhatsApp Drama series | Bronze |
| Radio<br>Experiential Radio                       | Sanlam | 2minuteshowersongs                             | Silver |

## LA COMUNIDAD / BUENOS AIRES

|   |                      |                      |        |
|---|----------------------|----------------------|--------|
| Print & Outdoor<br>Craft – Illustration | City of Buenos Aires | Don't Text and Drive | Silver |
|---|----------------------|----------------------|--------|

## LA COMUNIDAD / BUENOS AIRES+ ARGENTINACINE / BUENOS AIRES

|   |           |         |        |
|---|-----------|---------|--------|
| Film<br>Television – Long Form – Single | FILM SUEZ | Slumber | Silver |
|---|-----------|---------|--------|

# 2018 ONE SHOW – FINALISTS

FRIDAY – GOLD / SILVER / BRONZE PENCILS  
BY AGENCY



## LEO BURNETT CHICAGO / CHICAGO+ MJZ / LOS ANGELES+ MOVING PICTURE COMPANY / LA

|   |         |         |        |
|---|---------|---------|--------|
| Film<br>Television – Long Form – Single | Samsung | Ostrich | Bronze |
|---|---------|---------|--------|

## LOLA MULLENLOWE / MADRID+ F16 PRODUCTION / MADRID+ ONLY 925 / MADRID+ VISION MEDIA / MADRID

|  |             |                       |        |
|--|-------------|-----------------------|--------|
| Cross-Platform<br>Experiential – Events & Competitions | Burger King | Scary Clown Night     | Gold   |
| Film<br>Television – Long Form – Single                | Amazon      | Alexa Loses her Voice | Bronze |

## MCCANN / LIMA

|   |                    |                  |      |
|---|--------------------|------------------|------|
| Print & Outdoor<br>Ambient Media – Dynamic Billboards & Transit | Sodimac Homecenter | HIJACKED HIGHWAY | Gold |
|---|--------------------|------------------|------|

## MCCANN CANADA / TORONTO

|  |                        |                                   |        |
|--|------------------------|-----------------------------------|--------|
| Radio<br>Broadcast – Any Length – Single   | Prostate Cancer Canada | The Alternatives -<br>Your Friend | Bronze |
| Radio<br>Craft – Writing – Single          | Prostate Cancer Canada | The Alternatives -<br>Your Friend | Bronze |
| Radio<br>Broadcast – Any Length – Campaign | Prostate Cancer Canada | The Alternatives                  | Silver |
| Radio<br>Craft – Writing – Campaign        | Prostate Cancer Canada | The Alternatives                  | Silver |

# 2018 ONE SHOW – FINALISTS

FRIDAY – GOLD / SILVER / BRONZE PENCILS  
BY AGENCY



## MCCANN LONDON / LONDON+ MRM/MCCANN / LONDON+ CRAFT/MCCANN / LONDON

|  |           |  |        |
|--|-----------|--|--------|
| Cross-Platform<br>Integrated Branding                  | Microsoft | Xbox Design Lab Originals:<br>The Fanchise Model | Gold   |
| Social Media<br>Social Engagement – Community Building | Microsoft | Xbox Design Lab Originals:<br>The Fanchise Model | Silver |

## MCCANN LONDON / LONDON+ MRM/MCCANN / LONDON+ CRAFT/MCCANN / LONDON+ AYZENBERG / SEATTLE

|  |           |  |      |
|--|-----------|--|------|
| Print & Outdoor<br>User-Generated Campaign | Microsoft | Xbox Design Lab Originals:<br>The Fanchise Model | Gold |
|--|-----------|--|------|

## MCCANN MELBOURNE / MELBOURNE

|  |  |                  |        |
|--|--|------------------|--------|
| Interactive<br>Experiential – Virtual Reality (VR) | Melbourne International<br>Film Festival | Digital Puppetry | Silver |
|--|--|------------------|--------|

## MCCANN NEW YORK / NEW YORK+ MRM/MCCANN / NEW YORK+ WEBER SHANDWICK / NEW YORK+ MOMENTUM WW / NEW YORK

|                       |           |                   |        |
|-----------------------|-----------|-------------------|--------|
| Interactive<br>Gaming | U.S. Army | White Hats Wanted | Bronze |
|-----------------------|-----------|-------------------|--------|

## MCCANN NEW YORK / NEW YORK+ VISBAL SCULPTURE, INC / DELAWARE+ TRACTION CREATIVE / NEW YORK

|  |                              |               |      |
|--|------------------------------|---------------|------|
| Print & Outdoor<br>Ambient Media – Experiential & Installations – Single | State Street Global Advisors | Fearless Girl | Gold |
| Print & Outdoor<br>Innovation in Print & Outdoor – Ambient Media         | State Street Global Advisors | Fearless Girl | Gold |
| Social Media<br>Social Engagement – Community Building                   | State Street Global Advisors | Fearless Girl | Gold |

# 2018 ONE SHOW – FINALISTS

FRIDAY – GOLD / SILVER / BRONZE PENCILS  
BY AGENCY



## MCCANN WORLDGROUP ITALY / MILAN+ MRM//MCCANN / MILAN+ THINK CATTLEVA / MILAN+ CRAFT LONDON / LONDON

|                                       |       |                      |        |
|---------------------------------------|-------|----------------------|--------|
| Cross-Platform<br>Integrated Branding | Ubrew | Responsibly the beer | Bronze |
|---------------------------------------|-------|----------------------|--------|

## MCCANN WORLDGROUP PHILIPPINES / TAGUIG+ HIT PRODUCTIONS, INC. / MAKATI

|  |                          |                                  |        |
|--|--------------------------|----------------------------------|--------|
| Radio<br>Broadcast – Any Length – Campaign | Fully Booked Philippines | Fully Booked<br>"Lives" Campaign | Bronze |
|--|--------------------------|----------------------------------|--------|

## MCGARRYBOWEN / NEW YORK

|   |                 |  |        |
|---|-----------------|--|--------|
| Print & Outdoor<br>Ambient Media – Dynamic Billboards & Transit | United Airlines | United EWR Real Time<br>Data Taxi Top Campaign | Silver |
| Print & Outdoor<br>Craft – Use of Digital Technology            | United Airlines | United EWR Real Time<br>Data Taxi Top Campaign | Silver |

## MEMAC OGILVY DUBAI / DUBAI

|   |                       |         |        |
|---|-----------------------|---------|--------|
| Print & Outdoor<br>Craft – Art Direction                        | Coca-Cola Middle East | Cup     | Bronze |
| Print & Outdoor<br>Ambient Media – P.O.P. & In-Store – Campaign | Coca-Cola Middle East | Bubbles | Silver |

## MORI INC. / TOKYO+ TYMOTE / TOKYO+ TYO DRIVE / TOKYO

|                                       |          |                                  |        |
|---------------------------------------|----------|----------------------------------|--------|
| Print & Outdoor<br>Craft – Typography | Red Bull | Red Bull Music<br>Festival Tokyo | Bronze |
|---------------------------------------|----------|----------------------------------|--------|

# 2018 ONE SHOW – FINALISTS

## FRIDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



### MRM//MCCANN / NEW YORK

|   |                              |                        |        |
|---|------------------------------|------------------------|--------|
| Interactive<br>Innovation in Interactive – Online | United States Postal Service | USPS - Operation Santa | Silver |
|---|------------------------------|------------------------|--------|

### MULLENLOWE / NEW YORK

|                                      |         |                  |        |
|--------------------------------------|---------|------------------|--------|
| Print & Outdoor<br>Promotional Items | JetBlue | Office Souvenirs | Bronze |
|--------------------------------------|---------|------------------|--------|

### NORD DDB STOCKHOLM / STOCKHOLM+ HOUSE AGENCY / STOCKHOLM

|  |        |         |        |
|--|--------|---------|--------|
| Cross-Platform<br>Brand Transformation | Klarna | SMOOOTH | Silver |
|--|--------|---------|--------|

### OGILVY / GERMANY

|                                     |   |                 |        |
|-------------------------------------|---|-----------------|--------|
| Film<br>Innovation in Film – Online | European Anti-Bullying<br>Network (EAN) | Escalating GIFs | Bronze |
|-------------------------------------|---|-----------------|--------|

### OGILVY & MATHER / CHICAGO

|  |            |                                       |        |
|--|------------|---------------------------------------|--------|
| Cross-Platform<br>Integrated Branding                          | SC Johnson | Kiwi Portraits Completed              | Bronze |
| Print & Outdoor<br>Promotional / Collateral – Posters – Single | SC Johnson | Kiwi Portraits Completed:<br>Chandos  | Bronze |
| Print & Outdoor<br>Promotional / Collateral – Posters – Single | SC Johnson | Kiwi Portraits Completed:<br>Van Gogh | Bronze |
| Print & Outdoor<br>Promotional / Collateral – Posters – Single | SC Johnson | Kiwi Portraits Completed:<br>Vermeer  | Bronze |
| Print & Outdoor<br>Publishing – Newspaper – Campaign           | SC Johnson | Kiwi Portraits Completed              | Gold   |
| Print & Outdoor<br>Publishing – Newspaper – Campaign           | SC Johnson | Kiwi Portraits Completed              | Gold   |
| Print & Outdoor<br>Extended Campaign – Posters & Ambient Media | SC Johnson | Kiwi Portraits Completed              | Gold   |

# 2018 ONE SHOW – FINALISTS

## FRIDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



### OGILVY & MATHER COLOMBIA / BOGOTA

|  |                          |                 |        |
|--|--------------------------|-----------------|--------|
| Print & Outdoor<br>Publishing – Newspaper – Campaign | Baskin Robbins /Colombia | Ice Cream Cakes | Bronze |
|--|--------------------------|-----------------|--------|

### OGILVY & MATHER JAPAN GK / TOKYO

|  |                                |  |        |
|--|--------------------------------|--|--------|
| Mobile<br>Innovation in Mobile                                     | Sony Music Labels (Japan) Inc. | Make It Metal                            | Bronze |
| Print & Outdoor<br>Craft – Art Direction                           | Sagawa Shoyu Inc.              | The Soy Sauce Posters                    | Gold   |
| Print & Outdoor<br>Craft – Illustration                            | Sagawa Shoyu Inc.              | The Soy Sauce Posters                    | Gold   |
| Interactive<br>Websites  | Sony Music Labels (Japan) Inc. | Make It Metal                            | Silver |
| Mobile<br>Applications   | Sony Music Labels (Japan) Inc. | Make It Metal                            | Silver |
| Print & Outdoor<br>Promotional / Collateral – Posters – Campaign   | Sagawa Shoyu Inc.              | The Soy Sauce Posters                    | Silver |
| Print & Outdoor<br>Ambient Media – Billboards & Transit – Campaign | Sagawa Shoyu Inc.              | The Soy Sauce Posters                    | Silver |
| Print & Outdoor<br>Promotional / Collateral – Posters – Single     | Sagawa Shoyu Inc.              | The Soy Sauce Posters -<br>Flounder Fish | Silver |
| Print & Outdoor<br>Publishing – Magazine – Single                  | Sagawa Shoyu Inc.              | The Soy Sauce Prints -<br>Flounder Fish  | Silver |

### OGILVY & MATHER MEXICO / CIUDAD DE MEXICO

|  |            |         |        |
|--|------------|---------|--------|
| Print & Outdoor<br>Publishing – Newspaper – Campaign | Aeromexico | Borders | Bronze |
|--|------------|---------|--------|

### OGILVY & MATHER POLSKA / WARSAW

|  |                   |                           |        |
|--|-------------------|---------------------------|--------|
| Social Media<br>Craft – Use of Visuals         | Greenpeace Poland | To The Last Tree Standing | Bronze |
| Interactive<br>Gaming                          | Greenpeace Poland | To The Last Tree Standing | Gold   |
| Cross-Platform<br>Integrated Branding – Online | Greenpeace Poland | To The Last Tree Standing | Silver |

# 2018 ONE SHOW – FINALISTS

FRIDAY – GOLD / SILVER / BRONZE PENCILS  
BY AGENCY



## OGILVY & MATHER SINGAPORE / SINGAPORE+ JOINERY LOS ANGELES / US+ HOGARTH & OGILVY SINGAPORE / SINGAPORE

|   |                                 |                                    |        |
|---|---------------------------------|------------------------------------|--------|
| Film<br>Online Films & Video – Long Form – Campaign | Alliance Française de Singapour | Pitching French Films To Hollywood | Gold   |
| Film<br>Online Films & Video – Long Form – Single   | Alliance Française de Singapour | Pitching French Films To Hollywood | Silver |
| Film<br>Under 100K Budget                           | Alliance Française de Singapour | Pitching French Films To Hollywood | Silver |

## OGILVY AUSTRALIA / MELBOURNE

|                             |      |                  |        |
|-----------------------------|------|------------------|--------|
| Mobile<br>Applications      | AAMI | AAMI SmartPlates | Bronze |
| Mobile<br>Utility           | AAMI | AAMI SmartPlates | Gold   |
| Mobile<br>Use of Technology | AAMI | AAMI SmartPlates | Silver |

## OGILVY BRASIL / SÃO PAULO+ ESTÚDIO NOTAN / SÃO PAULO

|  |               |       |        |
|--|---------------|-------|--------|
| Print & Outdoor<br>Publishing – Magazine – Campaign                | Forbes Brasil | Women | Silver |
| Print & Outdoor<br>Ambient Media – Billboards & Transit – Campaign | Forbes Brasil | Women | Silver |



# 2018 ONE SHOW – FINALISTS

## FRIDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



### OGILVY GROUP THAILAND / BANGKOK

|  |                      |                  |        |
|--|----------------------|------------------|--------|
| Print & Outdoor<br>Publishing – Newspaper – Campaign | DKSH (Thailand) Ltd. | Build the future | Bronze |
| Print & Outdoor<br>Publishing – Magazine – Campaign  | DKSH (Thailand) Ltd. | Build the future | Bronze |
| Print & Outdoor<br>Publishing – Newspaper – Single   | DKSH (Thailand) Ltd. | Rockstar         | Bronze |
| Print & Outdoor<br>Publishing – Magazine – Single    | DKSH (Thailand) Ltd. | Astronaut        | Bronze |
| Print & Outdoor<br>Publishing – Magazine – Single    | DKSH (Thailand) Ltd. | Rockstar         | Bronze |
| Print & Outdoor<br>Craft – Art Direction             | DKSH (Thailand) Ltd. | Build the future | Bronze |
| Print & Outdoor<br>Publishing – Newspaper – Single   | DKSH (Thailand) Ltd. | Astronaut        | Silver |

### OGILVY JOHANNESBURG / JOHANNESBURG

|  |     |                              |      |
|--|-----|------------------------------|------|
| Radio<br>Craft – Writing – Campaign        | KFC | KFC Double Down -<br>Sad Man | Gold |
| Radio<br>Broadcast – Any Length – Campaign | KFC | KFC Double Down -<br>Sad Man | Gold |

### PHILIPP UND KEUNTJE / HAMBURG+ RIMOWA / COLOGNE

|  |        |                          |        |
|--|--------|--------------------------|--------|
| Mobile<br>Innovation in Mobile   | RIMOWA | RIMOWA<br>ELECTRONIC TAG | Bronze |
| Mobile<br>Use of Technology – Physical Product & Mobile<br>Integration | RIMOWA | RIMOWA<br>LECTRONIC TAG  | Gold   |

### POL / OSLO+ MEDIAMONKS / STOCKHOLM

|  |      |                    |      |
|--|------|--------------------|------|
| Interactive<br>Experiential – Virtual Reality (VR) | Audi | Audi Enter Sandbox | Gold |
|--|------|--------------------|------|

# 2018 ONE SHOW – FINALISTS

FRIDAY – GOLD / SILVER / BRONZE PENCILS  
BY AGENCY



## R/GA / LONDON+ FLOCK / LONDON

|                             |       |       |        |
|-----------------------------|-------|-------|--------|
| UX / UI<br>Mobile – Utility | Flock | Flock | Silver |
|-----------------------------|-------|-------|--------|

## R/GA / LONDON+ SNAPTIVITY / LONDON

|   |            |            |        |
|---|------------|------------|--------|
| Interactive<br>Innovation in Interactive – Experiential | Snaptivity | Snaptivity | Bronze |
| UX / UI<br>Innovation in UX / UI – Cross-Channel        | Snaptivity | Snaptivity | Gold   |

## R/GA / NEW YORK

|  |  |                                 |        |
|--|--|---------------------------------|--------|
| Interactive<br>Innovation in Interactive – Experiential              | ShotTracker/KeeMotion                            | Autonomous<br>Broadcast Network | Bronze |
| Social Influencer Marketing<br>Influencer Marketing – Single Channel | The Muse, Ladies Get Paid,<br>PayScale, Reply.ai | Ask For A Raise                 | Gold   |
| UX / UI<br>Innovation in UX / UI – Cross-Channel                     | ShotTracker/KeeMotion                            | Autonomous<br>Broadcast Network | Gold   |

## R/GA / SAO PAULO

|                                     |                |           |        |
|-------------------------------------|----------------|-----------|--------|
| UX / UI<br>Mobile – User Experience | Banco Bradesco | next Bank | Bronze |
| UX / UI<br>Mobile – Utility         | Banco Bradesco | next Bank | Gold   |
| UX / UI<br>Craft – Interface Design | Banco Bradesco | next Bank | Gold   |

## RETHINK / TORONTO/MONTREAL/VANCOUVER

|                             |                                       |                  |      |
|-----------------------------|---------------------------------------|------------------|------|
| Radio<br>Experiential Radio | Branch Out Neurological<br>Foundation | Stranger's Voice | Gold |
|-----------------------------|---------------------------------------|------------------|------|

# 2018 ONE SHOW – FINALISTS

FRIDAY – GOLD / SILVER / BRONZE PENCILS  
BY AGENCY



## ROTHCO | ACCENTURE INTERACTIVE / DUBLIN

|                                      |                                  |                  |      |
|--------------------------------------|----------------------------------|------------------|------|
| Interactive<br>Craft – Music / Sound | The Times/News UK and<br>Ireland | JFK - Unsilenced | Gold |
|--------------------------------------|----------------------------------|------------------|------|

## SAATCHI & SAATCHI / LONDON+ MEDIACOM / DUSSELDORF+ PROUD ROBINSON / BRIGHTON

|  |                  |                   |        |
|--|------------------|-------------------|--------|
| Mobile<br>Use of Technology – Augmented Reality (AR) | Deutsche Telekom | Magenta Unleashed | Bronze |
|--|------------------|-------------------|--------|

## SAATCHI & SAATCHI / LONDON+ MEDIACOM / DUSSELDORF+ PROUD ROBINSON / LONDON+ GLITCHERS / LONDON

|  |                  |                                     |        |
|--|------------------|-------------------------------------|--------|
| Interactive<br>Experiential – Virtual Reality (VR) | Deutsche Telekom | Sea Hero Quest -<br>Virtual Reality | Bronze |
|--|------------------|-------------------------------------|--------|

## SAATCHI & SAATCHI / NEW YORK

|  |                         |                                    |        |
|--|-------------------------|------------------------------------|--------|
| Film<br>Television – Short Form – Single         | Procter & Gamble - Tide | It's Yet Another Tide Ad           | Bronze |
| Film<br>Television – Long Form – Single          | Procter & Gamble - Tide | It's a Tide Ad                     | Gold   |
| Film<br>Television – Short Form – Single         | Procter & Gamble - Tide | It's Another Tide Ad               | Gold   |
| Film<br>Television – Varying Length Campaign     | Procter & Gamble - Tide | It's a Tide Ad Campaign            | Gold   |
| Film<br>Innovation in Film – Television / Cinema | Procter & Gamble - Tide | It's a Tide Ad Campaign            | Gold   |
| Film<br>Television – Short Form – Single         | Procter & Gamble - Tide | It's Yet Another<br>Tide Ad, Again | Silver |

# 2018 ONE SHOW – FINALISTS

FRIDAY – GOLD / SILVER / BRONZE PENCILS  
BY AGENCY



## SAATCHI & SAATCHI / STOCKHOLM+ CAMP DAVID / STOCKHOLM

|                           |                         |                  |        |
|---------------------------|-------------------------|------------------|--------|
| Film<br>Under 100K Budget | Elmsta 3000 Horror Fest | Short but deadly | Bronze |
|---------------------------|-------------------------|------------------|--------|

## SERVICEPLAN FRANCE / COURBEVOIE+ TRINITY FILMS / COURBEVOIE+ COMPTOIR DU SON / PARIS

|  |   |                                |      |
|--|---|--------------------------------|------|
| Print & Outdoor<br>Ambient Media – Experiential & Installations – Campaign | DRIEA / PARISIAN ROAD<br>SAFETY AUTHORITY | THE VIRTUAL<br>CRASH BILLBOARD | Gold |
|--|---|--------------------------------|------|

## SPINIFEX GROUP / TORRANCE

|  |                |  |        |
|--|----------------|--|--------|
| Interactive<br>Experiential – Virtual Reality (VR) | Sir Elton John | Elton John - Farewell Yellow<br>Brick Road Global Launch | Bronze |
| Interactive<br>Craft – Visual Effects / Animation  | Sir Elton John | Elton John - Farewell Yellow<br>Brick Road Global Launch | Gold   |

## SUBLIME COMMUNICATIONS / STAMFORD

|  |        |                           |        |
|--|--------|---------------------------|--------|
| Social Influencer Marketing<br>Influencer Marketing – Single Channel | Eureka | Clean My Path Viral Video | Bronze |
|--|--------|---------------------------|--------|

## TBWA (THAILAND) CO.,LTD / BANGKOK+ LE PHOTOGRAPHE / BANGKOK+ VISIONARY BANGKOK / BANGKOK

|  |            |                      |        |
|--|------------|----------------------|--------|
| Print & Outdoor<br>Craft – Photography | McDonald's | Loving Bangkok Night | Bronze |
|--|------------|----------------------|--------|

# 2018 ONE SHOW – FINALISTS

FRIDAY – GOLD / SILVER / BRONZE PENCILS  
BY AGENCY



## TBWA HUNT LASCARIS / JOHANNESBURG

|                                     |               |                |        |
|-------------------------------------|---------------|----------------|--------|
| Radio<br>Craft – Writing – Campaign | Flight Centre | World Gone Mad | Bronze |
| Radio<br>Craft – Sound Design       | Flight Centre | World Gone Mad | Bronze |
| Radio<br>Craft – Sound Design       | Flight Centre | Climate Change | Bronze |
| Radio<br>Craft – Sound Design       | Flight Centre | Knowledge      | Bronze |

## TBWA\CHIAT\DAY, LOS ANGELES / LOS ANGELES

|   |                       |                                 |        |
|---|-----------------------|---------------------------------|--------|
| Interactive<br>Innovation in Interactive – Experiential | The Recording Academy | 60th GRAMMYs -<br>Play the City | Gold   |
| Social Media<br>Craft – Use of Visuals                  | Gatorade              | G Active -<br>Water Made Active | Gold   |
| Interactive<br>Experiential – Digital Installations     | The Recording Academy | 60th GRAMMYs -<br>Play the City | Silver |

## TBWA\HAKUHODO INC. / TOKYO+ PYRAMID FILM INC. / TOKYO

|                           |                       |                              |        |
|---------------------------|-----------------------|------------------------------|--------|
| Film<br>Under 100K Budget | NISSAN MOTOR CO.,LTD. | THE PROFESSIONAL<br>OF JAPAN | Bronze |
|---------------------------|-----------------------|------------------------------|--------|

## TBWA\MEDIA ARTS LAB / LOS ANGELES+ APPLE / CUPERTINO

|                                 |       |             |        |
|---------------------------------|-------|-------------|--------|
| Film<br>Location-Specific Video | Apple | Appocalypse | Bronze |
|---------------------------------|-------|-------------|--------|

# 2018 ONE SHOW – FINALISTS

## FRIDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



### THE CYRANOS // MCCANN / BARCELONA+ XAVI'S LAB // GLASSWORKS / BARCELONA+ OXÍGENO / BARCELONA

|                          |                                |            |        |
|--------------------------|--------------------------------|------------|--------|
| Mobile Applications      | EITB - Euskal Irrati Telebista | JOURNALIST | Gold   |
| Mobile Use of Technology | EITB - Euskal Irrati Telebista | JOURNALIST | Gold   |
| Mobile Utility           | EITB - Euskal Irrati Telebista | JOURNALIST | Silver |

### THE MARTIN AGENCY / RICHMOND

|  |       |  |        |
|--|-------|--|--------|
| Film<br>Online Films & Video – Pre-Roll – Single   | GEICO | Interrupt-a-palooza:<br>Special Delivery   | Bronze |
| Radio<br>Broadcast – Any Length – Campaign         | GEICO | Disclaimer Campaign                        | Bronze |
| Film<br>Television – Short Form – Single           | GEICO | Count On: Sloth                            | Silver |
| Film<br>Online Films & Video – Pre-Roll – Campaign | GEICO | Interrupt-a-palooza<br>Campaign            | Silver |
| Film<br>Online Films & Video – Pre-Roll – Single   | GEICO | Interrupt-a-palooza:<br>Nighty Night       | Silver |
| Film<br>Online Films & Video – Pre-Roll – Single   | GEICO | Interrupt-a-palooza:<br>Smile and Say Skis | Silver |
| Mobile<br>Mobile-First Video                       | GEICO | Disclaimer Videos                          | Silver |

### VML / KANSAS CITY+ WENDY'S / DUBLIN

|  |         |             |        |
|--|---------|-------------|--------|
| Social Media<br>Branded Social Channel | Wendy's | @Wendys Wit | Bronze |
|--|---------|-------------|--------|

# 2018 ONE SHOW – FINALISTS

## FRIDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



### VML / SYDNEY

|  |                      |               |        |
|--|----------------------|---------------|--------|
| Social Media<br>Innovation in Social Media                 | McDonald's Australia | Snaplications | Gold   |
| Social Media<br>Social Engagement – User-Generated Content | McDonald's Australia | Snaplications | Gold   |
| Mobile<br>Mobile Advertising                               | McDonald's Australia | Snaplications | Silver |
| Mobile<br>Innovation in Mobile                             | McDonald's Australia | Snaplications | Silver |

### VML SOUTH AFRICA / CAPE TOWN

|   |                              |                |        |
|---|------------------------------|----------------|--------|
| Interactive<br>Online Advertising – Banners | Huffington Post South Africa | Stop The Cycle | Silver |
| Mobile<br>Mobile Advertising                | Huffington Post South Africa | Stop The Cycle | Silver |

### VOSKHOD / EKATERINBURG

|  |          |             |        |
|--|----------|-------------|--------|
| Print & Outdoor<br>Ambient Media – Experiential & Installations – Single | SM Polis | Car Curling | Bronze |
|--|----------|-------------|--------|

### WE BELIEVERS / NEW YORK

|  |                   |                                |      |
|--|-------------------|--------------------------------|------|
| Print & Outdoor<br>Ambient Media – Experiential & Installations – Single | Volvo North Miami | Volvo Survivor<br>Sales Agents | Gold |
|--|-------------------|--------------------------------|------|

# 2018 ONE SHOW – FINALISTS

FRIDAY – GOLD / SILVER / BRONZE PENCILS  
BY AGENCY



## WIEDEN+KENNEDY / PORTLAND

|   |      |                                   |        |
|---|------|-----------------------------------|--------|
| Cross-Platform<br>Brand Transformation                          | KFC  | KFC Brand Transformation          | Bronze |
| Film<br>Innovation in Film – Television / Cinema                | Nike | Nike Canada<br>"Play Less Nice"   | Bronze |
| Print & Outdoor<br>Ambient Media – P.O.P. & In-Store – Campaign | Nike | Nike Equality:<br>The Swoosh Vote | Silver |
| Social Media<br>Branded Social Post – Single                    | KFC  | 11 Herbs & Spices                 | Silver |

## WIEDEN+KENNEDY LONDON / LONDON

|   |      |                          |      |
|---|------|--------------------------|------|
| Film<br>Online Films & Video – Long Form – Single | Nike | Nothing Beats a Londoner | Gold |
|---|------|--------------------------|------|

## WIEDEN+KENNEDY LONDON / LONDON+ RIFF RAFF / LONDON+ TIME BASED ARTS / LONDON

|   |      |                          |        |
|---|------|--------------------------|--------|
| Social Media<br>Branded Social Campaign | Nike | Nothing Beats a Londoner | Silver |
|---|------|--------------------------|--------|

## WIEDEN+KENNEDY LONDON / LONDON+ TIME BASED ARTS / LONDON

|                            |      |                          |      |
|----------------------------|------|--------------------------|------|
| Film<br>Cinema Advertising | Nike | Nothing Beats a Londoner | Gold |
|----------------------------|------|--------------------------|------|

## WIEDEN+KENNEDY NEW YORK / NEW YORK+ O POSITIVE / NEW YORK

|   |              |          |        |
|---|--------------|----------|--------|
| Film<br>Online Films & Video – Long Form – Single | The Atlantic | Typecast | Silver |
|---|--------------|----------|--------|



# 2018 ONE SHOW – FINALISTS

FRIDAY – GOLD / SILVER / BRONZE PENCILS  
BY AGENCY



## WP NARRATIVE\_ / NEW YORK

|  |                        |              |        |
|--|------------------------|--------------|--------|
| Social Media<br>Branded Social Channel | SHOWTIME Networks Inc. | #BackedByAxe | Bronze |
|--|------------------------|--------------|--------|

## Y&R PRAGUE / PRAGUE

|  |          |                       |        |
|--|----------|-----------------------|--------|
| Print & Outdoor<br>Publishing – Magazine – Campaign              | Newsweek | Some News Need a Week | Bronze |
| Print & Outdoor<br>Promotional / Collateral – Posters – Campaign | Newsweek | Some News Need a Week | Bronze |
| Radio<br>Broadcast – Any Length – Campaign                       | Newsweek | Some News Need a Week | Bronze |

## ZAMBEZI / CULVER CITY

|                                   |               |               |        |
|-----------------------------------|---------------|---------------|--------|
| Interactive<br>Websites – Utility | Rotten Apples | Rotten Apples | Bronze |
|-----------------------------------|---------------|---------------|--------|