

2018 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS
BY AGENCY



22SQUARED / TAMPA, ATLANTA

Public Relations Integrated Campaign	Ad Council/Grads of Life	7-Second Resumes	Bronze
---	--------------------------	------------------	--------

750MPH / LONDON+ FORSMAN & BODENFORS / SWEDEN+ ANONYMOUS CONTENT / LONDON+ CHINMEY GROUP / SWEDEN

Moving Image Craft Sound Design – Single	Volvo	Volvo XC40 - Things	Bronze
---	-------	---------------------	--------

750MPH / LONDON+ WIEDEN+KENNEDY LONDON / LONDON+ RIFF RAFF / LONDON+ FINAL CUT / LONDON

Moving Image Craft Sound Design – Single	Nike	Nothing Beats A Londoner	Silver
---	------	--------------------------	--------

ACNE / STOCKHOLM+ IKEA CREATIVE HUB / STOCKHOLM

Public Relations Real-Time Response – Proactive Communications	IKEA	IKEA's response to Balenciaga	Bronze
---	------	----------------------------------	--------

ADAM&EVEDDB / LONDON

Moving Image Craft Use of Music – Licensed / Adapted Music	H&M	Fall Fashion	Bronze
---	-----	--------------	--------

AKESTAM HOLST / STOCKHOLM

Direct Marketing Craft – Printing / Production	IKEA Sweden	IKEA Pee Ad	Silver
---	-------------	-------------	--------

2018 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS
BY AGENCY



AMVBBDO / LONDON+ SOMESUCH & CO / LONDON+ KETCHUM / LONDON

Public Relations Brand Voice	Essity Libresse Bodyform	#Blood Normal	Bronze
---------------------------------	--------------------------	---------------	--------

ANOMALY / NEW YORK+ PARK PICTURES / NEW YORK+ ARCADE EDIT / NEW YORK

Branded Entertainment Online – Long Form – Single	Dick's Sporting Goods	reVision FC	Bronze
--	-----------------------	-------------	--------

APPLE / CUPERTINO

Moving Image Craft Direction – Single	Apple	Barbers	Silver
--	-------	---------	--------

AREA 23, AN FCB HEALTH NETWORK COMPANY / NEW YORK+ FCB HEALTH / NEW YORK

Health, Wellness & Pharma Product Design – Physical Product	Anonymous Client	The Anti-Trafficking Exam	Bronze
Intellectual Property Physical Product	Anonymous Client	Anti-Trafficking Exam	Bronze
Health, Wellness & Pharma Innovation in Health & Wellness	Anonymous Client	The Anti-Trafficking Exam	Gold

ARI MERKIN / MIAMI+ MSSNG P ECES / BROOKLYN

Moving Image Craft Use of Music – Licensed / Adapted Music	Face The Music/ Recovery Unplugged	I Got This	Bronze
---	---------------------------------------	------------	--------

2018 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS
BY AGENCY



ARTEFACT / PARIS

Public Relations Innovation in Public Relations	Greenpeace	Orizon, Predictive Real Estate	Gold
--	------------	-----------------------------------	------

ASABA DESIGN / TOKYO+ BOAT / TOKYO+ GRANDPA / TOKYO

Design Craft – Art Direction	ISSEY MIYAKE INC.	HOMME PLISSÉ ISSEY MIYAKE CITY MEETS BODY	Gold
---------------------------------	-------------------	--	------

BARTON F. GRAF / NEW YORK

Public Relations Real-Time Response – Crisis Communications	Coverage Coalition	Coverage Coalition	Gold
--	--------------------	--------------------	------

BBC CREATIVE / LONDON

Moving Image Craft Animation – Single	BBC	BBC One - The Supporting Act	Bronze
--	-----	---------------------------------	--------

BBDO / TORONTO

Branded Entertainment Online – Long Form – Single	Take Note	Notes	Gold
--	-----------	-------	------

Moving Image Craft Writing – Single	Take Note	Notes	Silver
--	-----------	-------	--------

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

Branded Entertainment Online – Live Webcast	Downtown Records	Live Looper	Bronze
--	------------------	-------------	--------

2018 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



BBDO NEW YORK / NEW YORK+ BISCUIT FILMWORKS / LOS ANGELES

Branded Entertainment Broadcast – Short Form – Single	Mars Petcare / Pedigree	General Howe's Dog	Silver
--	-------------------------	--------------------	--------

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

Moving Image Craft Writing – Single	Mars Chocolate North America / Snickers	Recovery Room	Gold
--	--	---------------	------

BBDO NEW YORK / NEW YORK+ OBSCURA DIGITAL /

Branded Entertainment Experiential – Live Events	GE	Unseen Stars	Silver
---	----	--------------	--------

BBDO NEW YORK / NEW YORK+ SMUGGLER /

Direct Marketing Digital – Social Media & Viral Marketing – Single	Sandy Hook Promise	Tomorrow's News	Bronze
Public Relations Media Relations	Sandy Hook Promise	Tomorrow's News	Bronze

BBDO NEW YORK / NEW YORK+ THE CORNER SHOP / NEW YORK

Branded Entertainment Online – Short Form – Single	P&G	The Talk	Gold
Cultural Driver	P&G	The Talk	Gold
Direct Marketing Digital – Social Media & Viral Marketing – Single	P&G	The Talk	Gold
Moving Image Craft Direction – Single	P&G	The Talk	Gold
Moving Image Craft Writing – Single	P&G	The Talk	Gold

2018 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



BBH / SINGAPORE

Direct Marketing Innovation in Direct	IKEA	The IKEA Human Catalogue	Bronze
--	------	--------------------------	--------

BUCK / NEW YORK+ ANTFOOD / NEW YORK

Design Moving Image – Title Sequences	Association of Music Producers	How to Make Music for Advertising	Bronze
--	--------------------------------	--------------------------------------	--------

BUENA / PORTLAND+ HUMAN RIGHTS FOUNDATION / NEW YORK

Public Relations Events & Experiential	Human Rights Foundation	Flash Drives For Freedom	Silver
---	-------------------------	--------------------------	--------

CAA MARKETING / LOS ANGELES

Moving Image Craft Use of Music – Original Music	Chipotle Mexican Grill	SAVOR.WAVS	Bronze
---	------------------------	------------	--------

CHE PROXIMITY / AUSTRALIA+ REVOLVER/WILL O'ROURKE / SYDNEY+ THE GLUE SOCIETY STUDIOS / SYDNEY+ NOISE INTERNATIONAL / SYDNEY

Health, Wellness & Pharma Film – Long Form	Cochlear	The Hearing Test in Disguise	Bronze
Health, Wellness & Pharma Branded Content	Cochlear	The Hearing Test in Disguise	Gold
Moving Image Craft Innovation in Moving Image Craft – Audio	Cochlear	The Hearing Test in Disguise	Gold

CHEIL AMSTERDAM / AMSTERDAM

Intellectual Property Integrated Digital & Physical Product	Samsung Benelux	Samsung SmartSuit	Bronze
--	-----------------	-------------------	--------

2018 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



CHEIL GREATER CHINA / BEIJING

Health, Wellness & Pharma Film – Short Form	RC PHARMA	Butty&Belly	Bronze
Moving Image Craft Animation – Campaign	RC PHARMA	Butty&Belly	Silver

CHOBANI / NEW YORK

Design Branding – Rebranding	Chobani®	Re-imagination of Chobani	Gold
Design Typography – Typeface Design	Chobani®	Chobani Display	Gold
Design Packaging – Mass-market	Chobani®	Chobani Greek Yogurt	Gold
Design Packaging – Mass-market	Chobani®	Chobani A hint of flavor	Silver
Design Craft – Illustration	Chobani®	Chobani Smooth Yogurt	Silver

CHOOJAI AND FRIENDS / BANGKOK+ THE FILM FACTORY / BANGKOK

Branded Entertainment Online – Live Webcast	ADVANCED WIRELESS NETWORK CO.,LTD.	FACEBOOK LIVE STUNT	Silver
--	---------------------------------------	---------------------	--------

CLEMENGER BBDO MELBOURNE / MELBOURNE

Branded Entertainment Online – Short Form – Campaign	Airbnb	Until We All Belong	Bronze
Design Promotional – Collateral Items	Airbnb	Until We All Belong	Gold
Public Relations Integrated Campaign	Myer	Give Registry	Gold

2018 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



Public Relations Brand Voice	Airbnb	Until We All Belong	Silver
Public Relations Media Relations	Myer	Give Registry	Silver

COLENZO BBDO / AUCKLAND

Direct Marketing Print – Flat & Dimensional	Mars	The Pedigree Child Replacement Programme	Bronze
Branded Entertainment Mobile Apps	Mars	Pedigree Selfie STIX	Gold
Intellectual Property Physical Product	Mars	Pedigree Selfie STIX Clip	Gold
Moving Image Craft Writing – Campaign	Fonterra Brands NZ	Anchor Milk Slams	Gold

COLLINS / NEW YORK

Design Editorial – Book Interior	vitaminwater	vitaminwater Brand Book	Silver
-------------------------------------	--------------	-------------------------	--------

COMMONWEALTH//MCCANN / DETROIT

Responsive Environments Use of Technology	Chevrolet	The Invisible Car	Gold
Intellectual Property Integrated Digital & Physical Product	Chevrolet	The Invisible Car	Silver

COSSETTE / TORONTO+ COSSETTE / MONTREAL

Design Experiential / Environmental – Wayfinding	McDonald's Restaurants of Canada Limited	Follow The Arches	Gold
Design Experiential / Environmental – Ambient Media – Series	McDonald's Restaurants of Canada Limited	Follow The Arches	Silver

2018 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS
BY AGENCY



COSSETTE / TORONTO+
SKIN AND BONES FILM COMPANY / TORONTO+
A52 / SANTA MONICA+
JK REPS / TORONTO

Health, Wellness & Pharma Integrated Branding	SickKids Foundation	SickKids VS - All In	Gold
Health, Wellness & Pharma Public Relations	SickKids Foundation	SickKids VS - All In	Silver

COSSETTE / TORONTO+
SKIN AND BONES FILM COMPANY / TORONTO+
A52 / SANTA MONICA+
PRIMETIME MUSIC RIGHTS / MONTREAL

Health, Wellness & Pharma Film – Long Form	SickKids Foundation	SickKids VS - All In	Gold
---	---------------------	----------------------	------

COSSETTE / TORONTO+
SKIN AND BONES FILM COMPANY / TORONTO+
THE VANITY / TORONTO+
PIRATE / TORONTO

Health, Wellness & Pharma Film – Long Form	SickKids Foundation	SickKids VS - MomStrong	Silver
---	---------------------	-------------------------	--------

CREUNA NORWAY / OSLO

Design Branding – Logo	DOGA - Design and Architecture Norway	DOGA LOGO AND VISUAL IDENTITY	Silver
Design Branding – Identity System	DOGA - Design and Architecture Norway	DOGA VISUAL IDENTITY	Silver

DAVID / MIAMI

Direct Marketing Guerrilla Marketing	Burger King	Google Home of The Whopper	Gold
Direct Marketing Innovation in Direct	Burger King	Google Home of The Whopper	Gold

2018 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



DAVID / MIAMI+ SMUGGLER / LA

Direct Marketing Ambient Media – Live Events	Burger King	Bullying Jr.	Bronze
---	-------------	--------------	--------

DAVID / MIAMI+ STERLING COOPER DRAPER PRYCE / NEW YORK

Direct Marketing Print – Flat & Dimensional	The Kraft Heinz Company	Pass The Heinz	Bronze
--	-------------------------	----------------	--------

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

Direct Marketing Innovation in Direct	Mars Wrigley Confectionery	Exclusive the Rainbow case study	Gold
Direct Marketing Ambient Media – Live Events	Mars Wrigley Confectionery	Exclusive the Rainbow live event	Gold
Branded Entertainment Online – Live Webcast	Mars Wrigley Confectionery	Exclusive the Rainbow live event	Silver

DDB GROUP NEW ZEALAND / AUCKLAND

Design Digital Design	Netsafe	Re:scam	Gold
Intellectual Property Digital Product	Netsafe	Re:scam	Gold

DDB, PARIS / PARIS+ MAKE ME PULSE / PARIS

Direct Marketing Digital – Websites & Mobile	Ubisoft	A World With No Heroes	Bronze
---	---------	------------------------	--------

2018 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



DDB, PARIS / PARIS+ MERCY MICHEL / PARIS+ EDDY / PARIS+ BRUNCH STUDIO / PARIS

Design Digital Design	Hasbro	Emerging species	Bronze
Direct Marketing Craft – Art Direction	Hasbro	Emerging species	Bronze

DEMNER, MERLICEK & BERGMANN / VIENNA+ VIE FILM / VIENNA+ HERMANN SEISER MANUFAKTUR / VIENNA

Direct Marketing Craft – Printing / Production	A. Darbo AG	Signed by bees	Bronze
Design Packaging – Specialty	A. Darbo AG	Signed by bees	Gold
Design Promotional – Collateral Items	A. Darbo AG	Signed by bees	Silver

DENTSU INC. / NAGOYA

Design Craft – Illustration	Tokai Polytechnic College	Study Opposite Styles	Silver
--------------------------------	---------------------------	-----------------------	--------

DENTSU INC. / TOKYO

Design Promotional – Periodicals	Kobe Shimbun	Emergency Collectibles	Bronze
Design Promotional – Posters – Series	Shochiku co. ltd Minami-za	Eating Kabuki with your fingers.	Bronze
Design Craft – Printing & Paper Craft	OLFA Corporation	The Art of Cutout, Cobwebs	Gold
Design Craft – Printing & Paper Craft	Ministry of Foreign Affairs of Japan	One plus One.	Gold
Design Promotional – Posters – Series	TOYOTA L&F	THE BEAUTY OF FOOD LOGISTICS	Gold
Design Craft – Illustration	TOYOTA L&F	THE BEAUTY OF FOOD LOGISTICS	Gold

2018 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



DENTSU INC. / TOKYO+ AMANA INC. / TOKYO+ TAKI CORPORATION / TOKYO

Design Craft – Art Direction	HOKKOKU SHIMBUN INC.	SUMO GIRLS 82 TECHNIQUES	Gold
Design Promotional – Posters – Single	HOKKOKU SHIMBUN INC.	"REMAINS IN MY HEART."/ SUMO GIRLS 82 TECHNIQUES	Silver
Design Promotional – Posters – Single	HOKKOKU SHIMBUN INC.	"SUMO GIRLS 82 TECHNIQUES" / SUMO GIRLS 82 TECHNIQUES	Silver

DENTSU INC. / TOKYO+ J.C.SPARK / TOKYO+ NISSHO CO., LTD. / TOKYO+ REVLON / TOKYO

Design Promotional – Booklets & Brochures	Kirin Company, Limited	Journey Around HEARTLAND	Bronze
--	------------------------	-----------------------------	--------

DESIGN ARMY / WASHINGTON, DC

Design Promotional – Booklets & Brochures	The Human Rights Campaign	Annual Report	Bronze
--	---------------------------	---------------	--------

DEUTSCH / LOS ANGELES+ STEELHEAD / LOS ANGELES

Public Relations Events & Experiential	Taco Bell	Test Kitchen by Taco Bell	Bronze
---	-----------	---------------------------	--------

DIRTY ROBBER / LOS ANGELES+ WIEDEN+KENNEDY / PORTLAND+ NATIONAL GEOGRAPHIC STUDIOS / NEW YORK+ MINDSHARE / NEW YORK

Branded Entertainment Feature Length – Non-Fiction / Documentary	Nike	Breaking 2	Gold
Branded Entertainment Innovation in Branded Entertainment	Nike	Breaking 2	Silver

2018 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS
BY AGENCY



DM9 DDB / SÃO PAULO

Direct Marketing Digital – Social Media & Viral Marketing – Campaign	Ssex Bbox	KISS THE KREMLIN	Bronze
Direct Marketing Ambient Media – Live Events	WALMART	PRICE ON THE JERSEY	Gold
Direct Marketing Guerrilla Marketing	WALMART	PRICE ON THE JERSEY	Gold

DROGA5 / NEW YORK+ CHELSEA PICTURES / NEW YORK

Direct Marketing Digital – Social Media & Viral Marketing – Single	Christie's	The Last da Vinci	Silver
---	------------	-------------------	--------

DROGA5 / NEW YORK+ CHROMISTA / LOS ANGELES

Moving Image Craft Editing – Campaign	New York Times	The Truth is Hard to Find	Gold
--	----------------	---------------------------	------

DROGA5 / NEW YORK+ PHD / NEW YORK

Branded Entertainment Innovation in Branded Entertainment	MailChimp	Did You Mean MailChimp?	Gold
--	-----------	-------------------------	------

EDELMAN / SEATTLE

Public Relations Integrated Campaign	REI	#ForceofNature: Women Finding Freedom Outdoors	Bronze
Public Relations Brand Voice	REI	#ForceofNature: Women Finding Freedom Outdoors	Gold

2018 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



ENERGY BBDO / CHICAGO

Responsive Environments Craft – Dynamic Data Visualization	National Safety Council	Prescribed to Death	Gold
Health, Wellness & Pharma Experiential / Immersive / Events	National Safety Council	Prescribed to Death	Silver

ENERGY BBDO / CHICAGO+ KETCHUM / NEW YORK/CHICAGO/DC

Public Relations Events & Experiential	National Safety Council	Prescribed to Death	Bronze
---	-------------------------	---------------------	--------

EXILE / NEW YORK+ JOHANNES LEONARDO / NEW YORK

Moving Image Craft Editing – Single	Adidas	Original Is Never Finished	Gold
--	--------	----------------------------	------

FCB BRASIL / SAO PAULO+ UMSTUDIO.COM / SAO PAULO+ ANTONIO BRASILIANO / SAO PAULO+ VITOR PATALANO / SAO PAULO

Design Data Visualization – Dynamic	Estadão Newspaper	The Corruption Converter	Gold
--	-------------------	--------------------------	------

FCB CANADA / TORONTO

Public Relations Community Building	Canadian Down Syndrome Society	Anything But Sorry	Gold
--	-----------------------------------	--------------------	------

FCB CHICAGO / CHICAGO

Direct Marketing Ambient Media – Experiential & Installations	Illinois Council Against Handgun Violence	Teddy Gun	Silver
Direct Marketing Craft – Art Direction	Illinois Council Against Handgun Violence	Teddy Gun	Silver

2018 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS
BY AGENCY



FCB WEST / SAN FRANCISCO

Branded Entertainment Broadcast – Short Form – Single	Levi Strauss & Co.	Levi's Circles :60	Bronze
Branded Entertainment Online – Short Form – Single	Levi Strauss & Co.	Levi's Circles :90	Bronze
Moving Image Craft Cinematography – Single	Levi Strauss & Co.	Levi's Circles :90	Silver
Moving Image Craft Use of Music – Licensed / Adapted Music	Levi Strauss & Co.	Levi's Circles :90	Silver

FCB/SIX / TORONTO

Design Data Visualization – Dynamic	PFLAG Canada	Destination Pride	Silver
--	--------------	-------------------	--------

FF / PARIS

Branded Entertainment Innovation in Branded Entertainment	Libération	Libé des réfugiés	Bronze
--	------------	-------------------	--------

FIGLIULO&PARTNERS / NEW YORK

Public Relations Reputation Management	CNN	Facts First	Bronze
---	-----	-------------	--------

FINAL CUT / LONDON+ WIEDEN+KENNEDY LONDON / LONDON+ RIFF RAFF / LONDON

Moving Image Craft Editing – Single	Nike	Nothing Beats A Londoner	Gold
--	------	--------------------------	------

2018 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



FORSMAN & BODENFORS / GOTHENBURG

Moving Image Craft Direction – Single	Volvo Cars	Moments	Bronze
Moving Image Craft Writing – Single	Volvo Cars	Moments	Bronze

FP7/CAI / CAIRO+ GOOD PEOPLE CONTENT / CAIRO+ GOOD PEOPLE FILMS / CAIRO

Branded Entertainment Music Videos	Orange	Now or Never	Bronze
Moving Image Craft Use of Music – Original Music	Orange	Now or Never	Gold

FURLINED / LOS ANGELES+ APPLE / CUPERTINO

Branded Entertainment Broadcast – Short Form – Single	Apple	Barbers	Silver
--	-------	---------	--------

GOODBY SILVERSTEIN & PARTNERS / SAN FRANCISCO

Design Packaging – Specialty	Stacy's Pita Chips	Stacy's Stands with You	Bronze
Moving Image Craft Use of Music – Licensed / Adapted Music	Doritos + Mountain Dew	Doritos Blaze vs. MTN DEW ICE	Gold

GOOGLE BRAND STUDIO / SAN FRANCISCO

Branded Entertainment Online – Long Form – Single	Google	An Eye Fit for Liberty	Gold
--	--------	------------------------	------

GRABARZ & PARTNER WERBEAGENTUR GMBH / HAMBURG

Direct Marketing Guerrilla Marketing	Burger King Deutschland GmbH	Loving "It"	Bronze
---	------------------------------	-------------	--------

2018 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS
BY AGENCY



GREAT WORKS / NOA / STOCKHOLM+ ÅKESTAM HOLST / NOA / STOCKHOLM

Direct Marketing Innovation in Direct	IM Swedish Development Partner	The Humanium Metal Initiative	Bronze
Direct Marketing Guerrilla Marketing	IM Swedish Development Partner	The Humanium Metal Initiative	Silver

GREY / SAO PAULO+ GREY / LATAM+ GREY / -

Design Data Visualization – Dynamic	Reclame Aqui	The Colour of Corruption	Gold
--	--------------	--------------------------	------

GREY GERMANY / DUESSELDORF

Moving Image Craft Innovation in Moving Image Craft – Visual	Deutsches Komitee für UNICEF e.V.	Eyes of Aleppo	Bronze
Design Craft – Photography	Terre des femmes - Menschenrechte für die Frau e.V.	Open your eyes	Gold
Health, Wellness & Pharma Print – Campaign	Terre des femmes - Menschenrechte für die Frau e.V.	Open your eyes	Gold

GREY LONDON / LONDON+ PULSE FILMS / LONDON+ GPS / LONDON+ HOGARTH WW / LONDON

Branded Entertainment Broadcast – Long Form – Single	Volvo UK	Music in the Mind- Human Made Stories	Silver
---	----------	--	--------

GTB BRASIL / SÃO PAULO

Intellectual Property Physical Product	Ford Motor Company	Safe Cap	Silver
---	--------------------	----------	--------

2018 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS
BY AGENCY



HEARTS & SCIENCE / NEW YORK, NY+
BBDO NEW YORK / NEW YORK+
EGAMI CONSULTING GROUP / NEW YORK, NY+
BAREFOOT PROXIMITY / CINCINNATI, OH

Branded Entertainment Broadcast – Long Form – Single	P&G	P&G My Black is Beautiful The Talk	Gold
---	-----	---	------

HEREZIE GROUP / PARIS

Health, Wellness & Pharma Film – Long Form	DAVID LYNCH FOUNDATION	SOUNDS OF TRAUMA	Bronze
Moving Image Craft Sound Design – Single	DAVID LYNCH FOUNDATION	SOUNDS OF TRAUMA	Gold

HINDUSTAN PETROLEUM CORPORATION LIMITED / MUMBAI

Responsive Environments Use of Technology	Hindustan Petroleum Corporation Limited	Roads That Honk	Bronze
Responsive Environments User Activation	Hindustan Petroleum Corporation Limited	Roads That Honk	Silver

HUMAN / SANTA MONICA+
JOHANNES LEONARDO / NEW YORK+
ADIDAS ORIGINALS / PORTLAND

Moving Image Craft Use of Music – Licensed / Adapted Music	adidas Originals	Original is Never Finished	Gold
---	------------------	----------------------------	------

HUNGRY MAN PRODUCTIONS / LOS ANGELES+
LUCKY GENERALS / LONDON+
D1 / LOS ANGELES

Moving Image Craft Direction – Single	Amazon	Alexa Loses Her Voice	Bronze
--	--------	-----------------------	--------

2018 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



ICF OLSON / MINNEAPOLIS

Public Relations Community Building	Minnesota Wild	This Is Our Ice	Silver
--	----------------	-----------------	--------

IMPROVIDE CO.,LTD. / SAPPORO

Design Packaging – Specialty	BIEISENKA	BIEI JAM	Bronze
---------------------------------	-----------	----------	--------

INTEL / SANTA CLARA

Design Innovation in Design – Experiential / Environmental	Intel	Intel Drone Light Show at The Olympics	Gold
Moving Image Craft Innovation in Moving Image Craft – Visual	Intel	Intel Drone Light Show at The Olympics	Gold
Branded Entertainment Innovation in Branded Entertainment	Intel	Intel Drone Light Show at The Olympics	Silver

J. WALTER THOMPSON / LONDON

Intellectual Property Experimental / Internal Projects / R&D	Glasgow School of Art	Ash to Art	Gold
---	-----------------------	------------	------

J. WALTER THOMPSON / NEW YORK

Intellectual Property Physical Product	Northwell Health	The Fin	Bronze
---	------------------	---------	--------

JOHNXHANNES NEW YORK / NEW YORK+ PARK PICTURES / LOS ANGELES+ CARTEL / LOS ANGELES

Branded Entertainment Online – Long Form – Single	Beats By Dre	AboveTheNoise	Bronze
--	--------------	---------------	--------

2018 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS
BY AGENCY



JOHNXHANNES NEW YORK / NEW YORK+ SQUARESPACE / NEW YORK+ SMUGGLER / NEW YORK+ WORK EDITORIAL / NEW YORK

Moving Image Craft Writing – Single	Squarespace	Who Is John Malkovich	Bronze
Moving Image Craft Cinematography – Single	Squarespace	John Malkovich's Journey	Gold

JONES KNOWLES RITCHIE / LONDON

Design Branding – Identity System	The Gut Stuff	Making Gut Health Digestible	Bronze
Design Moving Image – Single	The Gut Stuff	Making Gut Health Digestible	Gold

JONES KNOWLES RITCHIE / NEW YORK

Design Packaging – Specialty	Budweiser	Budweiser Summer 2017 LTO State Packaging	Bronze
Design Branding – Logo	Hippo Technologies, LLC	Hippo	Silver

JUNG VON MATT AG / HAMBURG

Cultural Driver	TERRE DES FEMMES	The Gender Salary Experiment	Bronze
-----------------	------------------	---------------------------------	--------

JUNG VON MATT AG / HAMBURG+ ZWEI MUSIC / HAMBURG+ MJZ / LONDON

Moving Image Craft Visual Effects – Single	EDEKA ZENTRALE AG & Co. KG	Christmas 2117	Bronze
Moving Image Craft Animation – Single	EDEKA ZENTRALE AG & Co. KG	Christmas 2117	Gold

2018 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



JUNG VON MATT AG / HAMBURG+ ANORAK FILM GMBH / BERLIN+ THE MILL / LONDON

Moving Image Craft Sound Design – Single	BMW Group MINI Brand Management	The Faith of a Few	Silver
---	------------------------------------	--------------------	--------

JUNG VON MATT AG / HAMBURG+ MARKENFILM CROSSING GMBH / HAMBURG+ ZWEI MUSIC / HAMBURG+ NORDMEISTER / CALIFORNIA

Direct Marketing Digital – Social Media & Viral Marketing – Single	EDEKA ZENTRALE AG & Co. KG	The most German supermarket	Bronze
---	-------------------------------	--------------------------------	--------

JUNG VON MATT AG / HAMBURG+ MARKENFILM CROSSING GMBH / HAMBURG+ ZWEI MUSIC / HAMBURG+ NORDMEISTER / CALIFORNIA

Public Relations Events & Experiential	EDEKA ZENTRALE AG & Co. KG	The most German supermarket	Bronze
Branded Entertainment Experiential – Live Events	EDEKA ZENTRALE AG & Co. KG	The most German supermarket	Silver
Direct Marketing Ambient Media – Live Events	EDEKA ZENTRALE AG & Co. KG	The most German supermarket	Silver

JUNIPER PARK\TBWA COMMUNICATIONS / TORONTO

Design Moving Image – Series	Miller Coors	Lite Canimations	Bronze
Design Promotional – Posters – Series	Miller Coors	Lite Originals	Gold

KETCHUM / ATLANTA+ VML / KANSAS CITY

Public Relations Real-Time Response – Proactive Communications	Wendy's	#NuggsforCarter	Gold
---	---------	-----------------	------

2018 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



KETCHUM / NEW YORK & CHICAGO+ ENERGY BBDO / CHICAGO

Health, Wellness & Pharma Public Relations	National Safety Council	Prescribed to Death	Silver
---	-------------------------	---------------------	--------

KING JAMES GROUP / CAPE TOWN

Branded Entertainment Innovation in Branded Entertainment	Sanlam	Uk'shona Kwelanga - a WhatsApp Drama series	Bronze
Public Relations Real-Time Response – Proactive Communications	Sanlam	2minuteshowersongs	Silver

KOLLE REBBE GMBH / HAMBURG

Moving Image Craft Editing – Campaign	Deutsche Lufthansa AG	Lufthansa "#LifeChangingPlaces"	Bronze
Moving Image Craft Sound Design – Single	Deutsche Lufthansa AG	Lufthansa "#LifeChangingPlaces - Lofoten"	Bronze
Moving Image Craft Cinematography – Single	Deutsche Lufthansa AG	Lufthansa "#LifeChangingPlaces - Lofoten"	Silver

KOLLE REBBE GMBH / HAMBURG+ KOREFE / HAMBURG

Design Craft – Printing & Paper Craft	Hälssen & Lyon GmbH	Hälssen & Lyon "THE TEABAG COLLECTION"	Bronze
--	---------------------	---	--------

LA COMUNIDAD / BUENOS AIRES+ PRIMO / BUENOS AIRES

Moving Image Craft Direction – Campaign	Billboard	Inspirations	Gold
--	-----------	--------------	------

2018 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



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

Moving Image Craft Direction – Single	Samsung	J01: Direction - Single "Ostrich" Matthijs van Heijningen for Samsung	Gold
Branded Entertainment Online – Short Form – Single	Samsung	J11: Visual Effects - Single "Ostrich" Matthijs van Heijningen for Samsung	Silver

MAGPIE STUDIO / LONDON

Design Branding – Logo	Bandido Coffee Co	Bandido ? disrupting the Californian coffee scene.	Bronze
---------------------------	-------------------	---	--------

MASAKI HANAHARA / TOKYO

Design Craft – Illustration	H'or Cafe	Food Typography 	Gold
--------------------------------	-----------	-----------------------	------

MCCANN / LIMA

Branded Entertainment Experiential – Virtual Reality (VR)	Sodimac Homecenter	HIJACKED HIGHWAY	Silver
--	--------------------	------------------	--------

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

Branded Entertainment User-Generated Content	Microsoft	Xbox Design Lab Originals: The Fanchise Model	Silver
Intellectual Property Integrated Digital & Physical Product	Microsoft	Xbox Design Lab Originals: The Fanchise Model	Gold
Public Relations Community Building	Microsoft	Xbox Design Lab Originals: The Fanchise Model	Silver

2018 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



MCCANN NEW YORK / NEW YORK

Intellectual Property Experimental / Internal Projects / R&D	Microsoft	Tactile	Bronze
---	-----------	---------	--------

MCCANN NEW YORK / NEW YORK+ MRM//MCCANN / NEW YORK

Health, Wellness & Pharma Film – Short Form	Cigna	TV Doctors - Even More Drama	Gold
Health, Wellness & Pharma Film – Short Form	Cigna	TV Doctors - Emergency	Silver

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

Branded Entertainment Gaming	U.S. Army	White Hats Wanted	Gold
---------------------------------	-----------	-------------------	------

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

Design Experiential / Environmental – Ambient Media – Single	State Street Global Advisors	Fearless Girl	Gold
Public Relations Community Building	State Street Global Advisors	Fearless Girl	Bronze
Branded Entertainment Experiential – Live Events	State Street Global Advisors	Fearless Girl	Gold
Cultural Driver	State Street Global Advisors	Fearless Girl	Gold
Direct Marketing Ambient Media – Experiential & Installations	State Street Global Advisors	Fearless Girl	Gold
Direct Marketing Guerrilla Marketing	State Street Global Advisors	Fearless Girl	Gold
Public Relations Events & Experiential	State Street Global Advisors	Fearless Girl	Gold

2018 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



MCCANN WORLDGROUP / BANGKOK

Health, Wellness & Pharma Branded Content	Verena International Co., Ltd.	Capture	Bronze
Health, Wellness & Pharma Film – Long Form	Verena International Co., Ltd.	Capture	Silver

MCCANN WORLDGROUP INDIA / MUMBAI+ MCCANN HEALTH / DELHI+ MCCANN HEALTH GLOBAL / WASHINGTON DC

Design Innovation in Design – Print	Ministry of Public Health, Afghanistan	The Immunity Charm	Gold
Direct Marketing Ambient Media – Experiential & Installations	Ministry of Public Health, Afghanistan	The Immunity Charm	Gold
Direct Marketing Innovation in Direct	Ministry of Public Health, Afghanistan	The Immunity Charm	Silver
Intellectual Property Physical Product	Ministry of Public Health, Afghanistan	The Immunity Charm	Gold
Design Promotional – Collateral Items	Ministry of Public Health, Afghanistan	The Immunity Charm	Silver
Health, Wellness & Pharma Product Design – Physical Product	Ministry of Public Health, Afghanistan	Immunity Charm	Gold

MOTHER / NEW YORK

Public Relations Community Building	Mother	The Pregnancy Pause	Silver
--	--------	---------------------	--------

MPC / LONDON+ MPC / LOS ANGELES+ LEO BURNETT / CHICAGO+ MJZ / LOS ANGELES

2018 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



Moving Image Craft Animation – Single	Samsung	Samsung, Ostrich	Gold
Moving Image Craft Visual Effects – Single	Samsung	Samsung, Ostrich	Gold

MRM//MCCANN / MADRID

Branded Entertainment Broadcast – Long Form – Single	Banco Santander	Beyond Money	Gold
Branded Entertainment Innovation in Branded Entertainment	Banco Santander	Beyond Money	Silver

MRM//MCCANN / MADRID+ GARAJE FILMS / MADRID

Public Relations Events & Experiential	Ministerio del Interior (Ministry of Interior)	58 Soul Riders	Silver
---	---	----------------	--------

MRM//MCCANN / NEW YORK

Public Relations Media Relations	United States Postal Service	USPS - Operation Santa	Gold
Public Relations Innovation in Public Relations	United States Postal Service	USPS - Operation Santa	Gold

NEST LABS / PALO ALTO

Responsive Environments Use of Technology	Nest	The Eclipse Case Study	Gold
Responsive Environments Innovation in Responsive Environments	Nest	The Eclipse Case Study	Gold

OGILVY / NEW YORK

Branded Entertainment Innovation in Branded Entertainment	IKEA	Oddly IKEA	Bronze
--	------	------------	--------

2018 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS
BY AGENCY



Design Typography – Typeface Design	NewFest & NYC Pride	Type with Pride	Silver
--	---------------------	-----------------	--------

OGILVY & MATHER / CHICAGO

Public Relations Brand Voice	City of Chicago	One Chicago	Gold
Public Relations Reputation Management	City of Chicago	One Chicago	Gold
Public Relations Real-Time Response – Proactive Communications	City of Chicago	One Chicago	Gold

OGILVY & MATHER JAPAN GK / TOKYO

Design Experiential / Environmental – Ambient Media – Series	Eyes, JAPAN Co. Ltd.	Safety Spokes	Bronze
---	----------------------	---------------	--------

OGILVY & MATHER POLSKA / WARSAW

Branded Entertainment Gaming	Greenpeace Poland	To The Last Tree Standing	Gold
---------------------------------	-------------------	---------------------------	------

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

Direct Marketing Digital – Social Media & Viral Marketing – Campaign	Alliance Française de Singapour	Pitching French Films To Hollywood	Bronze
---	------------------------------------	---------------------------------------	--------

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

2018 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



Direct Marketing Digital – Social Media & Viral Marketing – Single	Alliance Française de Singapour	Pitching French Films To Hollywood	Gold
Branded Entertainment Online – Long Form – Single	Alliance Française de Singapour	Pitching French Films To Hollywood	Silver

OGILVY AFRICA / NAIROBI+ **SUPERSONIC AFRICA / NAIROBI+** **BLACK BEAN PRODUCTIONS / CAPE TOWN**

Public Relations Innovation in Public Relations	OI Pejeta Conservancy	The World's Most Eligible Bachelor	Bronze
--	-----------------------	---------------------------------------	--------

OGILVY AUSTRALIA / MELBOURNE

Intellectual Property Digital Product	AAMI	AAMI SmartPlates	Bronze
--	------	------------------	--------

OGILVY BRASIL / SÃO PAULO+ **BANDO STUDIO / SÃO PAULO+** **BANDA SONORA / SÃO PAULO+** **IN PRESS BRODEUR PARTNERS / SÃO PAULO**

Direct Marketing Ambient Media – Experiential & Installations	IBM	The Voice of Art	Silver
--	-----	------------------	--------

OGILVY BRASIL / SÃO PAULO+ **SONIDO / SÃO PAULO+** **VETOR FILMS / SÃO PAULO+** **SHUTTERSTOCK / USA**

2018 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



Direct Marketing Ambient Media – Experiential & Installations	Hermes Pardini	VR Vaccine	Bronze
Health, Wellness & Pharma Innovation in Health & Wellness	Hermes Pardini	VR Vaccine	Bronze
Health, Wellness & Pharma Digital – Use of Technology	Hermes Pardini	VR Vaccine	Gold
Health, Wellness & Pharma Digital – Mobile	Hermes Pardini	VR Vaccine	Gold

OGILVY JOHANNESBURG / JOHANNESBURG

Branded Entertainment Innovation in Branded Entertainment	KFC	KFC Suppertime Stories	Bronze
--	-----	------------------------	--------

PANOS TSAKIRIS / LONDON

Design Packaging – Specialty	CARPOS	CARPOS® evoo Par Excellence	Gold
---------------------------------	--------	--------------------------------	------

PARK PICTURES LLC / NEW YORK+ JOHN XHANNES / NEW YORK

Moving Image Craft Direction – Single	Beats by Dre	Above the Noise	Silver
--	--------------	-----------------	--------

POMP&CLOUT / BROOKLYN

Branded Entertainment Music Videos	Atlantic Records	Young Thug - Wyclef Jean	Gold
---------------------------------------	------------------	--------------------------	------

PSYOP / NEW YORK+ BARTON F. GRAF / NEW YORK

Moving Image Craft Animation – Campaign	Supercell	Clash Royale Campaign	Gold
--	-----------	-----------------------	------

2018 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



R/GA / NEW YORK

Branded Entertainment Experiential – Live Events	Ad Council	Fans of Love	Gold
Public Relations Events & Experiential	Ad Council	Fans of Love	Silver

R/GA / TOKYO

Design Experiential / Environmental – Indoor Spaces	MUJI	Tokyo Pen Pixel	Bronze
Design Branding – Brand Installations	MUJI	Tokyo Pen Pixel	Bronze

ROTHCO | ACCENTURE INTERACTIVE / DUBLIN

Moving Image Craft Innovation in Moving Image Craft – Audio	The Times/News UK and Ireland	JFK - Unsilenced	Gold
--	----------------------------------	------------------	------

RPA / SANTA MONICA

Design Craft – Animation	Pediatric Brain Tumor Foundation	Imaginary Friends Society	Bronze
Health, Wellness & Pharma Product Design – Integrated Digital & Physical Product	Pediatric Brain Tumor Foundation	Imaginary Friends Society	Bronze
Health, Wellness & Pharma Branded Content	Pediatric Brain Tumor Foundation	Imaginary Friends Society	Gold
Health, Wellness & Pharma Film – Long Form	Pediatric Brain Tumor Foundation	Imaginary Friends Society - What's an MRI	Silver
Health, Wellness & Pharma Digital – Web	Pediatric Brain Tumor Foundation	Imaginary Friends Society	Silver

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

2018 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



Branded Entertainment Experiential – Augmented Reality (AR)	Deutsche Telekom	Magenta Unleashed	Silver
--	------------------	-------------------	--------

SAATCHI & SAATCHI / NEW YORK

Moving Image Craft Direction – Campaign	Procter & Gamble - Tide	It's a Tide Ad Campaign	Gold
Moving Image Craft Writing – Campaign	Procter & Gamble - Tide	It's a Tide Ad Campaign	Gold

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

Direct Marketing Ambient Media – Billboards & Transit – Campaign	DRIEA / PARISIAN ROAD SAFETY AUTHORITY	THE VIRTUAL CRASH BILLBOARD	Bronze
---	---	--------------------------------	--------

SHA INC. / TOKYO

Design Craft – Printing & Paper Craft	SHA inc.	UNCONTROLLED TYPES by Plotter Drawing	Gold
Design Typography – Static	SHA inc.	UNCONTROLLED TYPES by Plotter Drawing	Gold
Design Promotional – Posters – Series	SHA inc.	UNCONTROLLED TYPES by Plotter Drawing	Silver

SHA INC. / TOKYO+ DOMINO ARCHITECTS / TOKYO+ SEIGENSHA ART PUBLISHING, INC. / KYOTO

Design Craft – Printing & Paper Craft	SEIGENSHA Art Publishing, Inc.	360° BOOK	Silver
--	--------------------------------	-----------	--------

SHISEIDO CO., LTD. / TOKYO

Design Craft – Photography	SHISEIDO CO., LTD.	Makeup Tools	Bronze
-------------------------------	--------------------	--------------	--------

2018 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



SID LEE / MONTREAL

Design Experiential / Environmental – Ambient Media – Series	Molson Export	Molson salutes the dépanneurs	Gold
---	---------------	----------------------------------	------

SID LEE / TORONTO

Design Branding – Collateral Item – Single	Black Lives Matter Canada	The Bulletproof Flag	Bronze
Design Promotional – Collateral Items	Black Lives Matter Canada	The Bulletproof Flag	Silver

SIX INC / TOKYO+ SPA-HAKUHODO CO., LTD / BANGKOK

Design Moving Image – Single	DOUBLE A	OBSESSION FOR SMOOTHNESS	Bronze
Moving Image Craft Innovation in Moving Image Craft – Visual	DOUBLE A	OBSESSION FOR SMOOTHNESS	Silver

SPOTIFY IN-HOUSE / NEW YORK

Branded Entertainment Feature Length – Non-Fiction / Documentary	Spotify	I'm With The Banned	Bronze
Branded Entertainment Online – Long Form – Campaign	Spotify	I'm With The Banned	Gold

STELLA GIOVANNI / NEW YORK

Design Editorial – Book Cover	Rizzoli Publications	Supima: World's Finest Cottons	Silver
----------------------------------	----------------------	-----------------------------------	--------

T-CHANGE DESIGN CO.,LTD / NANJING

Design Editorial – Book Interior	Shenzhen Graphic Design Association	Graphic Design in China 2017	Bronze
-------------------------------------	--	---------------------------------	--------

2018 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



TBWA HUNT LASCARIS / JOHANNESBURG

Design Craft – Illustration	Goodbye Malaria	Beautiful Pathogens	Bronze
Health, Wellness & Pharma Branding	Goodbye Malaria	Beautiful Pathogens	Bronze

TBWA\CHIAT\DAY, LOS ANGELES / LOS ANGELES

Responsive Environments Use of Technology – Augmented Reality (AR)	The Recording Academy	60th GRAMMYs - Play the City	Bronze
Design Innovation in Design – Moving Image	Gatorade	G Active - Water Made Active	Gold
Moving Image Craft Innovation in Moving Image Craft – Visual	Gatorade	G Active - Water Made Active	Gold
Design Craft – Animation	Gatorade	G Active - Water Made Active	Silver

TBWA\HAKUHODO INC. / TOKYO+ TOHOKUSHINSHA FILM CORPORATION / TOKYO

Branded Entertainment Experiential – Live Events	adidas Japan	GREEN LIGHT RUN	Bronze
Responsive Environments Innovation in Responsive Environments	adidas Japan	GREEN LIGHT RUN	Gold
Direct Marketing Ambient Media – Live Events	adidas Japan	GREEN LIGHT RUN	Silver
Direct Marketing Craft – Use of Digital Technology	adidas Japan	GREEN LIGHT RUN	Silver
Direct Marketing Craft – Data-Driven Personalization	adidas Japan	GREEN LIGHT RUN	Silver
Responsive Environments Use of Technology	adidas Japan	GREEN LIGHT RUN	Silver

TBWA\HELSINKI / HELSINKI+ KLOK / HELSINKI

2018 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



Public Relations Events & Experiential	Finavia	#LIFEINHEL	Bronze
---	---------	------------	--------

TBWA\MEDIA ARTS LAB / LOS ANGELES

Moving Image Craft Cinematography – Single	Apple	The Archives	Bronze
Moving Image Craft Cinematography – Single	Apple	Sway	Bronze
Moving Image Craft Direction – Single	Apple	Sway	Silver
Moving Image Craft Editing – Single	Apple	Sway	Silver
Moving Image Craft Use of Music – Licensed / Adapted Music	Apple	Sway	Silver

TBWA\SHANGHAI / SHANGHAI

Design Promotional – Booklets & Brochures	Penguin Books	Penguin Frozen Storybook	Bronze
--	---------------	--------------------------	--------

THE DIRECTORS BUREAU / LOS ANGELES+ LANDIA / BRAZIL+ THINK CATTLEVA / ITALY

Branded Entertainment Feature Length – Fiction / Narrative	Francis Ford Coppola Winery	The Red Stain - La Macchia Rossa	Bronze
---	-----------------------------	-------------------------------------	--------

THE DIRECTORS BUREAU / LOS ANGELES+ RIFF RAFF / LONDON+ DROGA5 / NEW YORK

Branded Entertainment Broadcast – Short Form – Campaign	MailChimp	Did You Mean MailChimp?	Gold
--	-----------	-------------------------	------

2018 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS
BY AGENCY



THE MILL / NEW YORK+
KBS / NEW YORK+
MJZ / NEW YORK+
MPC / NEW YORK

Moving Image Craft Visual Effects – Single	Monster.com	Opportunity Roars	Bronze
---	-------------	-------------------	--------

THE NINE / SHANGHAI

Design Craft – Illustration	Hengzheng Dental	The Brass Instruments Band	Bronze
--------------------------------	------------------	-------------------------------	--------

TOOL / SANTA MONICA+
SAATCHI & SAATCHI / NEW YORK+
NATIONAL DOWN SYNDROME SOCIETY / NEW YORK CITY

Branded Entertainment Online – Short Form – Single	National Down Syndrome Society	C21 Restaurant	Gold
---	-----------------------------------	----------------	------

WE ARE UNLIMITED / CHICAGO+
GOLIN / CHICAGO+
DDB NEW YORK / NEW YORK

Branded Entertainment User-Generated Content	McDonalds Corporation	Szechuan Sauce Returns.	Bronze
---	-----------------------	-------------------------	--------

WEBER SHANDWICK / NEW YORK

Public Relations Media Relations	Mattel Barbie	Ticket to Play	Silver
-------------------------------------	---------------	----------------	--------

2018 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS
BY AGENCY



WIEDEN+KENNEDY / PORTLAND

Branded Entertainment Innovation in Branded Entertainment	KFC	Zinger Launch	Bronze
Responsive Environments Use of Technology	Nike	Live Design	Bronze
Branded Entertainment Gaming	Hair Nah	Hair Nah	Gold
Moving Image Craft Use of Music – Licensed / Adapted Music	Procter & Gamble	Love Over Bias	Silver

WIEDEN+KENNEDY AMSTERDAM / AMSTERDAM+ INSTAGRAM / SAN FRANCISCO+ CANADA / BARCELONA+ MINDSHARE / PORTLAND

Design Promotional – Posters – Series	Instagram	Stories Are Everywhere	Bronze
--	-----------	------------------------	--------

WIEDEN+KENNEDY AMSTERDAM / AMSTERDAM+ NEW AMSTERDAM / AMSTERDAM+ MINDSHARE / AMSTERDAM

Design Branding – Rebranding	Nike	The Lioness Crest	Gold
---------------------------------	------	-------------------	------

WIEDEN+KENNEDY NEW YORK / NEW YORK+ O POSTITIVE / NEW YORK

Branded Entertainment Online – Short Form – Single	The Atlantic	Typecast	Gold
---	--------------	----------	------

2018 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



**WIEDEN+KENNEDY SHANGHAI / SHANGHAI+
AMANACLIQ / SHANGHAI+
PASSION PICTURES / NEW YORK+
LE CUBE / SAO PAULO**

Design Promotional – Collateral Items	Nike China	Nike Badge of Honor	Silver
--	------------	---------------------	--------

Y&R / DUBAI

Design Promotional – Collateral Items	Interreligious Council in Bosnia & Herzegovina	One Book For Peace	Gold
--	---	--------------------	------
