2016 ONE SHOW – FINALISTS
DIRECT
BY CATEGORY

CONSUMER: PRINT – FLAT MAILING

Conill / Miami + Conill / Los Angeles	Toyota	Más que un Auto
Leo Burnett / Toronto + Somerset Graphics / Toronto	Somerset Graphics	Printed By Somerset
Out of the Box / New Delhi	Mother's Pride	The Prodigies of Mother's Pride

CONSUMER: PRINT – DIMENSIONAL MAILING

Barton F. Graf / New York	Supercell	Boom Beach Influencer Package
BBDO / Belgium	Love Condom	Football or Father
Cheil China / Beijing	IFAW&IFENG	Fragile Friends
DDB Group New Zealand / Auckland + Mango Communications / Auckland	SKY TV	Fargo Woollens
IMPACT BBDO / Dubai	Mercedes-Benz	The Tribal Rapport Field Guide
Jung von Matt / Hamburg	Daimler	The uncrashable Toycars

CONSUMER: PRINT – DATA-DRIVEN PERSONALIZATION

Digital Invaders / Saltillo + Grupo W / Saltillo	Vanguardia	I'm News

CONSUMER: DIGITAL – WEBSITES, MICROSITES & BANNERS

Air / Brussels + Lovo Films / Brussels + Globule Bleu / Brussels + White / Brussels	visit.brussels	Call Brussels
BBDO Russia Group / Moscow + Proximity Russia / Moscow	3M	The Banner That Makes You Like Banners
BETC / Paris + BETC Digital / Paris	CANAL+	The interactive form
BETC / Paris + BETC Digital / Paris	D&AD	The Ad Filter
Deutsch / Los Angeles	Volkswagen	Unleash Your Rrrr
Kinetic / Singapore	MINI Asia	MINI John Cooper Works YouTube Race
Leo Burnett / Millers Point + Minds Eye Production / London	Samsung Australia	Celebrity Tantrum
Leo Burnett / Toronto + Somerset Graphics / Toronto	Somerset Graphics	Printed By Somerset
Marcel / Paris	Marc Dorcel	#HandsOff
Marcel / Paris	Orange	RelockLove
McCann / Copenhagen	Scandinavian Airlines	Europe's Most Punctual Offer
McCann / London	Momondo	ClickTwo Travel

CONSUMER: DIGITAL — WEBSITES, MICROSITES & BANNERS (CONT.)

McCann / London	Microsoft	Squadvertiser
MTV / New York + Jam3 / Toronto	MTV	MTVVMA.NET
Ogilvy Germany / Frankfurt	Media Markt Management	Rabbit Race

CONSUMER: DIGITAL — MOBILE

3SG BBDO / Tunis + PixelTrade / Tunis	Samsung	Backup Memory
FCB / Chicago	Joe Boxer	Inactivity Tracker
McCann / Clichy + Image Metrics / Las Vegas + My Studio Factory / Paris	L'Oréal Paris	Make Up Genius
McCann Worldgroup / Milano + BV McCann / Bucharest	Coca-Cola	The Emotisongs
Ogilvy & Mather / Singapore + Hagarth & Ogilvy / Singapore	Toy R Us	Task for Toys
Serviceplan / Munich + Mediaplus / Munich + Plan.Net / Munich	Gibson Guitar	The Les Paul Skill Check
Serviceplan / Munich + Plan.Net / Munich	Sky Deutschland Fernsehen	The Match

CONSUMER: DIGITAL — SOCIAL MEDIA & VIRAL MARKETING

adam&eveDDB / London + Blink / London + Zenith Optimedia / London + The Mill / London	Harvey Nichols	Shoplifters
BBDO / New York	Foot Locker	Play My Tweet
Clemenger BBDO / Melbourne	Bonds	The Boys
Deutsch / New York	Krylon	The First Ever Pinterest Yard Sale
Grey / New York + Click 3X / New York	Volvo	Interception
Marketforce / Perth	Chicken Treat	Chicken Tweet Betty
MTV / New York + Jam3 / Toronto	MTV	MTV 2015 Video Music Awards
Ogilvy / Beijing	Visit Britain	Great Chinese Names for Great Britain
Ogilvy & Mather / Buenos Aires + Huinca Cine / Buenos Aires + ControlZ / Buenos Aires + TDL Music / Buenos Aires	CCU - Compañía Cervecerías Unidas	Beer Tooth Implant
Ogilvy & Mather / London + Stink / London	Heineken	Le Big Swim

CONSUMER: DIGITAL – SOCIAL MEDIA & VIRAL MARKETING (CONT.)

POSSIBLE / Seattle + POSSIBLE / Los Angeles	Microsoft	Collective Project
Publicis Italy / Milan	Heineken	The Live Tube
Rethink / Toronto/Montreal/Vancouver + Wong Doody / Los Angeles	AAUW	#TheReal10
Special Group / Auckland	Smirnoff	Instagram Your Fridge
Venables Bell & Partners / San Francisco + Edelman / San Francisco + Spark / San Francisco + North Kingdom / Los Angeles	REI	#OptOutside

CONSUMER: DIGITAL – DATA-DRIVEN PERSONALIZATION

360i / New York	Canon USA	Canon Photo Coach

CONSUMER: AMBIENT / ENVIRONMENTAL

360i / New York	Canon USA	Canon Photo Coach
AKQA / San Francisco + LOS YORK / Los Angeles	Jordan Brand	The Last Shot
Conill / Miami + Conill / Los Angeles	Toyota	Más que un auto
Grabarz & Partner / Hamburg	Volkswagen	e-mobility - Enjoy The Silence
Leo Burnett / Saint-Denis + Quad / Clichy	Atlantic Group	37 Days
Leo Burnett Tailor Made / São Paulo	FIAT	Weather Discount
Les Gaulois / Puteaux	Transavia	Snackholidays
Marcel / Paris	Intermarché	The freshest orange juice brand
Ogilvy&Mather / Paris + We Love Art / Paris + Big District / Paris + L'Affreux Bonhomme / Paris	Netflix	Netflix Festival
Red Fuse Communications / Y&R / Hong Kong + Red Fuse Communications / MEC / Mumbai	ColgatePalmolive	Hidden Sugar Receipt
Rethink / Toronto/Montreal/Vancouver + Suneeva / Toronto + Thinking Box / Toronto + Stacklab / Toronto	Molson Canadian	Global Beer Fridge
TBWA Hakuhodo / Tokyo + Taiyo Kikaku / Tokyo + AID-DCC / Tokyo,Osaka + Material / Tokyo	Quicksilver Japan	True Wetsuits
Wieden+Kennedy / New York	Delta Air Lines	Innovation Class

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CORPORATE SOCIAL RESPONSIBILITY: PRINT

Y&R / New Zealand + DAVID / Miami	Burger King	McWhopper Open Letter

CORPORATE SOCIAL RESPONSIBILITY: DIGITAL (WEBSITES, MOBILE, SOCIAL MEDIA)

AlmapBBDO / São Paulo	Mars	First Days Out
DDB Group / Singapore	StarHub	4G4GOOD
FCB Brasil / São Paulo	Hewlett-Packard Brasil	Print For Help
Forsman & Bodenfors / Gothenburg + Stopp / Stockholm	If Insurance	The Slow Down GPS
Sancho BBDO / Bogota	Exito Group / Food Bank	Aid To Cart

CORPORATE SOCIAL RESPONSIBILITY: AMBIENT / ENVIRONMENTAL

Colenso BBDO / Auckland	Volkswagen	Reduce Speed Dial
Grey Group / SIngapore	Talwar Traders	Life Saving Dot
Leo Burnett Argentina / Buenos Aires + Gloria Films / Buenos Aires + Ingematica / Buenos Aires	Samsung	Safety Truck
Leo Burnett México / Mexico City + Postal Films / Mexico City	Procter & Gamble	Intimate Words
Leo Burnett Tailor Made / São Paulo + Isobar Brasil / São Paulo	FIAT	Safety Wi-Fi

NON-PROFIT: PRINT

McCann Worldgroup India / Mumbai	Jivdaya Charitable Trust	Kite
Scholz & Friends / Berlin + CUCULA / Berlin	CUCULA	The Lampedusa door stopper. Open doors for refugees.

NON-PROFIT: DIGITAL (WEBSITES, MOBILE, SOCIAL MEDIA)

Cheil Spain / Madrid + Jabuba Films / Salamanca	WWF/Latinstock	Animal Copyrights
Deutsch / New York	WATERisLIFE	The Art Heist For Good
Dieste / Dallas	Dallas Pets Alive	Adoptable Trends
FF / Paris + Killdeath / Paris	Prodiss	#MaPlaceEstDansLaSalle
George Patterson Y&R / Brisbane	Melanoma Patients Australia	Melanoma Likes Me
Leo Burnett / Sydney + Rapid Films / Sydney + Song Zu / Sydney	World Wildlife Fund	Just
Ogilvy / New York	United Nations	#ShareHumanity

NON-PROFIT: DIGITAL (WEBSITES, MOBILE, SOCIAL MEDIA) (CONT.)

Ogilvy & Mather / Singapore + Hagarth & Ogilvy / Singapore	TWC2	Mums and Maids
R/GA / New York	Ad Council	Love Has No Labels
The Cyranos // McCann / Barcelona	Fundació Arrels	YouTube Arrels

NON-PROFIT: AMBIENT / ENVIRONMENTAL

DDB Spain / Madrid	No somos delito (We are not crime)	Holograms for Freedom
FCB / Chicago	Illinois Council Against Handgun Violence	The Unforgotten
Grey / New York + Rival School Pictures / New York	States United to Prevent Gun Violence	The Gun Shop
Leo Burnett Tailor Made / São Paulo	ABTO - Brazilian Association of Organ Transplantation	Donation Badges
McCann Worldgroup India / Mumbai	Jivdaya Charitable Trust	Kite
R/GA / New York	Ad Council	Love Has No Labels

INNOVATION IN DIRECT MARKETING

Cheil Worldwide / Seoul	KT	KT Life Saving TV
Deutsch / Los Angeles	Volkswagen	Unleash Your Rrrr
FCB Brasil / São Paulo	BDF Nivea Brasil	Nivea Doll
Geometry Global / Dubai + Memac Ogilvy / Dubai	Unilever	Handle on Hygiene
Grey Group / SIngapore	Talwar Traders	Life Saving Dot
Leo Burnett Tailor Made / São Paulo + Isobar Brasil / São Paulo	FIAT	Safety Wi-Fi
Marcel / Paris	Marc Dorcel	#HandsOff
McCann / Copenhagen	Scandinavian Airlines	Europe's Most Punctual Offer
OgilvyOne / London	Battersea Dogs & Cats Home	Looking For You
P4 Ogilvy & Mather / Panama	Medcom	The Tweeting Pothole
Sancho BBDO / Bogota	Exito Group / Food Bank	Aid To Cart

CRAFT: PRINTING / PRODUCTION

F/Nazca Saatchi & Saatchi / São Paulo	D&AD	Are You Next?
Ogilvy & Mather Japan / Tokyo	Yaocho Bar	The Violent Coasters

CRAFT: USE OF TECHNOLOGY

Deutsch / Los Angeles	Volkswagen	Unleash Your Rrrr
Leo Burnett / Millers Point + Minds Eye Production / London	Samsung Australia	Celebrity Tantrum
Rethink / Toronto/Montreal/Vancouver + Suneeva / Toronto + Thinking Box / Toronto + Stacklab / Toronto	Molson Canadian	Global Beer Fridge
Serviceplan / Munich + Plan.Net / Munich	Sky Deutschland Fernsehen	Sky Sqreening