



THE ONE SHOW

2019 PENCILS

This document contains a list of Gold, Silver, and Bronze Pencil winners in the 2019 One Show presented on Wednesday, May 8.

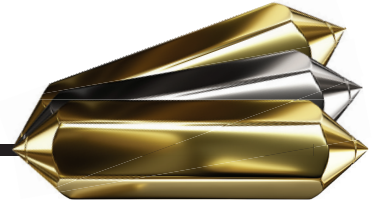
The following disciplines are included:

FRIDAY, MAY 10
CIPRIANI WALL STREET

Creative Use of Data
Digital Craft
Direct Marketing
Experiential & Immersive
Film
Integrated
Interactive & Online
Mobile
Penta Pencil
Print & Outdoor
Social Influencer Marketing
Social Media

THE ONE SHOW – PENCILS

Includes Gold, Silver, and Bronze Pencils presented at The One Show
Friday, May 10, 2019



BY AGENCY

180HEARTBEATS + JUNG V MATT / WARSAW

Unilever - Ben&Jerry's	The Unbreakable Rainbow	Experiential & Immersive Spaces & Immersive – Brand Installations	Bronze
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360I / NEW YORK

HBO	Westworld: The Maze	Digital Craft Visual & Audio Craft – Sound	Best of Discipline
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ABBY PRIEST / STOCKHOLM + ADOBE / SAN FRANCISCO + ADOBE STUDIOS / SAN FRANCISCO

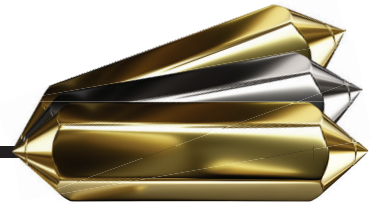
Adobe	The Lost Typography of Bauhaus	Interactive & Online Craft – Art Direction	Bronze
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ABSOLUT VODKA / NEW YORK + 360I / NEW YORK

Absolut Vodka	Absolut #NoSugarCoating	Mobile Mobile-First Video – Under 15 Seconds	Gold
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BY AGENCY

AFRICA / SÃO PAULO

AB InBev / Budweiser	TagWords	Direct Marketing Innovation in Direct Marketing	Gold
AB InBev / Budweiser	TagWords	Print & Outdoor Extended Campaign – Posters & Out of Home	Gold
AB InBev / Budweiser	TagWords	Print & Outdoor Innovation in Print & Outdoor	Gold
AB InBev / Budweiser	TagWords	Direct Marketing Craft – Writing	Bronze
AB InBev / Budweiser	TagWords	Creative Use of Data Storytelling	Bronze
AB InBev / Budweiser	TagWords	Integrated Integrated Branding Campaign	Bronze
AB InBev / Budweiser	TagWords	Integrated Innovation in Integrated Branding	Bronze
Telefonica's Vivo/WWT	#MyGameMyName	Social Media Social Engagement – User-Generated Content	Bronze

ALMAPBDO / SÃO PAULO

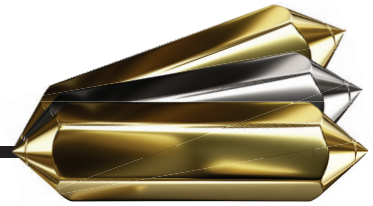
Getty Images	Endless Stories	Interactive & Online Websites	Silver
Getty Images	Endless Stories	Interactive & Online Online Video – Online-only Video – Single	Bronze
Getty Images	Endless Stories	Interactive & Online Craft – Writing	Bronze

AMVBBDO / LONDON

Essity	Viva La Vulva	Digital Craft Visual & Audio Craft – Animation	Gold
Essity	Viva La Vulva	Digital Craft Visual & Audio Craft – Music	Silver
Essity	Viva La Vulva	Film Online Films & Video – Long Form – Single	Silver
Essity	Viva La Vulva	Social Media Craft – Use of Visuals	Silver

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BY AGENCY

AREA 23, AN FCB HEALTH NETWORK COMPANY / NEW YORK

Change The Ref	Posts Into Letters	Social Media Innovation in Social Media	Silver
Change The Ref	Posts Into Letters	Print & Outdoor Craft – Typography	Bronze

ARTS & LETTERS CREATIVE CO. / RICHMOND

Google Chromebook	Game of Thrones White Walkers are Organizing	Interactive & Online Craft – Writing	Silver
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ASSEMBLY / AUCKLAND + FCB NZ / AUCKLAND

Ministry of Education	Oat the Goat	Digital Craft Visual & Audio Craft – Animation	Gold
Ministry of Education	Oat the Goat	Interactive & Online Craft – Art Direction	Gold

BBDO / ATLANTA

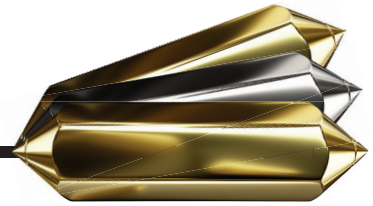
Street Grace	Gracie AI	Mobile Use of Technology	Bronze
Street Grace	Stop Traffick	Direct Marketing Out of Home – Billboards & Transit	Bronze

BBDO / NEW YORK + O POSITIVE / NEW YORK+ DINI VON MUEFFLING COMMUNICATIONS / NEW YORK

Monica Lewinsky / Anti-Bullying	#DefyTheName	Social Influencer Marketing Influencer Marketing – Multi-Channel	Silver
Monica Lewinsky / Anti-Bullying	#DefyTheName	Social Media Social Engagement – Community Building	Bronze

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BY AGENCY

BBDO / NEW YORK + RADICAL MEDIA / NEW YORK

Mars Chocolate North America / Snickers Almond	Overexplain	Mobile Mobile-First Video – Over 15 Seconds	Bronze
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BBDO / TORONTO

Canadian Paralympic Committee	The Paralympic Network	Social Media Livestream	Gold
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BETC / PARIS

Lacoste	Save our Species	Direct Marketing Physical Items	Gold
Lacoste	Save our Species	Direct Marketing Non-traditional & Guerrilla Marketing	Bronze

BLINK DIGITAL / MUMBAI

Amazon Echo	Alexa, Play My Song	Interactive & Online Online Advertising – Native Ads	Bronze
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BUZZMAN / PARIS

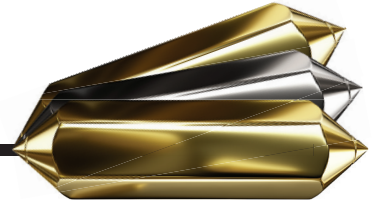
Burger King France	The Deals	Film Under 100K Budget	Silver
Burger King France	The Deals	Film Online Films & Video – Short Form – Campaign	Silver

BWM DENTSU / SYDNEY

The ALS Association	Project Revoice	Direct Marketing Craft – Use of Digital Technology	Silver
The ALS Association	Project Revoice	Direct Marketing Craft – Data-Driven Personalization	Bronze

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BY AGENCY

CALM - CAMPAIGN AGAINST LIVING MISERABLY / LONDON + ADAM&EVEDDB / LONDON + THIS MORNING, ITV / LONDON

CALM - Campaign Against Living Miserably	Project 84	Experiential & Immersive Spaces & Immersive – Brand Installations	Silver
CALM - Campaign Against Living Miserably	Project 84	Print & Outdoor Experiential & Installations – Single	Silver
CALM - Campaign Against Living Miserably	Project 84	Creative Use of Data Data Visualization	Bronze

CHE PROXIMITY / AUSTRALIA

carsales.com.au	AutoAds	Interactive & Online Websites – Utility	Bronze
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CHE PROXIMITY / AUSTRALIA + FINCH / MELBOURNE

Velocity Frequent Flyer	The Earnbassadors	Social Media Social Engagement – User-Generated Content	Gold
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CHE PROXIMITY / AUSTRALIA + IAG / SYDNEY

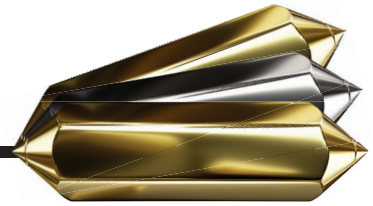
IAG	Safety Hub	Mobile Applications	Gold
IAG	Safety Hub	Creative Use of Data Targeting	Silver
IAG	Safety Hub	Mobile Utility	Bronze

CLEMENGER BBDO / MELBOURNE + MYER / MELBOURNE

Myer	Naughty or Nice Bauble	Mobile Physical Product & Mobile Integration	Bronze
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BY AGENCY

CLM BBDO / BOULOGNE-BILLANCOURT

Pedigree	Dogs for Dogs	Social Media Social Channel	Bronze
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DAVID THE AGENCY / MIAMI + AB-INBEV / NEW YORK

ABInbev / Estrella Jalisco	Share for Good	Social Influencer Marketing Influencer Marketing – Single Channel	Bronze
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DAVID THE AGENCY / MIAMI + BURGER KING / MIAMI

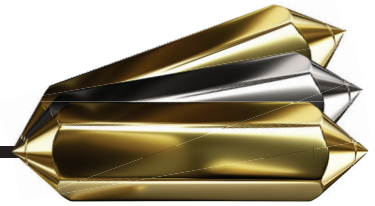
Burger King	BK Bot	Direct Marketing Craft – Writing	Silver
Burger King	Whopper Neutrality	Interactive & Online Online Video – Online-only Video – Single	Silver

DDB / PARIS + ART BRIDGE / QUAD GROUPE / PARIS + BALHAZAR LAB / PARIS

Uber	Uber Toys	Experiential & Immersive Spaces & Immersive – Brand Installations	Silver
Uber	Uber Toys	Experiential & Immersive Craft – Art Direction	Silver
Uber	Uber Toys	Experiential & Immersive Spaces & Immersive – Brand-Owned Experiences	Bronze

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BY AGENCY

DDB / PARIS + MAKE ME PULSE / PARIS + STUDIO PRESS PLAY ON TAPE / PARIS + THE / PARIS

Ubisoft	My life as a NPC	Interactive & Online Online Video – Online-only Video – Campaign	Gold
Ubisoft	My life as a NPC	Social Media Social Post – Campaign	Silver

DDB GROUP GERMANY / BERLIN + MEDIAMONKS / AMSTERDAM + LE TOUR DU MONDE / SÃO PAULO + DAHOUSE AUDIO / SÃO PAULO

Reporters without Borders	The Uncensored Playlist	Social Media Social Channel	Gold
Reporters without Borders	The Uncensored Playlist	Social Media Innovation in Social Media	Gold

DDB GROUP GERMANY / DÜSSELDORF

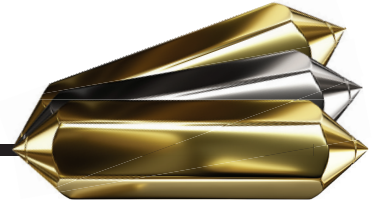
STABILO International	The remarkable Katherine	Print & Outdoor Magazine – Single	Silver
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DDB GROUP GERMANY / DÜSSELDORF + STEFAN KRANEFELD IMAGING / DÜSSELDORF

STABILO International	Highlight the Remarkable	Print & Outdoor Magazine – Campaign	Silver
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BY AGENCY

DDB WORLDWIDE / NEW YORK + MARS WRIGLEY CONFECTIONERY / HACKETTSTOWN

Mars Wrigley Confectionery	Broadway the Rainbow	Direct Marketing Experiential – Live Events	Gold
Mars Wrigley Confectionery	Broadway the Rainbow	Experiential & Immersive Events & Competitions	Gold
Mars Wrigley Confectionery	Broadway the Rainbow	Experiential & Immersive Spaces & Immersive – Brand-Owned Experiences	Gold
Mars Wrigley Confectionery	Broadway the Rainbow	Social Media Social Engagement – Stunts & Activations	Gold
Mars Wrigley Confectionery	Broadway the Rainbow	Print & Outdoor Out-of-Home – P.O.P. & In-Store – Campaign	Silver
Mars Wrigley Confectionery	Broadway the Rainbow	Print & Outdoor Experiential & Installations – Campaign	Silver
Mars Wrigley Confectionery	Broadway the Rainbow	Direct Marketing Experiential – Brand Installations	Bronze
Mars Wrigley Confectionery	Broadway the Rainbow	Direct Marketing Integrated Campaign	Bronze

DENTSU / TOKYO

East Japan Railway Company	Get Back, Tohoku.	Print & Outdoor Craft – Photography	Silver
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DENTSU / TOKYO + J.C.SPARK / TOKYO + AMANA / TOKYO

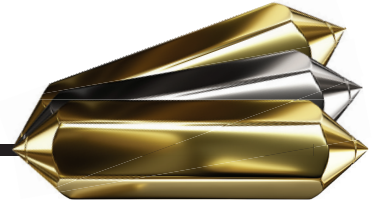
The Hokkoku Shimbun	72POSTERS for school teams participating in the high school sumo tournament	Print & Outdoor Craft – Art Direction	Gold
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DESIGN ARMY / WASHINGTON, DC

Hong Kong Ballet	Never Stand Still	Print & Outdoor Craft – Art Direction	Bronze
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BY AGENCY

DOMINO'S PIZZA / ANN ARBOR

Domino's Pizza	Paving for Pizza	Direct Marketing Non-traditional & Guerrilla Marketing	Bronze
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DROGA5 / LONDON + SOMESUCH & CO / LONDON + ELECTRIC THEATRE COLLECTIVE / LONDON + MPC / LONDON

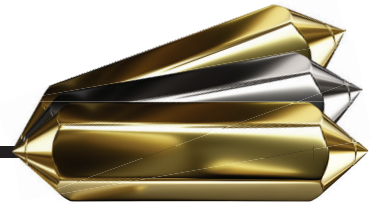
Amazon Prime Video	Great Shows Stay With You	Film Television & VOD – Long Form – Campaign	Bronze
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DROGA5 / NEW YORK

IHOP	IHO b	Social Media Social Engagement – Stunts & Activations	Silver
IHOP	IHO b	Social Media Social Post – Single	Silver
The New York Times	The Truth Is Worth It	Film Online Films & Video – Varying Length Campaign	Best of Discipline
The New York Times	The Truth Is Worth It: Fearlessness	Film Online Films & Video – Long Form – Single	Gold
The New York Times	The Truth Is Worth It: Perseverance	Film Online Films & Video – Long Form – Single	Gold
The New York Times	The Truth Is Worth It: Resolve	Film Online Films & Video – Long Form – Single	Gold
The New York Times	The Truth Is Worth It: Rigor	Film Television & VOD – Short Form – Single	Gold
The New York Times, UNESCO and other participating publications	Read More. Listen More.	Integrated Co-Promotions	Gold
Tourism Australia	Dundee: The Son of a Legend Returns Home	Integrated Integrated Campaigns – Online	Gold
Tourism Australia	Dundee: The Son of a Legend Returns Home	Social Influencer Marketing Influencer Marketing – Multi-Channel	Gold
Tourism Australia	Dundee: The Son of a Legend Returns Home	Direct Marketing Integrated Campaign	Silver

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BY AGENCY

DROGA5 / NEW YORK (CONT.)

Tourism Australia	Dundee: The Son of a Legend Returns Home	Film Online Films & Video – Varying Length Campaign	Bronze
Tourism Australia	Dundee: The Son of a Legend Returns Home	Social Media Social Engagement – Stunts & Activations	Bronze

ENGINE GROUP / NEW YORK + HBO / NEW YORK

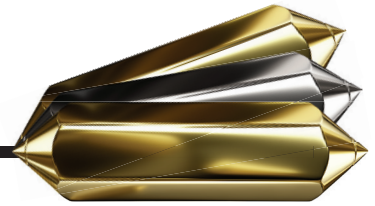
HBO	The Sopranos Nicknames	Social Media Craft – Writing	Bronze
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FCB / NEW YORK + O POSITIVE / NEW YORK

Burger King	The Whopper Detour	Experiential & Immersive Use of Technology	Best of Discipline
Burger King	The Whopper Detour	Digital Craft Cross-Channel UX / UI – Digital / Physical	Gold
Burger King	The Whopper Detour	Integrated Innovation in Integrated Branding	Gold
Burger King	The Whopper Detour	Mobile Use of Technology	Gold
Burger King	The Whopper Detour	Creative Use of Data Real-Time	Silver
Burger King	The Whopper Detour	Experiential & Immersive Innovation in Experiential	Silver
Burger King	The Whopper Detour	Integrated Integrated Branding Campaign	Silver
Burger King	The Whopper Detour	Creative Use of Data Targeting	Bronze
Burger King	The Whopper Detour	Digital Craft Mobile UX / UI – User Experience	Bronze
Burger King	The Whopper Detour	Direct Marketing Digital & Online – Websites & Mobile	Bronze

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BY AGENCY

FCB / NEW YORK + O POSITIVE / NEW YORK (CONT.)

Burger King	The Whopper Detour	Direct Marketing Non-traditional & Guerrilla Marketing	Bronze
Burger King	The Whopper Detour	Interactive & Online Innovation in Interactive	Bronze
Burger King	The Whopper Detour	Mobile Utility – E-Commerce	Bronze

FCB INFERNO / LONDON

Huawei	Story Sign	Mobile Utility	Silver
Huawei	Story Sign	Interactive & Online Innovation in Interactive	Silver
Huawei	Story Sign	Mobile Applications	Bronze

FCB NEW ZEALAND / AUCKLAND + ASSEMBLY / AUCKLAND

Ministry of Education NZ	Oat the Goat	Digital Craft Visual & Audio Craft – Sound	Silver
Ministry of Education NZ	Oat the Goat	Interactive & Online Online Video – Interactive Video	Bronze

FF / PARIS + URGENCE HOMOPHOBIE / PARIS

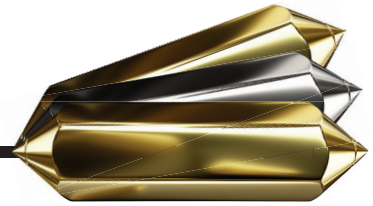
Urgence Homophobie	Their story is my story	Social Influencer Marketing Influencer Marketing – Multi-Channel	Silver
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GEOMETRY / PRAGUE + NEURODIGITAL / ALMERIA

NeuroDigital	Touching Masterpieces	Digital Craft Innovation in Digital Craft	Silver
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BY AGENCY

GOODBY SILVERSTEIN & PARTNERS / SAN FRANCISCO + BMW OF NORTH AMERICA / WOODCLIFF + ELEVEL / SAN FRANCISCO + MOVING PICTURE COMPANY / LOS ANGELES

BMW of North America	The Like New Campaign	Film Online Films & Video – Short Form – Campaign	Bronze
BMW of North America	The Like New Campaign	Film Under 100K Budget	Bronze

GOODBY SILVERSTEIN & PARTNERS / SAN FRANCISCO + BMW OF NORTH AMERICA / WOODCLIFF + MSSNG P ECES / BROOKLYN + ELEVEL / SAN FRANCISCO

BMW of North America	The Remarkable Journey of the All-New BMW X5	Experiential & Immersive Events & Competitions	Bronze
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GOOGLE CREATIVE LAB / LONDON

Google Arts and Culture	Draw to Art	Interactive & Online Interactive Digital Installations	Silver
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GOOGLE CREATIVE LAB / LONDON + KYLE MCDONALD / LONDON

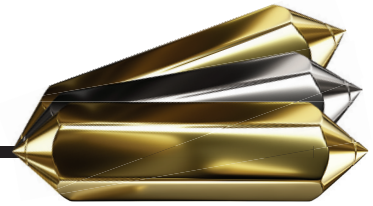
Google Arts and Culture	Draw to Art	Digital Craft Innovation in Digital Craft	Gold
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GOOGLE CREATIVE LAB / LONDON + KYLE MCDONALD / LONDON + DEAN BROWN / LONDON

Google Arts and Culture	Draw to Art	Creative Use of Data Real-Time	Gold
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BY AGENCY

GRABARZ & PARTNER / HAMBURG + BURGER KING / MIAMI + BURGER KING DEUTSCHLAND / HANNOVER

Burger King Corporation	Black Friday Whopper Shopper	Interactive & Online Websites – E-Commerce	Silver
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GREY / NEW YORK + PROCTER & GAMBLE / BOSTON + TOWNHOUSE / NEW YORK + COSMO STREET / NEW YORK

Gillette (P&G)	We Believe	Social Media Social Engagement – Community Building	Gold
Gillette (P&G)	We Believe	Social Media Social Post – Single	Bronze

GREY BRASIL / SÃO PAULO + RECLAME AQUI / SÃO PAULO + GREY GLOBAL / NEW YORK + GREY / LATAM

Reclame Aqui	Corruption Detector	Digital Craft Web UX / UI – User Experience	Gold
Reclame Aqui	Corruption Detector	Direct Marketing Digital & Online – Websites & Mobile	Bronze

GREYNJ UNITED / BANGKOK

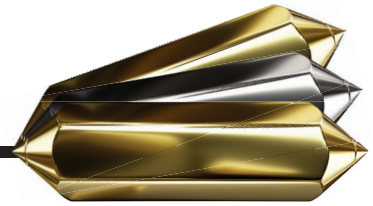
Kasikornbank Public Company	Friendshit	Film Online Films & Video – Long Form – Single	Bronze
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GTB BRASIL / SÃO PAULO

Ford Motor Company	Accessibility Mat	Mobile Physical Product & Mobile Integration	Silver
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BY AGENCY

HAVAS / NEW YORK + TD AMERITRADE / JERSEY CITY

TD Ameritrade	Greetings from the Blockchain	Interactive & Online Online Advertising – Native Ads	Gold
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HOK-ELANTO / HELSINKI + SOK MEDIA / HELSINKI + CARAT FINLAND / HELSINKI + ACCENTURE / HELSINKI

HOK-Elanto	Block Wish	Mobile Utility	Silver
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INGO / STOCKHOLM

Burger King	Craft a Western Whopper	Interactive & Online Gaming – Branded Games	Bronze
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IRIS / LONDON + SWEETSHOP / LONDON

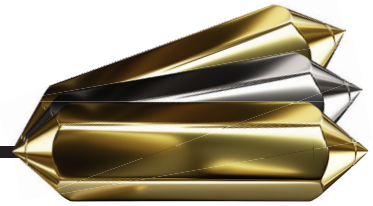
SANE	Let Me Talk	Social Influencer Marketing Influencer Marketing – Single Channel	Bronze
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J. WALTER THOMPSON / BANGKOK + DENTSU X PTE / BANGKOK + THIS IS IT / BANGKOK + CINESOUND / BANGKOK

Netflix	Narcos The Censor's Cut	Direct Marketing Out of Home – Billboards & Transit	Bronze
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BY AGENCY

J. WALTER THOMPSON / INDIA + J. WALTER THOMPSON / AMSTERDAM

Jimmy Nelson Foundation	BLINK TEST	Film Online Films & Video – Varying Length Campaign	Bronze
Jimmy Nelson Foundation	BLINK TEST	Film Television & VOD – Long Form – Single	Bronze

JAM3 / TORONTO

adidas Originals	Unlock the Drop – ComplexCon	Digital Craft Cross-Channel UX / UI – Digital / Physical	Bronze
adidas Originals	Unlock the Drop – ComplexCon	Interactive & Online Interactive Digital Installations	Bronze

JOHN LEWIS & PARTNERS / LONDON + ADAM&EVEDDB / LONDON

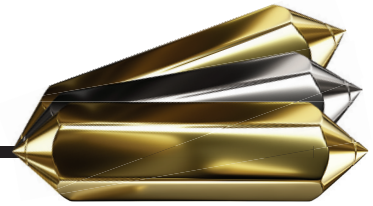
John Lewis & Partners	The Boy and the Piano	Film Television & VOD – Long Form – Single	Gold
John Lewis & Partners	The Boy and the Piano	Film Cinema Advertising	Gold
John Lewis & Partners	The Boy and the Piano	Film Online Films & Video – Long Form – Single	Gold

JOHN LEWIS & PARTNERS + WAITROSE & PARTNERS / LONDON + ADAM&EVEDDB / LONDON

John Lewis & Partners / Waitrose & Partners	Bohemian Rhapsody	Film Cinema Advertising	Bronze
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JOHN LEWIS & PARTNERS + WAITROSE & PARTNERS / LONDON + ADAM&EVEDDB / LONDON + MANNING GOTTLIEB OMD / LONDON

John Lewis & Partners / Waitrose & Partners	Bohemian Rhapsody	Film Television & VOD – Long Form – Single	Bronze
John Lewis & Partners / Waitrose & Partners	Bohemian Rhapsody	Film Online Films & Video – Long Form – Single	Bronze

JOHNHANNES / NEW YORK

Montefiore	Corazon – Give Your Heart	Integrated Integrated Campaigns – Online	Silver
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LEO BURNET / CHICAGO

Kraft Heinz Country Time Lemonade	Legal-ade	Direct Marketing Social Media & Viral Marketing – Campaign	Bronze
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LEO BURNETT MALAYSIA / KUALA LUMPUR

Voice of The Children	The Anti-Bullying Bullying Videos	Film Under 100K Budget	Bronze
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LOLA MULLENLOWE / MADRID + PRIMO CONTENT / BARCELONA

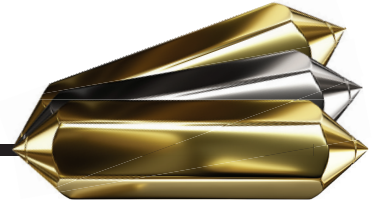
FELGTB	Hidden Flag	Experiential & Immersive Innovation in Experiential	Bronze
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MARCEL / PARIS + CARREFOUR / MASSY

Carrefour	Black Supermarket	Experiential & Immersive Events & Competitions	Gold
Carrefour	Black Supermarket	Experiential & Immersive Spaces & Immersive – Brand Installations	Silver

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MCCANN / BRISTOL + MCCANN / BIRMINGHAM

Refuge – Lisa King	Reversible Poetry	Mobile Craft – Writing	Silver
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MCCANN / BUCHAREST + MRM // MCCANN / BUCHAREST + UM / BUCHAREST

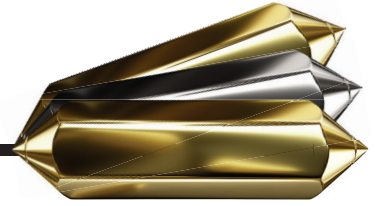
Beau Monde	Bihor Couture	Interactive & Online Websites – E-Commerce	Bronze
Beau Monde	Bihor Couture	Direct Marketing Integrated Campaign	Bronze

MCCANN / LONDON + CRAFT/MCCANN / LONDON + SOMESUCH / LONDON + TWENTYFOUR SEVEN / MADRID

Microsoft / Xbox	Football Decoded	Creative Use of Data Real-Time	Best of Discipline
Microsoft / Xbox	Football Decoded	Print & Outdoor Out-of-Home – Dynamic Billboards & Transit	Gold
Microsoft / Xbox	Football Decoded	Creative Use of Data Data Visualization	Silver
Microsoft / Xbox	Football Decoded	Direct Marketing Experiential – Live Events	Bronze
Microsoft / Xbox	Football Decoded	Experiential & Immersive Events & Competitions	Bronze
Microsoft / Xbox	Football Decoded	Experiential & Immersive Craft – Dynamic Data Visualization	Bronze

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BY AGENCY

MCCANN / NEW YORK

MGM Resorts International	Universal Love Songs	Digital Craft Visual & Audio Craft – Music	Gold
MGM Resorts International	Universal Love Songs	Social Media Social Engagement – Community Building	Silver
MGM Resorts International	Universal Love Songs	Social Media Social Engagement – Stunts & Activations	Bronze

MCCANN / NEW YORK + MARCH FOR OUR LIVES / FLORIDA

March for Our Lives	Price On Our Lives	Print & Outdoor Promotional Items	Gold
March for Our Lives	Price On Our Lives	Direct Marketing Physical Items	Gold
March for Our Lives	Price On Our Lives	Social Media Social Engagement – Community Building	Gold
March for Our Lives	Price On Our Lives	Print & Outdoor Experiential & Installations – Single	Silver

MCCANN / NEW YORK + NATIONAL GEOGRAPHIC / NEW YORK

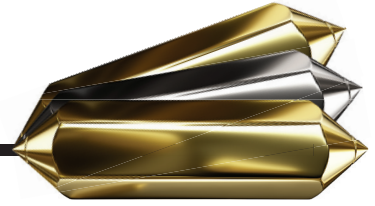
National Geographic	Planet or Plastic	Social Media Craft – Use of Visuals	Bronze
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MCCANN / SPAIN + ALDI / BARCELONA

Aldi	Fresh Prints	Print & Outdoor Innovation in Print & Outdoor	Silver
Aldi	Fresh Prints – Berries	Print & Outdoor Newspaper – Single	Bronze

THE ONE SHOW – PENCILS

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Friday, May 10, 2019



BY AGENCY

MEDIAHUB / BOSTON + FORBES / NEW YORK

Nuveen	Reranking The Rich	Creative Use of Data Storytelling	Silver
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MJZ / LOS ANGELES + APPLE / CUPERTINO

Apple	Welcome Home	Film Online Films & Video – Long Form – Single	Gold
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MOMENTUM WORLDWIDE / NEW YORK + WASSERMAN / NEW YORK + PMK*BNC / NEW YORK + DIGITAS / NEW YORK

American Express	American Express Jersey Assurance	Direct Marketing Non-traditional & Guerrilla Marketing	Bronze
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MULLENLOWE SSP3 / BOGOTÁ

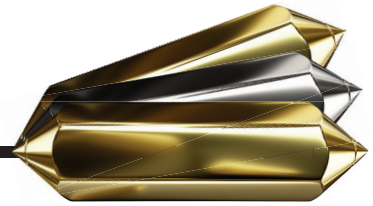
El Tiempo Newspaper	Women Rewrite Women	Social Media Social Engagement – User-Generated Content	Silver
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MULLENLOWE SSP3 / BOGOTÁ + MACARENA FILMS / BOGOTÁ

Ministry of Technology & Communication of Colombia	My Line	Mobile Use of Technology	Best of Discipline
Ministry of Technology & Communication of Colombia	My Line	Experiential & Immersive Use of Technology	Gold
Ministry of Technology & Communication of Colombia	My Line	Mobile Innovation in Mobile	Silver
Ministry of Technology & Communication of Colombia	My Line	Direct Marketing Craft – Use of Digital Technology	Silver
Ministry of Technology & Communication of Colombia	My Line	Direct Marketing Innovation in Direct Marketing	Bronze

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BY AGENCY

NET#WORK BBDO / JOHANNESBURG

Mercedes-Benz	Return to Chapman's Peak	Film Online Films & Video – Long Form – Single	Bronze
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NIKE / BEAVERTON + WIEDEN+KENNEDY / PORTLAND + PARK PICTURES / LOS ANGELES + JOINT / PORTLAND

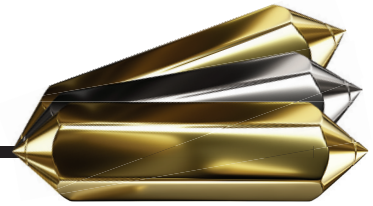
Nike	Nike Just Do It 'Dream Crazy'	Integrated Integrated Branding Campaign	Best of Discipline
Nike	Nike Just Do It 'Dream Crazy'	Social Media Social Post – Single	Gold
Nike	Nike Just Do It 'Dream Crazy'	Print & Outdoor Extended Campaign – Posters & Out of Home	Bronze

OGILVY / CHICAGO

Cook County Hospital	The Tiniest Listing	Direct Marketing Digital & Online – Websites & Mobile	Bronze
Lyric Opera	Lyric Newspaper Series	Print & Outdoor Newspaper – Campaign	Silver
Lyric Opera	Lyric Outdoor Writing Series	Print & Outdoor Craft – Writing	Bronze
SC Johnson – Kiwi	First Steps Craft Series	Print & Outdoor Craft – Writing	Gold
SC Johnson – Kiwi	First Steps Newspaper Series	Print & Outdoor Newspaper – Campaign	Gold
SC Johnson – Kiwi	First Steps: Ali	Print & Outdoor Newspaper – Single	Bronze
SC Johnson – Kiwi	First Steps: Ali Craft	Print & Outdoor Craft – Writing	Bronze
SC Johnson – Kiwi	First Steps: Earhart	Print & Outdoor Newspaper – Single	Bronze
SC Johnson – Kiwi	First Steps: Earhart Craft	Print & Outdoor Craft – Writing	Bronze

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BY AGENCY

OGILVY / HONG KONG

Birdland (Hong Kong)	Dragster	Print & Outdoor Posters – Single	Silver
Birdland (Hong Kong)	Dragster	Print & Outdoor Magazine – Single	Bronze
Birdland (Hong Kong)	Hot & Spicy	Print & Outdoor Magazine – Campaign	Bronze
Birdland (Hong Kong)	Hot & Spicy	Print & Outdoor Posters – Campaign	Bronze
Birdland (Hong Kong)	Shuttle	Print & Outdoor Posters – Single	Silver

OGILVY BRASIL / SÃO PAULO + FORBES BRASIL / SÃO PAULO + TRATOR FILMES / SÃO PAULO + NEXO.AI / SÃO PAULO

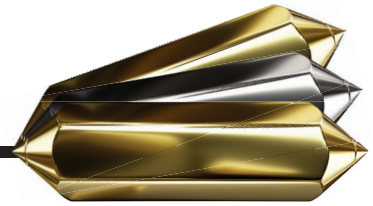
Forbes Brasil	Ricky Brasil	Creative Use of Data Data Visualization	Gold
Forbes Brasil	Ricky Brasil	Creative Use of Data Storytelling	Gold
Forbes Brasil	Ricky Brasil	Experiential & Immersive Craft – Storytelling	Bronze

OGILVY COLOMBIA / BOGOTÁ + OGILVY GUATEMALA / CIUDAD DE GUATEMALA + KINGO / CIUDAD DE GUATEMALA

KINGO	KINGO. Affordable Solar Energy on Demand	Digital Craft Use of Smart Devices & Platforms	Gold
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BY AGENCY

OGILVY COLOMBIA / BOGOTÁ + OGILVY MEXICO / MEXICO CITY

Aeromexico	DNA Discounts	Interactive & Online Online Video – Online-only Video – Single	Gold
Aeromexico	DNA Discounts	Direct Marketing Social Media & Viral Marketing – Single	Gold
Aeromexico	DNA Discounts	Direct Marketing Non-traditional & Guerrilla Marketing	Gold
Aeromexico	DNA Discounts	Direct Marketing Innovation in Direct Marketing	Silver
Aeromexico	DNA Discounts	Experiential & Immersive Innovation in Experiential	Bronze
Aeroméxico	DNA Discounts	Film Online Films & Video – Long Form – Single	Silver

PACÉS BBDO / SANTO DOMINGO

La Sirena	The Day Women Left The Set	Social Media Livestream	Bronze
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PRAKIT ADVERTISING / BANGKOK + VISIONARY GROUP / BANGKOK

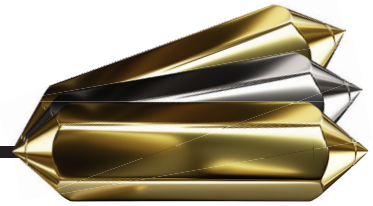
Staedtler (Thailand)	Genocide	Print & Outdoor Craft – Illustration	Bronze
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PRIME WEBER SHANDWICK / STOCKHOLM

Clear Channel	The out of home project	Creative Use of Data Real-Time	Bronze
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BY AGENCY

PUBLICIS CONSEIL / PARIS + FRANCE TÉLÉVISIONS – FRANCE 3 / PARIS + WINAMAX / PARIS

France Télévisions – France 3	La Forêt – Bet on a Murderer	Creative Use of Data Storytelling	Gold
France Télévisions – France 3	La Forêt – Bet on a Murderer	Interactive & Online Online Video – Interactive Video	Gold
France Télévisions – France 3	La Forêt – Bet on a Murderer	Interactive & Online Gaming – Branded Games	Gold
France Télévisions – France 3	La Forêt – Bet on a Murderer	Mobile Gaming	Silver
France Télévisions – France 3	La Forêt – Bet on a Murderer	Direct Marketing Digital & Online – Websites & Mobile	Bronze
France Télévisions – France 3	La Forêt – Bet on a Murderer	Interactive & Online Innovation in Interactive	Bronze

PUBLICIS ITALY / MILAN + PUBLICIS / NEW YORK

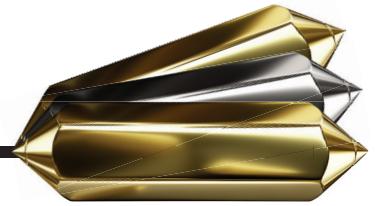
Diesel	Go with the Fake	Direct Marketing Experiential – Brand Installations	Gold
Diesel	Go with the Fake	Experiential & Immersive Spaces & Immersive – Brand Installations	Gold
Diesel	Go with the Fake	Direct Marketing Non-traditional & Guerrilla Marketing	Gold
Diesel	Go with the Fake	Print & Outdoor Experiential & Installations – Single	Silver

PUBLICIS ITALY / MILAN + STINK / LONDON + THE MILL NEW YORK / LONDON + SIZZER / AMSTERDAM

Diesel	Diesel Ha(u)te Couture	Social Influencer Marketing Influencer Marketing – Multi-Channel	Silver
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BY AGENCY

R/GA / PORTLAND

Jordan Brand	A/R Jordan	Experiential & Immersive Augmented, Virtual and Mixed Reality (AR, VR, MR)	Gold
Jordan Brand	A/R Jordan	Digital Craft Cross-Channel UX / UI – Digital / Physical	Silver
Jordan Brand	A/R Jordan	Mobile Utility – E-Commerce	Bronze

R/GA / TOKYO

Shiseido	My Crayon Project	Direct Marketing Craft – Data-Driven Personalization	Bronze
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SAATCHI & SAATCHI / TORRANCE + DENTSU / TOKYO

Toyota Motor Corporation	@SeeLikeMenna	Social Media Social Channel	Silver
Toyota Motor Corporation	@SeeLikeMenna	Social Media Craft – Use of Visuals	Silver

SERVICEPLAN GERMANY / MUNICH

Reporters Without Borders	Fonts for Freedom	Print & Outdoor Newspaper – Campaign	Bronze
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SHA / TOKYO

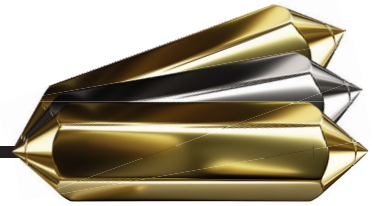
BioClub Tokyo	The origin of life	Print & Outdoor Craft – Typography	Gold
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SHISEIDO / TOKYO

Shiseido	Black and Red	Print & Outdoor Craft – Art Direction	Silver
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THE ONE SHOW – PENCILS

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BY AGENCY

SPOTIFY IN-HOUSE / NEW YORK + ACTIVE THEORY / VENICE

Spotify	Your 2018 Wrapped	Interactive & Online Websites	Gold
Spotify	Your 2018 Wrapped	Digital Craft Web UX / UI – User Experience	Gold
Spotify	Your 2018 Wrapped	Creative Use of Data Data Visualization	Silver
Spotify	Your 2018 Wrapped	Digital Craft Web UX / UI – Interface Design	Bronze

SPOTIFY IN-HOUSE / NEW YORK + UM WORLDWIDE / NEW YORK

Spotify	David Bowie Is Here	Experiential & Immersive Spaces & Immersive – Brand Installations	Bronze
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SRA RUSHMORE SA / MADRID + BLUR FILMS / MADRID

International Committee of the Red Cross	Hope	Film Television & VOD – Long Form – Single	Silver
International Committee of the Red Cross	Hope	Film Under 100K Budget	Bronze

TAPROOT DENTSU / MUMBAI

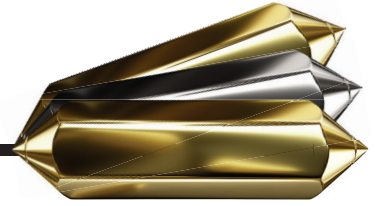
Dulux Paints	Paint flow	Print & Outdoor Experiential & Installations – Single	Bronze
Dulux Paints	Painted by Paint	Print & Outdoor Craft – Art Direction	Silver

TAXI / TORONTO + UNITED WAY / TORONTO

United Way	#UNIGNORABLE	Direct Marketing Craft – Art Direction	Bronze
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BY AGENCY

TBWA (THAILAND) / BANGKOK + LE PHOTOGRAPHE / BANGKOK + VISIONARY / BANGKOK

McDonald's	The All Nighters	Print & Outdoor Craft – Art Direction	Bronze
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TBWA\CHIAT\DAY / NEW YORK + DESIGN BY DISRUPTION / NEW YORK

Thomson Reuters Corporation	Unboxing the Truth	Social Influencer Marketing Influencer Marketing – Single Channel	Silver
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TBWA\CHIAT\DAY / NEW YORK + DESIGN BY DISRUPTION / NEW YORK + REBEL AND ROGUE / NEW YORK

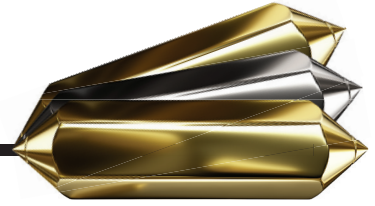
Adidas	Billie Jean King Your Shoes	Direct Marketing Physical Items	Best of Discipline
Adidas	Billie Jean King Your Shoes	Print & Outdoor Experiential & Installations – Single	Gold
Adidas	Billie Jean King Your Shoes	Direct Marketing Experiential – Live Events	Silver
Adidas	Billie Jean King Your Shoes	Direct Marketing Craft – Printing / Production	Silver
Adidas	Billie Jean King Your Shoes	Experiential & Immersive Events & Competitions	Silver
Columbia Journalism Review	The Fake News Stand	Direct Marketing Physical Items	Silver
Columbia Journalism Review	The Fake News Stand	Direct Marketing Experiential – Live Events	Silver

TBWA\CHIAT\DAY / NEW YORK + DMB MEDIA / LONDON

Adidas	Dear Billie	Print & Outdoor Newspaper – Single	Bronze
Adidas	Here to Create Change	Print & Outdoor Out-of-Home – P.O.P. & In-Store – Campaign	Bronze

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BY AGENCY

TBWA\HELSINKI / HELSINKI + HELSINGIN SANOMAT / HELSINKI

Helsingin Sanomat	The Land of Free Press	Direct Marketing Out of Home – Billboards & Transit	Bronze
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TBWA\HUNT\LASCARIS / JOHANNESBURG + JOBURG BALLET / JOHANNESBURG

Joburg Ballet	Breaking Ballet	Social Media Social Post – Real-time Response	Silver
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TBWA\ISTANBUL / ISTANBUL

IKEA	Hailstorm in Istanbul	Social Media Social Post – Real-time Response	Bronze
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TBWA\MEDIA ARTS LAB / LOS ANGELES + OMD WORLDWIDE / LOS ANGELES

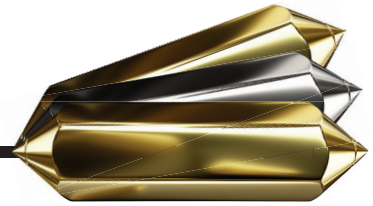
Apple	Behind the Mac	Integrated Integrated Branding Campaign	Bronze
Apple	Make Something Wonderful	Film Television & VOD – Long Form – Single	Silver
Apple	Share Your Gifts	Digital Craft Visual & Audio Craft – Animation	Gold
Apple	Welcome Home	Film Innovation in Film	Gold

TBWA\PARIS / BOULOGNE-BILLANCOURT

McDonald's	McDelivery	Print & Outdoor Craft – Photography	Gold
McDonald's	McDelivery	Print & Outdoor Newspaper – Campaign	Silver
McDonald's	McDelivery	Print & Outdoor Out-of-Home – Billboards & Transit – Campaign	Silver

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BY AGENCY

THE CYBERSMILE FOUNDATION / LONDON + ADAM&EVEDDB / LONDON

The Cybersmile Foundation	#TrollingIsUgly	Social Influencer Marketing Influencer Marketing – Single Channel	Best of Discipline
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THE NEW YORK PUBLIC LIBRARY / NEW YORK + MOTHER / NEW YORK

The New York Public Library	Insta Novels	Social Media Social Channel	Gold
The New York Public Library	Insta Novels	Social Media Craft – Use of Visuals	Gold
The New York Public Library	Insta Novels	Mobile Craft – Art Direction	Gold

THJNK ZÜRICH / ZURICH

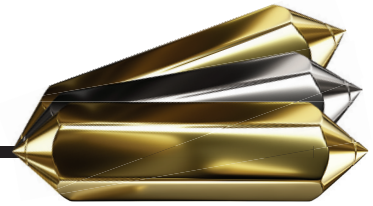
Pro Infirmis	We are all equal. And no one is more equal than anyone else.	Film Cinema Advertising	Gold
Pro Infirmis	We are all equal. And no one is more equal than anyone else.	Film Online Films & Video – Long Form – Single	Silver

VERIZON / NEW YORK

Verizon	Indycar "Fastest Instagram Stories"	Mobile Mobile-First Video – Under 3 Seconds	Silver
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BY AGENCY

VIRTUE / COPENHAGEN

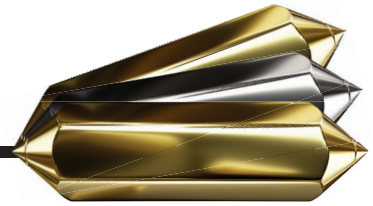
Carlings	adDRESS_THE_FUTURE	Interactive & Online Augmented, Virtual and Mixed Reality (AR, VR, MR)	Best of Discipline
Carlings	adDRESS_THE_FUTURE	Interactive & Online Innovation in Interactive	Gold
Carlings	adDRESS_THE_FUTURE	Mobile Augmented, Virtual and Mixed Reality (AR, VR, MR)	Silver
Carlings	adDRESS_THE_FUTURE	Digital Craft Innovation in Digital Craft	Bronze

VMLY&R / DUBAI

Interreligious Council in Bosnia & Herzegovina	One Book of Art	Print & Outdoor Promotional Items	Silver
Interreligious Council in Bosnia & Herzegovina	One Art	Print & Outdoor Craft – Art Direction	Gold
Interreligious Council in Bosnia & Herzegovina	One Art	Print & Outdoor Extended Campaign – Posters & Out of Home	Bronze
Interreligious Council in Bosnia & Herzegovina	One Art	Print & Outdoor Posters – Campaign	Bronze

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BY AGENCY

WE ARE UNLIMITED / CHICAGO + WE ARE UNLIMITED/THE MARKETING STORE / CHICAGO + DDB / NEW YORK + DDB CANADA / VANCOUVER

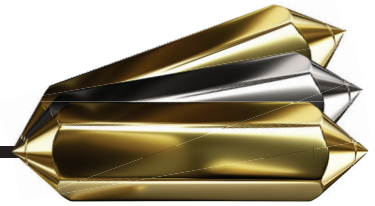
McDonald's	The Flip	Print & Outdoor Promotional Items	Gold
McDonald's	The Flip	Print & Outdoor Experiential & Installations – Single	Gold
McDonald's	The Flip	Experiential & Immersive Spaces & Immersive – Brand Installations	Gold
McDonald's	The Flip	Integrated Integrated Branding Campaign	Gold
McDonald's	The Flip	Integrated Brand Transformation	Gold
McDonald's	The Flip	Print & Outdoor Out-of-Home – P.O.P. & In-Store – Single	Silver
McDonald's	The Flip	Direct Marketing Out of Home – P.O.P. & In-Store	Silver
McDonald's	The Flip	Experiential & Immersive Events & Competitions	Silver

WIEDEN+KENNEDY / PORTLAND

KFC	The Return of Colonel Sanders 2018	Integrated Integrated Campaigns – Online	Gold
Nike	Nike Just Do It 'Dream Crazy'	Social Media Social Engagement – Community Building	Best of Discipline
Nike	Nike Just Do It 'Dream Crazy'	Print & Outdoor Out-of-Home – Billboards & Transit – Single	Best of Discipline
Nike	Nike Just Do It 'Dream Crazy'	Print & Outdoor Posters – Single	Gold
Nike	Nike Just Do It 'Dream Crazy'	Print & Outdoor Posters – Campaign	Silver
Nike	Nike Just Do It 'Dream Crazy'	Print & Outdoor Craft – Writing	Silver
Nike	Nike Just Do It 'Dream Crazy'	Social Media Craft – Writing	Bronze
Nike	Nike Just Do It 'Dream Crazy' Chicago Marathon	Print & Outdoor Magazine – Single	Bronze
Nike	Nike Just Do It 'Dream Crazy' Chicago Marathon	Print & Outdoor Out-of-Home – Billboards & Transit – Single	Bronze

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BY AGENCY

WIEDEN+KENNEDY / PORTLAND + JOINT EDITORIAL / PORTLAND

RXBAR	No B.S.	Print & Outdoor Out-of-Home – Billboards & Transit – Campaign	Bronze
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WIEDEN+KENNEDY / PORTLAND + JOINT EDITORIAL / PORTLAND + ANONYMOUS CONTENT / CULVER CITY

RXBAR	No B.S.	Integrated Integrated Branding Campaign	Bronze
RXBAR	No B.S.	Film Online Films & Video – Short Form – Campaign	Bronze

WIEDEN+KENNEDY / PORTLAND + NIKE / BEAVERTON

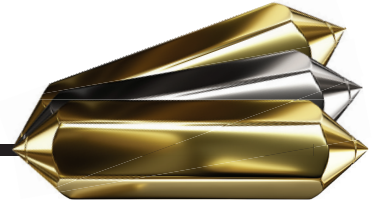
Nike	Nike Just Do It Dream Crazier	Film Television & VOD – Long Form – Single	Silver
Nike	Nike Just Do It 'Dream Crazy'	Film Television & VOD – Varying Length Campaign	Gold

WIEDEN+KENNEDY / PORTLAND + NIKE / BEAVERTON + PARK PICTURES / LOS ANGELES + JOINT / PORTLAND

Nike	Nike Just Do It 'Dream Crazy'	Film Television & VOD – Long Form – Campaign	Gold
Nike	Nike Just Do It 'Dream Crazy'	Film Television & VOD – Long Form – Single	Gold

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BY AGENCY

WIEDEN+KENNEDY / SÃO PAULO

Old Spice	The Endless Ad	Film Innovation in Film	Silver
Old Spice	The Endless Ad	Film Online Films & Video – Long Form – Single	Silver
Old Spice	The Endless Ad	Interactive & Online Online Video – Online-only Video – Single	Silver
Old Spice	The Endless Ad	Film Television & VOD – Long Form – Single	Bronze

WUNDERMAN THOMPSON / SYDNEY

Berlei	Serena: I Touch Myself Project	Social Influencer Marketing Influencer Marketing – Multi-Channel	Bronze
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