

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



The One Club for Creativity is pleased to announce the early shortlist for The One Show 2022.

This list includes all the entries submitted in the first two deadlines (October 29 and December 31, 2021), that have made it past the first round of judging. They will now be considered in the second round, where the jury will determine the winners.

Please note that shortlisted entries are not guaranteed an award, either Pencil or Merit.

A shortlist for the regular and extended deadline entries will be released in early April.

The Finalist list (entries awarded Pencils and Merits) for The One Show 2022 will be released in late April.

The One Show awards will be revealed on Friday, May 20, during Creative Week (May 16–20). More information will be announced soon.

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Not included in this release:

Penta Pencil

This award will be released with the winners in May.

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2022

BRAND-SIDE / IN-HOUSE

Beta Collective / Sao Paulo + Estúdio Casa da Árvore / Sao Paulo + Irmãos Meirelles / Sao Paulo + 100 Limites Filmes / Rio de Janeiro	Brand-Side Initiated & Originated Projects	Cerveza Patagonia	The Mountain Intervention
BYJU'S / Bengaluru + Dora Digs / Mumbai	Brand-Side Initiated & Originated Projects	BYJU'S	Master Ji - A Teachers' Day Tribute
Dare Digital Limited / London	Customer Experience (CX)	Diageo	Message in a Bottle
ID8, In-House Agency for NortonLifeLock / San Francisco + Tool of North America / Los Angeles	Content Series	NortonLifeLock / Norton	"Opt-in" Campaign
Innocean Worldwide / Seoul + Hyundai Motor Group / Seoul	Brand-Side Initiated & Originated Projects	Hyundai Motor Group	Little Big e-Motion
INNOCEAN Worldwide Europe / Berlin + Amber Alert Europe / Brussels + BEYOND.one / Hamburg + DaHouse Audio / Berlin	Social Impact	Amber Alert Europe	Dance Against Predators
OLIVER Agency / London	Brand-Side Initiated & Originated Projects	the Guardian	Guardian 200 Years, a Work in Progress
OPPO / Shenzhen + Sauvage / Barcelona	Brand-Side Initiated & Originated Projects	OPPO Reno5	Picture Life Together
RT Creative Lab / Moscow	Content Series	RT	Children of the Siege: VR Sketches
RT Creative Lab / Moscow + Red Collar / Voronezh	Brand-Side Initiated & Originated Projects	RT	The Endless Letter: Web Experience
Stella & Chewy's / Oak Creek	Brand-Side Initiated & Originated Projects	Stella & Chewy's	The Transporters
Tencent in house / Shenzhen	Brand-Side Initiated & Originated Projects	Tencent Youth Science Festival	POSTER-POSTCARD- POST IT
Tencent in house / Shenzhen + A Feature Works Production	Brand World Creation	Tencent Medical Enlightenment Summit	THE WAR ON DISEASE
Tencent in house / Shenzhen + Stink Studios / Shanghai	Customer Experience (CX)	Tencent WE Summit	PALE BLUE DOT
Tencent in house / Shenzhen + Stink Studios / Shanghai	Brand-Side Initiated & Originated Projects	Tencent WE Summit	PALE BLUE DOT

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BRAND-SIDE / IN-HOUSE

Tencent in house / Shenzhen + Treadom	Brand Partnerships	Dunhuang Academy + Tencent Pictures	DUBBING THE MOVIE
Tencent in house / Shenzhen + Treadom	Customer Experience (CX)	The Palace Museum + Tencent Lab	RELICS SOLITAIRE
Yandex Magic Camp / Moscow	Social Impact	Yandex Market	Cardboard Media
Yandex Magic Camp / Moscow	Customer Experience (CX)	Yandex Market	Cardboard Media
Yandex Magic Camp / Moscow	Brand-Side Initiated & Originated Projects	Yandex Market	Cardboard Media

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BRANDED ENTERTAINMENT

180LA / Los Angeles + Cox Communications / Atlanta	Innovation in Lockdown	Cox Communications	Drawn Closer
180LA / Los Angeles + Cox Communications / Atlanta	Craft – Use of Technology	Cox Communications	Drawn Closer
180LA / Los Angeles + Cox Communications / Atlanta	Long Form Video – Single	Cox Communications	Drawn Closer
180LA / Los Angeles + Cox Communications / Atlanta	Short Form Video – Single	Cox Communications	Drawn Closer
72andSunny / Los Angeles + Unit9 Films Inc. / Los Angeles	Experiential – In-Person Events	Activision / Call of Duty	Theater of War
Alkemy / Milan + Barilla / Parma + Jackleg Studio / Milan	Long Form Video – Single	Barilla	Carebonara
BBDO Belgium / Brussels	Experiential – Virtual Events	Decathlon	The Breakaway
BBDO Belgium / Brussels	Games / Gaming	Decathlon	The Breakaway
BETC HAVAS / São Paulo + HERSHEY's Br / São Paulo	Brand Partnerships	Hershey's Br	HerShe 2021
BYJU'S / Bengaluru + Dora Digs / Mumbai	Long Form Video – Single	BYJU'S	Master Ji - A Teachers' Day Tribute
Commonwealth McCANN / Bogota	Full Length Video – Single or Series / Episodic	General Motors / Chevrolet	Lost Roads
Cruise / San Francisco + Avocados & Coconuts / San Francisco + One Union / San Francisco + Mission Film & Design / San Francisco	Short Form Video – Single	Cruise	Poppy & The City
DDB GROUP + Hastings Audio Network + Optix Post Production	Innovation in Branded Entertainment	Telekom Deutschland	BEETHOVEN X - THE AI PROJECT
DDB GROUP + Hastings Audio Network + Optix Post Production	Craft – Use of Technology	Telekom Deutschland	BEETHOVEN X - THE AI PROJECT
DDB GROUP + Hastings Audio Network + Optix Post Production	Audio	Telekom Deutschland	BEETHOVEN X - THE AI PROJECT
dentsuMB Taiwan / Taipei	Long Form Video – Single	Sinyi Realty	In Love We Trust

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BRANDED ENTERTAINMENT

dentsuMB Taiwan / Taipei + PALACE PRODUCTION / Taipei City	Long Form Video – Single	Kingston Taiwan	Memories Empower
GOODSTUPH Thailand / Bangkok + Fire Tiger by Seoulcialclub / Bangkok + LINE MAN and Wongnai / Bangkok + Chamni's Eye Creative Production / Bangkok	Brand Partnerships	Netflix + Fire Tiger + LINE MAN	Giving Fans A Taste of Kingdom
Gullers Grupp	Short Form Video – Series / Episodic	Trafikverket	Lord of the Rails
Handplayed / Sofia	Music Videos	Hug or handshake	Once Upon a Pink Sedan - Playable Music Videos
Independent Media / Culver City + Madwell / Brooklyn + Lost Planet / New York + Moving Picture Company / New York	Short Form Video – Single	Verizon	The Reset
INNOCEAN Worldwide Europe / Berlin + Amber Alert Europe / Brussels + BEYOND.one / Hamburg + DaHouse Audio / Berlin	Audio	Amber Alert Europe	Dance Against Predators
Krungsri Auto - Bank of Ayudhya PLC / Bangkok + TBWA\Thailand / Bangkok + Suneta House / Bangkok	Long Form Video – Single	Krungsri Auto / Car4Cash	ComeBack
M&C Saatchi / Sydney + Song Zu / Sydney + Facebook / Sydney + Zebrar / Sydney	Craft – Use of Technology	BIG W	Craft, Camera, Action!
M&C Saatchi / Sydney + Song Zu / Sydney + Facebook / Sydney + Zebrar / Sydney	User-Generated Content	BIG W	Craft, Camera, Action!
M&C Saatchi / Sydney + The Minderoo Foundation (Thrive by Five initiative) / Perth + Bohemia Group / Sydney + FINCH / Sydney	Long Form Video – Single	The Minderoo Foundation (Thrive by Five Initiative)	Thrive by Five
McCann Tech / Tel Aviv + McCann Enterprise / London	Craft – Art Direction	Amdocs	Make It Amazing

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BRANDED ENTERTAINMENT

MediaCom Creative Systems / New York + MediaMonks / New York + Partizan / New York + UMG FOR BRANDS / Santa Monica	Experiential – Virtual Events	The Pokémon Company International	P25 Music
MediaCom Creative Systems / New York + MediaMonks / New York + Partizan / New York + UMG FOR BRANDS / Santa Monica	Music Videos	The Pokémon Company International	P25 Music
MediaCom Creative Systems / New York + MediaMonks / New York + Partizan / New York + UMG FOR BRANDS / Santa Monica	Long Form Video – Single	The Pokémon Company International	P25 Music
Mischief @ No Fixed Address + Strike Anywhere Productions + Miller Genuine Draft	Experiential – Virtual Events	Miller Genuine Draft	Seltzer Launch
Ogilvy Mumbai / India + Hindustan Unilever Limited / Mumbai + Chrome Pictures	Short Form Video – Single	HUL	Dove#StopTheBeautyTest
Ogilvy Taiwan / Taipei	Long Form Video – Single	PXMART/OFF COFFEE	BLACK HOLE
OPPO / Shenzhen + The Eye Advertising & Film Production / Shanghai	Long Form Video – Single	OPPO Reno5	Unspoken Love
Red Border by TIME + LEGO	Brand Partnerships	LEGO, TIME	Iconic Covers by TIME Rebuilt by LEGO
Rethink + Over The Bridge	Audio	Over The Bridge	Lost Tapes Of The 27 Club
RT Creative Lab / Moscow	Long Form Video – Single	RT	Children of the Siege: VR Sketches
SENSORIUM / Zug	Music Videos	SENSORIUM	THE CHOSEN ONES
SERVICEPLAN GERMANY / Munich	Long Form Video – Single	PENNY	The Wish
SOUR / Bangkok + FoolHouse Production / Bangkok + White Light Post Co. / Bangkok + Jungka / Bangkok	Brand Partnerships	Netflix / BRAVO! Studios / GMM Studios International	GFNW Entertainment
SOUR / Bangkok + FoolHouse Production / Bangkok + White Light Post Co. / Bangkok + Jungka / Bangkok	Full Length Video – Single or Series / Episodic	Netflix / BRAVO! Studios / GMM Studios International	GFNW Entertainment

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BRANDED ENTERTAINMENT

Tencent in house / Shenzhen + Stink Studios / Shanghai	Innovation in Lockdown	Tencent WE Summit	PALE BLUE DOT
Tencent in house / Shenzhen + Treedom	Brand Partnerships	Dunhuang Academy + Tencent Pictures	DUBBING THE MOVIE
The Leo Burnett Group Thailand / Bangkok + Netflix / Bangkok + Eightfinityfilm / Bangkok + Newbrain Post / Bangkok	Experiential – Brand Installations	Netflix	The Billboard Remains
This Film Studio @ M&C Saatchi / Sydney + M&C Saatchi / Sydney + This Film / Sydney + Neon Jane / Sydney	Full Length Video – Single or Series / Episodic	Virtus Health	Misunderstandings of Miscarriage
thjnk Zürich / Zürich + Ateo / Zürich	Mobile Apps	Ochsner Sport	Runtime
thjnk Zürich / Zürich + Ateo / Zürich	Audio	Ochsner Sport	Runtime
UltraSuperNew / Tokyo	Long Form Video – Single	SKYN	Can Love Be Our GPS?
UltraSuperNew / Tokyo	Short Form Video – Single	SKYN	Soft Love, Brings Us Closer.
Voskhod	Brand Partnerships	Ural Opera Ballet	Beer Ballet
Voskhod + Daddy's Film Production / Moscow + SPOT Production / Moscow + HALAL / Amsterdam	Music Videos	Russian LGBT Network	We Will Become Better
Voskhod + Daddy's Film Production / Moscow + SPOT Production / Moscow + HALAL / Amsterdam	Long Form Video – Single	Russian LGBT Network	We Will Become Better
William Grant & Son's / New York + Two One Five Entertainment + There We Go Films / New York + Quaker City Mercantile / Philadelphia	Long Form Video – Series / Episodic	The Balvenie Single Malt Scotch Whisky	Quest for Craft
Zavalita Brand Building / Lima + Agosto / Lima + Cine70 / Lima	Innovation in Lockdown	Scotiabank	The Halftime
ZEBRA HERO / Moscow + KION / Moscow	Short Form Video – Single	KION	Stories that surprise

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CREATIVE EFFECTIVENESS

BooneOakley / Charlotte + StarMed Healthcare / Charlotte	Creative Effectiveness – CSR	StarMed Healthcare	Wilmore Funeral Home
COPA90 / London + AB InBev / New York + Deutsch / New York + Hill+Knowlton Strategies / London	Creative Effectiveness – Consumer / Brand	AB InBev	Messi's 644 toast to the goalkeepers
DDB Canada / Toronto + Alfredo Films / Toronto + Sauce Digital / Toronto + Vapor Music / Toronto	Single Country or Region – Non-Profit / Charity	OBHS (Ontario Black History Society)	#BlackedOutHistory
DDB Canada / Toronto + Alfredo Films / Toronto + Sauce Digital / Toronto + Vapor Music / Toronto	Creative Effectiveness – Non-Profit / Charity	OBHS (Ontario Black History Society)	#BlackedOutHistory
Diario La Prensa / managua	Single Country or Region – Non-Profit / Charity	Diario LA PRENSA	OUT OF INK
Inbrax / Santiago	Multi-Country or Global – Non-Profit / Charity	Techo Latam	Settlements (Favelas)
Ken-Tsai Lee Design Lab / Taipei	Single Country or Region – Non-Profit / Charity	TSUEI MA MA Foundation for Housing & Community Services	Celestial Dragons House
M&C Saatchi / Sydney + The Minderoo Foundation (Thrive by Five initiative) / Perth + Bohemia Group / Sydney + FINCH / Sydney	Multi-Country or Global – Non-Profit / Charity	The Minderoo Foundation (Thrive by Five Initiative)	Thrive by Five
M&C Saatchi / Sydney + The Minderoo Foundation (Thrive by Five initiative) / Perth + Bohemia Group / Sydney + FINCH / Sydney	Creative Effectiveness – Non-Profit / Charity	The Minderoo Foundation (Thrive by Five Initiative)	Thrive by Five
Mischief @ No Fixed Address + Kraft + Alison Brod Marketing + Communications + PlayTime Media	Single Country or Region – Consumer / Brand	Kraft	Send Noods
Mischief @ No Fixed Address + Represent Us + Dini Von Mueffling Consulting + Futuring Machine	Single Country or Region – Non-Profit / Charity	Represent Us	Dictators
Ogilvy Gurgaon/India	Creative Effectiveness – CSR	Coca-Cola India	Wear your taunt

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CREATIVE EFFECTIVENESS

Ogilvy Mumbai / India + Hindustan Unilever Limited / Mumbai + Chrome Pictures	Single Country or Region – CSR	HUL	Dove#StopTheBeautyTest
Ogilvy Mumbai / India + Hindustan Unilever Limited / Mumbai + Chrome Pictures	Creative Effectiveness – CSR	HUL	Dove#StopTheBeautyTest
Ogilvy Mumbai / India + Mondelez	Single Country or Region – CSR	Mondelez	Shah Rukh Khan-My-Ad
Ogilvy Mumbai / India + Mondelez	Creative Effectiveness – CSR	Mondelez	Shah Rukh Khan-My-Ad
Ogilvy Mumbai / India + Mondelez + Wavemaker / Mumbai	Single Country or Region – Consumer / Brand	Mondelez	Cadbury #GoodLuckGirls
Ogilvy Taiwan / Taipei	Creative Effectiveness – Consumer / Brand	IKEA	Animal Crossing Catalog
OLIVER / U-Studio / London	Single Country or Region – Consumer / Brand	Lynx / Unilever	Lynx Africa, Hot Since '95
OLIVER / U-Studio / London	Creative Effectiveness – Consumer / Brand	Lynx / Unilever	Lynx Africa, Hot Since '95
RT Creative Lab / Moscow	Single Country or Region – Non-Profit / Charity	RT	#VictoryPages: Social Media History
Saatchi & Saatchi / New York + Spark Foundry / New York + MSL Group / New York	Single Country or Region – Consumer / Brand	Goldfish	Go For The Handful
Saatchi & Saatchi / New York + Spark Foundry / New York + MSL Group / New York	Creative Effectiveness – Consumer / Brand	Goldfish	Go For The Handful
TBWA\Istanbul / Istanbul + Public Film / Istanbul	Creative Effectiveness – Non-Profit / Charity	We Will Stop Femicide Platform	Invisible Petitions
TBWA\Switzerland / Zürich	Creative Effectiveness – Consumer / Brand	Porsche	Porsche Taycan - Tesla Targeting
VMLY&R / Lima + Liga Contra el Cáncer / Lima + Zumba / Lima + Orange 360 / Lima	Single Country or Region – Non-Profit / Charity	League Against Cancer	The League Among all Leagues

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CREATIVE EFFECTIVENESS

Zavalita Brand Building / Lima + Humanimal / Lima + Locomotor Espacio Visual / Lima	Creative Effectiveness – Consumer / Brand	Oncosalud	Disappearance
Zavalita Brand Building / Lima + La Sonora / Lima + Cine70 / Lima	Single Country or Region – Consumer / Brand	Oncosalud	Help us disappear

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2022

CREATIVE USE OF DATA

Cheil Worldwide / Seoul + T map Mobility / Seoul + The Shot / Seoul + Boxtree Co. / Jeju	Innovation in Lockdown	JEJU TRAVEL ORGANIZATION	SLOW ROAD
Cheil Worldwide / Seoul + T map Mobility / Seoul + The Shot / Seoul + Boxtree Co. / Jeju	Storytelling	JEJU TRAVEL ORGANIZATION	SLOW ROAD
DDB GROUP + Hastings Audio Network + Optix Post Production	Use of Technology	Telekom Deutschland	BEETHOVEN X - THE AI PROJECT
DDB GROUP + Hastings Audio Network + Optix Post Production	Experiential & Immersive	Telekom Deutschland	BEETHOVEN X - THE AI PROJECT
Decoded Advertising / New York	Targeting	Visa	Visa US eCommerce Zero Liability Campaign
DENTSU / Tokyo + Qosmo / Tokyo + Dentsu Creative X / Tokyo	Storytelling	UNLABELED, NEXUSVII.	Camouflage Against the Machines
Grey Colombia / Bogota + Greenpeace Colombia / Bogota	Real-Time Data	Greenpeace Colombia	Earth is saying
Grey Colombia / Bogota + Greenpeace Colombia / Bogota	Social Media	Greenpeace Colombia	Earth is saying
Havas Worldwide Portugal / Lisbon + Estúdio Casa da Árvore / São Paulo + Fast Forward / Lisbon + Garage Films / Lisbon	Data Visualization – Static	Raparigas da Bola	The Day-After-Women's-Day Newspapers
Innocean Worldwide / Seoul + Hyundai Motor Group / Seoul	Use of Technology	Hyundai Motor Group	Little Big e-Motion
Innocean Worldwide / Seoul + Hyundai Motor Group / Seoul	Experiential & Immersive	Hyundai Motor Group	Little Big e-Motion
Innocean Worldwide / Seoul + Hyundai Motor Group / Seoul	Data Visualization – Dynamic / Responsive	Hyundai Motor Group	Little Big e-Motion
INNOCEAN Worldwide Europe / Berlin + Kia Company / Seoul + Marshmallow Laser Feast / London	Innovation in Data	Kia Corporation	Kia Inspiring Billboards

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2022

CREATIVE USE OF DATA

Kolle Rebbe / Hamburg + WWF Germany / Berlin	Data Visualization – Dynamic / Responsive	WWF Germany	N4TURE'S NUMB3R5
Kolle Rebbe / Hamburg + WWF Germany / Berlin	Data Visualization – Static	WWF Germany	N4TURE'S NUMB3R5
Mischief @ No Fixed Address + Alpha Foods + Leap Grow	Real-Time Data	Alpha Foods	Chickenflation
Mischief @ No Fixed Address + Alpha Foods + Leap Grow	Storytelling	Alpha Foods	Chickenflation
Ogilvy Mumbai / India + Mondelez	Innovation in Data	Mondelez	Shah Rukh Khan-My-Ad
Ogilvy Mumbai / India + Mondelez	Use of Technology	Mondelez	Shah Rukh Khan-My-Ad
Ogilvy Mumbai / India + Mondelez	Experiential & Immersive	Mondelez	Shah Rukh Khan-My-Ad
Ogilvy Mumbai / India + Mondelez	Targeting	Mondelez	Shah Rukh Khan-My-Ad
Ogilvy Mumbai / India + MTV / Mumbai	Use of Technology	MTV + ARDSI	Memory Karaoke
Ogilvy Mumbai / India + MTV / Mumbai	Real-Time Data	MTV + ARDSI	Memory Karaoke
RT Creative Lab / Moscow + Red Collar / Voronezh	Storytelling	RT	The Endless Letter: Web Experience
TBWA Hunt Lascaris / Johannesburg + Produce Sound + SAMISH / Johannesburg	Use of Technology	Nissan South Africa	Shwii by Nissan
TBWA Hunt Lascaris / Johannesburg + Produce Sound + SAMISH / Johannesburg	Real-Time Data	Nissan South Africa	Shwii by Nissan
TBWA\Switzerland / Zürich	Targeting	Porsche	Porsche Taycan - Tesla Targeting
Tencent in house / Shenzhen + Treedom	Use of Technology	The Palace Museum + Tencent Lab	RELICS SOLITAIRE
Tencent in house / Shenzhen + Treedom	Data Visualization – Dynamic / Responsive	The Palace Museum + Tencent Lab	RELICS SOLITAIRE

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2022

DESIGN

33 and Branding / Beijing	Craft – Art Direction	XIANJI	“%” Themed Bottle
ACC ART BOOKS / Suffolk County	Editorial – Books	Leng Bingchuan	Master of Chinese Black & White Art Leng Bingchuan
Appnovation / Vancouver + ASCD / Philadelphia	Branding – Logo	ASCD	ASCD
Arcana Academy / Los Angeles	Promotional – Posters – Series	Balloon Brigade	Balloons Kill
ArtHouse Design / Denver +	Out of Home – Brand Installations	Colfax Ave	Colfax Ave
Bai Fengkun / Beijing +	Editorial – Books	Mugui Culture	A must-read book selected by Jin Shengtan
Bedow / Stockholm + Jaktar / Saint Petersburg	Branding – Identity System	Jaktar	Engineered for Exploration
beierarbeit / Bielefeld + Theatre / Bielefeld	Typography – Static	Theatre Bielefeld	Hemmungslose Freundlichkeit
Blok Design / Toronto + MOCA / Toronto	Editorial – Books	MOCA	GTA21
Bratus Agency / Ho Chi Minh + Stella Pharm / Ho Chi Minh	Packaging – Mass-market	Stella Pharm	Stella Pharm Packaging
BVD / Stockholm + Photographer Roland Persson / Stockholm + ProViva AB / Stockholm	Packaging – Mass-market	ProViva	New Visual identity & Packaging Design, ProViva
Cheil Worldwide / Seoul + T map Mobility / Seoul + The Shot / Seoul + Boxtree Co. / Jeju	Digital Design	JEJU TRAVEL ORGANIZATION	SLOW ROAD
Dare Digital Limited / London	Promotional – Booklets & Brochures	Calgary Foundation	Perspective Shift
Day Day Up Design Consultancy / Zhongshan	Editorial – Books	Day Day Up Design Consultancy	Kuang Ke
Day Day Up Design Consultancy / Zhongshan	Promotional – Posters – Series	Qingdao International Beer Festival	Red face and red nose
Day Day Up Design Consultancy / Zhongshan	Promotional – Posters – Single	Shen Zhen Public Service Advertising	Smoking Causes Impotence

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DESIGN

DDB Mudra Group / Mumbai	Packaging – Specialty	McDonald's	EatQual
DENTSU / Tokyo	Craft – Illustration	TOKAI POLYTECHNIC COLLEGE	Connect with the foundation.
DENTSU / Tokyo	Craft – Art Direction	TOKAI POLYTECHNIC COLLEGE	Connect with the foundation.
DENTSU / Tokyo	Promotional – Posters – Series	TOKAI POLYTECHNIC COLLEGE	Connect with the foundation.
DENTSU / Tokyo + 6kai / Tokyo + TAKI Corporation / Tokyo + Hiromura Design Office / Tokyo	Branding – Identity System	The Tokyo Organising committee of the Olympic and Paralympic Games	TOKYO 2020 Look of the Games
DENTSU / Tokyo + ADBRAIN / Tokyo	Craft – Art Direction	Dentsu Advertising Awards Selection Council /Dentsu Advertising 74th Awards	The engaging discipline of brands
DENTSU / Tokyo + ADBRAIN / Tokyo + Dentsu Creative X / Tokyo	Craft – Animation	Dentsu Advertising Awards Selection Council /Dentsu Advertising 74th Awards	The engaging discipline of brands
DENTSU / Tokyo + ADBRAIN / Tokyo + Dentsu Creative X / Tokyo	Moving Image – Single	Dentsu Advertising Awards Selection Council /Dentsu Advertising 74th Awards	The engaging discipline of brands
DENTSU / Tokyo + AOI Pro. / Tokyo + CONNECTION / Tokyo + INITIAL / Tokyo	Innovation in Design	QD Laser / RETISSA SUPER CAPTURE	With My Eyes
DENTSU / Tokyo + CEKAI / Tokyo + TYO MONSTER / Tokyo + Hiromura Design Office / Tokyo	Craft – Art Direction	The Tokyo Organising committee of the Olympic and Paralympic Games	TOKYO 2020 Sport Pictograms
DENTSU / Tokyo + Dentsu Creative X / Tokyo	Promotional – Posters – Series	ALE Co., Ltd.	FLIP TO SPACE
DENTSU / Tokyo + Dentsu Creative X / Tokyo	Branding – Corporate Communications	ALE Co., Ltd.	FLIP TO SPACE

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DESIGN

DENTSU / Tokyo + J.C.SPARK / Tokyo + TONE UP / Tokyo	Promotional – Posters – Series	THE HOKKOKU SHIMBUN / Kanazawa High School Sumo Tournament	Pierce a Headwind
DENTSU / Tokyo + Plug / Tokyo + NISSHO / Tokyo	Craft – Illustration	ASAHIYAKI	Nights By The Lake
DENTSU / Tokyo + Plug / Tokyo + NISSHO / Tokyo	Promotional – Booklets & Brochures	ASAHIYAKI	Nights By The Lake
DENTSU / Tokyo + Qosmo / Tokyo + Dentsu Creative X / Tokyo	Innovation in Design	UNLABELED, NEXUSVII.	Camouflage Against the Machines
DENTSU / Tokyo + TAKI CORPORATION / Tokyo	Craft – Art Direction	NIKKEI	Creative Filtration
DENTSU / Tokyo + TAKI CORPORATION / Tokyo	Promotional – Booklets & Brochures	NIKKEI	Creative Filtration
DENTSU / Tokyo + TAKI CORPORATION / Tokyo	Branding – Branded Item	NIKKEI	Creative Filtration
DENTSU AD-GEAR / Tokyo + DENTSU / Tokyo	Promotional – Booklets & Brochures	Kai Corporation.	FIRST SHAVE BOOK
dentsu.inc / Tokyo + GEEK PICTURES / Tokyo	Service Design / Customer Experience	3cm market	3cm market
Design by AO / Shenzhen	Packaging – Specialty	A Tea Store	Full Moon Tea Gift
Design by AO / Shenzhen	Branding – Identity System	Shenzhen XueFuDao Education Co.	XueFuDao Education
Diario La Prensa / managua + TBWA Nicaragua / managua	Editorial – Magazines & Newspapers	Diario LA PRENSA	OUT OF INK
Emunah WIner / Tel Aviv	Branding – Rebranding	Olami	Olami Rebranding
Future Power Station / LONDON	Moving Image – Single	NETFLIX	Netflix Sex Education Episode 7 animated title
George P. Johnson Experience Marketing / Auburn Hills + G7 Entertainment Marketing / Nashville + Shoptology / Dallas	Spatial Design – Architecture	Gibson	Gibson Garage

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DESIGN

George P. Johnson Experience Marketing / New York + Active Theory / Los Angeles	Digital Design	IBM	Watson: The Harmonic State
HAKUTEN / Tokyo + Panoramatik / Tokyo	Spatial Design – Architecture	Yokosuka City	THE AXIS OF PEACE
Havas Middle East / Dubai + Jack Morton / Dubai	Spatial Design – Experiential & Immersive	adidas	Liquid Billboard
Havas Worldwide Portugal / Lisbon + Estúdio Casa da Árvore / São Paulo + Fast Forward / Lisbon + Garage Films / Lisbon	Data Visualization – Static or Dynamic	Raparigas da Bola	The Day-After-Women's-Day Newspapers
HOY.Co / Bogota	Promotional – Collateral Items	Cencosud/Metro	Teaching Bags
Ideafine / Xi'an	Packaging – Mass-market	Ideafine	Jiaokui Liquor
Innocean Worldwide / Seoul + Hyundai Motor Group / Seoul	Out of Home – Brand Installations	Hyundai Motor Group	Little Big e-Motion
INNOCEAN Worldwide Europe / Berlin + Kia Company / Seoul + Marshmallow Laser Feast / London	Moving Image – Single	Kia Corporation	Kia Inspiring Billboards
INNOCEAN Worldwide Europe / Berlin + Kia Company / Seoul + Marshmallow Laser Feast / London	Data Visualization – Static or Dynamic	Kia Corporation	Kia Inspiring Billboards
jaeger & jaeger / Überlingen	Branding – Identity System	Metropolitankapitel Köln / Cologne Cathedral	Corporate design for Cologne Cathedral
Joe Public	Promotional – Collateral Items	Castle Milk Stout	Clan Beat
Joe Public	Promotional – Posters – Series	Converse	Unity Laces
Jonathan Heyer / Zurich + CRK / Basel	Craft – Photography	Pro Infirmis	#LikeYouAndMe
Ken-Tsai Lee Design Lab / Taipei	Spatial Design – Experiential & Immersive	TSUEI MA MA Foundation for Housing & Community Services	Celestial Dragons House
Knowit / Oslo	Branding – Rebranding	Glamox	Glamox - Your Source of Light

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DESIGN

Kolle Rebbe / Hamburg + Deutsche Sport Marketing / Frankfurt/Main + German Olympic Sports Confederation / Frankfurt/Main	Out of Home – Brand Installations	Deutsche Sport Marketing / German Olympic Sports Confederation	Tokyo Tree
Kolle Rebbe / Hamburg + German Olympic Sports Confederation / Frankfurt/Main	Promotional – Collateral Items	German Olympic Sports Confederation	#ShowUsEqual
Kolle Rebbe / Hamburg + WWF Germany / Berlin	Data Visualization – Static or Dynamic	WWF Germany	N4TURE'S NUMB3R5
Leo Burnett / London	Craft – Illustration	McDonald's	Lights On
Leo Burnett / London	Out of Home – Series	McDonald's	Lights On
Leo Burnett / London	Promotional – Posters – Series	McDonald's	Lights On
LINLIN Design Studio / BEIJING	Editorial – Books	LINLIN Design Studio	A SHOWY LIFE
LINLIN Design Studio / BEIJING	Editorial – Books	LINLIN Design Studio	STORIES HIDDEN IN CHINESE CHARACTERS
Liveright / W. W. Norton & Company / New York	Editorial – Books	Liveright / W. W. Norton & Company	The Lyrics, Paul McCartney
M-N Associates / Ho Chi Minh City	Packaging – Mass-market	PetChoy	Spark the new "Choy"?
M-N Associates / Ho Chi Minh City	Branding – Rebranding	PetChoy	Spark the new "Choy"?
McCann Health / New York + McCann Health Brazil / Sao Paolo	Innovation in Design	Astra Zeneca	The CO2 Inhaler
McCann Health / New York + McCann Health Brazil / Sao Paolo	Packaging – Specialty	Astra Zeneca	The CO2 Inhaler
Mint Brand Design / Beijing	Digital Design	BIFT	BIFT GRADUATION SEASON 2020 ONLINE
Mint Brand Design / Beijing	Editorial – Books	BIFT	BIFT GRADUATION WORKS BA, CLASS OF 2021
Mint Brand Design / Beijing	Branding – Identity System	GUARDIAN	2021 GUARDIAN ART BOOK FAIR
Mutant / Antwerp	Craft – Illustration	Roularta - Flair	Happy Ending

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



2022

DESIGN

Nanjing Han Qing Tang Design / Nanjing	Editorial – Books	Cultural Development Press	Collection of Qu Yuan
Nanjing Han Qing Tang Design / Nanjing	Editorial – Books	Phoenix Fine Arts Publishing	Hanbooks 17
nez&pez / Charlotte + Luis Erazo Studio / Atlanta	Craft – Photography	Freedom's Edge Cider	The flavor within
Ogilvy Gurgaon/India	Promotional – Collateral Items	Coca-Cola India	Wear your taunt
Ogilvy Gurgaon/India	Craft – Illustration	Pernod Ricard India / Chivas	The Steps of Luxury
Ogilvy Gurgaon/India	Craft – Art Direction	Pernod Ricard India / Chivas	The Steps of Luxury
Ogilvy Gurgaon/India	Out of Home – Series	Pernod Ricard India / Chivas	The Steps of Luxury
Ogilvy Gurgaon/India	Packaging – Specialty	Pernod Ricard India / Chivas	The Steps of Luxury
Ogilvy Taiwan / Taipei	Promotional – Booklets & Brochures	IKEA	Dollar Catalogue
Ogilvy Taiwan / Taipei	Editorial – Digital Publications	IKEA	Dollar Catalogue
OLIVER / U-Studio / London	Branding – Identity System	The Vegetarian Butcher / Unilever	The Vegetarian Butcher 'Ding Dog'
Paprika / Montréal	Promotional – Posters – Series	Bourgie Hall	BOURGIE HALL - 10th anniversary
Paprika / Montréal	Packaging – Mass-market	Distillerie Grand Dérangement	PETITE EAU - Organic Vodka
Paprika / Montréal	Packaging – Mass-market	Distillerie Grand Dérangement	SAGE - Organic Aged Gin
PARTY / Tokyo + I&CO / Tokyo + P.I.C.S. / Tokyo + 1inc. / Tokyo	Moving Image – Single	The Pokémon Company	Pokémon Ryuosen 2022 Opening Act
Phantom Studios / London + Zendesk / London	Digital Design	Zendesk	The Museum of Annoying Experiences
Phoenix Education Publishing / Nanjing	Editorial – Books	Yang Mingyi	Sailing my Heart

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



2022

DESIGN

Plotter Drawing / Tokyo + Qosmo / Tokyo + SHOEI / Tokyo	Typography – Static	Plotter Drawing	4D DRAWING
Red Border by TIME + LEGO	Craft – Art Direction	LEGO, TIME	Iconic Covers by TIME Rebuilt by LEGO
RESET / San Pedro Garza Garcia	Editorial – Books	Universidad de Monterrey	Libro Postales UDEM
Rethink + Fondation Émergence	Promotional – Collateral Items	Fondation Émergence	Colours Of Pride
Rethink + Kraft Heinz	Promotional – Posters – Series	Kraft Heinz Canada	Made With Heinz
Rethink + National Magazine Awards Foundation	Promotional – Posters – Series	National Magazine Awards Foundation	National Magazine Awards Identity
Rethink + National Magazine Awards Foundation	Promotional – Posters – Single	National Magazine Awards Foundation	National Magazine Awards Identity
Rethink + National Magazine Awards Foundation	Branding – Identity System	National Magazine Awards Foundation	National Magazine Awards Identity
RT Creative Lab / Moscow + Bankov Posters / Prague	Promotional – Posters – Series	RT	100 Years of Russian Constructivism
RT Creative Lab / Moscow + Bankov Posters / Prague	Promotional – Posters – Series	RT	VKHUTEMAS. ACADEMY: Poster-series
RT Creative Lab / Moscow + Red Collar / Voronezh	Digital Design	RT	The Endless Letter: Web Experience
Ruf Lanz / Zurich	Promotional – Posters – Series	Wolti-Furrer Fine Art Transport	When art has to move.
Saatchi & Saatchi Ukraine / Kiyv + KyivPride / Kiyv + Dronarium / Kiyv	Out of Home – Single	KyivPride	Motherland Pride
SERVICEPLAN GERMANY / Munich	Out of Home – Series	MINI	MINImalism
SERVICEPLAN GERMANY / Munich	Promotional – Print Advertisements	MINI	MINImalism
SERVICEPLAN GERMANY / Munich	Promotional – Posters – Series	MINI	MINImalism

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



2022

DESIGN

SERVICEPLAN GERMANY / Munich	Craft – Animation	MINI	MINI malism Film
SERVICEPLAN GERMANY / Munich	Craft – Art Direction	MINI	MINI malism Film
SERVICEPLAN GERMANY / Munich	Moving Image – Single	MINI	MINI malism Film
SERVICEPLAN GERMANY / Munich	Craft – Illustration	Xbox	Xbox Equality Controller
SERVICEPLAN GERMANY / Munich	Packaging – Specialty	Xbox	Xbox Equality Controller
shanghai version design group / shanghai	Branding – Identity System	fun pot	fun pot
shanghai version design group / shanghai	Packaging – Mass-market	yoseido	yoseido
Shantou Datianchao Brand Planning Co. / Shantou City, Guangdong Province	Packaging – Specialty	Tianjin Yinong Food Co.	Chocolate box of soaring up into the sky
SHENZHEN FIRE WOLF GRAPHIC DESIGN CO. / Shenzhen	Packaging – Mass-market	Shenzhen Yarui art culture Co.	Yin — flower tea
SHENZHEN FIRE WOLF GRAPHIC DESIGN CO. / Shenzhen	Packaging – Mass-market	Shenzhen yiyiyitong Trading Co.	Jade screen flute — fairy flute
ShenZhen Lingyun creative packaging design Co. / ShenZhen	Craft – Illustration	Shenzhen Yanzhi Brand Management Consulting Co.	XiaoHuTuXian-XiaoXian
ShenZhen Lingyun creative packaging design Co. / ShenZhen	Packaging – Specialty	Shenzhen Yanzhi Brand Management Consulting Co.	Zebra Beer
ShenZhen Lingyun creative packaging design Co. / ShenZhen	Typography – Typeface Design	Shenzhen Yanzhi Brand Management Consulting Co.	Zebra Beer
Shenzhen Tigerpan Packaging Design Co. / Shenzhen	Promotional – Posters – Series	The Joint United Nations Programme on HIV/AIDS	Success in the Long Run
Shenzhen Tigerpan Packaging Design Lab / Shenzhen	Packaging – Mass-market	Shenzhen Tasly Industrial Co.	Lineage de La Foliole
Shenzhen Tigerpan Packaging Design Lab / Shenzhen	Packaging – Mass-market	Shenzhen Xiangyang New Energy Technology Co.	Ignite a light for BOP population

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



DESIGN

SOUR / Bangkok + Chamni Eye Studio / Bangkok + VISIONARY / Bangkok	Editorial – Magazines & Newspapers	Netflix	GFNW Newspaper
Star India / Mumbai	Moving Image – Single	Star India	Environment Day Deforestation
STONES DESIGN Lab / Beijing	Promotional – Booklets & Brochures	Antalis	57 Sheets of Paper
STONES DESIGN Lab / Beijing	Branding – Identity System	delicates	delicates
STONES DESIGN Lab / Beijing	Branding – Rebranding	delicates	delicates rebrand
STONES DESIGN Lab / Beijing	Editorial – Books	Here is Zine	FORM OF LOVE
SUNLAND / FuZhou	Packaging – Mass-market	BUDDHA TEA	BUDDHA WHITE TEA
SUNLAND / FuZhou	Packaging – Mass-market	YU12	YU12 packing
TBWA\HAKUHODO / Tokyo	Innovation in Lockdown	THE NIPPON FOUNDATION	Hi Toilet
TBWA\HAKUHODO / Tokyo	Spatial Design – Architecture	THE NIPPON FOUNDATION	Hi Toilet
TBWA\Paris / Boulogne-Billancourt + \Else / Boulogne-Bilancourt	Craft – Illustration	Le chocolat des Français	Only keep the best of France
TBWA\Paris / Boulogne-Billancourt + \Else / Boulogne-Bilancourt	Packaging – Specialty	Le chocolat des Français	Only keep the best of France
TBWA\Paris / Boulogne-Billancourt + \Else / Boulogne-Bilancourt	Promotional – Posters – Series	Le chocolat des Français	Only keep the best of France
TEN BUTTONS / Guangzhou	Branding – Identity System	Guangzhou Academy of Fine Arts	GAFA Degree Show 2021
TEN BUTTONS / Guangzhou	Promotional – Collateral Items	Guangzhou Academy of Fine Arts	Offer of GAFA Admission 2021
Tencent / Shenzhen + Stink Studios / Shanghai + Massive Music / Tokyo + NOONE Arts Development Co. / Shenzhen	Digital Design	Tencent WE Summit	Pale Blue Dot
Tencent in house / Shenzhen	Craft – Printing & Paper Craft	Tencent Youth Science Festival	POSTER-POSTCARD-POST IT

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



2022

DESIGN

Tencent in house / Shenzhen	Promotional – Posters – Series	Tencent Youth Science Festival	POSTER-POSTCARD-POST IT
Tencent in house / Shenzhen + Shanghai Fanbu Network and Technology / Shanghai	Craft – Animation	Tencent Neo-Culture Creativity	THE JUJUBE
Tencent in house / Shenzhen + Treadom	Service Design / Customer Experience	The Palace Museum + Tencent Lab	RELICS SOLITAIRE
Tencent in house / Shenzhen + Treadom	Data Visualization – Static or Dynamic	The Palace Museum + Tencent Lab	RELICS SOLITAIRE
The Integer Group / Denver	Craft – Illustration	The Integer Group	Women's History Month Postcards
The Integer Group / Denver	Promotional – Collateral Items	The Integer Group	Women's History Month Postcards
the.WATERMELON / Seoul + Daesang / Seoul	Promotional – Collateral Items	Daesang Chungjungone Anjuya	CHEERS FAN
Toby Ng Design	Promotional – Booklets & Brochures	Optimix	The Substance
TOFU Studio / Gda sk	Branding – Identity System	ING Bank	SAIO
TOFU Studio / Gda sk	Craft – Illustration	KOFIKADA Coffee Roasters	KOFIKADA
VISEE Design / Stuttgart	Branding – Identity System	Marcus Gwiasda	Form Follows Perception
Voskhod	Packaging – Specialty	Ural Opera Ballet	Beer Ballet
We Are Social / milano	Data Visualization – Static or Dynamic	Juventus	Numbers Vs Numbers
Xi'an Gaopeng	Craft – Printing & Paper Craft	LI JIANG ZHI	Pu 'er Tea 100g No. 1
Xi'an Gaopeng	Packaging – Specialty	LI JIANG ZHI	pu 'er tea 200g No. 2
Xi'an Gaopeng	Packaging – Mass-market	LI MING ZHI YAN	Animated interactive box
Xi'an Gaopeng	Typography – Static	LI MING ZHI YAN	Animated interactive box
Xi'an Gaopeng	Branding – Branded Item	LI MING ZHI YAN	Animated interactive box

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



DESIGN

Zulu Alpha Kilo / Toronto	Packaging – Specialty	SingleCut Beersmiths	Notes IPA
Zulu Alpha Kilo / Toronto + Pfaff Harley-Davidson / Toronto + Zulubot / Toronto	Innovation in Design	Pfaff Harley-Davidson	Tough Turban
Zulu Alpha Kilo / Toronto + Pfaff Harley-Davidson / Toronto + Zulubot / Toronto	Branding – Logo	Pfaff Harley-Davidson	Tough Turban
山田土 / Shenzhen	Packaging – Specialty	ShanTianTu	Music Moon

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



2022

DIRECT MARKETING

Cheil Worldwide / Seoul + T map Mobility / Seoul + The Shot / Seoul + Boxtree Co. / Jeju	Digital & Online – Websites & Mobile	JEJU TRAVEL ORGANIZATION	SLOW ROAD
Dare Digital Limited / London	Innovation in Direct Marketing	Diageo	Diageo, Message in a Bottle
DDB Canada / Toronto + Alfredo Films / Toronto + Sauce Digital / Toronto + Vapor Music / Toronto	Physical Items	OBHS (Ontario Black History Society)	#BlackedOutHistory
DDB GROUP + Hastings Audio Network + Optix Post Production	Experiential – In-Person Events	Telekom Deutschland	BEETHOVEN X - THE AI PROJECT
Garvan Institute of Medical Research / Sydney + BWM Isobar / Sydney + dentsu Amplifi, Carat & MKTG / Sydney + The Pool Collective / Sydney	Out of Home – Billboards & Transit	The Garvan Institute of Medical Research	Disease Dilemmas
GOODSTUPH Thailand / Bangkok + UM / Jakarta + Neon Sound / Singapore + thequietlab / Singapore	Digital & Online – Websites & Mobile	Netflix	Outheisted
Havas Middle East / Dubai + Jack Morton / Dubai	Experiential – Brand Installations	adidas	Liquid Billboard
HOY by Havas / Buenos Aires + Flybondi / Buenos Aires	Physical Items	Flybondi	Jacket-ON
Isobar / Hong Kong	Experiential – Brand Installations	Zung Fu Company / Mercedes-Benz	Electrified: Mercedes- Benz EQA Car Show
Joe Public	Physical Items	Castle Milk Stout	Clan Beat
Joe Public	Physical Items	Chicken Licken	Soulfuel Safe Lamp
Kolle Rebbe / Hamburg + German Olympic Sports Confederation / Frankfurt/Main	Physical Items	German Olympic Sports Confederation	#ShowUsEqual
Kolle Rebbe / Hamburg + International Society for Human Rights (ISHR) – German section / Frankfurt/Main	Physical Items	International Society for Human Rights (ISHR) – German section	Very Important Stamps
M&C Saatchi / Sydney + BWS / Sydney	Social Media Post – Series	BWS	InstaPour

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



2022

DIRECT MARKETING

M&C Saatchi / Sydney + BWS / Sydney	Digital & Online – Websites & Mobile	BWS	InstaPour
McCann Paris / Neuilly-sur-Seine + McCann Health / London + McCann Worldgroup Germany / Düsseldorf + Weber Shandwick / Neuilly-sur-Seine	Brand Partnerships	Spinneys and the Lebanese Breast Cancer foundation	The Bread Exam
McCann Paris / Neuilly-sur-Seine + McCann Health / London + McCann Worldgroup Germany / Düsseldorf + Weber Shandwick / Neuilly-sur-Seine	Social Media Post – Series	Spinneys and the Lebanese Breast Cancer foundation	The Bread Exam
McCann Paris / Neuilly-sur-Seine + McCann Health / London + McCann Worldgroup Germany / Düsseldorf + Weber Shandwick / Neuilly-sur-Seine	Targeted Video – Online	Spinneys and the Lebanese Breast Cancer foundation	The Bread Exam
McKinney + Little Caesars	Social Media Post – Series	Little Caesars	#UnlockPretzelCrust
Mischief @ No Fixed Address + Alpha Foods + Leap Grow	Integrated Campaign	Alpha Foods	Chickenflation
Mischief @ No Fixed Address + eos + Makeout	Social Media Post – Single	eos	Bless Your F*ing Cooch
Mischief @ No Fixed Address + eos + Makeout	Physical Items	eos	Bless Your F*ing Cooch
Mischief @ No Fixed Address + Netflix + Lobo	Physical Items	Netflix	Cash in on Sin
Mischief @ No Fixed Address + Strike Anywhere Productions + Miller Genuine Draft	Experiential – Virtual Events	Miller Genuine Draft	Seltzer Launch
No Fixed Address / Toronto + Little Caesars	Non-traditional & Guerrilla Marketing	Little Caesars	Naming Rights
No Fixed Address / Toronto + Mischief @ No Fixed Address + Canadian Centre for Child Protection + AdHoc Content	Social Media Post – Single	Canadian Centre for Child Protection	Happy Birthday, Twitter
Ogilvy Brasil / São Paulo + Magazine Luiza / São Paulo	Digital & Online – Ecommerce	Magazine Luiza	Shopping Inside Songs

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



2022

DIRECT MARKETING

Ogilvy Mumbai / India + Mondelez	Innovation in Direct Marketing	Mondelez	Shah Rukh Khan-My-Ad
Ogilvy Mumbai / India + Mondelez	Craft – Data-Driven Personalization	Mondelez	Shah Rukh Khan-My-Ad
Ogilvy Mumbai / India + Mondelez	Craft – Use of Technology	Mondelez	Shah Rukh Khan-My-Ad
Ogilvy Mumbai / India + Mondelez	Targeted Video – Online	Mondelez	Shah Rukh Khan-My-Ad
Ogilvy Mumbai / India + MTV / Mumbai	Digital & Online – Websites & Mobile	MTV + ARDSI	Memory Karaoke
Ogilvy Mumbai / India + Wavemaker / Mumbai + Retro Films / Mumbai	Digital & Online – Websites & Mobile	Cadbury 5 Star	Nothingcoin
Ogilvy Mumbai / India + Wavemaker / Mumbai + Retro Films / Mumbai	Experiential – Virtual Events	Cadbury 5 Star	Nothingcoin
Ogilvy Taiwan / Taipei	Digital & Online – Ecommerce	IKEA	Dollar Catalogue
Plan.Net Italia Srl / Milan	Innovation in Direct Marketing	Bialetti	The Moka Sound
Rethink + IKEA	Social Media Post – Single	IKEA Canada	The Cristiano Bottle
Saatchi & Saatchi / New York + Spark Foundry / New York + MSL Group / New York	Social Media Post – Single	Goldfish	Go For Handful
Saatchi & Saatchi Ukraine / Kiyv + KyivPride / Kiyv + Dronarium / Kiyv	Non-traditional & Guerrilla Marketing	KyivPride	Motherland Pride
SERVICEPLAN GERMANY / Munich	Physical Items	PENNY	The life-saving receipt
TBWA Hunt Lascaris / Johannesburg + Produce Sound + SAMISH / Johannesburg	Use of Smart Devices & Voice Assistants	Nissan South Africa	Shwii by Nissan
TBWA\HAKUHODO / Tokyo	Physical Items	Dreams Inc.	30sOAP
TBWA\Paris / Boulogne-Billancourt + \Else / Boulogne-Bilancourt	Craft – Art Direction	Le chocolat des Français	Only keep the best of France

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



DIRECT MARKETING

TBWA\Paris / Boulogne-Billancourt + \Else / Boulogne-Bilancourt	Out of Home – P.O.P. & In-Store	Le chocolat des Français	Only keep the best of France
TBWA\Paris / Boulogne-Billancourt + \Else / Boulogne-Bilancourt	Experiential – Brand Installations	HandsAway	Fearless Night
TBWA\Switzerland / Zürich	Craft – Data-Driven Personalization	Porsche	Porsche Taycan - Tesla Targeting
TBWA\Switzerland / Zürich	Non-traditional & Guerrilla Marketing	Porsche	Porsche Taycan - Tesla Targeting
Tencent in house / Shenzhen	Physical Items	Tencent Youth Science Festival	POSTER-POSTCARD-POST IT
Tencent in house / Shenzhen + Stink Studios / Shanghai	Innovation in Lockdown	Tencent WE Summit	PALE BLUE DOT
the.WATERMELON / Seoul + Daesang / Seoul	Non-traditional & Guerrilla Marketing	Daesang Chungjungone Anjuya	CHEERS FAN
thjnk / Zürich + Ateo / Zürich	Digital & Online – Websites & Mobile	Ochsner Sport	Runtime
Wanda Production / Saint-Denis	Out of Home – Billboards & Transit	HandsAway	Fearless Night
Yandex Magic Camp / Moscow	Non-traditional & Guerrilla Marketing	Yandex Market	Cardboard Media
Yandex Magic Camp / Moscow	Experiential – Customer Experience / CX	Yandex Market	Cardboard Media
Yandex Magic Camp / Moscow	Physical Items	Yandex Market	Cardboard Media
Zulu Alpha Kilo / Toronto + Harry Rosen / Toronto + Zulubot / Toronto	Innovation in Lockdown	Green Screen Shirt	Harry Rosen

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



2022

EXPERIENTIAL & IMMERSIVE

72andSunny / Los Angeles + Unit9 Films Inc. / Los Angeles	Events / Stunts / Competitions – In-Person	Activision / Call of Duty	Theater of War
BBDO Belgium / Brussels	Augmented, Virtual & Mixed Reality (AR, VR, MR)	Decathlon	The Breakaway
BBDO Belgium / Brussels	Events / Stunts / Competitions – Virtual	Decathlon	The Breakaway
Cheil Worldwide / Seoul + T map Mobility / Seoul + The Shot / Seoul + Boxtree Co. / Jeju	Customer Experience / CX – In-Person	JEJU TRAVEL ORGANIZATION	SLOW ROAD
Commonwealth McCANN / Bogota	Events / Stunts / Competitions – In-Person	General Motors / Chevrolet	Lost Roads
DDB Canada / Toronto + Alfredo Films / Toronto + Sauce Digital / Toronto + Vapor Music / Toronto	Physical Products	OBHS (Ontario Black History Society)	#BlackedOutHistory
DDB Mudra Group / Mumbai	Physical Products	McDonald's	EatQual
Grey Brazil / São Paulo + Picma / Sao Paulo + VZLab / Sao Paulo	Ecommerce	Volvo	Countless Dealerships
Havas Middle East / Dubai + Jack Morton / Dubai	Brand Installations	adidas	Liquid Billboard
Innocean Worldwide / Seoul + Hyundai Motor Group / Seoul	Craft – Use of Technology	Hyundai Motor Group	Little Big e-Motion
Innocean Worldwide / Seoul + Hyundai Motor Group / Seoul	Physical Products	Hyundai Motor Group	Little Big e-Motion
Isobar / Hong Kong	Craft – Use of Sound	Zung Fu Company / Mercedes-Benz	Electrified: Mercedes- Benz EQA Car Show
Kolle Rebbe / Hamburg + Deutsche Sport Marketing / Frankfurt/Main + German Olympic Sports Confederation / Frankfurt/Main	Responsive Environments	Deutsche Sport Marketing / German Olympic Sports Confederation	Tokyo Tree
Kolle Rebbe / Hamburg + Deutsche Sport Marketing / Frankfurt/Main + German Olympic Sports Confederation / Frankfurt/Main	Brand Installations	Deutsche Sport Marketing / German Olympic Sports Confederation	Tokyo Tree

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



2022

EXPERIENTIAL & IMMERSIVE

Kolle Rebbe / Hamburg + German Olympic Sports Confederation / Frankfurt/Main	Physical Products	German Olympic Sports Confederation	#ShowUsEqual
Mischief @ No Fixed Address + Strike Anywhere Productions + Miller Genuine Draft	Events / Stunts / Competitions – Virtual	Miller Genuine Draft	Seltzer Launch
No Fixed Address / Toronto + Little Caesars	Physical Products	Little Caesars	Naming Rights
Ogilvy Brasil / São Paulo + Magazine Luiza / São Paulo	Ecommerce	Magazine Luiza	Shopping Inside Songs
Ogilvy Mumbai / India + Mondelez	Physical Products	Mondelez	#MyFirstRakhi
Ogilvy Mumbai / India + Mondelez	Craft – Use of Technology	Mondelez	Shah Rukh Khan-My-Ad
Ogilvy Mumbai / India + MTV / Mumbai	Craft – Use of Sound	MTV + ARDSI	Memory Karaoke
Ogilvy Mumbai / India + MTV / Mumbai	Experiential Audio	MTV + ARDSI	Memory Karaoke
Ogilvy Mumbai / India + Wavemaker / Mumbai + Retro Films / Mumbai	Events / Stunts / Competitions – Virtual	Cadbury 5 Star	Nothingcoin
Ogilvy Taiwan / Taipei	Ecommerce	IKEA	Dollar Catalogue
Rethink + YWCA Metro Vancouver	Brand Installations	YWCA Metro Vancouver	Wall For Women
Saatchi & Saatchi Ukraine / Kiyv + KyivPride / Kiyv + Dronarium / Kiyv	Events / Stunts / Competitions – Virtual	KyivPride	Motherland Pride
TBWA\HAKUHODO / Tokyo	Innovation in Lockdown	THE NIPPON FOUNDATION	Hi Toilet
TBWA\HAKUHODO / Tokyo	Craft – Use of Technology	THE NIPPON FOUNDATION	Hi Toilet
Tencent / Shenzhen + Stink Studios / Shanghai + Massive Music / Tokyo + NOONE Arts Development Co. / Shenzhen	Craft – Storytelling	Tencent WE Summit	Pale Blue Dot

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



EXPERIENTIAL & IMMERSIVE

thjnk / Zürich + Ateo / Zürich	Craft – Use of Sound	Ochsner Sport	Runtime
thjnk / Zürich + Ateo / Zürich	Experiential Audio	Ochsner Sport	Runtime
Wanda Production / Saint-Denis	Responsive Environments	HandsAway	Fearless Night
Wanda Production / Saint-Denis	Brand Installations	HandsAway	Fearless Night
Yandex Magic Camp / Moscow	Customer Experience / CX – In-Person	Yandex Market	Cardboard Media
Zulu Alpha Kilo / Toronto	Augmented, Virtual & Mixed Reality (AR, VR, MR)	SingleCut Beersmiths	Notes IPA
Zulu Alpha Kilo / Toronto + Pfaff Harley-Davidson / Toronto + Zulubot / Toronto	Physical Products	Pfaff Harley-Davidson	Tough Turban

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



2022

FILM

180LA / Los Angeles + Cox Communications / Atlanta	Innovation in Lockdown	Cox Communications	Drawn Closer
180LA / Los Angeles + Cox Communications / Atlanta	Television & VOD – Long Form – Single	Cox Communications	Drawn Closer
72andSunny / New York + MJZ / Los Angeles + Whitehouse Editorial / New York	Television & VOD – Short Form – Series	Etsy	Give More Than A Gift
BLVR / San Diego + Andis / Racine	Online Films & Video – Long Form – Single	Andis	Create Your Way
Cactus / Denver	Television & VOD – Short Form – Single	Colorado Lottery	FOMOMOOLAH
Cactus / Denver	Television & VOD – Varying Length Series	Colorado Lottery	Winning Country
Cactus / Denver	Television & VOD – Long Form – Single	Colorado Lottery	Winning Country
Commonwealth McCANN / Bogota	Online Films & Video – Long Form – Single	General Motors / Chevrolet	Lost Roads
Commonwealth McCANN / Bogota	Television & VOD – Long Form – Single	General Motors / Chevrolet	Lost Roads
Cruise / San Francisco + Avocados & Coconuts / San Francisco + One Union / San Francisco + Mission Film & Design / San Francisco	Online Films & Video – Long Form – Single	Cruise	Poppy & The City
dentsuMB Taiwan / Taipei	Online Films & Video – Long Form – Single	Sinyi Realty	In Love We Trust
dentsuMB Taiwan / Taipei + PALACE PRODUCTION / Taipei City	Television & VOD – Long Form – Single	Kingston Taiwan	Memories Empower
dentsuMB UK	Online Films & Video – Long Form – Single	Coca Cola	Chimney
dentsuMB UK	Television & VOD – Long Form – Single	Coca Cola	Chimney
dentsumcgarrybowen Brasil / São Paulo	Online Films & Video – Short Form – Series	Nissin	The RaMEN who loved me
FRED & FARID / Los Angeles	Online Films & Video – Long Form – Single	EDELWEISS BEER	FEEL THE ALPS

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



FILM

FRED & FARID / Los Angeles	Online Films & Video – Short Form – Series	LONGCHAMP	It is not a bag. It is Le Pliage.
FRED & FARID / Los Angeles	Under 50K Budget	Roxy	WELCOME TO THE NEW CUTE
FRED & FARID / New York	Cinema Advertising	Rémy Martin	Team Up For Excellence - The Film
FRED & FARID / New York	Online Films & Video – Long Form – Single	Rémy Martin	Team Up For Excellence - The Film
Harry Sanna / Sydney + Chic Management / Sydney	Online Films & Video – Long Form – Single	Chic Management & Multiple Fashion Labels	Yellow Jack
Inbrax / Santiago	Online Films & Video – Long Form – Series	Techo Latam	Settlements (Favelas)
Independent Media / Culver City + Apple / Cupertino + Lost Planet / Santa Monica + The Mill / Los Angeles	Online Films & Video – Long Form – Single	Apple	Mission Implausible
IW Edition / Stockholm + Flickorna Larsson / Stockholm + Diktator / Stockholm + Arken Zoo / Stockholm	Under 50K Budget	Arken Zoo	The Boss
Jung von Matt / Hamburg + SquarePixel / Rio de Janeiro	Under 50K Budget	Hyundai Global	The Bigger Crash
Jung von Matt / Hamburg + SquarePixel / Rio de Janeiro	Online Films & Video – Short Form – Single	Hyundai Global	The Bigger Crash
L&C / New York	Under 50K Budget	Urum	Welcome Back
L&C / New York + The Colony / New York	50K – 100K Budget	GE Lighting, a Savant company-Cync	Back Then
LEAGUE OF LEGENDS (IN-HOUSE) / Shenzhen + Smooth Films / Shanghai + FARFAR FILMS / Shanghai	Online Films & Video – Long Form – Single	League of Legends	Heaven or Hell
LEAGUE OF LEGENDS (IN-HOUSE) / Shenzhen + Smooth Films / Shanghai + FARFAR FILMS / Shanghai	Television & VOD – Long Form – Single	League of Legends	Heaven or Hell

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



2022

FILM

Madwell / Brooklyn + Verizon / New York + Independent Media / Austin + Hailstorm / Raleigh	Online Films & Video – Long Form – Single	Verizon	The Reset
McCann Enterprise / London + Craft + Unit9	Under 50K Budget	Mind	Heroes
McCann Tech / Tel Aviv + McCann Enterprise / London	Television & VOD – Long Form – Single	Amdocs	Make It Amazing
Mischief @ No Fixed Address + Alpha Foods + Animals + Arts & Sciences	Online Films & Video – Short Form – Series	Alpha Foods	If A Plant Can Be A Meat
Mischief @ No Fixed Address + Sandy Russell Creative + Scam Spotter + Wild Gift	Online Films & Video – Long Form – Single	Scam Spotter	Grandchild in Jail
Mischief @ No Fixed Address + Tinder	Online Films & Video – Short Form – Series	Tinder	You're Not for Everyone
MullenLowe / New York + Parliament + MJZ + Union Editorial	Television & VOD – Short Form – Single	E*Trade	Astronauts
MullenLowe Los Angeles / Los Angeles + Loveboat / Los Angeles + Danilo Abraham + Satélite Audio	Online Films & Video – Long Form – Single	Arizona Coyotes / Arizona Coyotes	We Coyotes
Mutant / Antwerp + Hamlet / Brussels + Raygun / Brussels + Divide / Ghent	Under 50K Budget	Studio Brussel	Missed you stranger - kiss & urinal
Mutant / Antwerp + Hamlet / Brussels + Raygun / Brussels + Divide / Ghent	Cinema Advertising	Studio Brussel	Missed you stranger - kiss & urinal
Mutant / Antwerp + Hamlet / Brussels + Raygun / Brussels + Divide / Ghent	Television & VOD – Short Form – Series	Studio Brussel	Missed you stranger - kiss & urinal
NOMINT / London	Under 50K Budget	WWF Arctic Programme	Can't Negotiate the Melting Point of Ice

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



2022

FILM

Ogilvy Brasil / São Paulo + Hasbro Brasil / São Paulo	Online Films & Video – Long Form – Single	Hasbro Brasil	Ageless Care
Ogilvy Brasil / São Paulo + Nestlé do Brasil / São Paulo	Online Films & Video – Short Form – Single	Nestlé do Brasil	Safira
Ogilvy Brasil / São Paulo + Nestlé do Brasil / São Paulo	Television & VOD – Short Form – Single	Nestlé do Brasil	Safira
Ogilvy Gurgaon/India	Television & VOD – Long Form – Series	Coca-Cola India	Turn everything upside down
Ogilvy Gurgaon/India	Television & VOD – Long Form – Single	Coca-Cola India	Wear your taunt
Ogilvy Mumbai / India + Hindustan Unilever Limited / Mumbai + Chrome Pictures	Television & VOD – Long Form – Single	HUL	Dove#StopTheBeautyTest
Ogilvy Mumbai / India + Mondelez	Online Films & Video – Pre-Roll – Series	Mondelez	Hate Is Unskippable
Ogilvy Mumbai / India + Mondelez	Innovation in Film	Mondelez	Shah Rukh Khan-My-Ad
Ogilvy Taiwan / Taipei + PX Mart / Taipei City + Blue Moon Films Co	Innovation in Lockdown	PXMART	Action From Home
Palette Group / Brooklyn + GNCVB / Newark	50K – 100K Budget	Newark Happening	Welcome To Newark
PARTY / Tokyo + I&CO / Tokyo + P.I.C.S. / Tokyo + 1inc. / Tokyo	Online Films & Video – Long Form – Single	The Pokémon Company	Pokémon Ryuosen 2022 Opening Act
PDA + Ergatta	Television & VOD – Long Form – Single	Ergatta	Game On
Rethink + IKEA + Scouts Honour	Television & VOD – Long Form – Single	IKEA Canada	Our Little World
RPA Advertising / Santa Monica + Elastic / Santa Monica + A52 / Santa Monica + Primary / Santa Monica	Television & VOD – Long Form – Single	American Honda Motor Co.	Origins of Determination

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



FILM

SERVICEPLAN GERMANY / Munich	Online Films & Video – Long Form – Single	Newtown Action Alliance	#NotComingHome
SERVICEPLAN GERMANY / Munich	Cinema Advertising	PENNY	The Wish
SHENZHEN DOTWELL CULTURE CO. / Shenzhen	Online Films & Video – Long Form – Single	SHENZHEN DOTWELL CULTURE CO.	Dotwell Recruitment Promo Trailer
SHENZHEN DOTWELL CULTURE CO. / Shenzhen	Online Films & Video – Long Form – Single	Tencent Games-King of Glory	Honor of Kings-Flourishing Age
Studio Something / Edinburgh	50K – 100K Budget	Tennent's Lager	5 Million Reasons Why
TBWA\Paris / Boulogne-Billancourt + Wanda Production / Saint-Denis + \Else / Boulogne-Billancourt	Online Films & Video – Long Form – Single	Winamax	The Lift
TBWA\Paris / Boulogne-Billancourt + Wanda Production / Saint-Denis + \Else / Boulogne-Billancourt	Television & VOD – Long Form – Single	Winamax	The Lift
TBWA\Singapore / Singapore + SixToes.TV / Singapore + SongZu / Singapore + The Prosecution Film Company / Singapore	Television & VOD – Short Form – Single	Singapore Airlines	We Look Forward To Seeing You In The Air Again
TBWA\Switzerland / Zürich	Television & VOD – Long Form – Single	TERRE DES FEMMES	#bornequal - The X chromosome
TBWA\Thailand / Bangkok + Krungsri Auto - Bank of Ayudhya PLC / Bangkok + Suneta House / Bangkok	Online Films & Video – Long Form – Single	Krungsri Auto / Car4Cash	ComeBack
TDA_Boulder / Boulder	Television & VOD – Short Form – Single	Champion Pet Foods	Biscuits
TDA_Boulder / Boulder	Television & VOD – Short Form – Single	FirstBank	Many Hats
TDA_Boulder / Boulder	Television & VOD – Long Form – Single	McCain Foods	Dinner Party
Tencent in house / Shenzhen + Shanghai Fanbu Network and Technology / Shanghai	Under 50K Budget	Tencent Neo-Culture Creativity	THE JUJUBE

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



FILM

The Leo Burnett Group Thailand / Bangkok + Netflix / Bangkok + Newbrain Post / Bangkok + Eightfinityfilm / Bangkok	Under 50K Budget	Netflix	The Threats
The Monkeys / Melbourne	Online Films & Video – Pre-Roll – Single	Grill'd	Cow - Impossible
The Monkeys / Melbourne	Under 50K Budget	Mountain Goat Beer	Goat, Goat & Goat - Attorneys at Law
Voskhod + Daddy's Film Production / Moscow + SPOT Production / Moscow + HALAL / Amsterdam	Online Films & Video – Long Form – Single	Russian LGBT Network	We Will Become Better
Wieden+Kennedy / Portland + JOINT Editorial / Portland	Television & VOD – Long Form – Single	Wieden+Kennedy	a word
ZEBRA HERO / Moscow + KION / Moscow	Online Films & Video – Long Form – Single	KION	Stories that surprise

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



GAMING

BBDO Belgium / Brussels	Brands & The Metaverse	Decathlon	The Breakaway
BBDO Belgium / Brussels	Web Games – Brand Integration / Placement	Decathlon	The Breakaway
Demonstrate / San Francisco + CRUX Creative / Boston	Mobile Games – Branded Game	F'real Milkshakes & Smoothies	F'real Shake Run: Step into an Alternate F'reality
DNA / Seattle + TRBL / Grand Rapids + Hearby / Seattle + New Holland Brewing Company, Dragon's Milk / Holland	Web Games – Branded Game	Dragon's Milk	Raid the Dragon's Hoard
SHENZHEN DOTWELL CULTURE CO. / Shenzhen	Craft – VFX & Animation	Tencent Games-King of Glory	Honor of Kings- Flourishing Age
The Integer Group / Denver + PepsiCo	Console Games – Brand Integration / Placement	Pepsico/Mt. Dew	Mt. Dew/Papa John's Gaming

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



2022

HEALTH & WELLNESS

BooneOakley / Charlotte + StarMed Healthcare / Charlotte	Out of Home	StarMed Healthcare	Wilmore Funeral Home
DENTSU / Tokyo + AOI Pro. / Tokyo + CONNECTION / Tokyo + INITIAL / Tokyo	Innovation in Health & Wellness	QD Laser / RETISSA SUPER CAPTURE	With My Eyes
DENTSU / Tokyo + GEEK PICTURES / Tokyo + PYRAMID FILM QUADRA / Tokyo + PR Consulting DENTSU / Tokyo	Innovation in Health & Wellness	NTT DOCOMO	TALK WITH COW BUM - A dairy farmer's best friend
Drama Queen / Kyiv + BetterMe + TVLAB	Film	BetterMe	VowToMyself
FCB New Zealand / Auckland	Direct Marketing	Testicular Cancer New Zealand	Remundies
Friends / Stockholm + Perfect Fools / Stockholm + Ocean Outdoor / Stockholm	Out of Home	Friends	Bullying Out Of Home
Garvan Institute of Medical Research / Sydney + BWM Isobar / Sydney + dentsu Amplifi, Carat & MKTG / Sydney + The Pool Collective / Sydney	Integrated Branding	The Garvan Institute of Medical Research	Disease Dilemmas
Garvan Institute of Medical Research / Sydney + BWM Isobar / Sydney + dentsu Amplifi, Carat & MKTG / Sydney + The Pool Collective / Sydney	Out of Home	The Garvan Institute of Medical Research	Disease Dilemmas
Garvan Institute of Medical Research / Sydney + BWM Isobar / Sydney + dentsu Amplifi, Carat & MKTG / Sydney + The Pool Collective / Sydney	Direct Marketing	The Garvan Institute of Medical Research	Disease Dilemmas
Hill Holliday / Boston + Lobo / New York + Studio Tesis / Sao Paulo	Film	Donate Life	Heart
Innocean Worldwide / Seoul + Hyundai Motor Group / Seoul	Craft – Use of Technology	Hyundai Motor Group	Little Big e-Motion
Innocean Worldwide / Seoul + Hyundai Motor Group / Seoul	Creative Use of Data	Hyundai Motor Group	Little Big e-Motion

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



HEALTH & WELLNESS

Innocean Worldwide / Seoul + Hyundai Motor Group / Seoul	Experiential / Immersive / Events	Hyundai Motor Group	Little Big e-Motion
Joe Public	Promotional Items	Chicken Licken	Soulfuel Safe Lamp
L&C / New York	Craft – Art Direction	Urum	Welcome Back
McCann Enterprise / London + Craft + Unit9	Film	Mind	Heroes
McCann Health / New York + McCann Health Brazil / Sao Paolo	Innovation in Health & Wellness	Astra Zeneca	The CO2 Inhaler
McCann Health / New York + McCann Health Brazil / Sao Paolo	Craft – Art Direction	Astra Zeneca	The CO2 Inhaler
McCann Health / New York + McCann Health Brazil / Sao Paolo	Design – Packaging	Astra Zeneca	The CO2 Inhaler
McCann Paris / Neuilly-sur-Seine + McCann Health / London + McCann Worldgroup Germany / Düsseldorf + Weber Shandwick / Neuilly-sur-Seine	Social Media	Spinneys and the Lebanese Breast Cancer foundation	The Bread Exam
McCann Paris / Neuilly-sur-Seine + McCann Health / London + McCann Worldgroup Germany / Düsseldorf + Weber Shandwick / Neuilly-sur-Seine	Film	Spinneys and the Lebanese Breast Cancer foundation	The Bread Exam
McCann Paris / Neuilly-sur-Seine + McCann Health / London + McCann Worldgroup Germany / Düsseldorf + Weber Shandwick / Neuilly-sur-Seine	Direct Marketing	Spinneys and the Lebanese Breast Cancer foundation	The Bread Exam
Mischief @ No Fixed Address + eos + Makeout	Design – Packaging	eos	Bless Your F*ing Cooch
No Fixed Address / Toronto + Mischief @ No Fixed Address + Canadian Centre for Child Protection + AdHoc Content	Public Relations	Canadian Centre for Child Protection	Happy Birthday, Twitter
Ogilvy Mumbai / India + Mondelez	Promotional Items	Mondelez	#MyFirstRakhi
Ogilvy Mumbai / India + MTV / Mumbai	Innovation in Health & Wellness	MTV + ARDSI	Memory Karaoke

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



2022

HEALTH & WELLNESS

Ogilvy Mumbai / India + MTV / Mumbai	Craft – Data-Driven Personalization	MTV + ARDSI	Memory Karaoke
Ogilvy Mumbai / India + MTV / Mumbai	Online & Mobile	MTV + ARDSI	Memory Karaoke
Ogilvy Mumbai / India + MTV / Mumbai	Direct Marketing	MTV + ARDSI	Memory Karaoke
Performics Mercerbell / Sydney	Innovation in Lockdown	Microsoft Advertising	Background Blindspot
Performics Mercerbell / Sydney	Direct Marketing	Microsoft Advertising	Background Blindspot
Rethink + BC Cancer Foundation	Promotional Items	BC Cancer Foundation	Ballsy Ribbon
Rethink + Over The Bridge	Radio & Audio	Over The Bridge	Lost Tapes Of The 27 Club
SERVICEPLAN GERMANY / Munich	Direct Marketing	PENNY	The life-saving receipt
TBWA\HAKUHODO / Tokyo	Innovation in Lockdown	Dreams Inc.	30sOAP
TBWA\HAKUHODO / Tokyo	Direct Marketing	Dreams Inc.	30sOAP
TBWA\HAKUHODO / Tokyo	Products	Dreams Inc.	30sOAP
Tencent in house / Shenzhen + A Feature Works Production	Craft – Writing	Tencent Medical Enlightenment Summit	THE WAR ON DISEASE
Terri & Sandy / New York + Sanofi- Gold Bond / New Jersey + Spark & Riot / Los Angeles	Craft – Writing	Sanofi / Gold Bond	Euphemisms
Thanks Agency / Ciudad de México + REFUGIO SAN GREGORIO / Ciudad de México	Public Relations	Refugio San Gregorio	PAM - Partido de Adopción Mexicana
The Ad Council / New York + COVID Collaborative / Washington, DC	Social Media	The Ad Council	It's Up To You
VMLY&R / Paris + Red Fuse / Paris	Out of Home	Colgate Palmolive	Smile always find a way
Wanda Production / Saint-Denis	Out of Home	HandsAway	Fearless Night
Wanda Production / Saint-Denis	Experiential / Immersive / Events	HandsAway	Fearless Night

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



HEALTH & WELLNESS

Zulu Alpha Kilo / Toronto + Pfaff Harley-Davidson / Toronto + Zulubot / Toronto	Promotional Items	Pfaff Harley-Davidson	Tough Turban
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Zulu Alpha Kilo / Toronto + Pfaff Harley-Davidson / Toronto + Zulubot / Toronto	Products	Pfaff Harley-Davidson	Tough Turban
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THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



2022

INTEGRATED

Bear In The Hall / New York + Tezos	Craft – Use of Technology	Tezos	What's an NFT?
CORNETT / Lexington + A&W Restaurants / Lexington	Integrated Branding Campaign	A&W Restaurants	The A&W 3/9 lb. Burger
FCB New Zealand / Auckland	Brand Partnerships	Testicular Cancer New Zealand	Remundies
Mischief @ No Fixed Address + Alpha Foods + Leap Grow	Integrated Branding Campaign	Alpha Foods	Chickenflation
Mischief @ No Fixed Address + Alpha Foods + No Fixed Address + Strike Anywhere Productions	Craft – Storytelling	Alpha Foods	Class Action Lawsuit
MullenLowe Los Angeles / Los Angeles + Loveboat / Los Angeles + Danilo Abraham + Satélite Audio	Rebranding Campaign	Arizona Coyotes / Arizona Coyotes	We Coyotes
MullenLowe Los Angeles / Los Angeles + Loveboat / Los Angeles + Danilo Abraham + Satélite Audio	Brand Transformation / Repositioning	Arizona Coyotes / Arizona Coyotes	We Coyotes
No Fixed Address / Toronto + Little Caesars	Customer Experience / CX	Little Caesars	Naming Rights
Ogilvy Gurgaon/India	Integrated Branding Campaign	Coca-Cola India	Wear your taunt
Ogilvy Mumbai / India + Hindustan Unilever Limited / Mumbai + Chrome Pictures	Brand Partnerships	HUL	Dove#StopTheBeautyTest
Ogilvy Mumbai / India + Hindustan Unilever Limited / Mumbai + Chrome Pictures	Integrated Branding Campaign	HUL	Dove#StopTheBeautyTest
Ogilvy Mumbai / India + Wavemaker / Mumbai + Retro Films / Mumbai	Integrated Branding Campaign	Cadbury 5 Star	Nothingcoin
OLIVER Agency / London	Craft – Writing	the Guardian	Guardian 200 Years, a Work in Progress
TBWA\Switzerland / Zürich	Integrated Branding Campaign	TERRE DES FEMMES	#bornequal - The X chromosome
Tencent in house / Shenzhen + NOONE Arts Development Co. + Stink Studios / Shanghai	Craft – Storytelling	Tencent WE Summit	PALE BLUE DOT

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



2022

INTERACTIVE, ONLINE & MOBILE

180LA / Los Angeles + Cox Communications / Atlanta	Innovation in Lockdown	Cox Communications	Drawn Closer
BBDO Belgium / Brussels	Gaming – Computer & Console	Decathlon	The Breakaway
BBDO Belgium / Brussels	Online Community – Use of Existing Platform	Decathlon	The Breakaway
Bear In The Hall / New York + Tezos	Innovation in Interactive, Online, & Mobile	Tezos	What's an NFT?
BETC HAVAS / São Paulo + TIM Br / Rio de Janeiro	Mobile Applications	TIM Br	TIM Conscious Keyboard
BYJU'S / Bengaluru + Dora Digs / Mumbai	Online-only Video – Single	BYJU'S	Master Ji - A Teachers' Day Tribute
Cheil Worldwide / Seoul + T map Mobility / Seoul + The Shot / Seoul + Boxtree Co. / Jeju	Customer Experience / CX	JEJU TRAVEL ORGANIZATION	SLOW ROAD
DDB Mudra Group / Mumbai + 22feet Tribal WW / Mumbai	Online Community – Use of Existing Platform	Spotify	#PlayThis
George P. Johnson Experience Marketing / New York + Active Theory / Los Angeles	Gaming – Computer & Console	IBM	Watson: The Harmonic State
Grey Brazil / São Paulo + Picma / Sao Paulo + VZLab / Sao Paulo	Utility – Ecommerce	Volvo	Countless Dealerships
Inty / Moscow	Digital Installations – Immersive	Economiton	Digital City Profile MUF
Kolle Rebbe / Hamburg + Deutsche Sport Marketing / Frankfurt/Main + German Olympic Sports Confederation / Frankfurt/Main	Digital Installations – Interactive	Deutsche Sport Marketing / German Olympic Sports Confederation	Tokyo Tree
Kolle Rebbe / Hamburg + WWF Germany / Berlin	Online Advertising – Display Ads	WWF Germany	N4TURE'S NUMB3R5
M&C Saatchi / Sydney + BWS / Sydney	Utility	BWS	InstaPour

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



INTERACTIVE, ONLINE & MOBILE

M&C Saatchi / Sydney + Song Zu / Sydney + Facebook / Sydney + Zebrar / Sydney	Interactive Video	BIG W	Craft, Camera, Action!
MediaCom Creative Systems / New York + MediaMonks / New York + Partizan / New York + UMG FOR BRANDS / Santa Monica	Online-only Video – Single	The Pokémon Company International	P25 Music
Ogilvy Brasil / São Paulo + Magazine Luiza / São Paulo	Utility – Ecommerce	Magazine Luiza	Shopping Inside Songs
Ogilvy Mumbai / India + Mondelez	Pre-Roll	Mondelez	Hate Is Unskippable
Ogilvy Mumbai / India + Mondelez	Innovation in Interactive, Online, & Mobile	Mondelez	Shah Rukh Khan-My-Ad
Ogilvy Mumbai / India + MTV / Mumbai	Utility	MTV + ARDSI	Memory Karaoke
Ogilvy Mumbai / India + Wavemaker / Mumbai + Retro Films / Mumbai	Utility	Cadbury 5 Star	Nothingcoin
Ogilvy Taiwan / Taipei	Utility – Ecommerce	IKEA	Dollar Catalogue
Performics Mercerbell / Sydney	Online Community – Use of Existing Platform	Microsoft Advertising	Background Blindspot
Phantom Studios / London + Zendesk / London	Websites – Desktop & Responsive	Zendesk	The Museum of Annoying Experiences
projekt202 / San Francisco	Websites – Desktop & Responsive	Damon Motors	Sparking a Damon Revolution
Rethink + Kraft Heinz	Websites – Desktop & Responsive	Kraft Heinz Canada	Wait For Heinz
RT Creative Lab / Moscow + Red Collar / Voronezh	Websites – Desktop & Responsive	RT	The Endless Letter: Web Experience
Saatchi & Saatchi / New York + Spark Foundry / New York + MSL Group / New York	Mobile Video	Goldfish	Go For The Handful
SERVICEPLAN GERMANY / Munich	Online-only Video – Single	Newtown Action Alliance	#NotComingHome

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



INTERACTIVE, ONLINE & MOBILE

TBWA Hunt Lascaris / Johannesburg + Produce Sound + SAMISH / Johannesburg	Use of Smart Devices & Voice Assistants	Nissan South Africa	Shwii by Nissan
TBWA Hunt Lascaris / Johannesburg + Produce Sound + SAMISH / Johannesburg	Utility	Nissan South Africa	Shwii by Nissan
Tencent in house / Shenzhen + Stink Studios / Shanghai	Innovation in Lockdown	Tencent WE Summit	PALE BLUE DOT
Tencent in house / Shenzhen + Stink Studios / Shanghai	Customer Experience / CX	Tencent WE Summit	PALE BLUE DOT
Tencent in house / Shenzhen + Stink Studios / Shanghai	Websites – Mobile-only	Tencent WE Summit	PALE BLUE DOT
Tencent in house / Shenzhen + Treadom	Websites – Mobile-only	The Palace Museum + Tencent Lab	RELICS SOLITAIRE
thjnk Zürich / Zürich + Ateo / Zürich	Mobile Applications	Ochsner Sport	Runtime
Zulu Alpha Kilo / Toronto	Augmented, Virtual & Mixed Reality (AR, VR, MR)	SingleCut Beersmiths	Notes IPA
Zulu Alpha Kilo / Toronto	Physical Product & Mobile Integration	SingleCut Beersmiths	Notes IPA
Zulu Alpha Kilo / Toronto + Harry Rosen / Toronto + Zulubot / Toronto	Innovation in Lockdown	Green Screen Shirt	Harry Rosen
Zulu Alpha Kilo / Toronto + Harry Rosen / Toronto + Zulubot / Toronto	Physical Product & Mobile Integration	Green Screen Shirt	Harry Rosen

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



2022

INTERACTIVE & MOBILE CRAFT

180LA / Los Angeles + Cox Communications / Atlanta	Innovation in Lockdown	Cox Communications	Drawn Closer
180LA / Los Angeles + Cox Communications / Atlanta	Use of Technology	Cox Communications	Drawn Closer
180LA / Los Angeles + Cox Communications / Atlanta	Visual Craft – Animation	Cox Communications	Drawn Closer
GOODSTUPH Thailand / Bangkok + Fire Tiger by Seoulclub / Bangkok + LINE MAN and Wongnai / Bangkok + Chamni's Eye Creative Production / Bangkok	Cross-Channel UX / UI – Digital / Physical	Netflix + Fire Tiger + LINE MAN	Giving Fans A Taste of Kingdom
GOODSTUPH Thailand / Bangkok + Netflix / Singapore + UM / Singapore	Cross-Channel UX / UI – Digital / Physical	Netflix	Indo Sweeper Ship
Google Brand Studio / EMEA + R/GA / London + The Royal National Institute of Blind People / London + The Guardian / London	UX / UI – User Experience / CX / DX	The Royal National Institute of Blind People, The Guardian and Google	Auditorial
Innocean Worldwide / Seoul + Hyundai Motor Group / Seoul	Innovation in Interactive & Mobile Craft	Hyundai Motor Group	Little Big e-Motion
Innocean Worldwide / Seoul + Hyundai Motor Group / Seoul	Use of Technology	Hyundai Motor Group	Little Big e-Motion
Innocean Worldwide / Seoul + Hyundai Motor Group / Seoul	Creative Use of Data	Hyundai Motor Group	Little Big e-Motion
M&C Saatchi / Sydney + Song Zu / Sydney + Facebook / Sydney + Zebrar / Sydney	Visual Craft – Art Direction	BIG W	Craft, Camera, Action!
M&C Saatchi / Sydney + Song Zu / Sydney + Facebook / Sydney + Zebrar / Sydney	Cross-Channel UX / UI – Digital / Physical	BIG W	Craft, Camera, Action!
MediaCom Creative Systems / New York + MediaMonks / New York + Partizan / New York + UMG FOR BRANDS / Santa Monica	Visual Craft – Art Direction	The Pokémon Company International	P25 Music
Ogilvy Mumbai / India + MTV / Mumbai	Creative Use of Data	MTV + ARDSI	Memory Karaoke

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



INTERACTIVE & MOBILE CRAFT

RT Creative Lab / Moscow + Red Collar / Voronezh	Visual Craft – Art Direction	RT	The Endless Letter: Web Experience
RT Creative Lab / Moscow + Red Collar / Voronezh	UX / UI – User Experience / CX / DX	RT	The Endless Letter: Web Experience
Tencent / Shenzhen + Stink Studios / Shanghai + Massive Music / Tokyo + NOONE Arts Development Co. / Shenzhen	UX / UI – User Experience / CX / DX	Tencent WE Summit	Pale Blue Dot
Tencent in house / Shenzhen + Treedom	Audio Craft – Sound	Dunhuang Academy + Tencent Pictures	DUBBING THE MOVIE

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



2022

IP & PRODUCTS

DDB Mudra Group / Mumbai	Physical Product – In-Market	McDonald's	EatQual
DENTSU / Tokyo + Qosmo / Tokyo + Dentsu Creative X / Tokyo	Physical Product – In-Market	UNLABELED, NEXUSVII.	Camouflage Against the Machines
Fast Horse / Minneapolis + Marmomset / Seattle + VT PRO / Los Angeles	Physical Product – Promotional	Heineken USA	Heineken B.O.T.
HOY.Co / Bogota	Physical Product – Promotional	Cencosud/Metro	Teaching Bags
Innocean Worldwide / Seoul + Hyundai Motor Group / Seoul	Innovation in IP & Products	Hyundai Motor Group	Little Big e-Motion
Innocean Worldwide / Seoul + Hyundai Motor Group / Seoul	Integrated Digital & Physical Product – Promotional	Hyundai Motor Group	Little Big e-Motion
Joe Public	Innovation in IP & Products	Chicken Licken	Soulfuel Safe Lamp
Joe Public	Physical Product – Promotional	Chicken Licken	Soulfuel Safe Lamp
Kolle Rebbe / Hamburg + German Olympic Sports Confederation / Frankfurt/Main	Physical Product – Promotional	German Olympic Sports Confederation	#ShowUsEqual
Mischief @ No Fixed Address + eos + Makeout	Physical Product – In-Market	eos	Bless Your F*ing Cooch
Ogilvy Mumbai / India + Mondelez	Innovation in IP & Products	Mondelez	#MyFirstRakhi
Ogilvy Mumbai / India + Mondelez	Physical Product – Promotional	Mondelez	#MyFirstRakhi
Ogilvy Mumbai / India + Wavemaker / Mumbai + Retro Films / Mumbai	Integrated Digital & Physical Product – Promotional	Cadbury 5 Star	Nothingcoin
TBWA\HAKUHODO / Tokyo	Physical Product – In-Market	Dreams Inc.	30sOAP
TBWA\HAKUHODO / Tokyo	Innovation in Lockdown	THE NIPPON FOUNDATION	Hi Toilet
TBWA\HAKUHODO / Tokyo	Integrated Digital & Physical Product – In-Market	THE NIPPON FOUNDATION	Hi Toilet

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



IP & PRODUCTS

Tencent in house / Shenzhen + Treadom	Digital Product – Promotional	The Palace Museum + Tencent Lab	RELICS SOLITAIRE
the.WATERMELON / Seoul + Daesang / Seoul	Physical Product – Promotional	Daesang Chungjungone Anjuya	CHEERS FAN
Zulu Alpha Kilo / Toronto + Pfaff Harley-Davidson / Toronto + Zulubot / Toronto	Innovation in IP & Products	Pfaff Harley-Davidson	Tough Turban
Zulu Alpha Kilo / Toronto + Pfaff Harley-Davidson / Toronto + Zulubot / Toronto	Physical Product – Promotional	Pfaff Harley-Davidson	Tough Turban

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



2022

MOVING IMAGE CRAFT

180LA / Los Angeles + Cox Communications / Atlanta	Innovation in Lockdown	Cox Communications	Drawn Closer
180LA / Los Angeles + Cox Communications / Atlanta	Innovation in Moving Image Craft	Cox Communications	Drawn Closer
180LA / Los Angeles + Cox Communications / Atlanta	Use of Technology	Cox Communications	Drawn Closer
180LA / Los Angeles + Cox Communications / Atlanta	Animation – Single	Cox Communications	Drawn Closer
180LA / Los Angeles + Cox Communications / Atlanta	Writing – Single	Cox Communications	Drawn Closer
72andSunny / Los Angeles + Alt.vfx + Cartel + RESET	Visual Effects – Single	Adobe / Premiere	Fantastic Voyage
72andSunny / Los Angeles + Hummingbird Content Studio + Hecho Studios	Production Design	Activision / Call of Duty	Art of Destruction
72andSunny / Los Angeles + Hummingbird Content Studio + Hecho Studios	Cinematography – Single	Activision / Call of Duty	Art of Destruction
72andSunny / New York + Human + Lost Planet + Smuggler	Direction – Single	Grubhub	We Serve Restaurants
AMC Networks + Stellantis + Publicis	Cinematography – Series	Jeep	Jeep x Eden: Dark Skies
BYJU'S / Bengaluru + Dora Digs / Mumbai	Casting	BYJU'S	Master Ji - A Teachers' Day Tribute
BYJU'S / Bengaluru + Dora Digs / Mumbai	Writing – Single	BYJU'S	Master Ji - A Teachers' Day Tribute
Convicts / Byron Bay + We are Social + Heckler / Sydney	Editing – Single	Audi Australia	Electric Eye
Cruise / San Francisco + Avocados & Coconuts / San Francisco + One Union / San Francisco + Mission Film & Design / San Francisco	Editing – Single	Cruise	Poppy & The City

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



MOVING IMAGE CRAFT

DENTSU / Tokyo + GEEK PICTURES / Tokyo	Production Design	Suntory Beverage & Food Limited	The passion never stops
DENTSU / Tokyo + Spoon Inc. / Tokyo + SUNNY SIDE UP / Tokyo	Production Design	Otsuka Pharmaceutical Co.	Find Your Own Way
dentsuMB Taiwan / Taipei	Direction – Single	Sinyi Realty	In Love We Trust
dentsuMB UK	Writing – Single	Coca Cola	Chimney
FRED & FARID / Los Angeles	Visual Effects – Single	EDELWEISS BEER	FEEL THE ALPS
FRED & FARID / Los Angeles	Writing – Single	Roxy	WELCOME TO THE NEW CUTE
FRED & FARID / New York	Production Design	Rémy Martin	Team Up For Excellence - The Film
FRED & FARID / New York	Direction – Single	Rémy Martin	Team Up For Excellence - The Film
L&C / New York	Cinematography – Single	Urum	Welcome Back
Loveboat / Los Angeles + MullenLowe / Los Angeles	Casting	Arizona Coyotes Anthem	We Hockey
McCann Enterprise / London + Craft + UPP / Prague + Joy Films / Dubai	Direction – Single	NEOM	Made to Change
McCann Enterprise / London + UPP / Prague + Craft + Joy Films / Dubai	Visual Effects – Single	NEOM	Made to Change
McCann Tech / Tel Aviv + McCann Enterprise / London	Production Design	Amdocs	Make It Amazing
MullenLowe Los Angeles / Los Angeles + Loveboat / Los Angeles + Danilo Abraham + Satélite Audio	Editing – Single	Arizona Coyotes	We Coyotes
MullenLowe Los Angeles / Los Angeles + Loveboat / Los Angeles + Danilo Abraham + Satélite Audio	Writing – Single	Arizona Coyotes	We Coyotes

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



2022

MOVING IMAGE CRAFT

Mutant / Antwerp + Firm Studio + Hamlet / Brussels	Cinematography – Single	Unicef/The EU	Finish your homework
Narrator / Los Angeles	Trailers & Teasers	Amazon Studios	Without Remorse: Customization
Narrator / Los Angeles	Trailers & Teasers	Netflix	Da 5 Bloods: The Soul of America
Narrator / Los Angeles	Trailers & Teasers	Netflix	Kate: Boom Boom Lemon
NOMINT / London	Innovation in Moving Image Craft	WWF Arctic Programme	Can't Negotiate the Melting Point of Ice
NOMINT / London	Animation – Single	WWF Arctic Programme	Can't Negotiate the Melting Point of Ice
Ogilvy Mumbai / India + Mondelez	Innovation in Moving Image Craft	Mondelez	Shah Rukh Khan-My-Ad
Ogilvy Mumbai / India + Mondelez	Use of Technology	Mondelez	Shah Rukh Khan-My-Ad
OPPO / Shenzhen + Sauvage / Barcelona	Visual Effects – Single	OPPO Find X3	Awaken Colour
Outsider Editorial / Toronto + Banfield / Ottawa + Alter Ego / Toronto + Scouts Honour / Toronto	Editing – Single	Public Safety Canada	UnContained
Outsider Editorial / Toronto + Cossette / Toronto + Scouts Honour / Toronto + The Vanity / Toronto	Editing – Single	SickKids	SickKidsMoms Vs Hard Days
Outsider Editorial / Toronto + Daughter Creative / Calgary + Six Degrees / Calgary + Alter Ego / Toronto	Editing – Single	OWN Cancer	How Does It Feel
Rethink + IKEA + Scouts Honour	Cinematography – Single	IKEA Canada	Our Little World
Romance Films / Cape Town + Joe Public United / Johannesburg	Casting	Chicken Licken	Feel the Fire

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



MOVING IMAGE CRAFT

Romance Films / Cape Town + Joe Public United / Johannesburg	Direction – Single	Chicken Licken	Feel the Fire
Romance Films / Cape Town + Joe Public United / Johannesburg	Casting	Chicken Licken (Soul Bites)	Tattoo , Loanshark & Lotto
Romance Films / Cape Town + Joe Public United / Johannesburg	Direction – Single	Nedbank	The Price of Consumerism
RPA Advertising / Santa Monica + Elastic / Santa Monica + A52 / Santa Monica + Primary / Santa Monica	Visual Effects – Single	American Honda Motor Co.	Origins of Determination
SAUVAGE.TV / BARCELONA	Use of Technology	Ubisoft - Riders Republic Videogame	Riders Republic: The Finish Line Trailer
SAUVAGE.TV / BARCELONA	Visual Effects – Single	Ubisoft - Riders Republic Videogame	Riders Republic: The Finish Line Trailer
SAUVAGE.TV / BARCELONA	Editing – Single	Ubisoft - Riders Republic Videogame	Riders Republic: The Finish Line Trailer
SAUVAGE.TV / BARCELONA	Direction – Single	Ubisoft - Riders Republic Videogame	Riders Republic: The finish Line Trailer
SERVICEPLAN GERMANY / Munich	Casting	PENNY	The Wish
SERVICEPLAN GERMANY / Munich	Cinematography – Single	PENNY	The Wish
SERVICEPLAN GERMANY / Munich	Editing – Single	PENNY	The Wish
SERVICEPLAN GERMANY / Munich	Writing – Single	PENNY	The Wish
SERVICEPLAN GERMANY / Munich	Direction – Single	PENNY	The Wish
SHENZHEN DOTWELL CULTURE CO. / Shenzhen	Visual Effects – Single	Tencent Games- King of Glory	Honor of Kings- Flourishing Age
SHENZHEN DOTWELL CULTURE CO. / Shenzhen	Animation – Single	Tencent Games- King of Glory	Honor of Kings- Flourishing Age
TBWA Hunt Lascaris / Johannesburg + Darling Films / Johannesburg + Orchestra Blue Post Production / Johannesburg + Sterling Sound / Johannesburg	Direction – Single	MTN South Africa	MTN Jerseys

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



MOVING IMAGE CRAFT

TBWA\Singapore / Singapore	Visual Effects – Single	Singapore Tourism Board	A Girl And Her Magic Binoculars
TBWA\Singapore / Singapore + Psyop / New York + SixToes.TV / Singapore	Production Design	Standard Chartered	Carbon-Free
TBWA\Switzerland / Zürich	Writing – Single	TERRE DES FEMMES	#bornequal - The X chromosome
Tencent in house / Shenzhen + A Feature Works Production	Casting	Tencent Medical Enlightenment Summit	THE WAR ON DISEASE
Tencent in house / Shenzhen + Shanghai Fanbu Network and Technology / Shanghai	Animation – Single	Tencent Neo-Culture Creativity	THE JUJUBE
Tencent in house / Shenzhen + Shanghai Fanbu Network and Technology / Shanghai	Production Design	Tencent Neo-Culture Creativity	THE JUJUBE
Terri & Sandy / New York + Sanofi- Gold Bond / New Jersey + Spark & Riot / Los Angeles	Writing – Single	Sanofi / Gold Bond	Euphemisms
Voskhod + Daddy's Film Production / Moscow + SPOT Production / Moscow + HALAL / Amsterdam	Production Design	Russian LGBT Network	We Will Become Better
Voskhod + Daddy's Film Production / Moscow + SPOT Production / Moscow + HALAL / Amsterdam	Cinematography – Single	Russian LGBT Network	We Will Become Better
Voskhod + Daddy's Film Production / Moscow + SPOT Production / Moscow + HALAL / Amsterdam	Editing – Single	Russian LGBT Network	We Will Become Better
Voskhod + Daddy's Film Production / Moscow + SPOT Production / Moscow + HALAL / Amsterdam	Direction – Single	Russian LGBT Network	We Will Become Better
Wieden+Kennedy / Portland + JOINT Editorial / Portland	Writing – Single	Wieden+Kennedy	a word

MUSIC & SOUND CRAFT

Barking Owl / Los Angeles	Original Music – Score	World Wheelchair Rugby	Here to Win
Barking Owl / Los Angeles + Love Song / Los Angeles	Sound Design	Facebook	Facebook x Skate Ghana
Barking Owl / New York + ALTO / New York	Original Music – Score	Upwork	Up We Go
DDB GROUP + Hastings Audio Network + Optix Post Production	Innovation in Music & Sound Craft	Telekom Deutschland	BEETHOVEN X - THE AI PROJECT
DDB GROUP + Hastings Audio Network + Optix Post Production	Original Music – Score	Telekom Deutschland	BEETHOVEN X - THE AI PROJECT
FRED & FARID / New York	Artist / Brand Collaboration	Rémy Martin	Team Up For Excellence - The Film
German Wahnsinn / Hamburg + Atelier Grand Berg / Rastatt	Sonic Branding / Branded Audio	ADAM	A new sound for air
Isobar / Hong Kong	Music Adaptation – Instrumental	Zung Fu Company / Mercedes-Benz	Electrified: Mercedes-Benz EQA Car Show
L&C / New York	Sound Editing	Urum	Welcome Back
L&C / New York	Original Music – Score	Urum	Welcome Back
Machine / London + DDB / Paris + Final Cut / London + Stink Paris / Paris	Sound Design	Far Cry 6	Chicharron Run
Machine / London + Uncommon Creative Studio / London + Blinkink / London	Sound Design	B&Q	Later Means Never
McCann Tech / Tel Aviv + McCann Enterprise / London	Artist / Brand Collaboration	Amdocs	Make It Amazing
Mother / London + duotone audio group / New York + MJZ / New York + Stoked / Beirut	Original Music – Score	Visit Dubai	Dubai Presents...

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



2022

MUSIC & SOUND CRAFT

MullenLowe / Los Angeles + Stink Films / Los Angeles + Tribe Caribe / Miami + Cut+Run / Los Angeles	Music Adaptation – Song	Bacardi/Patrón Tequila	Gracias a la Vida, Thank You to Life
MullenLowe / Los Angeles + Tribe Caribe / Miami + Cut+Run / Los Angeles + Stink Films / Los Angeles	Artist / Brand Collaboration	Bacardi/Patrón Tequila	Gracias a la Vida, Thank You to Life
Ogilvy Mumbai / India + MTV / Mumbai	Innovation in Music & Sound Craft	MTV + ARDSI	Memory Karaoke
Ogilvy Mumbai / India + MTV / Mumbai	Custom / User-Generated Content	MTV + ARDSI	Memory Karaoke
OPPO / Shenzhen + The Eye Advertising & Film Production / Shanghai	Music Adaptation – Song	OPPO Reno5	Unspoken Love
Palette Group / Brooklyn + GNCVB / Newark	Original Music – Song	Newark Happening	Welcome To Newark
Rethink + Over The Bridge	Innovation in Music & Sound Craft	Over The Bridge	Lost Tapes Of The 27 Club
SERVICEPLAN GERMANY / Munich	Music Adaptation – Song	PENNY	The Wish
Socialclub / Paris + TELESCOPE FILMS / Montreal	Artist / Brand Collaboration	GREMM	Out of sight
Squeak E. Clean Studios / Chicago + RSA Films	Sound Design	Netflix	The World is on Netflix
TBWA\Paris / Boulogne-Billancourt + Wanda Production / Saint-Denis + \Else / Boulogne-Billancourt	Use of Licensed Music	Winamax	The Lift
The Public House / Dublin + Event Junkies / Dublin + Motherland / Dublin + PHD / Dublin	Original Music – Song	FBD Insurance	Sound Support
The Public House / Dublin + PHD / Dublin + Event Junkies / Dublin + Motherland / Dublin	Innovation in Lockdown	FBD Insurance	Sound Support
Zulu Alpha Kilo / Toronto	Experiential Music & Sound	SingleCut Beersmiths	Notes IPA
Zulu Alpha Kilo / Toronto + Girl Guides of Canada / Toronto + OMD / Toronto + spPR / Toronto	Music Adaptation – Song	Girl Guides of Canada	Fire Songs

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



2022

OUT OF HOME

72andSunny / Los Angeles + Unit9 Films Inc. / Los Angeles	Experiential & Immersive	Activision / Call of Duty	Theater of War
Beta Collective / Sao Paulo + Estúdio Casa da Árvore / Sao Paulo + Irmãos Meirelles / Sao Paulo + 100 Limites Filmes / Rio de Janeiro	Innovation in Out of Home	Cerveza Patagonia	The Mountain Intervention
BooneOakley / Charlotte + StarMed Healthcare / Charlotte	Billboards & Transit – Single	StarMed Healthcare	Wilmore Funeral Home
DENTSU / Tokyo + Iull / Tokyo + Dentsu On Demand Graphic / Tokyo	Craft – Art Direction	The Ad Museum Tokyo / Yoshida Hideo Memorial Foundation	Design After Design.
DENTSU / Tokyo + Iull / Tokyo + Dentsu On Demand Graphic / Tokyo	P.O.P. & In-Store – Series	The Ad Museum Tokyo / Yoshida Hideo Memorial Foundation	Design After Design.
DENTSU AD-GEAR / Tokyo + DENTSU / Tokyo	Craft – Art Direction	Kai Corporation.	FIRST SHAVE BOOK
Independent	Craft – Illustration	Maille	A Taste Between Two Worlds
Independent	Craft – Art Direction	Maille	A Taste Between Two Worlds
Friends / Stockholm + Perfect Fools / Stockholm + Ocean Outdoor / Stockholm	Dynamic Billboards & Transit	Friends	Bullying Out Of Home
Havas Middle East / Dubai + Jack Morton / Dubai	Brand Installations	adidas	Liquid Billboard
Innocean Worldwide / Seoul + Hyundai Motor Group / Seoul	Brand Installations	Hyundai Motor Group	Little Big e-Motion
INNOCEAN Worldwide Europe / Berlin + Kia Company / Seoul + Marshmallow Laser Feast / London	Dynamic Billboards & Transit	Kia Corporation	Kia Inspiring Billboards
Isobar / Hong Kong	Brand Installations	Zung Fu Company / Mercedes-Benz	Electrified: Mercedes- Benz EQA Car Show
Joe Public	Craft – Art Direction	Converse	Unity Laces
Joe Public	P.O.P. & In-Store – Series	Converse	Unity Laces

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



2022

OUT OF HOME

Jonathan Heyer / Zurich + CRK / Basel	Craft – Photography	Pro Infirmis	#LikeYouAndMe
Jotacom / Sao Paulo + Duolingo / Sao Paulo	Dynamic Billboards & Transit	Duolingo	The Unignorable Notification
Jung von Matt / Hamburg + SquarePixel / Rio de Janeiro	Dynamic Billboards & Transit	Hyundai Global	The Bigger Crash
Jung von Matt / Hamburg + SquarePixel / Rio de Janeiro	Billboards & Transit – Single	Hyundai Global	The Bigger Crash - Blanca
Jung von Matt / Hamburg + SquarePixel / Rio de Janeiro	Billboards & Transit – Single	Hyundai Global	The Bigger Crash - Hayian
Jung von Matt / Hamburg + SquarePixel / Rio de Janeiro	Billboards & Transit – Single	Hyundai Global	The Bigger Crash - Irma
Jung von Matt / Hamburg + SquarePixel / Rio de Janeiro	Billboards & Transit – Single	Hyundai Global	The Bigger Crash - Katrina
Kolle Rebbe / Hamburg + Deutsche Sport Marketing / Frankfurt/Main + German Olympic Sports Confederation / Frankfurt/Main	Brand Installations	Deutsche Sport Marketing / German Olympic Sports Confederation	Tokyo Tree
Kolle Rebbe / Hamburg + WWF Germany / Berlin	Dynamic Billboards & Transit	WWF Germany	N4TURE'S NUMB3R5
Leo Burnett / London	Craft – Illustration	McDonald's	Lights On
Leo Burnett / London	Billboards & Transit – Series	McDonald's	Lights On
Leo Burnett / Riyadh + Nojara Productions / Riyadh	Billboards & Transit – Series	Ikea	It's time to redecorate
Mischief @ No Fixed Address + Alpha Foods + Leap Grow	Dynamic Billboards & Transit	Alpha Foods	Chickenflation
OLIVER Agency / London	Craft – Writing	the Guardian	Guardian 200 Years, a Work in Progress
OLIVER Agency / London	Billboards & Transit – Series	the Guardian	Guardian 200 Years, a Work in Progress
Rethink + YWCA Metro Vancouver	Murals	YWCA Metro Vancouver	Wall For Women

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



2022

OUT OF HOME

Ruf Lanz / Zurich	Billboards & Transit – Series	Foundation «Tier im Recht» (Rights for animals)	Animal Handprints
Ruf Lanz / Zurich	Billboards & Transit – Series	Wolti-Furrer Fine Art Transport	When art has to move.
Saatchi & Saatchi Ukraine / Kiyv + KyivPride / Kiyv + Dronarium / Kiyv	Experiential & Immersive	KyivPride	Motherland Pride
SERVICEPLAN GERMANY / Munich	Craft – Art Direction	MINI	MINImalism
SERVICEPLAN GERMANY / Munich	Billboards & Transit – Series	MINI	MINImalism
SERVICEPLAN GERMANY / Munich	P.O.P. & In-Store – Series	MINI	MINImalism
TBWA\HAKUHODO / Tokyo	Innovation in Lockdown	THE NIPPON FOUNDATION	Hi Toilet
TBWA\Istanbul / Istanbul + Public Film / Istanbul	Billboards & Transit – Single	We Will Stop Femicide Platform	Invisible Petitions
TBWA\Paris / Boulogne-Billancourt	Craft – Art Direction	McDonald's France	Guess who's back
TBWA\Paris / Boulogne-Billancourt	Billboards & Transit – Series	McDonald's France	Guess who's back
TBWA\Paris / Boulogne-Billancourt	Craft – Illustration	Schweppes	I like it like that
TBWA\Paris / Boulogne-Billancourt + \Else / Boulogne-Bilancourt	Craft – Illustration	Le chocolat des Français	Only keep the best of France
TBWA\Paris / Boulogne-Billancourt + \Else / Boulogne-Bilancourt	Billboards & Transit – Series	Le chocolat des Français	Only keep the best of France
TDA_Boulder / Boulder	Billboards & Transit – Single	Desert Door Distillery	Out There; We Might Not Like You Either
The Leo Burnett Group Thailand / Bangkok + Netflix / Bangkok + Eightfinityfilm / Bangkok + Newbrain Post / Bangkok	Billboards & Transit – Series	Netflix	The Billboard Remains
VMLY&R / Paris + Red Fuse / Paris	Innovation in Lockdown	Colgate Palmolive	Smile always find a way
VMLY&R / Paris + Red Fuse / Paris	Craft – Photography	Colgate Palmolive	Smile always find a way

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



OUT OF HOME

VMLY&R / Paris + Red Fuse / Paris	Billboards & Transit – Series	Colgate Palmolive	Smile always find a way
Wanda Production / Saint-Denis	Innovation in Out of Home	HandsAway	Fearless Night
Wanda Production / Saint-Denis	Experiential & Immersive	HandsAway	Fearless Night
Wanda Production / Saint-Denis	Dynamic Billboards & Transit	HandsAway	Fearless Night

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



PHARMA

Garvan Institute of Medical Research / Sydney + BWM Isobar / Sydney + dentsu Amplifi, Carat & MKTG / Sydney + The Pool Collective / Sydney	Integrated Branding	The Garvan Institute of Medical Research	Disease Dilemmas
Garvan Institute of Medical Research / Sydney + BWM Isobar / Sydney + dentsu Amplifi, Carat & MKTG / Sydney + The Pool Collective / Sydney	Out of Home	The Garvan Institute of Medical Research	Disease Dilemmas
Garvan Institute of Medical Research / Sydney + BWM Isobar / Sydney + dentsu Amplifi, Carat & MKTG / Sydney + The Pool Collective / Sydney	Online & Mobile	The Garvan Institute of Medical Research	Disease Dilemmas
McCann Health / New York + McCann Health Brazil / Sao Paolo	Innovation in Pharma	Astra Zeneca	The CO2 Inhaler
McCann Health / New York + McCann Health Brazil / Sao Paolo	Craft – Art Direction	Astra Zeneca	The CO2 Inhaler
McCann Health / New York + McCann Health Brazil / Sao Paolo	Design – Packaging	Astra Zeneca	The CO2 Inhaler
Retina / San Francisco	Social Media	Thermo Fisher Scientific	The Art of Cells
Retina / San Francisco	Branded Content	Thermo Fisher Scientific	The Art of Cells

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



2022

PRINT

BERLIN / Santiago + Fundación Meri / Santiago + Plastic Oceans International / London	Brand Partnerships	Fundación Meri + Plastic Oceans	Still available in the ocean
BETC HAVAS / São Paulo + HERSHEY's Br / São Paulo	Posters – Series	Hershey's Br	HerShe 2021
DENTSU / Tokyo	Promotional Items – Booklets / Books / Brochures	Nikkei	The Toxic Dictionary
DENTSU / Tokyo + ADBRAIN / Tokyo	Craft – Art Direction	Dentsu Advertising Awards Selection Council /Dentsu Advertising 74th Awards	The engaging discipline of brands
DENTSU / Tokyo + Dentsu Creative X / Tokyo	Posters – Series	ALE Co., Ltd.	FLIP TO SPACE
DENTSU / Tokyo + DENTSU KYUSHU / Fukuoka + Plug / Tokyo	Newspaper – Single	NAGASAKI SHIMBUNSHA	13865 black dots and 2 red dots.
DENTSU / Tokyo + J.C.SPARK / Tokyo + TONE UP / Tokyo	Craft – Art Direction	THE HOKKOKU SHIMBUN / Kanazawa High School Sumo Tournament	Pierce a Headwind
DENTSU / Tokyo + J.C.SPARK / Tokyo + TONE UP / Tokyo	Posters – Series	THE HOKKOKU SHIMBUN / Kanazawa High School Sumo Tournament	Pierce a Headwind
DENTSU / Tokyo + Iull / Tokyo + Dentsu On Demand Graphic / Tokyo	Craft – Art Direction	The Ad Museum Tokyo / Yoshida Hideo Memorial Foundation	Design After Design.
DENTSU / Tokyo + Iull / Tokyo + Dentsu On Demand Graphic / Tokyo	Posters – Series	The Ad Museum Tokyo / Yoshida Hideo Memorial Foundation	Design After Design.
Diario La Prensa / managua + TBWA Nicaragua / managua	Craft – Printing & Production	Diario LA PRENSA	OUT OF INK
Diario La Prensa / managua + TBWA Nicaragua / managua	Newspaper – Single	Diario LA PRENSA	OUT OF INK
FCB New Zealand / Auckland	Newspaper – Single	Fire and Emergency New Zealand	3 Minute Print Ad

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



2022

PRINT

Havas Worldwide Portugal / Lisbon + Estúdio Casa da Árvore / São Paulo + Fast Forward / Lisbon + Garage Films / Lisbon	Innovation in Print	Raparigas da Bola	The Day-After- Women's-Day Newspapers
Hill Holliday / Boston + Lobo / New York + Studio Tesis / Sao Paulo	Magazine – Series	Donate Life	Life After Your Life
Joe Public	Innovation in Print	Converse	Unity Laces
Joe Public	Craft – Art Direction	Converse	Unity Laces
Joe Public	Posters – Series	Converse	Unity Laces
Jung von Matt / Hamburg + SquarePixel / Rio de Janeiro	Magazine – Single	Hyundai Global	The Bigger Crash - Blanca
Jung von Matt / Hamburg + SquarePixel / Rio de Janeiro	Magazine – Single	Hyundai Global	The Bigger Crash - Hayian
Jung von Matt / Hamburg + SquarePixel / Rio de Janeiro	Magazine – Single	Hyundai Global	The Bigger Crash - Irma
Jung von Matt / Hamburg + SquarePixel / Rio de Janeiro	Magazine – Single	Hyundai Global	The Bigger Crash - Jebi
Jung von Matt / Hamburg + SquarePixel / Rio de Janeiro	Magazine – Single	Hyundai Global	The Bigger Crash - Katrina
Kolle Rebbe / Hamburg + German Olympic Sports Confederation / Frankfurt/Main	Promotional Items – Apparel	German Olympic Sports Confederation	#ShowUsEqual
Kolle Rebbe / Hamburg + WWF Germany / Berlin	Newspaper – Single	WWF Germany	N4TURE'S NUMB3R5 / Wildfire
Leo Burnett / London	Craft – Illustration	McDonald's	Lights On
Leo Burnett / London	Posters – Series	McDonald's	Lights On
Leo Burnett / Riyadh + Nojara Productions / Riyadh	Craft – Art Direction	Ikea	It's time to redecorate
Leo Burnett / Riyadh + Nojara Productions / Riyadh	Posters – Series	Ikea	It's time to redecorate
M&C Saatchi / Sydney + Baiada - Lilydale/Steggles / Sydney	Craft – Art Direction	Baiada - Lilydale/ Steggles	Steggles Print

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



2022

PRINT

Mischief @ No Fixed Address + Alpha Foods + Leap Grow	Craft – Writing	Alpha Foods	Chickenflation
nez&pez / Charlotte + Luis Erazo Studio / Atlanta	Craft – Art Direction	Freedom's Edge Cider	The flavor within
Ruf Lanz / Zurich	Craft – Illustration	Foundation «Tier im Recht» (Rights for animals)	Animal Handprints
Ruf Lanz / Zurich	Posters – Series	Welti-Furrer Fine Art Transport	When art has to move.
Ruf Lanz / Zurich	B2B / Trade Publication	Welti-Furrer Fine Art Transport	When art has to move.
SERVICEPLAN GERMANY / Munich	Craft – Art Direction	MINI	MINImalism
SERVICEPLAN GERMANY / Munich	Magazine – Series	MINI	MINImalism
TBWA\Paris / Boulogne-Billancourt + \Else / Boulogne-Bilancourt	Craft – Illustration	Le chocolat des Français	Only keep the best of France
TBWA\Paris / Boulogne-Billancourt + \Else / Boulogne-Bilancourt	Posters – Series	Le chocolat des Français	Only keep the best of France
TBWA\Paris / Boulogne-Billancourt + \Else / Boulogne-Bilancourt	Magazine – Series	Le chocolat des Français	Only keep the best of France
TBWA\Switzerland / Zürich	Craft – Illustration	Sicherheitskommission Schreinergerwerbe	Carpenter Horoscopes
TDA_Boulder / Boulder	Magazine – Single	Desert Door Distillery	Out There
Tencent in house / Shenzhen	Innovation in Print	Tencent Youth Science Festival	POSTER-POSTCARD- POST IT
Tencent in house / Shenzhen	Craft – Printing & Production	Tencent Youth Science Festival	POSTER-POSTCARD- POST IT
Tencent in house / Shenzhen	Promotional Items – Physical Products	Tencent Youth Science Festival	POSTER-POSTCARD- POST IT
The Monkeys / Sydney	Craft – Writing	NRMA Insurance	Help like no one else
VMLY&R / Madrid	Craft – Photography	Movistar +	RIOT POLICE

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



PRINT

VMLY&R / Paris + Red Fuse / Paris	Innovation in Lockdown	Colgate Palmolive	Smile always find a way
VMLY&R / Paris + Red Fuse / Paris	Craft – Photography	Colgate Palmolive	Smile always find a way
VMLY&R / Paris + Red Fuse / Paris	Newspaper – Series	Colgate Palmolive	Smile always find a way
Xi'an Gaopeng	Promotional Items – Physical Products	LI MING ZHI YAN	Animated interactive box

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



PUBLIC RELATIONS

72andSunny / Los Angeles + Hecho Studios + Howling Music + LIME Studios	Current Event Response	National Football League	Football is for Everyone
72andSunny / Los Angeles + Hecho Studios + Howling Music + LIME Studios	Brand Transformation	National Football League	Football is for Everyone
BBDO / Bangkok	Media Relations	The Mirror Foundation & Kunana	Missing Person Reporters
BBDO Belgium / Brussels	Events & Experiential	Decathlon	The Breakaway
DDB Canada / Toronto + Alfredo Films / Toronto + Sauce Digital / Toronto + Vapor Music / Toronto	Community Building	OBHS (Ontario Black History Society)	#BlackedOutHistory
DDB Mudra Group / Mumbai	Reputation Management	McDonald's	EatQual
DDB Mudra Group / Mumbai	Community Building	McDonald's	EatQual
Diario La Prensa / managua	Brand Voice	Diario LA PRENSA	OUT OF INK
Diario La Prensa / managua + TBWA Nicaragua / managua	Media Relations	Diario LA PRENSA	OUT OF INK
Havas Turkey / stanbul + Circus / stanbul + Punch BBDO / stanbul + Cora Communications / stanbul	Media Relations	Reckitt-Finish	Too Close To Home
Innocean Worldwide / Seoul + Hyundai Motor Group / Seoul	Reputation Management	Hyundai Motor Group	Little Big e-Motion
Innocean Worldwide / Seoul + Hyundai Motor Group / Seoul	Media Relations	Hyundai Motor Group	Little Big e-Motion
M&C Saatchi / Sydney + The Minderoo Foundation (Thrive by Five initiative) / Perth + Bohemia Group / Sydney + FINCH / Sydney	Events & Experiential	The Minderoo Foundation (Thrive by Five Initiative)	Thrive by Five
McCann Paris / Neuilly-sur-Seine + McCann Health / London + McCann Worldgroup Germany / Düsseldorf + Weber Shandwick / Neuilly-sur-Seine	Innovation in Public Relations	Spinneys and the Lebanese Breast Cancer foundation	The Bread Exam

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



2022

PUBLIC RELATIONS

McCann Paris / Neuilly-sur-Seine + McCann Health / London + McCann Worldgroup Germany / Düsseldorf + Weber Shandwick / Neuilly-sur-Seine	Brand Partnerships	Spinneys and the Lebanese Breast Cancer foundation	The Bread Exam
McCann Paris / Neuilly-sur-Seine + McCann Health / London + McCann Worldgroup Germany / Düsseldorf + Weber Shandwick / Neuilly-sur-Seine	Media Relations	Spinneys and the Lebanese Breast Cancer foundation	The Bread Exam
Mischief @ No Fixed Address + Alpha Foods + Leap Grow	Current Event Response	Alpha Foods	Chickenflation
Mischief @ No Fixed Address + eos + Makeout	Brand Voice	eos	Bless Your F*ing Cooch
Mischief @ No Fixed Address + eos + Makeout	Community Building	eos	Bless Your F*ing Cooch
Mischief @ No Fixed Address + Strike Anywhere Productions + Miller Genuine Draft	Brand Voice	Miller Genuine Draft	Seltzer Launch
Mischief @ No Fixed Address + Strike Anywhere Productions + Miller Genuine Draft	Events & Experiential	Miller Genuine Draft	Seltzer Launch
Mutant / Antwerp + Roses are blue	Community Building	Paralympic Team Belgium	Now's the time to stare
No Fixed Address / Toronto + Mischief @ No Fixed Address + Canadian Centre for Child Protection + AdHoc Content	Current Event Response	Canadian Centre for Child Protection	Happy Birthday, Twitter
No Fixed Address / Toronto + Sunnybrook Health Sciences + Stack Films	Community Building	Sunnybrook / Pregnancy & Infant Loss (PAIL) Network	Unsilence the Conversation
Ogilvy Mumbai / India + Hindustan Unilever Limited / Mumbai + Chrome Pictures	Integrated PR Campaign	HUL	Dove#StopTheBeautyTest
Ogilvy Mumbai / India + Mondelez	Media Relations	Mondelez	#MyFirstRakhi
Ogilvy Mumbai / India + Mondelez	Current Event Response	Mondelez	Shah Rukh Khan-My-Ad

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



PUBLIC RELATIONS

Ogilvy Mumbai / India + Mondelez + Wavemaker / Mumbai	Brand Voice	Mondelez	Cadbury #GoodLuckGirls
Ogilvy Mumbai / India + Mondelez + Wavemaker / Mumbai	Media Relations	Mondelez	Cadbury #GoodLuckGirls
Rethink + IKEA	Current Event Response	IKEA Canada	The Cristiano Bottle
Saatchi & Saatchi Ukraine / Kiyv + KyivPride / Kiyv + Dronarium / Kiyv	Events & Experiential	KyivPride	Motherland Pride
SERVICEPLAN GERMANY / Munich	Brand Voice	Newtown Action Alliance	#NotComingHome
TBWA\Istanbul / Istanbul + Public Film / Istanbul	Media Relations	We Will Stop Femicide Platform	Invisible Petitions
Thanks Agency / Ciudad de México + REFUGIO SAN GREGORIO / Ciudad de México	Current Event Response	Refugio San Gregorio	PAM - Partido de Adopción Mexicana
Thanks Agency / Ciudad de México + REFUGIO SAN GREGORIO / Ciudad de México	Community Building	Refugio San Gregorio	PAM - Partido de Adopción Mexicana
the.WATERMELON / Seoul + Daesang / Seoul	Innovation in Lockdown	Daesang Chungjungone Anjuya	CHEERS FAN
Zulu Alpha Kilo / Toronto + Pfaff Harley-Davidson / Toronto + Zulubot / Toronto	Innovation in Public Relations	Pfaff Harley-Davidson	Tough Turban

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



2022

RADIO & AUDIO

+KNAUSS / Hamburg + Frauen aufs Podium / Potsdam + Die Stube / Hamburg	Craft – Writing – Series	Frauen aufs Podium	Gender Gaps
+KNAUSS / Hamburg + Frauen aufs Podium / Potsdam + Die Stube / Hamburg	Broadcast – Series	Frauen aufs Podium	Gender Gaps
Berakar Komunikasi / South Jakarta + The Coca-Cola Company / Sprite / Jakarta + Alunan SoundPost / Jakarta + Titik Sembilan / Jakarta	Online – Streaming Audio Advertising	Sprite	Hear Clearly
Berakar Komunikasi / South Jakarta + The Coca-Cola Company / Sprite / Jakarta + Alunan SoundPost / Jakarta + Titik Sembilan / Jakarta	Broadcast – Series	Sprite	Hear Clearly
FCB New Zealand / Auckland	Broadcast – Single	New Zealand Police	Enjoy The View
German Wahnsinn / Hamburg + Atelier Grand Berg / Rastatt	Sonic Branding / Branded Audio	ADAM	A new sound for air
Grey Advertising Africa / Team Liquid / Johannesburg + Finetune Studios / Johannesburg	Broadcast – Series	Savanna	Take a Savatical
Innocean Australia / Sydney	Broadcast – Series	NoUgly Sleep	Lullabies
Ogilvy Brasil / São Paulo + Magazine Luiza / São Paulo	Brand Partnerships	Magazine Luiza	Shopping Inside Songs
Ogilvy Brasil / São Paulo + Magazine Luiza / São Paulo	Experiential Radio & Audio	Magazine Luiza	Shopping Inside Songs
Rethink + Over The Bridge	Innovation in Radio & Audio	Over The Bridge	Lost Tapes Of The 27 Club
Rethink + Over The Bridge	Custom Content	Over The Bridge	Lost Tapes Of The 27 Club
RPA Advertising / Santa Monica + Lime Studios / Santa Monica	Broadcast – Series	Apartments.com	Virtual Tour For Your Ears Campaign
TBWA Hunt Lascaris / Johannesburg + Produce Sound + SAMISH / Johannesburg	Innovation in Radio & Audio	Nissan South Africa	Shwii by Nissan

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



RADIO & AUDIO

TBWA Hunt Lascaris / Johannesburg + Produce Sound + SAMISH / Johannesburg	Craft – Direction	Nissan South Africa	Shwii by Nissan
TBWA Hunt Lascaris / Johannesburg + Produce Sound + SAMISH / Johannesburg	Craft – Writing – Series	Nissan South Africa	Shwii by Nissan
TBWA Hunt Lascaris / Johannesburg + Produce Sound + SAMISH / Johannesburg	Experiential Radio & Audio	Nissan South Africa	Shwii by Nissan
TBWA Hunt Lascaris / Johannesburg + Produce Sound + SAMISH / Johannesburg	Broadcast – Series	Nissan South Africa	Shwii by Nissan
TBWA\Singapore / Singapore + DLMDD / London	Sonic Branding / Branded Audio	Singapore Airlines	A Symphony of Flowers
Tencent in house / Shenzhen + Treedom	Brand Partnerships	Dunhuang Academy + Tencent Pictures	DUBBING THE MOVIE
The Public House / Dublin + PHD / Dublin + Event Junkies / Dublin + Motherland / Dublin	Custom Content	FBD Insurance	Sound Support
thjnk Zürich / Zürich + Ateo / Zürich	Innovation in Radio & Audio	Ochsner Sport	Runtime
thjnk Zürich / Zürich + Ateo / Zürich	Experiential Radio & Audio	Ochsner Sport	Runtime
thjnk Zürich / Zürich + Ateo / Zürich	Custom Content	Ochsner Sport	Runtime
Zulu Alpha Kilo / Toronto	Experiential Radio & Audio	SingleCut Beersmiths	Notes IPA
Zulu Alpha Kilo / Toronto + Girl Guides of Canada / Toronto + OMD / Toronto + spPR / Toronto	Craft – Use of Music	Girl Guides of Canada	Fire Songs

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



SOCIAL MEDIA

72andSunny / Los Angeles + Hecho Studios + Howling Music + LIME Studios	Active Engagement / Call to Action	National Football League	Football is for Everyone
72andSunny / Los Angeles + Hecho Studios + Howling Music + LIME Studios	Mobile-First Video – Over 15 Seconds	National Football League	Football is for Everyone
72andSunny / Los Angeles + Hecho Studios + Howling Music + LIME Studios	Social Post – Real-time Response	National Football League	Football is for Everyone
72andSunny / Los Angeles + m ss ng p eces / New York + Tinsley Studio / Burbank + Creep / London	Stunts & Activations	Activision / Call of Duty	Happy Hunting
72andSunny / New York + Cosmo Street + Peace Pictures + Schrom Productions	Social Post – Series	CKE / Carl's Jr. and Hardees	Hot and Hand-Breaded
BeSweet Films / Madrid + GC Aesthetics / Madrid	Active Engagement / Call to Action	GC Aesthetics	Boobstickers
BeSweet Films / Madrid + GC Aesthetics / Madrid	Social Channel – Single Platform	GC Aesthetics	Boobstickers
DDB Mudra Group / Mumbai + 22feet Tribal WW / Mumbai	Innovation in Social Media	Spotify	#PlayThis
DDB Mudra Group / Mumbai + 22feet Tribal WW / Mumbai	Social Channel – Single Platform	Spotify	#PlayThis
GOODSTUPH Thailand / Bangkok + Netflix / Singapore + UM / Singapore	Active Engagement / Call to Action	Netflix	Indo Sweeper Ship
GOODSTUPH Thailand / Bangkok + UM / Jakarta + Neon Sound / Singapore + thequietlab / Singapore	Active Engagement / Call to Action	Netflix	Outheisted
Grey Colombia / Bogota + Greenpeace Colombia / Bogota	Craft – Use of Technology	Greenpeace Colombia	Earth is saying
Grey Colombia / Bogota + Greenpeace Colombia / Bogota	Social Post – Real-time Response	Greenpeace Colombia	Earth is saying

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



SOCIAL MEDIA

Grey Colombia / Bogota + Greenpeace Colombia / Bogota	Social Channel – Single Platform	Greenpeace Colombia	Earth is saying
Innocean Australia / Sydney	Active Engagement / Call to Action	NoUgly Sleep	Lullabies
Innocean Australia / Sydney	Social Post – Real-time Response	NoUgly Sleep	Lullabies
INNOCEAN Worldwide Europe / Berlin + Amber Alert Europe / Brussels + BEYOND.one / Hamburg + DaHouse Audio / Berlin	Influencer Marketing – Single Channel	Amber Alert Europe	Dance Against Predators
INNOCEAN Worldwide Europe / Berlin + Amber Alert Europe / Brussels + BEYOND.one / Hamburg + DaHouse Audio / Berlin	Social Channel – Single Platform	Amber Alert Europe	Dance Against Predators
Kolle Rebbe / Hamburg + Deutsche Sport Marketing / Frankfurt/Main + German Olympic Sports Confederation / Frankfurt/Main	Active Engagement / Call to Action	Deutsche Sport Marketing / German Olympic Sports Confederation	Tokyo Tree
Kolle Rebbe / Hamburg + International Society for Human Rights (ISHR) – German section / Frankfurt/Main	Active Engagement / Call to Action	International Society for Human Rights (ISHR) – German section	Very Important Stamps
Leo Burnett / Riyadh + Nojara Productions / Riyadh	Social Post – Series	Ikea	It's time to redecorate
M&C Saatchi / Sydney + BWS / Sydney	Innovation in Social Media	BWS	InstaPour
McCann Paris / Neuilly-sur-Seine + McCann Health / London + McCann Worldgroup Germany / Düsseldorf + Weber Shandwick / Neuilly-sur-Seine	Innovation in Social Media	Spinneys and the Lebanese Breast Cancer foundation	The Bread Exam
McCann Paris / Neuilly-sur-Seine + McCann Health / London + McCann Worldgroup Germany / Düsseldorf + Weber Shandwick / Neuilly-sur-Seine	Craft – Use of Visuals	Spinneys and the Lebanese Breast Cancer foundation	The Bread Exam
McCann Paris / Neuilly-sur-Seine + McCann Health / London + McCann Worldgroup Germany / Düsseldorf + Weber Shandwick / Neuilly-sur-Seine	Craft – Writing	Spinneys and the Lebanese Breast Cancer foundation	The Bread Exam

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



SOCIAL MEDIA

McCann Paris / Neuilly-sur-Seine + McCann Health / London + McCann Worldgroup Germany / Düsseldorf + Weber Shandwick / Neuilly-sur-Seine	Influencer Marketing – Multi-Channel	Spinneys and the Lebanese Breast Cancer foundation	The Bread Exam
McCann Paris / Neuilly-sur-Seine + McCann Health / London + McCann Worldgroup Germany / Düsseldorf + Weber Shandwick / Neuilly-sur-Seine	Active Engagement / Call to Action	Spinneys and the Lebanese Breast Cancer foundation	The Bread Exam
McCann Paris / Neuilly-sur-Seine + McCann Health / London + McCann Worldgroup Germany / Düsseldorf + Weber Shandwick / Neuilly-sur-Seine	Social Post – Series	Spinneys and the Lebanese Breast Cancer foundation	The Bread Exam
McKinney + Little Caesars	Active Engagement / Call to Action	Little Caesars	#UnlockPretzelCrust
McKinney + Little Caesars	Social Post – Series	Little Caesars	#UnlockPretzelCrust
McKinney + Little Caesars	Social Channel – Multi-Platform	Little Caesars	#UnlockPretzelCrust
McKinney + Little Caesars	Social Channel – Multi-Platform	Little Caesars	Let's Get Social
McKinney + Little Caesars	User-Generated Content	Little Caesars	Stuffed People
McKinney + Little Caesars	Social Post – Series	Little Caesars	Stuffed People
McKinney + Little Caesars	Social Channel – Single Platform	Little Caesars	Stuffed People
McKinney + Pampers	Influencer Marketing – Multi-Channel	Pampers	Million Acts of Love
MediaCom Creative Systems / New York + MediaMonks / New York + Partizan / New York + UMG FOR BRANDS / Santa Monica	Influencer Marketing – Multi-Channel	The Pokémon Company International	P25 Music
Mischief @ No Fixed Address + eos + Makeout	Influencer Marketing – Single Channel	eos	Bless Your F*ing Cooch
Mischief @ No Fixed Address + eos + Makeout	Social Post – Real-time Response	eos	Bless Your F*ing Cooch

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



SOCIAL MEDIA

Mischief @ No Fixed Address + Strike Anywhere Productions + Miller Genuine Draft	Stunts & Activations	Miller Genuine Draft	Seltzer Launch
Mischief @ No Fixed Address + Strike Anywhere Productions + Miller Genuine Draft	Livestream	Miller Genuine Draft	Seltzer Launch
No Fixed Address / Toronto + Mischief @ No Fixed Address + Canadian Centre for Child Protection + AdHoc Content	Social Post – Single	Canadian Centre for Child Protection	Happy Birthday, Twitter
No Fixed Address / Toronto + Sunnybrook Health Sciences + Stack Films	Active Engagement / Call to Action	Sunnybrook / Pregnancy & Infant Loss (PAIL) Network	Unsilence the Conversation
Ogilvy Mumbai / India + Hindustan Unilever Limited / Mumbai + Chrome Pictures	Influencer Marketing – Multi-Channel	HUL	Dove#StopTheBeautyTest
Ogilvy Mumbai / India + Hindustan Unilever Limited / Mumbai + Chrome Pictures	Influencer Marketing – Single Channel	HUL	Dove#StopTheBeautyTest
Ogilvy Mumbai / India + Hindustan Unilever Limited / Mumbai + Chrome Pictures	Social Channel – Multi-Platform	HUL	Dove#StopTheBeautyTest
Ogilvy Mumbai / India + Mondelez	Innovation in Social Media	Mondelez	Shah Rukh Khan-My-Ad
Ogilvy Mumbai / India + Mondelez	Active Engagement / Call to Action	Mondelez	Shah Rukh Khan-My-Ad
Rethink + IKEA	Social Post – Real-time Response	IKEA Canada	The Cristiano Bottle
Rethink + IKEA	Social Post – Single	IKEA Canada	The Cristiano Bottle
Rethink + IKEA	Social Channel – Single Platform	IKEA Canada	The Cristiano Bottle
Saatchi & Saatchi / New York + Spark Foundry / New York + MSL Group / New York	Influencer Marketing – Single Channel	Goldfish	Go For The Handful
Saatchi & Saatchi / New York + Spark Foundry / New York + MSL Group / New York	Social Post – Single	Goldfish	Go For The Handful

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



SOCIAL MEDIA

Saatchi & Saatchi / New York + Spark Foundry / New York + MSL Group / New York	Social Channel – Single Platform	Goldfish	Go For The Handful
Thanks Agency / Ciudad de México + REFUGIO SAN GREGORIO / Ciudad de México	Social Post – Real-time Response	Refugio San Gregorio	PAM - Partido de Adopción Mexicana
The Ad Council / New York + COVID Collaborative / Washington, DC + Pereira O'Dell / San Francisco	Social Channel – Multi-Platform	The Ad Council	It's Up To You
Zulu Alpha Kilo / Toronto + Harry Rosen / Toronto + Zulubot / Toronto	Stunts & Activations	Green Screen Shirt	Harry Rosen

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



CULTURAL DRIVER

BBDO Belgium / Brussels	Cultural Driver	Decathlon	The Breakaway
Commonwealth McCANN / Bogota	Cultural Driver	General Motors / Chevrolet	Lost Roads
M&C Saatchi / Sydney + The Minderoo Foundation (Thrive by Five initiative) / Perth + Bohemia Group / Sydney + FINCH / Sydney	Cultural Driver	The Minderoo Foundation (Thrive by Five Initiative)	Thrive by Five
McCann Paris / Neuilly-sur-Seine + McCann Health / London + McCann Worldgroup Germany / Düsseldorf + Weber Shandwick / Neuilly-sur-Seine	Cultural Driver	Spinneys and the Lebanese Breast Cancer foundation	The Bread Exam
Ogilvy Gurgaon/India	Cultural Driver	Coca-Cola India	Wear your taunt
Ogilvy Mumbai / India + Hindustan Unilever Limited / Mumbai + Chrome Pictures	Cultural Driver	HUL	Dove#StopTheBeautyTest
Ogilvy Mumbai / India + Mondelez + Wavemaker / Mumbai	Cultural Driver	Mondelez	Cadbury #GoodLuckGirls
SERVICEPLAN GERMANY / Munich	Cultural Driver	Newtown Action Alliance	#NotComingHome
SOUR / Bangkok	Cultural Driver	Thai Beverage / SangSom	SangSom Saves SangSom
SOUR / Bangkok + FoolHouse Production / Bangkok + White Light Post Co. / Bangkok + Jungka / Bangkok	Cultural Driver	Netflix / BRAVO! Studios / GMM Studios International	GFNW Entertainment
TBWA\Istanbul / Istanbul + Public Film / Istanbul	Cultural Driver	We Will Stop Femicide Platform	Invisible Petitions
Zulu Alpha Kilo / Toronto + Pfaff Harley-Davidson / Toronto + Zulubot / Toronto	Cultural Driver	Pfaff Harley-Davidson	Tough Turban

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



FUSION PENCIL

BETC HAVAS / São Paulo + Fortaleza E.C. / Fortaleza	Fusion Pencil	Fortaleza E.C.	Racism Targets
BETC HAVAS / São Paulo + TIM Br / Rio de Janeiro	Fusion Pencil	TIM Br	TIM Conscious Keyboard
Commonwealth McCANN / Bogota	Fusion Pencil	General Motors / Chevrolet	Lost Roads
FCB New Zealand / Auckland	Fusion Pencil	New Zealand AIDS Foundation	Sweat With Pride
Google Brand Studio / EMEA + R/GA / London + The Royal National Institute of Blind People / London + The Guardian / London	Fusion Pencil	The Royal National Institute of Blind People, The Guardian and Google	Auditorial
Lupine Creative / Los Angeles + HBO Max / Los Angeles	Fusion Pencil	HBO Max	It's a Sin Time Capsule
Ogilvy Gurgaon/India	Fusion Pencil	Coca-Cola India	Wear your taunt
Ogilvy Mumbai / India + Mondelez + Wavemaker / Mumbai	Fusion Pencil	Mondelez	Cadbury #GoodLuckGirls
TBWA\Istanbul / Istanbul + Public Film / Istanbul	Fusion Pencil	We Will Stop Femicide Platform	Invisible Petitions

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



GREEN PENCIL

BERLIN / Santiago + Fundación Meri / Santiago + Plastic Oceans International / London	Green Pencil	Fundación Meri + Plastic Oceans	Still available in the ocean
Current Resident / Minneapolis + Save the Boundry Waters Campaign / Ely	Green Pencil	Save The Boundary Waters	Boundary Waters Traverse
Environmental Protection Department, HKSAR + One Bite Design Studio + Yeung Chin	Green Pencil	Environmental Protection Department, HKSAR	Visual Brand Design for GREEN@ COMMUNITY
GOODidea / Shanghai	Green Pencil	Cainiao	A Parcel from the Ocean You Can't Reject
Grey Colombia / Bogota + Greenpeace Colombia / Bogota	Green Pencil	Greenpeace Colombia	Earth is saying
Havas Turkey / Istanbul + Circus / Istanbul + Punch BBDO / Istanbul + Cora Communications / Istanbul	Green Pencil	Reckitt-Finish	Too Close To Home
McCann Health / New York + McCann Health Brazil / Sao Paolo	Green Pencil	Astra Zeneca	The CO2 Inhaler
NOMINT / London	Green Pencil	WWF Arctic Programme	Can't Negotiate the Melting Point of Ice

THE ONE SHOW – EARLY ENTRY SHORTLIST

THESE ENTRIES HAVE ADVANCED TO ROUND 2



2022

SUSTAINABLE DEVELOPMENT PENCIL

DDB Mudra Group / Mumbai	Goals for Sustainable Development	McDonald's	EatQual
dentsu Taiwan / Taipei	Goals for Sustainable Development	Laomei Elementary School/dentsu Taiwan	Showmei's Invitation to the Never Before
Grey Colombia / Bogota + Greenpeace Colombia / Bogota	Goals for Sustainable Development	Greenpeace Colombia	Earth is saying
HOY by Havas / Buenos Aires + Sesocio / Buenos Aires + Noticias de la Comarca Newspaper / Chubut + Firefighters of Argentina Foundation / Buenos Aires	Goals for Sustainable Development	Sesocio	The Fireproof Newspaper
Kolle Rebbe / Hamburg + German Olympic Sports Confederation / Frankfurt/Main	Goals for Sustainable Development	German Olympic Sports Confederation	#ShowUsEqual
Kolle Rebbe / Hamburg + International Society for Human Rights (ISHR) – German section / Frankfurt/Main	Goals for Sustainable Development	International Society for Human Rights (ISHR) – German section	Very Important Stamps
Kolle Rebbe / Hamburg + WWF Germany / Berlin	Goals for Sustainable Development	WWF Germany	N4TURE'S NUMB3R5
Ogilvy Mumbai / India + Hindustan Unilever Limited / Mumbai + Chrome Pictures	Goals for Sustainable Development	HUL	Dove#StopTheBeautyTest
Ogilvy Mumbai / India + Mondelez	Goals for Sustainable Development	Mondelez	Cadbury #GoodLuckGirls
Ogilvy Mumbai / India + MTV / Mumbai	Goals for Sustainable Development	MTV + ARDSI	Memory Karaoke