



THE ONE SHOW

2019 FINALISTS

This document contains a list of all Finalists in the 2019 One Show. A Finalist has won either a Pencil or Merit award in the competition. The Finalist award details will be revealed publicly at the One Show ceremonies on May 8th and May 10th in New York City.

The following awards will be announced each night:

WEDNESDAY, MAY 8 THE ZIEGFELD BALLROOM

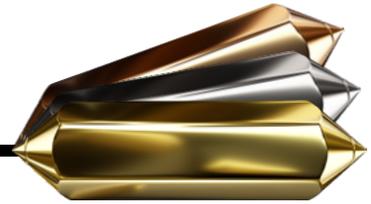
Branded Entertainment
Creative Effectiveness
Cultural Driver
Design
Moving Image Craft
Health, Wellness & Pharma
Intellectual Property
Public Relations
Radio & Audio

FRIDAY, MAY 10 CIPRIANI WALL STREET

Creative Use of Data
Digital Craft
Direct Marketing
Experiential & Immersive
Film
Integrated
Interactive & Online
Mobile
Penta Pencil
Print & Outdoor
Social Influencer Marketing
Social Media
Best of Show and the awards for Agency,
Production Company, Network, and Creative
Holding Company of the Year.

THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

&CO. / NOA / COPENHAGEN + &CO PRODUCTIONS / COPENHAGEN + BACON / COPENHAGEN

SAS	The Arrivals	Branded Entertainment Long Form Video – Single
VELUX	The Indoor Generation	Health, Wellness & Pharma Branded Content
VELUX	The Indoor Generation	Interactive & Online Online Video – Online-only Video – Single

180 KINGSWAY / AMSTERDAM + SMUGGLER / LONDON + THE MILL / LONDON + WAVE STUDIOS / LONDON

SCIEE	This Could be You	Moving Image Craft Visual Effects – Single
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180HEARTBEATS + JUNG V. MATT / WARSAW

Unilever – Ben&Jerry's	The Unbreakable Rainbow	Experiential & Immersive Spaces & Immersive – Brand Installations
Unilever – Ben&Jerry's	The Unbreakable Rainbow	Print & Outdoor Experiential & Installations – Single
Unilever – Ben&Jerry's	The Unbreakable Rainbow	Public Relations Events & Experiential

20TH CENTURY FOX / LOS ANGELES + METHOD STUDIOS / NEW YORK

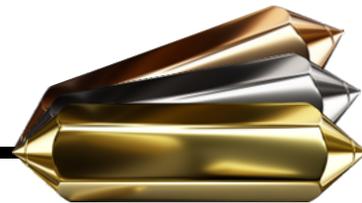
20th Century Fox	Deadpool 2 opening titles	Moving Image Craft Title Sequences
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215 MCCANN / SAN FRANCISCO

Xbox	State of Decay 2: Apocalypse Diaries	Social Influencer Marketing Influencer Marketing – Multi-Channel
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BY AGENCY

360I / NEW YORK + ABSOLUT VODKA / NEW YORK

Absolut Vodka	Absolut #NoSugarCoating	Mobile Mobile-First Video – Under 15 Seconds
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360I / NEW YORK + HBO / NEW YORK

HBO	Westworld: The Maze	Branded Entertainment Audio
HBO	Westworld: The Maze	Digital Craft Innovation in Digital Craft
HBO	Westworld: The Maze	Digital Craft Use of Smart Devices & Platforms
HBO	Westworld: The Maze	Digital Craft Visual & Audio Craft – Sound
HBO	Westworld: The Maze	Direct Marketing Digital & Online – Use of Smart Devices
HBO	Westworld: The Maze	Radio & Audio Craft – Sound Design
HBO	Westworld: The Maze	Radio & Audio Experiential Radio & Audio
HBO	Westworld: The Maze	Radio & Audio Innovation in Radio & Audio

3PM AGENCY (WEBER SHANDWICK IN PARTNERSHIP WITH PMK-BNC) / NEW YORK

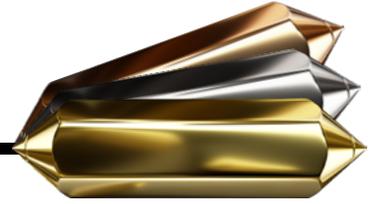
ABInbev, Bud Light	Victory Fridge	Public Relations Current Event Response
ABInbev, Bud Light	Victory Fridge	Public Relations Events & Experiential

72ANDSUNNY / AMSTERDAM

Village Underground	Earth Visual Identity	Design Branding – Identity System
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BY AGENCY

72ANDSUNNY / NEW YORK + NEXUS STUDIOS / NEW YORK

General Mills (Cheerios)	Right on Tracks	Branded Entertainment Music Videos
General Mills (Cheerios)	Right on Tracks	Branded Entertainment Short Form Video – Campaign / Series / Episodic
General Mills (Cheerios)	Right on Tracks	Moving Image Craft Use of Music – Original Music

750MPH / LONDON

Three	Phones Are Good	Moving Image Craft Sound Design – Single
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ABBY PRIEST / STOCKHOLM + ADOBE / SAN FRANCISCO

Adobe	The Lost Typography of Bauhaus	Design Typography – Typeface Design
Adobe	The Lost Typography of Bauhaus	Intellectual Property Digital Product
Adobe	The Lost Typography of Bauhaus	Interactive & Online Craft – Art Direction

ACADEMY FILMS / LONDON + ADAM&EVEDDB / LONDON

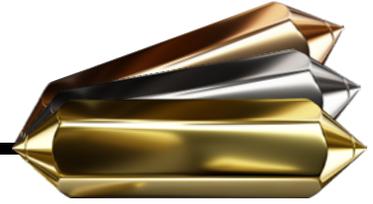
John Lewis & Partners	The Boy & The Piano	Moving Image Craft Cinematography – Single
John Lewis & Partners	The Boy & The Piano	Moving Image Craft Direction – Single

ACNE / STOCKHOLM + IKEA CREATIVE HUB / MALMÖ

IKEA	Me We	Film Online Films & Video – Long Form – Single
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BY AGENCY

ADIDAS ORIGINALS / PORTLAND + JOHANNES LEONARDO / NEW YORK

adidas

adidas Brand – SS18

Moving Image Craft
Editing – Single

ADIDAS ORIGINALS / PORTLAND + JOHANNES LEONARDO / NEW YORK + RIZZOLI / NEW YORK

adidas

Stan Smith:
Some People Think I'm A Shoe!

Design
Editorial – Books

ADK / SINGAPORE + TOYOTA MOTOR ASIA PACIFIC / SINGAPORE + ACADEMY FILMS / LONDON

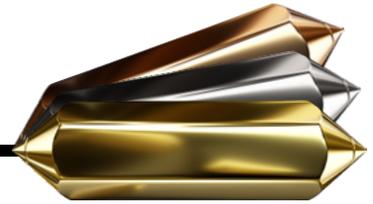
Toyota Motor Asia Pacific

Start Your Impossible:
The Dual Heroes

Moving Image Craft
Editing – Campaign

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BY AGENCY

AFRICA / SÃO PAULO

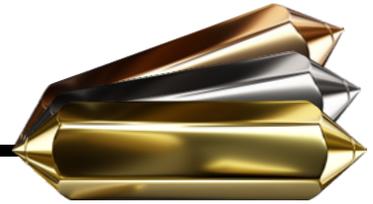
AB Inbev/Budweiser	Hermeto – Made of Music	Design Digital Design
AB Inbev/Budweiser	Hermeto – Made of Music	Design Editorial – Digital Publications
AB Inbev/Budweiser	TagWords	Creative Use of Data Creative Use of Data – Storytelling
AB Inbev/Budweiser	TagWords	Direct Marketing Craft – Writing
AB Inbev/Budweiser	TagWords	Direct Marketing Innovation in Direct Marketing
AB Inbev/Budweiser	TagWords	Integrated Craft – Writing
AB Inbev/Budweiser	TagWords	Integrated Innovation in Integrated Branding
AB Inbev/Budweiser	TagWords	Integrated Integrated Branding Campaign
AB Inbev/Budweiser	TagWords	Print & Outdoor Extended Campaign – Posters & Out of Home
AB Inbev/Budweiser	TagWords	Print & Outdoor Innovation in Print & Outdoor
ESPN/espnW	Inequality Balls	Direct Marketing Physical Items
Telefonica's Vivo/WWT	#MyGameMyName	Branded Entertainment User-Generated Content
Telefonica's Vivo/WWT	#MyGameMyName	Social Media Social Engagement – User-Generated Content

AKESTAM HOLST / STOCKHOLM

Reporters Without Borders	Billboards Beyond Borders	Direct Marketing Craft – Use of Digital Technology
Reporters Without Borders	Billboards Beyond Borders	Direct Marketing Digital & Online – Banners & Pop-ups
Reporters Without Borders	Billboards Beyond Borders	Direct Marketing Innovation in Direct Marketing
Reporters Without Borders	Billboards Beyond Borders	Direct Marketing Non-traditional & Guerrilla Marketing
Reporters Without Borders	Billboards Beyond Borders	Interactive & Online Online Advertising – Native Ads

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BY AGENCY

AKQA / SÃO PAULO + COALA FESTIVAL / SÃO PAULO + STINK FILMS / SÃO PAULO

Baco Exu do Blues

Bluesman

Branded Entertainment
Music Videos

AKQA / SHANGHAI + HYDRA DESIGN GROUP / MANILA + MILLIPEDE / SYDNEY

Nike Greater China

Shanghai Never Done Shop

Digital Craft
Mobile UX / UI – Interface Design

ALMA DDB / MIAMI

Free Radicals

Search Responsibly

Creative Use of Data
Creative Use of Data – Targeting

ALMA DDB / MIAMI + ANIMAL MUSIC / MIAMI

Pure Touch Filters

Conclusions

Radio & Audio
Broadcast – Campaign

Pure Touch Filters

Conclusions

Radio & Audio
Craft – Writing – Campaign

ALMA DDB / MIAMI + VAPOR POST / MIAMI + ANIMAL MUSIC / MIAMI

Tobacco Free Florida

Hit Song

Radio & Audio
Broadcast – Single

Tobacco Free Florida

Hit Song

Radio & Audio
Craft – Use of Music

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ALMAPBBDO / SÃO PAULO

AB-Inbev	The Unsilenced Samba	Branded Entertainment Audio
AB-Inbev	The Unsilenced Samba	Moving Image Craft Use of Music – Licensed / Adapted Music
Getty Images	Endless Stories	Branded Entertainment Feature Length – Narrative & Documentary
Getty Images	Endless Stories	Branded Entertainment Short Form Video – Single
Getty Images	Endless Stories	Design Digital Design
Getty Images	Endless Stories	Design Moving Image – Single
Getty Images	Endless Stories	Digital Craft Web UX / UI – Interface Design
Getty Images	Endless Stories	Digital Craft Web UX / UI – User Experience
Getty Images	Endless Stories	Film Online Films & Video – Long Form – Single
Getty Images	Endless Stories	Integrated Craft – Writing
Getty Images	Endless Stories	Integrated Integrated Campaigns – Online
Getty Images	Endless Stories	Interactive & Online Craft – Writing
Getty Images	Endless Stories	Interactive & Online Online Video – Online-only Video – Single
Getty Images	Endless Stories	Interactive & Online Websites
Getty Images	Endless Stories	Moving Image Craft Editing – Single
Mars – Snickers	#WTFRonaldo	Social Media Social Engagement – Stunts & Activations
Mars Pet – Whiskas	The Curious Cat Book	Print & Outdoor Promotional Items

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BY AGENCY

AMVBBDO / LONDON

Essity	bloodnormal	Creative Effectiveness Creative Effectiveness
Essity	bloodnormal	Creative Effectiveness Creative Effectiveness – Multi-Country or Global
Essity	Viva La Vulva	Branded Entertainment Long Form Video – Single
Essity	Viva La Vulva	Branded Entertainment Music Videos
Essity	Viva La Vulva	Design Craft – Animation
Essity	Viva La Vulva	Design Craft – Art Direction
Essity	Viva La Vulva	Design Moving Image – Single
Essity	Viva La Vulva	Digital Craft Visual & Audio Craft – Animation
Essity	Viva La Vulva	Digital Craft Visual & Audio Craft – Music
Essity	Viva La Vulva	Film Online Films & Video – Long Form – Single
Essity	Viva La Vulva	Health, Wellness & Pharma Branded Content
Essity	Viva La Vulva	Health, Wellness & Pharma Film – Health & Wellness
Essity	Viva La Vulva	Moving Image Craft Animation – Single
Essity	Viva La Vulva	Moving Image Craft Direction – Single
Essity	Viva La Vulva	Moving Image Craft Use of Music – Licensed / Adapted Music
Essity	Viva La Vulva	Social Media Craft – Use of Visuals

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ANOMALY / NEW YORK

Carnival Cruise Line	Carnival: Ship for a Snap	Public Relations Events & Experiential
Reese's	The Reese's Candy Converter	Branded Entertainment Experiential – Brand Installations
Reese's	The Reese's Candy Converter	Experiential & Immersive Spaces & Immersive – Brand Installations

ANOTHER DESIGN / GUANGZHOU

Lianzhou Foto Organizing Committee	2018 Lianzhou Foto	Design Branding – Identity System
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ANTI / OSLO, BERGEN, HAMAR, TRONDHEIM

DEICHMAN	Enlightenment	Design Branding – Identity System
Nedre Foss	Logo moulded in iron	Design Branding – Logo
Optiker-K	Logo based on the historical optotype eye chart letters	Design Branding – Logo
Optiker-K	Typeface Based on Historical Optotype Charts	Design Branding – Identity System
Optiker-K	Typeface Based on Historical Optotype Charts	Design Typography – Typeface Design

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BY AGENCY

APPLE / CUPERTINO

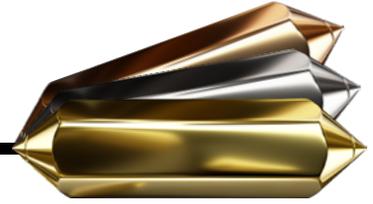
Apple	A Little Company	Moving Image Craft Use of Music – Licensed / Adapted Music
Apple	Better You	Moving Image Craft Editing – Single
Apple	Homework	Film Online Films & Video – Long Form – Single
Apple	Memory	Film Online Films & Video – Long Form – Single
Apple	More in the making	Design Branding – Logo
Apple	Unlock	Film Television & VOD – Long Form – Single

APPLE / CUPERTINO + FURLINED / LOS ANGELES

Apple	A Little Company	Branded Entertainment Short Form Video – Single
Apple	A Little Company	Film Online Films & Video – Long Form – Single
Apple	A Little Company	Moving Image Craft Direction – Single
Apple	Unlock	Moving Image Craft Direction – Single

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BY AGENCY

AREA 23, AN FCB HEALTH NETWORK COMPANY / NEW YORK

Change the Ref	Posts Into Letters	Direct Marketing Craft – Printing / Production
Change The Ref	Posts Into Letters	Print & Outdoor Craft – Typography
Change The Ref	Posts Into Letters	Print & Outdoor Craft – Use of Digital Technology
Change The Ref	Posts Into Letters	Public Relations Current Event Response
Change The Ref	Posts Into Letters	Public Relations Innovation in Public Relations
Change The Ref	Posts Into Letters	Social Media Innovation in Social Media
NY Presbyterian Hospital	TXT 2 HLP	Health, Wellness & Pharma Digital – Web & Mobile
NY Presbyterian Hospital	TXT 2 HLP	Interactive & Online Websites – Utility
NY Presbyterian Hospital	TXT 2 HLP	Mobile Utility
UMD Urgent Care	Around The Corner	Health, Wellness & Pharma Print – Health & Wellness

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

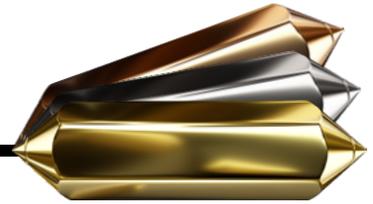
National Organization for Victim Assistance (NOVA)	The Rape Tax	Health, Wellness & Pharma Direct Marketing
National Organization for Victim Assistance (NOVA)	The Rape Tax	Print & Outdoor User-Generated Campaign

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

Eli Lilly and Company	The World's Smallest Booth	Health, Wellness & Pharma Out of Home – Pharma
The diaTribe Foundation	The Worst Restaurant In Town	Health, Wellness & Pharma Digital – Web & Mobile

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BY AGENCY

ARGONAUT / SAN FRANCISCO + PSYOP / LOS ANGELES

Cricket Wireless	Live Social Press Junket	Social Media Innovation in Social Media
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Cricket Wireless	Live Social Press Junket	Social Media Livestream
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ARNOLD WORLDWIDE / BOSTON

Monster.com	Boxes	Film Online Films & Video – Short Form – Single
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Monster.com	Cherry Picker	Film Online Films & Video – Short Form – Single
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Monster.com	Find Better, Faster	Film Online Films & Video – Short Form – Campaign
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ARTS & LETTERS CREATIVE CO. / RICHMOND

Google Chromebook	Game of Thrones White Walkers are Organizing	Film Television & VOD – Long Form – Single
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Google Chromebook	Game of Thrones White Walkers are Organizing	Interactive & Online Craft – Writing
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ASSEMBLY / AUCKLAND + FCB NZ / AUCKLAND

Ministry of Education	Oat the Goat	Digital Craft Visual & Audio Craft – Animation
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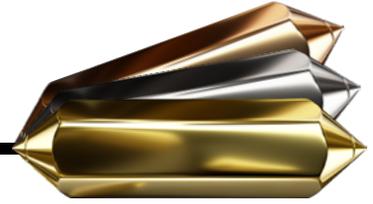
Ministry of Education	Oat the Goat	Interactive & Online Craft – Art Direction
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ATELIER BRÜCKNER / STUTTGART + SPEIRS + MAJOR / LONDON + TAMSHICK MEDIA+SPACE / BERLIN + JASON BRUGES STUDIO / LONDON

The Edrington Group	The Macallan Visitor Experience	Experiential & Immersive Spaces & Immersive – Brand-Owned Experiences
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BY AGENCY

AVIATION GIN / NEW YORK + ESCAPE VELOCITY / LOS ANGELES + MAXIMUM EFFORT / LOS ANGELES

Aviation Gin	The Process	Moving Image Craft Writing – Single
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BAIDU / BEIJING + F5 / SHANGHAI

Baidu	Come Home Safely	Intellectual Property Integrated Digital & Physical Product
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BARBARIAN / NEW YORK

Samsung HQ	Fine Art Everyday	Moving Image Craft Cinematography – Campaign
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BASIC / BAY AREA

Google	store.google.com	Design Digital Design
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BASIC / SAN DIEGO

BASIC	BASIC – Moves.	Digital Craft Web UX / UI – User Experience
BASIC	BASIC – Moves.	Interactive & Online Websites

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BY AGENCY

BBDO / ATLANTA

Street Grace	Gracie AI	Creative Effectiveness Creative Effectiveness
Street Grace	Gracie AI	Mobile Use of Technology
Street Grace	Stop Traffick	Direct Marketing Out of Home – Billboards & Transit
Street Grace	Stop Traffick	Experiential & Immersive Events & Competitions

BBDO / BANGKOK

Mercedes-Benz (Thailand)	The Universal language of pain	Design Innovation in Design
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BBDO / BERLIN + CRAFTWORK / DUESSELDORF

Daimler / smart	Perfect Fit	Film Online Films & Video – Short Form – Single
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BBDO / BERLIN + STUDIO FUNK / BERLIN

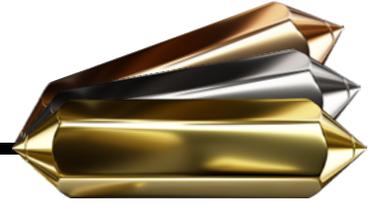
Antidote Vertriebs	Fuit with a clean record	Radio & Audio Broadcast – Campaign
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BBDO / NEW YORK

Bacardi	Jump Limited Edition Vinyl	Design Promotional – Collateral Items
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BY AGENCY

BBDO / NEW YORK + BBDO STUDIOS / NEW YORK

Bacardi	Live Moves	Interactive & Online Online Advertising – Native Ads
Bacardi	Live Moves	Social Influencer Marketing Influencer Marketing – Single Channel
Mars Chocolate North America – Snickers	Apology	Film Online Films & Video – Long Form – Single
Mars Chocolate North America – Snickers	Corporate Apology	Integrated Integrated Branding Campaign

BBDO / NEW YORK + BISCUIT FILMWORKS

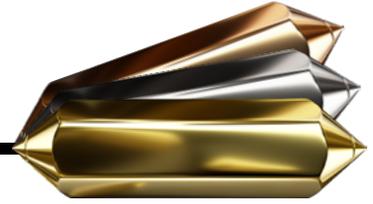
AT&T	Caleb	Moving Image Craft Visual Effects – Single
AT&T	The Face of Distracted Driving	Creative Use of Data Creative Use of Data – Social Media
AT&T	The Face of Distracted Driving	Creative Use of Data Creative Use of Data – Storytelling
AT&T	The Face of Distracted Driving	Film Innovation in Film
AT&T	The Face of Distracted Driving	Moving Image Craft Innovation in Moving Image Craft
AT&T	The Face of Distracted Driving: Forrest	Branded Entertainment Long Form Video – Single
AT&T	The Face of Distracted Driving: Forrest	Health, Wellness & Pharma Branded Content

BBDO / NEW YORK + BISCUIT FILMWORKS + REVOLVER/ WILL O'ROURKE

AT&T	The Shot	Moving Image Craft Direction – Single
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BY AGENCY

BBDO / NEW YORK + EPOCH FILMS

Macy's	Space Station	Moving Image Craft Cinematography – Single
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BBDO / NEW YORK + IHEART MEDIA

Mars Chocolate North America – Snickers	3PM Brainstorms	Radio & Audio Broadcast – Campaign
Mars Chocolate North America – Snickers	3PM Brainstorms	Radio & Audio Craft – Writing – Campaign

BBDO / NEW YORK + JHF PRODUCTIONS + WORLD WAR SEVEN

Mars Chocolate North America – Snickers	One for Two	Direct Marketing Digital & Online – Banners & Pop-ups
Mars Chocolate North America – Snickers	One for Two	Interactive & Online Online Advertising – Display Ads

BBDO / NEW YORK + MJZ

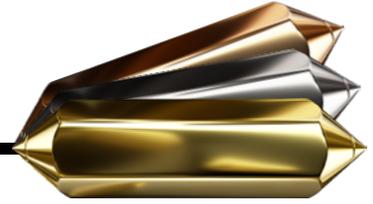
Johnson & Johnson	Nurses Save Lives	Moving Image Craft Cinematography – Single
Macy's	The Chase	Moving Image Craft Use of Music – Licensed / Adapted Music
Sandy Hook Promise	Point of View	Moving Image Craft Direction – Single

BBDO / NEW YORK + MJZ + DINI VON MUEFFLING COMMUNICATIONS

Sandy Hook Promise	Point of View	Public Relations Media Relations
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BY AGENCY

BBDO / NEW YORK + MTC

Foot Locker	The Sun and the Snake	Digital Craft Visual & Audio Craft – Animation
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BBDO / NEW YORK + O POSITIVE

Dunkin'	CappuChinos	Film Online Films & Video – Long Form – Single
Dunkin'	CappuChinos	Moving Image Craft Use of Music – Original Music

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

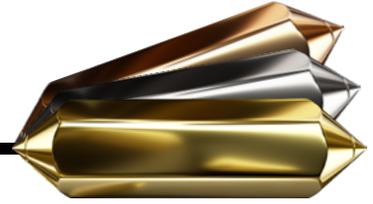
Monica Lewinsky / Anti-Bullying	#DefyTheName	Creative Effectiveness Creative Effectiveness – Single Country or Region
Monica Lewinsky / Anti-Bullying	#DefyTheName	Direct Marketing Social Media & Viral Marketing – Single
Monica Lewinsky / Anti-Bullying	#DefyTheName	Health, Wellness & Pharma Digital – Social Media
Monica Lewinsky / Anti-Bullying	#DefyTheName	Public Relations Community Building
Monica Lewinsky / Anti-Bullying	#DefyTheName	Social Influencer Marketing Influencer Marketing – Multi-Channel
Monica Lewinsky / Anti-Bullying	#DefyTheName	Social Media Social Engagement – Community Building
Monica Lewinsky / Anti-Bullying	#DefyTheName	Social Media Social Engagement – Stunts & Activations

BBDO / NEW YORK + RADICAL MEDIA

Mars Chocolate North America – Snickers	Ahmend	Moving Image Craft Writing – Single
Mars Chocolate North America – Snickers Almond	Overexplain	Mobile Mobile-First Video – Over 15 Seconds

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BY AGENCY

BBDO / NEW YORK + SOMESUCH X ANONYMOUS

AT&T	Surprise	Moving Image Craft Direction – Single
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BBDO / NEW YORK + SOMESUCH X ANONYMOUS + BISCUIT FILMWORKS + REVOLVER/ WILL O'ROURKE

AT&T	AT&T Cinema	Film Cinema Advertising
AT&T	AT&T Cinema	Moving Image Craft Cinematography – Campaign
AT&T	AT&T Cinema	Moving Image Craft Use of Music – Original Music

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BY AGENCY

BBDO / TORONTO

Canadian Paralympic Committee	The Paralympic Network	Branded Entertainment Live Webcast
Canadian Paralympic Committee	The Paralympic Network	Creative Effectiveness Creative Effectiveness
Canadian Paralympic Committee	The Paralympic Network	Creative Effectiveness Creative Effectiveness – Single Country or Region
Canadian Paralympic Committee	The Paralympic Network	Integrated Integrated Campaigns – Online
Canadian Paralympic Committee	The Paralympic Network	Social Media Innovation in Social Media
Canadian Paralympic Committee	The Paralympic Network	Social Media Livestream
Canadian Paralympic Committee	The Paralympic Network	Social Media Social Engagement – Community Building
Right To Play	Anthem	Branded Entertainment Short Form Video – Single
Right To Play	Anthem	Film Television & VOD – Long Form – Single
Right To Play	Anthem	Moving Image Craft Cinematography – Single
Right To Play	Anthem	Moving Image Craft Direction – Single
Right To Play	Anthem	Moving Image Craft Writing – Single
Right To Play	Soldier	Moving Image Craft Cinematography – Single
Right To Play	Soldier	Moving Image Craft Direction – Single
Right To Play	Soldier	Moving Image Craft Writing – Single
Right To Play	We Rise	Moving Image Craft Cinematography – Campaign
Right To Play	We Rise	Moving Image Craft Direction – Campaign
Right To Play	We Rise	Moving Image Craft Writing – Campaign

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BY AGENCY

BBDO ESPAÑA / MADRID + CONTRAPUNTO BBDO / MADRID

Loterías y Apuestas del Estado	22 again	Film Cinema Advertising
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BBDO GROUP GERMANY / DUESSELDORF + PROXIMITY / DUESSELDORF + BBDO / DUESSELDORF

Alzheimer Research Initiative	Remember Me	Print & Outdoor Newspaper – Campaign
Alzheimer Research Initiative	Remember Me	Print & Outdoor Posters – Campaign

BBDO PAKISTAN / LAHORE + ALI XEESHAN THEATER STUDIO / LAHORE

UN Women	The Bridal Uniform	Public Relations Events & Experiential
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BEDOW / STOCKHOLM

Nunchi	L'Heptaméron des Gourmets – The World's Most Exclusive Cook Book	Design Craft – Printing & Paper Craft
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BENSIMON BYRNE / TORONTO

White Ribbon	Boys Do Cry	Health, Wellness & Pharma Film – Health & Wellness
White Ribbon	Boys Do Cry	Moving Image Craft Direction – Single
White Ribbon	Boys Do Cry	Moving Image Craft Sound Design – Single
White Ribbon	Boys Do Cry	Moving Image Craft Use of Music – Original Music
White Ribbon	Boys Do Cry	Moving Image Craft Writing – Single

THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

BENSIMON BYRNE / TORONTO + NARRATIVE / TORONTO

Casey House	The Healing House	Branded Entertainment Experiential – Live Events
Casey House	The Healing House	Experiential & Immersive Events & Competitions

BETC / PARIS

Disneyland Paris	The Little Duck	Moving Image Craft Animation – Single
La parole aux sourds	Unsilenced	Moving Image Craft Use of Music – Original Music
Lacoste	Save our Species	Direct Marketing Non-traditional & Guerrilla Marketing
Lacoste	Save our Species	Direct Marketing Physical Items
Lacoste	Save our Species	Public Relations Brand Voice

BETC / SÃO PAULO

Habitat For Humanity	The Dissolving Poster	Health, Wellness & Pharma Innovation in Health & Wellness
Habitat For Humanity	The Dissolving Poster	Health, Wellness & Pharma Out of Home – Health & Wellness

BILLIE / NEW YORK

Billie	Project Body Hair	Interactive & Online Online Video – Online-only Video – Single
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BLINK DIGITAL / BANDRA WEST

Amazon Echo	Amazon Echo – Play My Song	Interactive & Online Online Advertising – Native Ads
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THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

BLUECADET / PHILADELPHIA

Outrider Foundatin	Outrider.org	Design Digital Design
Outrider Foundation	Outrider Bomb Blast	Design Data Visualization – Static or Dynamic

BLUR / MADRID + SRA. RUSHMORE / MADRID + ICRC / GENEVE

International Committee of the Red Cross	Hope	Moving Image Craft Direction – Single
International Committee of the Red Cross	Hope	Moving Image Craft Editing – Single
International Committee of the Red Cross	Hope	Moving Image Craft Sound Design – Single

BMB / LONDON + ACADEMY FILMS / LONDON + SOUNDTREE / LONDON + THE ASSEMBLY ROOMS / LONDON

Pride	Pride In London – Somewhere Over The Rainbow	Moving Image Craft Use of Music – Licensed / Adapted Music
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BOLD (NOA) / STOCKHOLM

SCA	SCA – The force of the forest	Design Craft – Animation
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BONHOMME / PARIS + MADE / BRUSSELS + PARIS SE QUEMA / PARIS

Duroc	Duroc	Digital Craft Web UX / UI – User Experience
Duroc	Duroc	Interactive & Online Craft – Art Direction

THE ONE SHOW – FINALISTS

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Award details will be announced during Creative Week, May 6–10.



BY AGENCY

BUZZMAN / PARIS

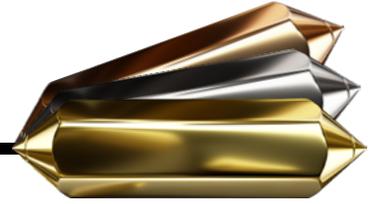
Burger King France	The Deals	Film Online Films & Video – Short Form – Campaign
Burger King France	The Deals	Film Under 100K Budget
Delsey Paris	The Heritage	Branded Entertainment Long Form Video – Single

BWM DENTSU / SYDNEY

The ALS Association	Project Revoice	Creative Use of Data Creative Use of Data – Storytelling
The ALS Association	Project Revoice	Digital Craft Visual & Audio Craft – Sound
The ALS Association	Project Revoice	Direct Marketing Craft – Data-Driven Personalization
The ALS Association	Project Revoice	Direct Marketing Craft – Use of Digital Technology
The ALS Association	Project Revoice	Health, Wellness & Pharma Digital – Use of Technology
The ALS Association	Project Revoice	Health, Wellness & Pharma Innovation in Health & Wellness
The ALS Association	Project Revoice	Radio & Audio Experiential Radio & Audio
The ALS Association	Project Revoice	Radio & Audio Innovation in Radio & Audio

THE ONE SHOW – FINALISTS

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BY AGENCY

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

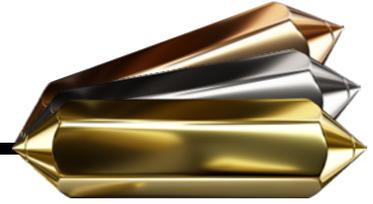
CALM – Campaign Against Living Miserably	Project 84	Creative Effectiveness Creative Effectiveness
CALM – Campaign Against Living Miserably	Project 84	Creative Effectiveness Creative Effectiveness – Single Country or Region
CALM – Campaign Against Living Miserably	Project 84	Creative Use of Data Creative Use of Data – Data Visualization
CALM – Campaign Against Living Miserably	Project 84	Design Data Visualization – Static or Dynamic
CALM – Campaign Against Living Miserably	Project 84	Design Experiential / Environmental – Out of Home – Single
CALM – Campaign Against Living Miserably	Project 84	Experiential & Immersive Innovation in Experiential
CALM – Campaign Against Living Miserably	Project 84	Experiential & Immersive Spaces & Immersive – Brand Installations
CALM – Campaign Against Living Miserably	Project 84	Health, Wellness & Pharma Experiential / Immersive / Events
CALM – Campaign Against Living Miserably	Project 84	Health, Wellness & Pharma Out of Home – Health & Wellness
CALM – Campaign Against Living Miserably	Project 84	Health, Wellness & Pharma Public Relations
CALM – Campaign Against Living Miserably	Project 84	Print & Outdoor Experiential & Installations – Single
CALM – Campaign Against Living Miserably	Project 84	Print & Outdoor Innovation in Print & Outdoor
CALM – Campaign Against Living Miserably	Project 84	Public Relations Events & Experiential
CALM – Campaign Against Living Miserably	Project 84	Public Relations Innovation in Public Relations

CANARIA / TOKYO

Lenor Japan	Branding for "EN"	Design Branding – Identity System
Lenor Japan	Packages for "EN"	Design Packaging – Specialty

THE ONE SHOW – FINALISTS

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Award details will be announced during Creative Week, May 6–10.



BY AGENCY

CARMICHAEL LYNCH / MINNEAPOLIS

Subaru of America	Subaru Amazon Infiltration	Interactive & Online Online Advertising – Display Ads
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CASELLI STRATEGIC DESIGN / MENDRISIO

Ente Turistico del Luganese	Lugano Region Territorial Branding	Design Branding – Identity System
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CDM / NEW YORK + LINK9 / NEW YORK

National Organization of Rare Disorders	Good Morning Peyton	Health, Wellness & Pharma Experiential / Immersive / Events
National Organization of Rare Disorders	Good Morning Peyton	Health, Wellness & Pharma Film – Health & Wellness

CHE PROXIMITY / AUSTRALIA

carsales.com.au	AutoAds	Interactive & Online Websites – E-Commerce
carsales.com.au	AutoAds	Interactive & Online Websites – Utility
carsales.com.au	AutoAds	Moving Image Craft Innovation in Moving Image Craft

CHE PROXIMITY / AUSTRALIA + FINCH / MELBOURNE

Velocity Frequent Flyer	The Earnbassadors	Social Media Social Engagement – Community Building
Velocity Frequent Flyer	The Earnbassadors	Social Media Social Engagement – User-Generated Content

THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

CHE PROXIMITY / AUSTRALIA + GOODOIL FILMS / MELBOURNE

Velocity Frequent Flyer	The Billion Point Giveaway	Creative Effectiveness Creative Effectiveness
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CATEGORY

IAG	Safety Hub	Creative Use of Data Creative Use of Data – Targeting
IAG	Safety Hub	Intellectual Property Digital Product
IAG	Safety Hub	Mobile Applications
IAG	Safety Hub	Mobile Innovation in Mobile
IAG	Safety Hub	Mobile Utility

CHE PROXIMITY / AUSTRALIA + REVOLVER/ WILL O'ROURKE / SYDNEY

Cochlear	Hearprint	Branded Entertainment Use of Technology
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CHEIL / SÃO PAULO

Samsung	Audio Chords	Branded Entertainment Mobile Apps
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CHEIL GERMANY / SCHWALBACH AM TAUNUS

Samsung Electronics Germany	Re:Imagine Street ART	Experiential & Immersive Responsive Environments – User Activation
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THE ONE SHOW – FINALISTS

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Award details will be announced during Creative Week, May 6–10.



BY AGENCY

CHEIL WORLDWIDE / HONG KONG + ILLUSION / BANGKOK

JBL (iTect Ltd)	Block Out the Chaos: Football Managers	Print & Outdoor Craft – Illustration
JBL (iTect Ltd)	Block Out the Chaos: Football Managers	Print & Outdoor Out-of-Home – P.O.P. & In-Store – Single
JBL (iTect Ltd)	Block Out the Chaos: World Leaders	Design Craft – Illustration
JBL (iTect Ltd)	Block Out the Chaos: World Leaders	Print & Outdoor Craft – Art Direction
JBL (iTect Ltd)	Block Out the Chaos: World Leaders	Print & Outdoor Craft – Illustration
JBL (iTect Ltd)	Block Out the Chaos: World Leaders	Print & Outdoor Out-of-Home – Billboards & Transit – Single
JBL (iTect Ltd)	Block Out the Chaos: World Leaders	Print & Outdoor Out-of-Home – P.O.P. & In-Store – Single
JBL (iTect Ltd)	Block Out the Chaos: World Leaders	Print & Outdoor Posters – Single

CHEIL WORLDWIDE / SEOUL + IM FINE / SEOUL + SOMEDAY SPRING / SEOUL

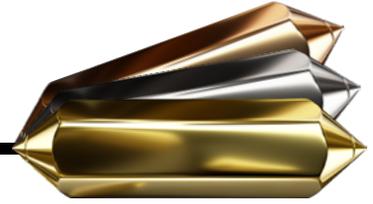
Seoul Metropolitan Government / Hope Bridge	DustSee	Design Data Visualization – Static or Dynamic
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CHEIL WORLDWIDE / SEOUL + MUSEUM FILM / SEOUL + TIFFANY FILM / SEOUL

Seoul Metropolitan Government	Peekaboo Mask	Design Experiential / Environmental – Out of Home – Single
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THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

CHEIL WORLDWIDE INDIA / GURGAON + CHEIL WORLDWIDE / SEOUL

Samsung Electronics	Bixby Voice Forever	Experiential & Immersive Use of Technology
Samsung Electronics	Bixby Voice Forever	Health, Wellness & Pharma Digital – Use of Technology
Samsung Electronics	Bixby Voice Forever	Health, Wellness & Pharma Innovation in Health & Wellness

CHEIL WORLDWIDE INDIA / GURUGRAM

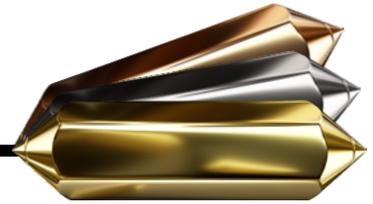
Sense International India	The Good Vibes Project	Design Innovation in Design
Sense International India	The Good Vibes Project	Health, Wellness & Pharma Digital – Web & Mobile
Sense International India	The Good Vibes Project	Mobile Applications

CHEIL WORLDWIDE SPAIN / MADRID + SAMSUNG ELECTRONICS IBERIA / MADRID

Samsung	War Correspondents on Breast Cancer	Health, Wellness & Pharma Print – Health & Wellness
Samsung	War Correspondents on Breast Cancer	Print & Outdoor Craft – Photography
Samsung Electronics Iberia	War Correspondents on Breast Cancer	Health, Wellness & Pharma Branded Content

THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

CLEMENGER BBDO / MELBOURNE + MYER / MELBOURNE

Myer	Naughty or Nice Bauble	Direct Marketing Digital & Online – Use of Smart Devices
Myer	Naughty or Nice Bauble	Interactive & Online Innovation in Interactive
Myer	Naughty or Nice Bauble	Mobile Physical Product & Mobile Integration
Myer	Naughty or Nice Bauble	Mobile Use of Technology

CLEMENGER BBDO SYDNEY / WALSH BAY

Dry July	Ducking Autocorrect	Health, Wellness & Pharma Radio & Audio
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CLM BBDO / BOULOGNE BILLANCOURT

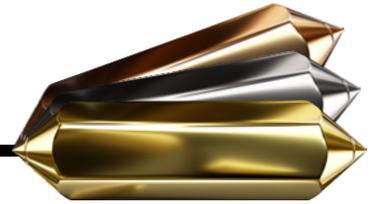
Pedigree	Dogs for Dogs	Direct Marketing Social Media & Viral Marketing – Single
Pedigree	Dogs for Dogs	Public Relations Community Building
Pedigree	Dogs for Dogs	Social Media Social Channel
St-Hubert	90 minutes	Health, Wellness & Pharma Film – Health & Wellness

CLM BBDO / BOULOGNE BILLANCOURT + PROXIMITY / BOULOGNE BILLANCOURT

Ubisoft	The Wish	Moving Image Craft Sound Design – Single
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THE ONE SHOW – FINALISTS

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BY AGENCY

COLE & WEBER / SEATTLE

Cole & Weber	@DailyGunDeaths	Creative Use of Data Creative Use of Data – Data Visualization
Cole & Weber	@DailyGunDeaths	Creative Use of Data Creative Use of Data – Real-Time

COLENZO BBDO / AUCKLAND

Spark New Zealand	Kupu	Design Digital Design
Spark New Zealand	Kupu	Digital Craft Mobile UX / UI – User Experience

COLLINS / SAN FRANCISCO + R/GA / NEW YORK CITY

Mailchimp	Mailchimp Brand Identity System	Design Branding – Identity System
Mailchimp	Mailchimp Brand Identity System	Design Branding – Rebranding

COMMONWEALTH // MCCANN / DETROIT

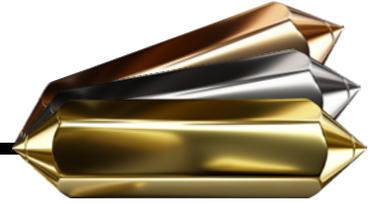
The Fillmore	Fillmore Book	Design Craft – Illustration
The Fillmore	Fillmore Book	Design Promotional – Booklets & Brochures

COSSETTE / MONTREAL + OMD / MONTREAL

McDonald's Canada	Happy Moving Day	Print & Outdoor Out-of-Home – P.O.P. & In-Store – Campaign
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THE ONE SHOW – FINALISTS

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BY AGENCY

COSSETTE / TORONTO + PIRATE / TORONTO + COSSETTE MEDIA / TORONTO + OMD / TORONTO

SickKids Foundation	Air Time	Health, Wellness & Pharma Radio & Audio
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COSSETTE / TORONTO + SICKKIDS FOUNDATION / TORONTO

SickKids Foundation	SickKids VS: #10YearChallenge	Health, Wellness & Pharma Digital – Social Media
SickKids Foundation	SickKids VS: #10YearChallenge	Social Media Social Post – Real-time Response

CREATIVE POWER UNIT / TOKYO

Shiga Art School	The Flowers in Masterpieces	Design Promotional – Posters – Series
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CRITICAL MASS / CALGARY

Nissan North America	Tech Drive VR	Interactive & Online Augmented, Virtual and Mixed Reality (AR, VR, MR)
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CUMMINS&PARTNERS / MELBOURNE + SPECSAVERS / MELBOURNE + SCOUNDREL FILMS / SYDNEY

Specsavers	The Error Ridden Ad	Health, Wellness & Pharma Branded Content
Specsavers	The Error Ridden Ad	Health, Wellness & Pharma Digital – Web & Mobile

THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

DAIMLER / STUTTGART + ANTONI GARAGE / BERLIN + ICONOCLAST GERMANY / BERLIN

Daimler	The all-new GLE, In the Long Run	Film Cinema Advertising
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DAVID / BUENOS AIRES

NEWSAN /Noblex	The All-In Promo	Direct Marketing Social Media & Viral Marketing – Single
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DAVID / SÃO PAULO + COCA-COLA / RIO DE JANEIRO

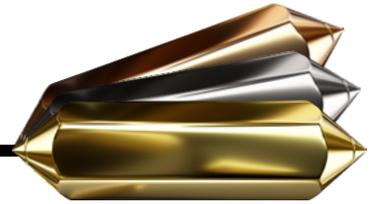
Coca-Cola	This Coke is a Fanta	Creative Effectiveness Creative Effectiveness – Single Country or Region
Coca-Cola	This Coke is a Fanta	Direct Marketing Non-traditional & Guerrilla Marketing
Coca-Cola	This Coke is a Fanta	Direct Marketing Physical Items
Coca-Cola	This Coke is a Fanta	Public Relations Brand Voice
Coca-Cola	This Coke is a Fanta	Public Relations Innovation in Public Relations

DAVID THE AGENCY / MIAMI + AB-INBEV / NEW YORK

AB-Inbev	Stand by You	Public Relations Brand Voice
AB-Inbev	Stand by You	Public Relations Community Building
Estrella Jalisco	Share for Good	Social Influencer Marketing Influencer Marketing – Single Channel

THE ONE SHOW – FINALISTS

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Award details will be announced during Creative Week, May 6–10.



BY AGENCY

DAVID THE AGENCY / MIAMI + BURGER KING / MIAMI

Burger King	BK Bot	Direct Marketing Craft – Writing
Burger King	BK Bot	Interactive & Online Craft – Writing
Burger King	BK Bot	Interactive & Online Online Video – Online-only Video – Campaign
Burger King	BK Bot	Radio & Audio Broadcast – Campaign
Burger King	BK Bot	Radio & Audio Craft – Writing – Campaign
Burger King	McMansions	Print & Outdoor Newspaper – Campaign
Burger King	McMansions	Print & Outdoor Posters – Campaign
Burger King	The Nightmare King	Experiential & Immersive Innovation in Experiential
Burger King	Whopper Neutrality	Direct Marketing Social Media & Viral Marketing – Single
Burger King	Whopper Neutrality	Experiential & Immersive Spaces & Immersive – Brand Installations
Burger King	Whopper Neutrality	Interactive & Online Online Video – Online-only Video – Single
Burger King	Whopper Neutrality	Social Media Social Engagement – Stunts & Activations

DAVID&GOLIATH / EL SEGUNDO

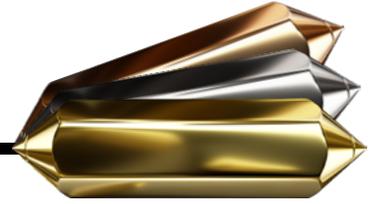
HBO	Because of Her	Film Online Films & Video – Short Form – Campaign
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DCX GROWTH ACCELERATOR / BROOKLYN + DCX CULTURAL PRODUCTION STUDIOS / BROOKLYN

Payless ShoeSource	Palessi	Public Relations Reputation Management
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THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

DDB / CHICAGO + FIAT CHRYSLER AUTOMOBILES / DETROIT

Fiat Chrysler Automobiles	Heated Seats	Film Online Films & Video – Short Form – Single
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DDB / CHICAGO

Mars Wrigley Confectionery	Broadway the Rainbow	Branded Entertainment Experiential – Brand Installations
Mars Wrigley Confectionery	Broadway the Rainbow	Branded Entertainment Experiential – Live Events
Mars Wrigley Confectionery	Broadway the Rainbow	Branded Entertainment Innovation in Branded Entertainment
Mars Wrigley Confectionery	Broadway the Rainbow	Creative Effectiveness Creative Effectiveness
Mars Wrigley Confectionery	Broadway the Rainbow	Digital Craft Visual & Audio Craft – Music
Mars Wrigley Confectionery	Broadway the Rainbow	Direct Marketing Experiential – Brand Installations
Mars Wrigley Confectionery	Broadway the Rainbow	Direct Marketing Experiential – Live Events
Mars Wrigley Confectionery	Broadway the Rainbow	Direct Marketing Integrated Campaign
Mars Wrigley Confectionery	Broadway the Rainbow	Experiential & Immersive Events & Competitions
Mars Wrigley Confectionery	Broadway the Rainbow	Experiential & Immersive Innovation in Experiential
Mars Wrigley Confectionery	Broadway the Rainbow	Experiential & Immersive Spaces & Immersive – Brand-Owned Experiences
Mars Wrigley Confectionery	Broadway the Rainbow	Integrated Integrated Branding Campaign
Mars Wrigley Confectionery	Broadway the Rainbow	Moving Image Craft Use of Music – Original Music
Mars Wrigley Confectionery	Broadway the Rainbow	Print & Outdoor Experiential & Installations – Campaign
Mars Wrigley Confectionery	Broadway the Rainbow	Print & Outdoor Out-of-Home – P.O.P. & In-Store – Campaign
Mars Wrigley Confectionery	Broadway the Rainbow	Print & Outdoor Promotional Items

THE ONE SHOW – FINALISTS

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Award details will be announced during Creative Week, May 6–10.



BY AGENCY

DDB / CHICAGO (CONT.)

Mars Wrigley Confectionery	Broadway the Rainbow	Public Relations Events & Experiential
Mars Wrigley Confectionery	Broadway the Rainbow	Public Relations Innovation in Public Relations
Mars Wrigley Confectionery	Broadway the Rainbow	Public Relations Integrated PR Campaign
Mars Wrigley Confectionery	Broadway the Rainbow	Radio & Audio Craft – Use of Music
Mars Wrigley Confectionery	Broadway the Rainbow	Radio & Audio Craft – Writing – Campaign
Mars Wrigley Confectionery	Broadway the Rainbow	Radio & Audio Custom Content
Mars Wrigley Confectionery	Broadway the Rainbow	Radio & Audio Experiential Radio & Audio
Mars Wrigley Confectionery	Broadway the Rainbow	Radio & Audio Innovation in Radio & Audio
Mars Wrigley Confectionery	Broadway the Rainbow	Social Media Social Engagement – Stunts & Activations

DDB / DUBAI

Friends Of Cancer Patients	Never Ignore The Signs	Radio & Audio Craft – Sound Design
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DDB / DUBAI + OMD / DUBAI + MANGO JAM / DUBAI

Friends Of Cancer Patients	Never Ignore The Signs	Radio & Audio Broadcast – Campaign
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THE ONE SHOW – FINALISTS

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Award details will be announced during Creative Week, May 6–10.



BY AGENCY

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

Uber	Uber Toys	Design Craft – Art Direction
Uber	Uber Toys	Design Experiential / Environmental – Outdoor Spaces
Uber	Uber Toys	Direct Marketing Experiential – Brand Installations
Uber	Uber Toys	Direct Marketing Experiential – Live Events
Uber	Uber Toys	Experiential & Immersive Craft – Art Direction
Uber	Uber Toys	Experiential & Immersive Spaces & Immersive – Brand Installations
Uber	Uber Toys	Experiential & Immersive Spaces & Immersive – Brand-Owned Experiences
Uber	Uber Toys	Print & Outdoor Experiential & Installations – Single

DDB / PARIS + HENRY / PARIS + MIKROS MPC / PARIS + MPC / LONDON

Ubisoft	The Sermon	Branded Entertainment Short Form Video – Single
Ubisoft	The Sermon	Film Television & VOD – Long Form – Single
Ubisoft	The Sermon	Moving Image Craft Cinematography – Single

THE ONE SHOW – FINALISTS

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Award details will be announced during Creative Week, May 6–10.



BY AGENCY

DDB / PARIS + HENRY / PARIS + SCHMOOZE, BALLAD / PARIS + MIKROS MPC / PARIS

Ubisoft	My life as a NPC	Interactive & Online Online Video – Online-only Video – Campaign
Ubisoft	My life as a NPC	Mobile Mobile-First Video – Under 15 Seconds
Ubisoft	My life as a NPC	Social Media Social Post – Campaign
Ubisoft	The Baptism	Film Online Films & Video – Long Form – Single
Ubisoft	The Baptism	Moving Image Craft Cinematography – Single
Ubisoft	The Baptism	Moving Image Craft Direction – Single
Ubisoft	The Baptism	Moving Image Craft Editing – Single
Ubisoft	The Baptism	Moving Image Craft Use of Music – Licensed / Adapted Music

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

Ubisoft	My life as a NPC	Direct Marketing Social Media & Viral Marketing – Campaign
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THE ONE SHOW – FINALISTS

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Award details will be announced during Creative Week, May 6–10.



BY AGENCY

DDB / PARIS + RSA FILMS / LONDON + 75 / PARIS + MPC / LONDON

Hennessy	The Seven Worlds	Film Cinema Advertising
Hennessy	The Seven Worlds	Film Online Films & Video – Long Form – Single
Hennessy	The Seven Worlds	Film Television & VOD – Long Form – Single
Hennessy	The Seven Worlds	Moving Image Craft Cinematography – Single
Hennessy	The Seven Worlds	Moving Image Craft Direction – Single
Hennessy	The Seven Worlds	Moving Image Craft Sound Design – Single

DDB / PARIS + STUDIO 5 / PARIS + MAUL / PARIS

Museum of the Great War	Living Objects	Experiential & Immersive Craft – Writing
Museum of the Great War	Living Objects – The bed	Radio & Audio Craft – Writing – Single

DDB CANADA / VANCOUVER + DDB CANADA / EDMONTON + PINK BUFFALO FILMS / VANCOUVER + WONDERLUST / NOVA SCOTIA

Emerald Health Therapeutics	Slumbr Campaign	Interactive & Online Websites
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DDB GROUP / SINGAPORE + INDEPENDENT / SINGAPORE

Breast Cancer Foundation	Coming of Age	Print & Outdoor Posters – Campaign
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THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

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

Reporters without Borders	The Uncensored Playlist	Branded Entertainment Audio
Reporters without Borders	The Uncensored Playlist	Branded Entertainment Innovation in Branded Entertainment
Reporters without Borders	The Uncensored Playlist	Direct Marketing Social Media & Viral Marketing – Single
Reporters without Borders	The Uncensored Playlist	Public Relations Community Building
Reporters without Borders	The Uncensored Playlist	Radio & Audio Craft – Use of Music
Reporters without Borders	The Uncensored Playlist	Radio & Audio Experiential Radio & Audio
Reporters without Borders	The Uncensored Playlist	Radio & Audio Online – Streaming Audio
Reporters without Borders	The Uncensored Playlist	Social Media Innovation in Social Media
Reporters without Borders	The Uncensored Playlist	Social Media Social Channel

DDB GROUP GERMANY / DÜSSELDORF

STABILO International	The remarkable Katherine	Print & Outdoor Magazine – Single
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THE ONE SHOW – FINALISTS

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Award details will be announced during Creative Week, May 6–10.



BY AGENCY

DDB GROUP GERMANY / DÜSSELDORF + STEFAN KRANEFELD IMAGING / DÜSSELDORF

STABILO International	Highlight the Remarkable	Design Promotional – Posters – Series
STABILO International	Highlight the Remarkable	Design Promotional – Print Advertisements
STABILO International	Highlight the Remarkable	Print & Outdoor Craft – Art Direction
STABILO International	Highlight the Remarkable	Print & Outdoor Magazine – Campaign
STABILO International	Highlight the Remarkable	Print & Outdoor Out-of-Home – Billboards & Transit – Campaign
STABILO International	Highlight the Remarkable	Print & Outdoor Out-of-Home – P.O.P. & In-Store – Campaign

DDB GROUP ITALY / MILAN + KAREN FILM / MILAN

IKEA Italy	The Room	Experiential & Immersive Craft – Use of Sound
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DDB GROUP NEW ZEALAND / AUCKLAND

Lion	The Dance	Film Cinema Advertising
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DDB MUDRA GROUP / MUMBAI

Johnson & Johnson	Project Free Period	Health, Wellness & Pharma Experiential / Immersive / Events
Johnson & Johnson	Project Free Period	Health, Wellness & Pharma Public Relations
Johnson & Johnson	Project Free Period	Public Relations Brand Voice
Johnson & Johnson	Project Free Period	Public Relations Community Building
Johnson & Johnson	Project Free Period	Public Relations Events & Experiential

THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

DELSEY / TREMBLAY-EN-FRANCE + PASSION PARIS PRODUCTION / PARIS + BUZZMAN / PARIS

Delsey	What Matters is Inside	Moving Image Craft Animation – Single
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DENTSU / TOKYO

Advertising Museum Tokyo / Yoshida Hideo Memorial Foundation	Still Unknown	Print & Outdoor Posters – Campaign
Dentsu Advertising Awards Selection Council	Aspiration & Perspiration	Design Promotional – Posters – Series
East Japan Railway Company	Get Back, Tohoku.	Design Promotional – Posters – Series
East Japan Railway Company	Get Back, Tohoku.	Print & Outdoor Craft – Photography
East Japan Railway Company	Get Back, Tohoku.	Print & Outdoor Posters – Campaign
good mornings	Only for aesthetic eyes	Design Craft – Printing & Paper Craft
good mornings	Only for aesthetic eyes	Design Promotional – Collateral Items
Kirin Beverage Company	Heartland 365	Design Promotional – Collateral Items
Kobe Shimbun	SINCE 1995	Design Craft – Art Direction
Kobe Shimbun	SINCE 1995	Design Editorial – Magazines & Newspapers
Kobe Shimbun	SINCE 1995	Design Promotional – Collateral Items
Toppan Printing	Iron and Torques GRAPHIC TRIAL 2018 “Experiment in Printing Expression”	Design Craft – Art Direction
Toppan Printing	Iron and Torques GRAPHIC TRIAL 2018 “Experiment in Printing Expression”	Design Craft – Printing & Paper Craft
Toppan Printing	Iron and Torques GRAPHIC TRIAL 2018 “Experiment in Printing Expression”	Design Promotional – Posters – Series

THE ONE SHOW – FINALISTS

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Award details will be announced during Creative Week, May 6–10.



BY AGENCY

DENTSU / TOKYO + ARC.B2C / TOKYO + WOO / TOKYO

Toyota L&F

Link the World, Like a Word.

Design
Typography – Static

DENTSU / TOKYO + J.C.SPARK / TOKYO + AMANA / TOKYO

The Hokkoku Shimbun

72POSTERS for school teams
participating in the high school
sumo tournament

Design
Craft – Art Direction

The Hokkoku Shimbun

72POSTERS for school teams
participating in the high school
sumo tournament

Print & Outdoor
Craft – Art Direction

DENTSU / TOKYO + PLUG / TOKYO

Nippon Columbia

1228 | The Ten Fires - Kazuya Yoshii:
Blu-ray Box Set

Design
Craft – Art Direction

DENTSU / TOKYO + PYRAMID FILM QUADRA / TOKYO + GINGER DESIGN STUDIO / TOKYO + DENTSU PUBLIC RELATIONS / TOKYO

Dentsu

Music Lessons Using Soundless Beats

Intellectual Property
Experimental / Internal Projects / R&D

DENTSU / TOKYO + QOSMO / TOKYO

Tokyo Stradivarius Festival 2018
Committee / Nippon Violin

Stradivarius: Timeless Journey

Design
Experiential / Environmental – Indoor Spaces

THE ONE SHOW – FINALISTS

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Award details will be announced during Creative Week, May 6–10.



BY AGENCY

DENTSUBOS / TORONTO

New Standard Beer	The Mailable Billboard	Design Promotional – Collateral Items
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DESIGN ARMY / WASHINGTON, DC

Hong Kong Ballet	Never Stand Still	Design Craft – Photography
Hong Kong Ballet	Never Stand Still	Design Promotional – Posters – Series
Hong Kong Ballet	Never Stand Still	Print & Outdoor Craft – Art Direction

DEUTSCH / LOS ANGELES + ARBEN VLLASALIU / KOSOVO

Keurig Dr Pepper: Canada Dry	Welcome to Sipnosis	Social Media Craft – Use of Visuals
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DEUTSCH / LOS ANGELES + GIRLS FOR GENDER EQUITY / NEW YORK + STEELHEAD / LOS ANGELES + DUOTONE AUDIO GROUP / NEW YORK

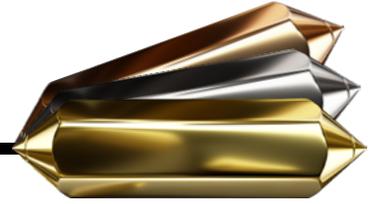
Girls for Gender Equity	#MeToo	Design Moving Image – Series
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DEUTSCH / LOS ANGELES + GIRLS FOR GENDER EQUITY / NEW YORK + STEELHEAD / LOS ANGELES + WE ARE ROYALE / LOS ANGELES

Girls for Gender Equity	#MeToo Terry	Design Moving Image – Single
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THE ONE SHOW – FINALISTS

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Award details will be announced during Creative Week, May 6–10.



BY AGENCY

DIAGEO – JOHNNIE WALKER / SÃO PAULO + CP+B / SÃO PAULO

Diageo – Johnnie Walker	110 years of Striding Man	Direct Marketing Craft – Art Direction
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DIESTE / DALLAS + THE WILD DETECTIVES / DALLAS

The Wild Detectives	The Donald Book Club	Direct Marketing Social Media & Viral Marketing – Campaign
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DIESTE / DALLAS + THE WILD DETECTIVES / DALLAS + 3008 / DALLAS

The Wild Detectives	Shequel	Intellectual Property Physical Product
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DOLLAR SHAVE CLUB / LOS ANGELES + MJZ / LOS ANGELES + FINAL CUT / LOS ANGELES + THE MILL / LOS ANGELES

Dollar Shave Club	Get Ready	Film Online Films & Video – Long Form – Single
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Dollar Shave Club	Get Ready	Moving Image Craft Use of Music – Licensed / Adapted Music
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DOMINO'S PIZZA / ANN ARBOR

Domino's Pizza	Paving for Pizza	Direct Marketing Non-traditional & Guerrilla Marketing
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Domino's Pizza	Paving for Pizza	Public Relations Community Building
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THE ONE SHOW – FINALISTS

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Award details will be announced during Creative Week, May 6–10.



BY AGENCY

DONER / SOUTHFIELD

Farmland	#FARMLANDxSUPREME Lookbook	Direct Marketing Social Media & Viral Marketing – Campaign
Farmland	#FARMLANDxSUPREME Lookbook	Social Media Social Post – Campaign
Farmland	#FARMLANDxSUPREME Lookbook	Social Media Social Post – Real-time Response

DROGA5 / LONDON + COLOPHON FOUNDRY / LONDON + CENTRAL SAINT MARTINS / LONDON

Argent	Coal Drops Yard	Design Craft – Art Direction
Argent	Coal Drops Yard	Design Promotional – Print Advertisements

DROGA5 / LONDON + SOMESUCH & CO / LONDON + ELECTRIC THEATRE COLLECTIVE / LONDON + MPC / LONDON

Amazon Prime Video	Great Shows Stay With You	Film Television & VOD – Long Form – Campaign
Amazon Prime Video	Great Shows Stay With You	Moving Image Craft Writing – Campaign
Amazon Prime Video	Vikings	Moving Image Craft Writing – Single

THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

DROGA5 / NEW YORK

Chase	Mama Said Knock You Out	Moving Image Craft Use of Music – Licensed / Adapted Music
Hennessy	Major	Moving Image Craft Cinematography – Single
IHOP	IHO b	Public Relations Events & Experiential
IHOP	IHO b	Public Relations Integrated PR Campaign
IHOP	IHO b	Social Media Social Engagement – Stunts & Activations
IHOP	IHO b	Social Media Social Post – Single
Kraft Heinz Ore-Ida	Potato Pay	Film Online Films & Video – Long Form – Single
The New York Times	The Truth Is Worth It	Film Online Films & Video – Varying Length Campaign
The New York Times	The Truth Is Worth It	Moving Image Craft Writing – Campaign
The New York Times	The Truth Is Worth It: Fearlessness	Film Online Films & Video – Long Form – Single
The New York Times	The Truth Is Worth It: Fearlessness	Moving Image Craft Sound Design – Single
The New York Times	The Truth Is Worth It: Fearlessness	Moving Image Craft Writing – Single
The New York Times	The Truth Is Worth It: Perseverance	Film Online Films & Video – Long Form – Single
The New York Times	The Truth Is Worth It: Resolve	Film Online Films & Video – Long Form – Single
The New York Times	The Truth Is Worth It: Rigor	Film Television & VOD – Short Form – Single
The New York Times, UNESCO and other participating publications	Read More. Listen More.	Direct Marketing Integrated Campaign
The New York Times, UNESCO and other participating publications	Read More. Listen More.	Integrated Co-Promotions
The New York Times, UNESCO and other participating publications	Read More. Listen More.	Integrated Innovation in Integrated Branding
Tourism Australia	Dundee: The Son of a Legend Returns Home	Branded Entertainment Short Form Video – Campaign / Series / Episodic

THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

DROGA5 / NEW YORK (CONT.)

Tourism Australia	Dundee: The Son of a Legend Returns Home	Branded Entertainment Short Form Video – Single
Tourism Australia	Dundee: The Son of a Legend Returns Home	Creative Effectiveness Creative Effectiveness
Tourism Australia	Dundee: The Son of a Legend Returns Home	Direct Marketing Integrated Campaign
Tourism Australia	Dundee: The Son of a Legend Returns Home	Film Online Films & Video – Varying Length Campaign
Tourism Australia	Dundee: The Son of a Legend Returns Home	Film Television & VOD – Long Form – Single
Tourism Australia	Dundee: The Son of a Legend Returns Home	Integrated Integrated Campaigns – Online
Tourism Australia	Dundee: The Son of a Legend Returns Home	Public Relations Integrated PR Campaign
Tourism Australia	Dundee: The Son of a Legend Returns Home	Social Influencer Marketing Influencer Marketing – Multi-Channel
Tourism Australia	Dundee: The Son of a Legend Returns Home	Social Media Social Engagement – Stunts & Activations

DROGA5 / NEW YORK + FURLINED / SANTA MONICA

The New York Times	The Truth Is Worth It	Moving Image Craft Direction – Campaign
The New York Times	The Truth Is Worth It: Courage	Film Innovation in Film
The New York Times	The Truth Is Worth It: Perseverance	Film Innovation in Film
The New York Times	The Truth Is Worth It: Resolve	Film Innovation in Film
The New York Times	The Truth Is Worth It: Rigor	Film Innovation in Film

THE ONE SHOW – FINALISTS

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Award details will be announced during Creative Week, May 6–10.



BY AGENCY

DROGA5 / NEW YORK + WIEDEN+KENNEDY / NEW YORK + BUD LIGHT / NEW YORK

HBO	Game of Thrones x Bud Light – Joust	Branded Entertainment Short Form Video – Single
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DUDE / MILAN

NETFLIX	Black Future Social Club	Direct Marketing Experiential – Live Events
NETFLIX	Black Future Social Club	Experiential & Immersive Spaces & Immersive – Brand-Owned Experiences
NETFLIX	Black Future Social Club	Print & Outdoor Experiential & Installations – Single

DUKE / CAPE TOWN

DUKE	For Sale Ale	Direct Marketing Out of Home – P.O.P. & In-Store
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EDELMAN / LONDON + EDELMAN / LOS ANGELES + UNIT9 / LONDON

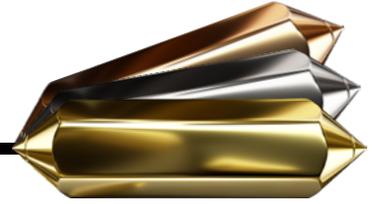
Taco Bell	Big Bell	Public Relations Innovation in Public Relations
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EDELMAN / NEW YORK

KFC	KFC 11 Herbs & Spices Firelog	Print & Outdoor Promotional Items
WNBA	Take a Seat, Take a Stand	Public Relations Reputation Management

THE ONE SHOW – FINALISTS

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Award details will be announced during Creative Week, May 6–10.



BY AGENCY

ELEVEN / SAN FRANCISCO + GOOGLE CLOUD / SAN FRANCISCO + CLONELESS / PORTLAND + GENTLEMAN SCHOLAR / LOS ANGELES

Google Cloud	Know What Your Data Knows	Creative Use of Data Creative Use of Data – Real-Time
Google Cloud	Know What Your Data Knows	Film Innovation in Film

ELEVEN / SAN FRANCISCO + GOOGLE CLOUD / SAN FRANCISCO + INSTRUMENT / PORTLAND

Google Cloud	Picture what the cloud can do.	Integrated Co-Promotions
Google Cloud	Picture what the cloud can do.	Print & Outdoor Innovation in Print & Outdoor

ENERGY BBDO / CHICAGO

Bayer	Claritin Wonderful Weather Alerts	Interactive & Online Online Video – Pre-Roll – Single
Mars	Martin's Regret	Branded Entertainment Short Form Video – Single
Mars	Martin's Regret	Film Online Films & Video – Long Form – Single
Mars	Martin's Regret	Interactive & Online Online Video – Online-only Video – Single
Mars	The 85-Year-Old Regret	Social Influencer Marketing Influencer Marketing – Multi-Channel
Mars	The 85-Year-Old Regret	Social Media Social Engagement – Community Building
Mars	The Curious Afterlife of a Tin	Print & Outdoor Craft – Writing

THE ONE SHOW – FINALISTS

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Award details will be announced during Creative Week, May 6–10.



BY AGENCY

ENGINE / LONDON

CNR: Royal Navy and Royal Marines	Spider	Moving Image Craft Visual Effects – Single
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ENGINE GROUP / NEW YORK + HBO / NEW YORK

HBO	The Sopranos Nicknames	Social Media Craft – Writing
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EXILE EDIT / LOS ANGELES + APPLE / CUPERTINO + MJZ / LOS ANGELES

Apple	Hokey Pokey	Moving Image Craft Editing – Single
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FABLEFX / STOCKHOLM + ITV CREATIVE / LONDON + HUSH / LONDON

ITV	Dancing On Ice – Polar Bear & Squirrel	Moving Image Craft Animation – Single
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FALLON / LONDON + LEO BURNETT / LONDON

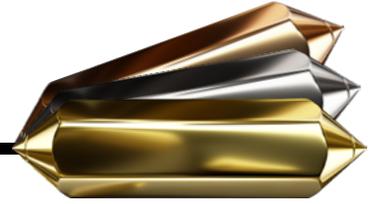
Skoda	Tour de Femmes	Experiential & Immersive Events & Competitions
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FALLON / MINNEAPOLIS

Arby's	Sandwiches for Life	Experiential & Immersive Events & Competitions
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THE ONE SHOW – FINALISTS

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Award details will be announced during Creative Week, May 6–10.



BY AGENCY

FCB / CHICAGO

Getty	Watermarks for Water	Direct Marketing Digital & Online – Websites & Mobile
Getty	Watermarks for Water	Interactive & Online Websites – E-Commerce
Radio Flyer	Travel Ads	Radio & Audio Craft – Writing – Campaign

FCB / CHICAGO + LORD & THOMAS / CHICAGO + GLAD / OAKLAND

Clorox/Glad	Toughest Bag	Direct Marketing Non-traditional & Guerrilla Marketing
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FCB / NEW YORK + ALLIED EXPERIENTIAL / NEW YORK + LG ELECTRONICS / NEW JERSEY

LG Electronics	LG B&Binge	Experiential & Immersive Events & Competitions
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THE ONE SHOW – FINALISTS

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Award details will be announced during Creative Week, May 6–10.



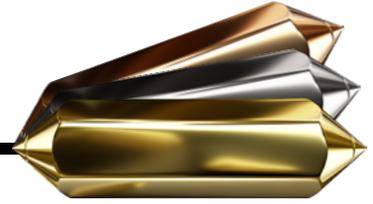
BY AGENCY

FCB / NEW YORK + O POSITIVE / NEW YORK

Burger King	The Whopper Detour	Creative Effectiveness Creative Effectiveness – Single Country or Region
Burger King	The Whopper Detour	Creative Use of Data Creative Use of Data – Real-Time
Burger King	The Whopper Detour	Creative Use of Data Creative Use of Data – Targeting
Burger King	The Whopper Detour	Digital Craft Cross-Channel UX / UI – Digital / Physical
Burger King	The Whopper Detour	Digital Craft Mobile UX / UI – User Experience
Burger King	The Whopper Detour	Direct Marketing Digital & Online – Websites & Mobile
Burger King	The Whopper Detour	Direct Marketing Non-traditional & Guerrilla Marketing
Burger King	The Whopper Detour	Experiential & Immersive Innovation in Experiential
Burger King	The Whopper Detour	Experiential & Immersive Use of Technology
Burger King	The Whopper Detour	Film Online Films & Video – Long Form – Single
Burger King	The Whopper Detour	Integrated Innovation in Integrated Branding
Burger King	The Whopper Detour	Integrated Integrated Branding Campaign
Burger King	The Whopper Detour	Interactive & Online Innovation in Interactive
Burger King	The Whopper Detour	Mobile Use of Technology
Burger King	The Whopper Detour	Mobile Utility – E-Commerce
Burger King	The Whopper Detour	Print & Outdoor Out-of-Home – P.O.P. & In-Store – Single
Burger King	The Whopper Detour	Public Relations Brand Voice
Burger King	The Whopper Detour	Public Relations Events & Experiential
Burger King	The Whopper Detour	Social Media Social Engagement – Stunts & Activations

THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

FCB BRASIL / SÃO PAULO

Estadão Newspaper	Warboard	Interactive & Online Craft – Art Direction
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FCB CAPE TOWN & HELLOCOMPUTER / CAPE TOWN

Western Cape Government	Raise your Voice. Not your Phone.	Social Media Social Engagement – Community Building
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FCB HEALTH, AN FCB HEALTH NETWORK COMPANY / NEW YORK + L&A ARTIST / NEW YORK + BOEHRINGER INGELHEIM PHARMACEUTICALS / RIDGEFIELD

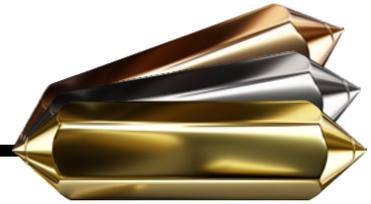
Boehringer Ingelheim Pharmaceuticals	5 Million Puffs	Health, Wellness & Pharma Print – Pharma
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FCB INFERNO / LONDON

Huawei	Judged by a Phone	Social Media Social Engagement – User-Generated Content
Huawei	Story Sign	Health, Wellness & Pharma Digital – Use of Technology
Huawei	Story Sign	Health, Wellness & Pharma Innovation in Health & Wellness
Huawei	Story Sign	Health, Wellness & Pharma Products
Huawei	Story Sign	Intellectual Property Digital Product
Huawei	Story Sign	Interactive & Online Innovation in Interactive
Huawei	Story Sign	Mobile Applications
Huawei	Story Sign	Mobile Utility

THE ONE SHOW – FINALISTS

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Award details will be announced during Creative Week, May 6–10.



BY AGENCY

FCB JOBURG (PTY) / JOHANNESBURG + SOUTH AFRICAN TOURISM / JOHANNESBURG

South African Tourism	Africa's Travel Indaba	Design Branding – Identity System
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South African Tourism	Africa's Travel Indaba	Design Branding – Logo
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FCB NEW ZEALAND / AUCKLAND

Health Promotion Agency	Pre-Testie Bestie	Health, Wellness & Pharma Digital – Social Media
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FCB NEW ZEALAND / AUCKLAND + ASSEMBLY / AUCKLAND

Ministry of Education NZ	Oat the Goat	Digital Craft Visual & Audio Craft – Sound
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Ministry of Education NZ	Oat the Goat	Film Innovation in Film
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Ministry of Education NZ	Oat the Goat	Interactive & Online Craft – Writing
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Ministry of Education NZ	Oat the Goat	Interactive & Online Online Video – Interactive Video
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FCB ULKA / MUMBAI

Theater of Relevance	Nyay ke Bhanwar Mein Bhanwari	Design Craft – Illustration
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Theater of Relevance	Nyay ke Bhanwar Mein Bhanwari	Design Promotional – Posters – Series
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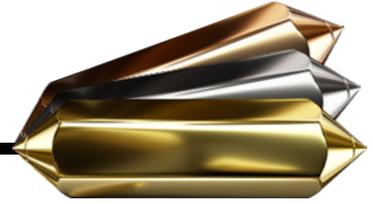
FCB WEST / SAN FRANCISCO

Levi Strauss & Co	Use Your Vote	Film Online Films & Video – Long Form – Single
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Levi Strauss & Co	Use Your Vote	Moving Image Craft Use of Music – Licensed / Adapted Music
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THE ONE SHOW – FINALISTS

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BY AGENCY

FF / PARIS + HISTORIAL DE LA GRANDE GUERRE DE PÉRONNE / PÉRONNE

L'Historial de la Grande Guerre de Péronne	The Unknown Face	Branded Entertainment Use of Technology
L'Historial de la Grande Guerre de Péronne	The Unknown Face	Public Relations Events & Experiential

FF / PARIS + URGENCE HOMOPHOBIE / PARIS

Urgence Homophobie	Their story is my story	Social Influencer Marketing Influencer Marketing – Multi-Channel
Urgence Homophobie	Their story is my story	Social Media Social Post – Campaign

FIG / NEW YORK + BUFFALO WILD WINGS / ATLANTA + BISCUIT FILMWORKS / LOS ANGELES + HORIZON MEDIA / NEW YORK

Buffalo Wild Wings	Escape to Football	Film Television & VOD – Short Form – Campaign
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FINAL CUT / LOS ANGELES + DOLLAR SHAVE CLUB / LOS ANGELES + MJZ / LOS ANGELES + THE MILL / LOS ANGELES

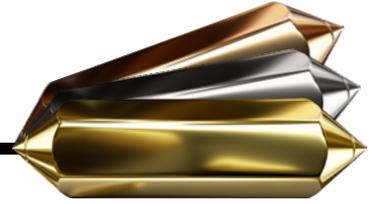
Dollar Shave Club	Getting Ready	Moving Image Craft Editing – Single
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FINAL CUT / LOS ANGELES + FURLINED / LOS ANGELES + APPLE / CUPERTINO + MPC / LOS ANGELES

Apple	Unlocked	Moving Image Craft Editing – Single
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THE ONE SHOW – FINALISTS

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BY AGENCY

FINAL CUT / LOS ANGELES + MEDIA ARTS LAB / LOS ANGELES + MJZ / LOS ANGELES

Apple

Welcome Home

Moving Image Craft
Editing – Single

FINAL CUT / NEW YORK + DROGA5 / NEW YORK + FURLINED / LOS ANGELES + SIGNIFICANT / OTHERS

The New York Times

The Truth Is Worth It

Moving Image Craft
Editing – Campaign

FITZCO//MCCANN / ATLANTA

Coca-Cola

Middle Seat Lounge

Branded Entertainment
Experiential – Live Events

FP7 MCCANN / DUBAI

Babyshop

Al Umobuwah:
Putting "Mum" into "Parenthood"

Social Influencer Marketing
Influencer Marketing – Multi-Channel

FULLSCREEN / LOS ANGELES

AT&T

AT&T Hello Lab Presents
"Guilty Party: History of Lying"
and "Suspect"

Radio & Audio
Online – Branded Podcast

GEOMETRY / PRAGUE + NEURODIGITAL / ALMERIA

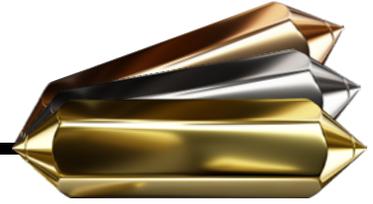
NeuroDigital

Touching Masterpieces

Digital Craft
Innovation in Digital Craft

THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

GLOW / NEW YORK + TBS / ATLANTA

TBS	Final Space – Facebook Live: Cards With Gary	Interactive & Online Innovation in Interactive
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GOLIN / CHICAGO + MCDONALD'S / CHICAGO

McDonald's	Big Mac 50th Anniversary	Public Relations Media Relations
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GOO CHOKI PAR / TOKYO

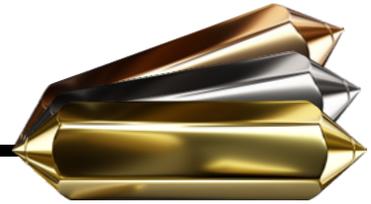
Issey Miyake	HOMME PLISSÉ ISSEY MIYAKE "Dancing Life"	Design Craft – Art Direction
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GOOD DESIGN COMPANY / TOKYO + WRITING STYLE / TOKYO

I'll Co.	Packaging of "Tokyo Chocolat Factory"	Design Packaging – Mass-market
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THE ONE SHOW – FINALISTS

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Award details will be announced during Creative Week, May 6–10.



BY AGENCY

GOODBY SILVERSTEIN & PARTNERS / SAN FRANCISCO

BMW	The Like New Campaign	Film Online Films & Video – Short Form – Campaign
BMW	The Like New Campaign	Film Television & VOD – Short Form – Campaign
BMW	The Like New Campaign	Film Under 100K Budget
BMW	The Remarkable Journey of the All-New BMW X5	Branded Entertainment Location-Specific Video
BMW	The Remarkable Journey of the All-New BMW X5	Experiential & Immersive Events & Competitions
BMW	The Remarkable Journey of the All-New BMW X5	Film Location-Specific Video
Xfinity	Data in Dollars	Mobile Mobile Advertising
Xfinity	Project Dead Zone	Interactive & Online Online Video – Interactive Video
Xfinity	Project Dead Zone	Social Media Livestream
Xfinity	Reality Bar	Branded Entertainment Experiential – Live Events

GOODSTORY / BROOKLYN + POO~POURRI / DALLAS

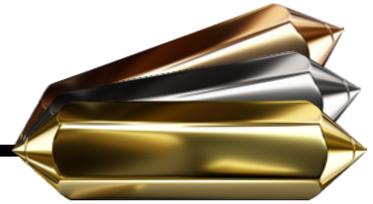
Poo~Pourri	#GirlsDoPoop	Branded Entertainment Short Form Video – Campaign / Series / Episodic
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GOOGLE / SAN FRANCISCO + SPARKS / PHILADELPHIA + DEEP LOCAL / PITTSBURGH + NEXUS STUDIOS / LOS ANGELES

Google	The Google Assistant Ride	Design Branding – Brand Installations
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THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

GOOGLE BRAND STUDIO / SAN FRANCISCO

Google	Google Helpfulness	Design Craft – Art Direction
Google	Google Moments in Search	Branded Entertainment Short Form Video – Campaign / Series / Episodic
Google	Google Year in Search 2018	Branded Entertainment Short Form Video – Single
Google	Google Year in Search 2018	Film Online Films & Video – Long Form – Single

GOOGLE CREATIVE LAB / LONDON

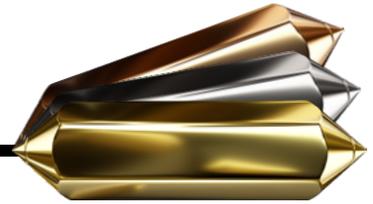
Google	NSynth Super	Design Digital Design
Google	NSynth Super	Design Innovation in Design
Google Arts and Culture	Draw to Art	Creative Use of Data Creative Use of Data – Real-Time
Google Arts and Culture	Draw to Art	Digital Craft Innovation in Digital Craft
Google Arts and Culture	Draw to Art	Experiential & Immersive Use of Technology
Google Arts and Culture	Draw to Art	Interactive & Online Interactive Digital Installations

GOOGLE CREATIVE LAB / NEW YORK + CUSTOM FAMILY / NEW YORK

Google	Google Pixel 3: Top Shot	Moving Image Craft Use of Music – Licensed / Adapted Music
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THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

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

Burger King Corporation	Black Friday Whopper Shopper	Interactive & Online Innovation in Interactive
Burger King Corporation	Black Friday Whopper Shopper	Interactive & Online Websites
Burger King Corporation	Black Friday Whopper Shopper	Interactive & Online Websites – E-Commerce

GRABARZ & PARTNER / HAMBURG + VOLKSWAGEN / WOLFSBURG + CZAR FILM / HAMBURG + BACON X / COPENHAGEN

Volkswagen	Metalheads	Film Online Films & Video – Short Form – Single
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GRAND DELUXE / MATSUYAMA

Yagi Syuzobu	Japanese Sword KATANA	Design Packaging – Mass-market
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GRETEL / NEW YORK + NIKE / BEAVERTON

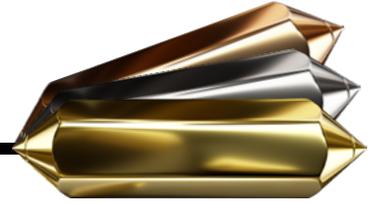
Nike	Nike By You Brand Identity System	Design Branding – Identity System
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GREY / NEW YORK

Gillette (P&G)	Shaquem Griffin: Your Best Never Comes Easy	Interactive & Online Online Video – Online-only Video – Single
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THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

GREY / NEW YORK + PROCTER & GAMBLE / BOSTON + TOWNHOUSE / NEW YORK + COSMO STREET / NEW YORK

Gillette (P&G)	We Believe	Branded Entertainment Short Form Video – Single
Gillette (P&G)	We Believe	Film Online Films & Video – Long Form – Single
Gillette (P&G)	We Believe	Film Online Films & Video – Pre-Roll – Single
Gillette (P&G)	We Believe	Public Relations Brand Voice
Gillette (P&G)	We Believe	Social Media Social Engagement – Community Building
Gillette (P&G)	We Believe	Social Media Social Post – Single

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

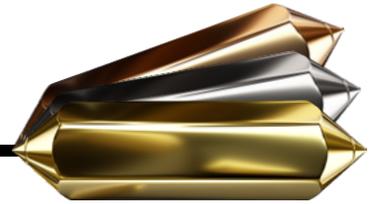
Reclame Aqui	Corruption Detector	Creative Use of Data Creative Use of Data – Data Visualization
Reclame Aqui	Corruption Detector	Digital Craft Web UX / UI – User Experience
Reclame Aqui	Corruption Detector	Direct Marketing Digital & Online – Websites & Mobile
Reclame Aqui	Corruption Detector	Mobile Applications
Reclame Aqui	Corruption Detector	Mobile Utility

GREY GERMANY / DUESSELDORF

Discovering Hands	The Blind See More.	Design Branding – Identity System
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THE ONE SHOW – FINALISTS

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Award details will be announced during Creative Week, May 6–10.



BY AGENCY

GREY MENA / DUBAI

The LEGO Group	Never Gets Old	Print & Outdoor Newspaper – Campaign
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GREYNJ UNITED / BANGKOK

Kasikornbank Public	Friendshit	Branded Entertainment Long Form Video – Single
Kasikornbank Public	Friendshit	Film Online Films & Video – Long Form – Single
Kasikornbank Public	Friendshit	Moving Image Craft Direction – Single

GRIP LIMITED / TORONTO

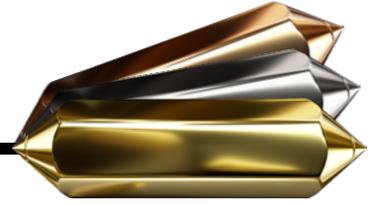
Yum! Restaurant	Bitcoin Bucket	Social Media Livestream
Yum! Restaurant	Bitcoin Bucket	Social Media Social Engagement – Stunts & Activations

GSD&M / AUSTIN

Popeyes Louisiana Kitchen	12-Hour Drive-Thru	Experiential & Immersive Spaces & Immersive – Brand Installations
United States Air Force	U.S. Air Force Gold Star Families	Moving Image Craft Writing – Single

THE ONE SHOW – FINALISTS

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Award details will be announced during Creative Week, May 6–10.



BY AGENCY

GTB BRASIL / SÃO PAULO

Ford Motor Company	Accessibility Mat	Design Innovation in Design
Ford Motor Company	Accessibility Mat	Design Promotional – Collateral Items
Ford Motor Company	Accessibility Mat	Experiential & Immersive Innovation in Experiential
Ford Motor Company	Accessibility Mat	Health, Wellness & Pharma Innovation in Health & Wellness
Ford Motor Company	Accessibility Mat	Intellectual Property Integrated Digital & Physical Product
Ford Motor Company	Accessibility Mat	Intellectual Property Physical Product
Ford Motor Company	Accessibility Mat	Mobile Physical Product & Mobile Integration

GUT / MIAMI + MSSNG P ECES / LOS ANGELES

Fisher House Foundation	Veteran's Day is Not For Sale	Film Under 100K Budget
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HAPPINESS / AN FCB ALLIANCE / BRUSSELS

OVK / PEVR (Parents of Road Victims)	Behind The Numbers	Radio & Audio Innovation in Radio & Audio
VOO	Buffer Rage	Direct Marketing Digital & Online – Banners & Pop-ups
VOO	Buffer Rage	Interactive & Online Online Advertising – Display Ads

THE ONE SHOW – FINALISTS

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Award details will be announced during Creative Week, May 6–10.



BY AGENCY

HAPPINESS / AN FCB ALLIANCE / BRUSSELS + BLISS INTERACTIVE / SAIGON

OVK / PEVR (Parents of Road Victims) BlindMeters

Design
Typography – Dynamic / In Motion

OVK / PEVR (Parents of Road Victims) BlindMeters

Direct Marketing
Digital & Online – Websites & Mobile

OVK / PEVR (Parents of Road Victims) BlindMeters

Experiential & Immersive
Craft – Dynamic Data Visualization

OVK / PEVR (Parents of Road Victims) BlindMeters

Interactive & Online
Websites

HAPPY F&B / GOTHENBURG

The Torsten and
Wanja Söderberg Prize /
The Röhsska Museum

Strings Attached

Design
Editorial – Books

HAPPY F&B / GOTHENBURG + F&B FACTORY / GOTHENBURG + MECKA / BORÅS

Brunngård Group AB

Shoe Shame

Design
Packaging – Mass-market

HAPPY F&B / GOTHENBURG + F&B STUDIOS / GOTHENBURG

GöteborgsOperan

Costume change at the opera

Design
Branding – Logo

HASAN & PARTNERS / HELSINKI + ELOKUVAOSKEYHTIÖ SUOMI 2017 / HELSINKI + ARILYN / HELSINKI + SF STUDIOS / HELSINKI

Elokuvaosakeyhtiö Suomi 2017

The Unknown Platform

Branded Entertainment
Innovation in Branded Entertainment

THE ONE SHOW – FINALISTS

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Award details will be announced during Creative Week, May 6–10.



BY AGENCY

HAVAS / MADRID

Hyundai	Eco Parking	Intellectual Property Physical Product
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HAVAS / NEW YORK

TD Ameritrade	Greetings from the Blockchain	Direct Marketing Craft – Use of Digital Technology
TD Ameritrade	Greetings from the Blockchain	Direct Marketing Non-traditional & Guerrilla Marketing

HAVAS / NEW YORK + TD AMERITRADE / JERSEY CITY

TD Ameritrade	Greetings from the Blockchain	Design Innovation in Design
TD Ameritrade	Greetings from the Blockchain	Direct Marketing Innovation in Direct Marketing
TD Ameritrade	Greetings from the Blockchain	Interactive & Online Online Advertising – Native Ads

HAVAS GERMANY / DÜSSELDORF

Getty Images Deutschland / fiftififty (magazine from homeless people)	Repicturing Homeless	Public Relations Reputation Management
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HAVAS LYNX GROUP / MANCHESTER

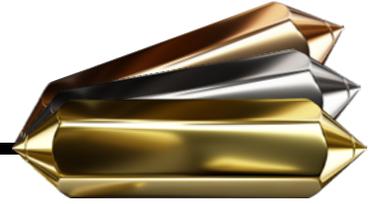
Astra Zeneca	The Attack	Health, Wellness & Pharma Film – Pharma
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HAVAS LYNX GROUP / MANCHESTER + VAULT 49 / NEW YORK

Mundipharma	No more ups and downs	Health, Wellness & Pharma Print – Pharma
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THE ONE SHOW – FINALISTS

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BY AGENCY

HAVAS MELBOURNE / CREMORNE

PUMA Australia	The Unfollowed	Social Media Social Engagement – User-Generated Content
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HEIMAT / BERLIN + ACHTUNG! / HAMBURG + BLEECH / BERLIN + PIZZA PIZZA DESIGN SERVICES / BERLIN

Laut gegen Nazis	Loud against Nazis "#unfollowme. The hashtag against hate."	Social Influencer Marketing Influencer Marketing – Multi-Channel
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HEIMAT / BERLIN + BENTELE BECKER BEWEGTBILD / BERLIN + LOFT TONSTUDIOS / BERLIN + MEDIAPLUS / MÜNCHEN

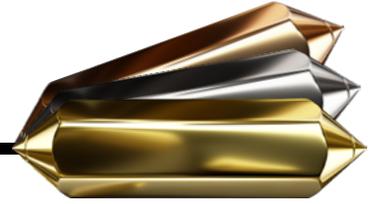
HORNBACH Baumarkt	HORNBACH "Room of silence – Giving toilets a voice."	Experiential & Immersive Spaces & Immersive – Brand Installations
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HEIMAT / BERLIN + MARKENFILM CROSSING / BERLIN

HORNBACH Baumarkt	HORNBACH "WERKSTÜCK Edition 001"	Design Branding – Branded Item
HORNBACH Baumarkt	HORNBACH "WERKSTÜCK Edition 001"	Design Promotional – Booklets & Brochures
HORNBACH Baumarkt	HORNBACH "WERKSTÜCK Edition 001"	Direct Marketing Physical Items
HORNBACH Baumarkt	HORNBACH "WERKSTÜCK Edition 001"	Experiential & Immersive Spaces & Immersive – Brand-Owned Experiences
HORNBACH Baumarkt	HORNBACH "WERKSTÜCK Edition 001"	Intellectual Property Physical Product

THE ONE SHOW – FINALISTS

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Award details will be announced during Creative Week, May 6–10.



BY AGENCY

HEREZIE GROUP / PARIS

Google Cloud France	The Biography of Tomorrow	Creative Use of Data Creative Use of Data – Storytelling
Handicap International	#BodyCantWait	Design Experiential / Environmental – Out of Home – Series
Handicap International	#BodyCantWait	Health, Wellness & Pharma Out of Home – Health & Wellness
Handicap International	#BodyCantWait	Print & Outdoor Experiential & Installations – Campaign

HJALTELIN STAHL / COPENHAGEN

Ekstra Bladet	Unmasking the racist agenda	Social Media Social Engagement – Stunts & Activations
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HOK-ELANTO | S GROUP / HELSINKI + SOK MEDIA / HELSINKI + CARAT FINLAND / HELSINKI + ACCENTURE / HELSINKI

HOK-Elanto S Group	Block Wish	Mobile Innovation in Mobile
HOK-Elanto S Group	Block Wish	Mobile Utility
HOK-Elanto S Group	Block Wish	Social Media Innovation in Social Media

HOY / BUENOS AIRES

DDL&Co	Evita, Equality Bill	Direct Marketing Non-traditional & Guerrilla Marketing
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HUGE / BROOKLYN

Il Makiage	High Maintenance	Social Media Craft – Writing
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THE ONE SHOW – FINALISTS

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BY AGENCY

HUNTSOURCE / CHARLOTTE + NEZ&PEZ CONSULTING / CHARLOTTE

HuntSource	Cyber War of the World	Radio & Audio Custom Content
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HYBRID DESIGN / SAN FRANCISCO

Mohawk	Mohawk Keaykolour	Design Promotional – Collateral Items
Mohawk	Mohawk Quarterly 15: Materials	Design Promotional – Booklets & Brochures
Mohawk	Mohawk Quarterly Issue 14: Lead & Serve	Design Promotional – Booklets & Brochures

HYDROGEN ADVERTISING / SEATTLE

Penobscot Bay Brewery	Package Design System	Design Packaging – Mass-market
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I2MAGO / GUANGZHOU

WildAid	Celebrate marriage, refuse the slaughter of sharks	Design Craft – Illustration
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IGNITE / OAKLAND + PRETTYBIRD / CULVER CITY

Ignite	Medically Speaking IGNITE	Film Online Films & Video – Long Form – Single
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INGO / STOCKHOLM

Burger King	Craft a Western Whopper	Interactive & Online Gaming – Branded Games
Burger King	Craft a Western Whopper	Mobile Gaming

THE ONE SHOW – FINALISTS

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BY AGENCY

INNOCEAN WORLDWIDE / SEOUL + HYUNDAI MARINE & FIRE INSURANCE / SEOUL + LINEHOLIC / SEOUL + TRUMAKUS / SEOUL

Hyundai Marine & Fire Insurance	Healing Jungle	Design Branding – Brand Installations
Hyundai Marine & Fire Insurance	Healing Jungle	Design Experiential / Environmental – Indoor Spaces
Hyundai Marine & Fire Insurance	Healing Jungle	Intellectual Property Integrated Digital & Physical Product
Hyundai Marine & Fire Insurance	Healing Jungle	Interactive & Online Interactive Digital Installations

INNOCEAN WORLDWIDE / SEOUL + HYUNDAI MOTOR GROUP / SEOUL + WALKING IN MIND / SEOUL

Hyundai Motor Group	The Quiet Taxi	Design Innovation in Design
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INNOCEAN WORLDWIDE / SEOUL + HYUNDAI MOTORS COMPANY / SEOUL

Hyundai Motor Company	2018 Pyeongchang Winter Olympic, Paralympic Hyundai Pavilion	Experiential & Immersive Spaces & Immersive – Brand-Owned Experiences
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IRIS / LONDON

KFC (Yum! Brands)	The Royal Bucket	Design Promotional – Collateral Items
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IRIS / LONDON + SWEETSHOP / LONDON

SANE	Let Me Talk	Social Influencer Marketing Influencer Marketing – Single Channel
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THE ONE SHOW – FINALISTS

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BY AGENCY

ISOBAR / MELBOURNE + REDDOGS VR / MELBOURNE

Carriberrie	Carriberrie	Interactive & Online Augmented, Virtual and Mixed Reality (AR, VR, MR)
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J WALTER THOMPSON / SYDNEY

Berlei	Serena: I Touch Myself Project	Health, Wellness & Pharma Branded Content
Berlei	Serena: I Touch Myself Project	Health, Wellness & Pharma Digital – Social Media
Berlei	Serena: I Touch Myself Project	Health, Wellness & Pharma Film – Health & Wellness
Berlei	Serena: I Touch Myself Project	Social Influencer Marketing Influencer Marketing – Multi-Channel

J WALTER THOMPSON SYDNEY / PYRMONT

Berlei	Serena: I Touch Myself Project	Social Media Social Post – Single
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CATEGORY

Jimmy Nelson Foundation	BLINK TEST	Design Craft – Photography
Jimmy Nelson Foundation	BLINK TEST	Design Moving Image – Series
Jimmy Nelson Foundation	BLINK TEST	Film Innovation in Film
Jimmy Nelson Foundation	BLINK TEST	Film Online Films & Video – Varying Length Campaign
Jimmy Nelson Foundation	BLINK TEST	Film Television & VOD – Long Form – Single
Jimmy Nelson Foundation	BLINK TEST	Moving Image Craft Cinematography – Single
Jimmy Nelson Foundation	BLINK TEST	Moving Image Craft Innovation in Moving Image Craft
Jimmy Nelson Foundation	BLINK TEST	Moving Image Craft Use of Music – Original Music

THE ONE SHOW – FINALISTS

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BY AGENCY

J. WALTER THOMPSON / LONDON

UN Women	Humanity Test	Public Relations Community Building
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J. WALTER THOMPSON / BANGKOK + DENTSU X / BANGKOK + THIS IS IT / BANGKOK + CINESOUND / BANGKOK

Netflix	Narcos The Censor's Cut	Direct Marketing Out of Home – Billboards & Transit
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J. WALTER THOMPSON / BANGKOK + HOUSETON FILMS / BANGKOK

Kleenex	Tiny Doll	Health, Wellness & Pharma Branded Content
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JAM3 / TORONTO

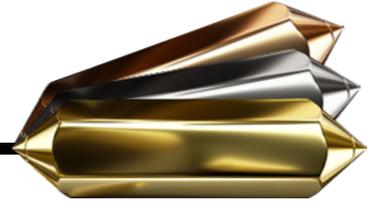
adidas Originals	Unlock the Drop - ComplexCon	Digital Craft Cross-Channel UX / UI – Digital / Physical
adidas Originals	Unlock the Drop - ComplexCon	Experiential & Immersive Events & Competitions
adidas Originals	Unlock the Drop - ComplexCon	Experiential & Immersive Use of Technology
adidas Originals	Unlock the Drop - ComplexCon	Interactive & Online Innovation in Interactive
adidas Originals	Unlock the Drop - ComplexCon	Interactive & Online Interactive Digital Installations

JOE PUBLIC / JOHANNESBURG + SAB – BE THE MENTOR / JOHANNESBURG + EGG FILMS / JOHANNESBURG

SAB - Be The Mentor	Vuka	Film Cinema Advertising
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THE ONE SHOW – FINALISTS

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BY AGENCY

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

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

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

John Lewis & Partners / Waitrose & Partners	Bohemian Rhapsody	Branded Entertainment Long Form Video – Single
John Lewis & Partners / Waitrose & Partners	Bohemian Rhapsody	Film Cinema Advertising

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

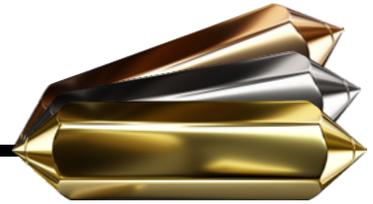
John Lewis & Partners / Waitrose & Partners	Bohemian Rhapsody	Film Online Films & Video – Long Form – Single
John Lewis & Partners / Waitrose & Partners	Bohemian Rhapsody	Film Television & VOD – Long Form – Single

JOHN ST. / TORONTO

Shoppers Drug Mart	The Monthly	Health, Wellness & Pharma Experiential / Immersive / Events
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THE ONE SHOW – FINALISTS

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BY AGENCY

JOHNXHANNES / NEW YORK

Montefiore	Corazon - Give Your Heart	Branded Entertainment Feature Length – Narrative & Documentary
Montefiore	Corazon - Give Your Heart	Branded Entertainment Innovation in Branded Entertainment
Montefiore	Corazon - Give Your Heart	Integrated Integrated Campaigns – Online

JONES KNOWLES RITCHIE / NEW YORK

Dieline	Dieline	Design Branding – Identity System
Dunkin' Brands	Dunkin'	Design Branding – Identity System
Dunkin' Brands	Dunkin'	Design Branding – Logo
Dunkin' Brands	Dunkin'	Design Branding – Rebranding
Dunkin' Brands	Dunkin'	Design Typography – Typeface Design

JONSSON & LEMACKS / REYKJAVIK

National Museum of Iceland	National Museum of Iceland - Brand Identity	Design Branding – Rebranding
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JUNG VON MATT/DONAU / VIENNA

Erste Bank und Sparkasse	Unstoppable	Moving Image Craft Direction – Single
Erste Bank und Sparkasse	Unstoppable	Moving Image Craft Use of Music – Licensed / Adapted Music
Erste Group	First Christmas	Film Online Films & Video – Long Form – Single
Erste Group	First Christmas	Interactive & Online Online Video – Online-only Video – Single
Erste Group	First Christmas	Moving Image Craft Use of Music – Original Music

THE ONE SHOW – FINALISTS

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BY AGENCY

JUNIPER PARKTBWA COMMUNICATIONS / TORONTO + IFEX / TORONTO

IFEX	Day Of The Dead Journalists	Print & Outdoor Posters – Campaign
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KAMP GRIZZLY / PORTLAND + ADIDAS / PORTLAND

Adidas	Adidas 747 Warehouse St.	Experiential & Immersive Spaces & Immersive – Brand-Owned Experiences
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KETCHUM / NEW YORK + DISCOVER PUERTO RICO / SAN JUAN

Discover Puerto Rico	#CoverTheProgress	Public Relations Current Event Response
Discover Puerto Rico	#CoverTheProgress	Public Relations Media Relations

KINETIC SINGAPORE / SINGAPORE

MINI Asia	MINI Extraordinary	Design Branding – Brand Installations
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KING / STOCKHOLM + INDIO / STOCKHOLM + ALWAYS FRANK / STOCKHOLM + MUSIC SUPER CIRCUS / STOCKHOLM

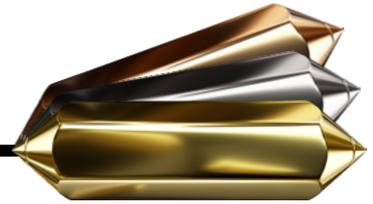
Clas Ohlson	Merry stressfree Christmas	Film Online Films & Video – Long Form – Single
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KING JAMES GROUP / CAPE TOWN

Sanlam	The 200 Year Old	Branded Entertainment Audio
Sanlam	The 200 Year Old	Radio & Audio Online – Branded Podcast

THE ONE SHOW – FINALISTS

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Award details will be announced during Creative Week, May 6–10.



BY AGENCY

KNOT / TOKYO

fossette hair Ginza	Book + Plant + Hair = fossette	Design Craft – Illustration
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KOKUYO / OSAKA + DENTSU / TOKYO

Kokuyo	Fleeting Beauty	Design Craft – Art Direction
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Kokuyo	Fleeting Beauty	Design Craft – Printing & Paper Craft
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KOLLE REBBE / HAMBURG

Bundesverband "Das frühgeborene Kind"	Bundesverband "Das frühgeborene Kind" "Early Type"	Design Typography – Dynamic / In Motion
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KOLLE REBBE / HAMBURG + DEMODERN / HAMBURG

PETA Deutschland	PETA – Eye to Eye	Digital Craft Visual & Audio Craft – Visual Effects
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KOLLE REBBE / HAMBURG + KOREFE / HAMBURG

Münchner Philharmoniker	Münchner Philharmoniker "The logo behind the logo"	Design Branding – Logo
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Stop The Water While Using Me!	Stop The Water While Using Me! "Washazine"	Design Promotional – Booklets & Brochures
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LE BUREAU AB / STOCKHOLM + ARBETSFÖRMEDLINGEN – SWEDISH PUBLIC EMPLOYMENT / STOCKHOLM + CAMP DAVID / STOCKHOLM + COLONY / STOCKHOLM

Arbetsförmedlingen – Swedish public employment	Make Room	Health, Wellness & Pharma Film – Health & Wellness
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THE ONE SHOW – FINALISTS

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Award details will be announced during Creative Week, May 6–10.



BY AGENCY

LEO BURNETT / CHICAGO

Kraft Heinz	Kraft Now Pay Later	Public Relations Brand Voice
Kraft Heinz	Kraft Now Pay Later	Public Relations Current Event Response
Kraft Heinz	Kraft Now Pay Later	Public Relations Events & Experiential
Kraft Heinz Country Time Lemonade	Legal-ade	Direct Marketing Non-traditional & Guerrilla Marketing
Kraft Heinz Country Time Lemonade	Legal-ade	Direct Marketing Social Media & Viral Marketing – Campaign
Kraft Heinz Country Time Lemonade	Legal-ade	Public Relations Integrated PR Campaign
Kraft Heinz Country Time Lemonade	Legal-ade	Public Relations Media Relations
Kraft Heinz Country Time Lemonade	Legal-ade	Social Media Social Engagement – Stunts & Activations

LEO BURNETT / LONDON + RIDLEY SCOTT ASSOCIATES / LONDON + THE MILL / LONDON

Breast Cancer Care	Booberang	Health, Wellness & Pharma Digital – Social Media
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LEO BURNETT / MADRID + TESARURO / MADRID

Pernod Ricard	The time we have left	Creative Use of Data Creative Use of Data – Storytelling
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LEO BURNETT / SYDNEY

Samsung Australia	Make My Idea	Social Media Social Engagement – User-Generated Content
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THE ONE SHOW – FINALISTS

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BY AGENCY

LEO BURNETT / TORONTO

Coconut Milk	Coconut Milk	Design Packaging – Mass-market
Museum Of Contemporary Art	MOCA	Design Branding – Rebranding
TD	Poster Bank	Design Branding – Branded Item
TD	Poster Bank	Design Promotional – Posters – Series
TD	Poster Bank	Design Promotional – Posters – Single

LEO BURNETT MALAYSIA / KUALA LUMPUR

Voice of The Children	The Anti-Bullying Bullying Videos	Film Under 100K Budget
Voice of The Children	The Anti-Bullying Bullying Videos	Interactive & Online Online Video – Online-only Video – Campaign

LEO BURNETT MELBOURNE / SOUTHBANK

SPC Ardmona	Goulburn Valley Food Tours	Mobile Websites
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LEW'LARA\TBWA / SÃO PAULO + ESTUDIO FLIPERAMA / SÃO PAULO + JACK THE MAKER / SÃO PAULO

Nissan do Brasil	Nissan's Follow the Ball	Print & Outdoor Craft – Use of Digital Technology
Nissan do Brasil	Nissan's Follow the Ball	Print & Outdoor Innovation in Print & Outdoor
Nissan do Brasil	Nissan's Follow the Ball	Print & Outdoor Out-of-Home – Dynamic Billboards & Transit

THE ONE SHOW – FINALISTS

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BY AGENCY

LINSHAOBIN DESIGN / SHANTOU

Guangzhou Song's club	Mountain Tea - Song	Design Packaging – Specialty
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LOLA MULLENLOWE / MADRID + BURGER KING / MIAMI

Burger King	Car Crashes	Print & Outdoor Newspaper – Campaign
Burger King	Car Crashes	Print & Outdoor Out-of-Home – Billboards & Transit – Campaign

LOLA MULLENLOWE / MADRID + BURGER KING / MIAMI + ONLY 925 / MADRID + F16 PRODUCCIONES / MADRID

Burger King	Scary Clown Night	Creative Effectiveness Creative Effectiveness – Multi-Country or Global
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LOLA MULLENLOWE / MADRID + PRIMO CONTENT / BARCELONA

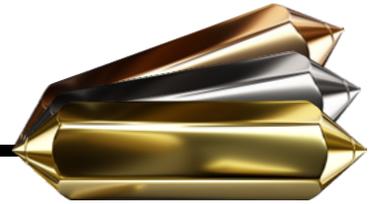
FELGTB	Hidden Flag	Experiential & Immersive Innovation in Experiential
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M&C SAATCHI / LONDON + COFFEE & TV / LONDON

NatWest	Processions	Print & Outdoor Craft – Use of Digital Technology
NatWest	Processions	Print & Outdoor Out-of-Home – Dynamic Billboards & Transit

THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

M&C SAATCHI / LONDON + ROGUE FILMS / LONDON + ELECTRIC THEATRE COLLECTIVE / LONDON + 750MPH / LONDON

Coca-Cola	We	Moving Image Craft Use of Music – Licensed / Adapted Music
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M&C SAATCHI ABEL / CAPE TOWN + NANDO'S SOUTH AFRICA / JOHANNESBURG

Nando's South Africa	#rightmyname	Creative Effectiveness Creative Effectiveness – Single Country or Region
Nando's South Africa	#rightmyname	Integrated Integrated Branding Campaign
Nando's South Africa	#rightmyname	Public Relations Brand Voice

MARCEL / PARIS + CARREFOUR / MASSY

Carrefour	Black Supermarket	Creative Effectiveness Creative Effectiveness
Carrefour	Black Supermarket	Direct Marketing Integrated Campaign
Carrefour	Black Supermarket	Direct Marketing Non-traditional & Guerrilla Marketing
Carrefour	Black Supermarket	Experiential & Immersive Events & Competitions
Carrefour	Black Supermarket	Experiential & Immersive Spaces & Immersive – Brand Installations
Carrefour	Black Supermarket	Health, Wellness & Pharma Innovation in Health & Wellness
Carrefour	Black Supermarket	Health, Wellness & Pharma Public Relations
Carrefour	Black Supermarket	Public Relations Reputation Management

THE ONE SHOW – FINALISTS

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Award details will be announced during Creative Week, May 6–10.



BY AGENCY

MARCEL / PARIS + CENTRE POMPIDOU / PARIS

Centre Pompidou	Souvenirs de Paris	Direct Marketing Non-traditional & Guerrilla Marketing
Centre Pompidou	Souvenirs de Paris	Direct Marketing Physical Items
Centre Pompidou	Souvenirs de Paris	Experiential & Immersive Events & Competitions
Centre Pompidou	Souvenirs de Paris	Film Under 100K Budget
Centre Pompidou	Souvenirs de Paris	Intellectual Property Physical Product

MASAKI HANAHARA / TOKYO + VISION TRACK / TOKYO

Tokyo Midtown	Coin Flipping	Print & Outdoor Craft – Illustration
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MATTER UNLIMITED / NEW YORK + WHITELIST / LOS ANGELES

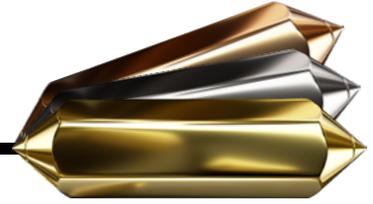
Merck For Mothers	Reverse	Health, Wellness & Pharma Film – Pharma
Merck For Mothers	Reverse	Moving Image Craft Direction – Single

MCCANN / BRISTOL

Refuge – Lisa King	Reversible Poetry	Health, Wellness & Pharma Integrated Branding
Refuge – Lisa King	Reversible Poetry	Radio & Audio Craft – Writing – Single

THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

MCCANN / BRISTOL + MCCANN / BIRMINGHAM

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

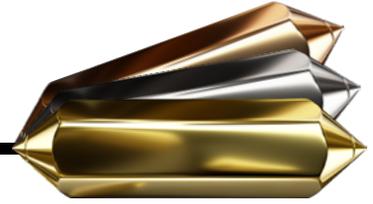
Beau Monde	Bihor Couture	Direct Marketing Integrated Campaign
Beau Monde	Bihor Couture	Direct Marketing Non-traditional & Guerrilla Marketing
Beau Monde	Bihor Couture	Interactive & Online Websites – E-Commerce

MCCANN / LONDON + CRAFT/MCCANN / LONDON

BreezoMeter / British Lung Foundation / World Health Organization	Toxic Toby	Creative Use of Data Creative Use of Data – Data Visualization
BreezoMeter / British Lung Foundation / World Health Organization	Toxic Toby	Design Data Visualization – Static or Dynamic

THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

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

Microsoft / Xbox	Football Decoded	Branded Entertainment Experiential – Live Events
Microsoft / Xbox	Football Decoded	Branded Entertainment Innovation in Branded Entertainment
Microsoft / Xbox	Football Decoded	Creative Use of Data Creative Use of Data – Data Visualization
Microsoft / Xbox	Football Decoded	Creative Use of Data Creative Use of Data – Real-Time
Microsoft / Xbox	Football Decoded	Direct Marketing Experiential – Live Events
Microsoft / Xbox	Football Decoded	Direct Marketing Integrated Campaign
Microsoft / Xbox	Football Decoded	Direct Marketing Non-traditional & Guerrilla Marketing
Microsoft / Xbox	Football Decoded	Experiential & Immersive Craft – Dynamic Data Visualization
Microsoft / Xbox	Football Decoded	Experiential & Immersive Events & Competitions
Microsoft / Xbox	Football Decoded	Integrated Integrated Branding Campaign
Microsoft / Xbox	Football Decoded	Print & Outdoor Out-of-Home – Dynamic Billboards & Transit

MCCANN / LONDON + MRM/MCCANN / LONDON + CRAFT/MCCANN / LONDON + FOREAL / TRIER

Microsoft	Xbox Design Lab Originals: The Fanchise Model	Creative Effectiveness Creative Effectiveness
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THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

MCCANN / MADRID + IKEA / MADRID

Ikea	Living rooms	Creative Effectiveness Creative Effectiveness – Single Country or Region
Ikea	Museum of Romanticism	Branded Entertainment Experiential – Live Events
Ikea	Museum of Romanticism	Direct Marketing Experiential – Live Events
Ikea	Museum of Romanticism	Direct Marketing Non-traditional & Guerrilla Marketing
Ikea	Museum of Romanticism	Experiential & Immersive Innovation in Experiential
Ikea	Museum of Romanticism	Experiential & Immersive Spaces & Immersive – Brand Installations

MCCANN / MADRID + MCCANN / BARCELONA + ALDI / BARCELONA

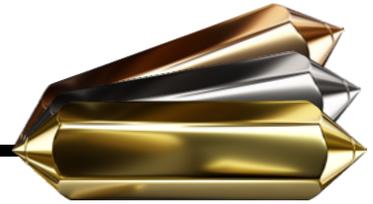
Aldi	Fresh Prints	Print & Outdoor Innovation in Print & Outdoor
Aldi	Fresh Prints - Berries	Print & Outdoor Newspaper – Single
Aldi	Fresh Prints - Tomatoes	Print & Outdoor Newspaper – Single

MCCANN / MILTON KEYNES + MRM/MCCANN / MADRID + MCCANN / BIRMINGHAM

Vauxhall	Backwards Tales	Radio & Audio Broadcast – Campaign
Vauxhall	Jack & the Beanstalk	Radio & Audio Broadcast – Single

THE ONE SHOW – FINALISTS

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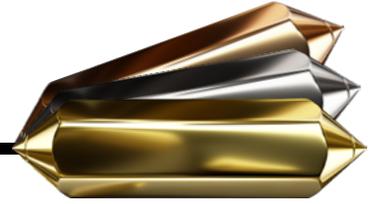
BY AGENCY

MCCANN / NEW YORK

March for Our Lives	The Most Vicious Cycle	Branded Entertainment Music Videos
March for Our Lives	The Most Vicious Cycle	Design Craft – Art Direction
March for Our Lives	The Most Vicious Cycle	Health, Wellness & Pharma Public Relations
March for Our Lives	The Most Vicious Cycle	Moving Image Craft Use of Music – Original Music
March for Our Lives	The Most Vicious Cycle	Public Relations Current Event Response
MGM Resorts International	Universal Love Songs	Branded Entertainment Audio
MGM Resorts International	Universal Love Songs	Branded Entertainment Innovation in Branded Entertainment
MGM Resorts International	Universal Love Songs	Digital Craft Visual & Audio Craft – Music
MGM Resorts International	Universal Love Songs	Direct Marketing Physical Items
MGM Resorts International	Universal Love Songs	Intellectual Property Digital Product
MGM Resorts International	Universal Love Songs	Public Relations Brand Voice
MGM Resorts International	Universal Love Songs	Public Relations Community Building
MGM Resorts International	Universal Love Songs	Public Relations Integrated PR Campaign
MGM Resorts International	Universal Love Songs	Radio & Audio Custom Content
MGM Resorts International	Universal Love Songs	Social Media Social Engagement – Community Building
MGM Resorts International	Universal Love Songs	Social Media Social Engagement – Stunts & Activations
National Geographic	Astronaut Reality Helmet	Branded Entertainment Augmented, Virtual and Mixed Reality (AR, VR, MR)
National Geographic	Astronaut Reality Helmet	Branded Entertainment Experiential – Brand Installations
National Geographic	Astronaut Reality Helmet	Experiential & Immersive Augmented, Virtual and Mixed Reality (AR, VR, MR)

THE ONE SHOW – FINALISTS

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Award details will be announced during Creative Week, May 6–10.



BY AGENCY

MCCANN / NEW YORK (CONT.)

National Geographic	Astronaut Reality Helmet	Experiential & Immersive Use of Technology
National Geographic	Astronaut Reality Helmet	Print & Outdoor Craft – Use of Digital Technology
State Street Global Advisors	Fearless Girl	Creative Effectiveness Creative Effectiveness

MCCANN / NEW YORK + CIGNA / PHILADELPHIA + MRM MCCANN / NEW YORK

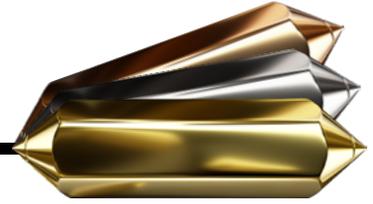
Cigna	Smaller Screen Doctors	Health, Wellness & Pharma Digital – Social Media
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MCCANN / NEW YORK + MARCH FOR OUR LIVES / FLORIDA

March for Our Lives	Price On Our Lives	Direct Marketing Experiential – Live Events
March for Our Lives	Price On Our Lives	Direct Marketing Physical Items
March for Our Lives	Price On Our Lives	Print & Outdoor Experiential & Installations – Single
March for Our Lives	Price On Our Lives	Print & Outdoor Promotional Items
March for Our Lives	Price On Our Lives	Public Relations Community Building
March for Our Lives	Price On Our Lives	Public Relations Current Event Response
March for Our Lives	Price On Our Lives	Public Relations Events & Experiential
March for Our Lives	Price On Our Lives	Social Media Craft – Use of Visuals
March for Our Lives	Price On Our Lives	Social Media Social Engagement – Community Building
March for our Lives	The Most Vicious Cycle	Film Online Films & Video – Long Form – Single
March for our Lives	The Most Vicious Cycle	Health, Wellness & Pharma Film – Health & Wellness

THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

MCCANN / NEW YORK + MGM RESORTS INTERNATIONAL / LAS VEGAS

MGM Resorts International	Universal Love	Creative Effectiveness Creative Effectiveness – Single Country or Region
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MCCANN / NEW YORK + NATIONAL GEOGRAPHIC / NEW YORK

National Geographic	Planet or Plastic	Public Relations Brand Voice
National Geographic	Planet or Plastic	Public Relations Media Relations
National Geographic	Planet or Plastic	Social Media Craft – Use of Visuals

MCCANN / NEW YORK + RECKITT BENCKISER / NEW YORK

Mucinex	Super Sick Monday	Health, Wellness & Pharma Public Relations
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MCCANN / NEW YORK + U.S. ARMY / WASHINGTON

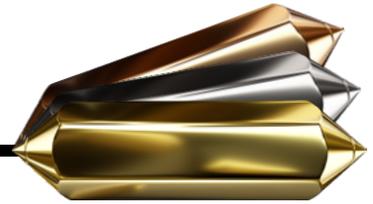
U.S. Army	White Hats Wanted	Creative Effectiveness Creative Effectiveness – Single Country or Region
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MCCANN / NEW YORK + VERIZON / NEW YORK

Verizon	First Responders	Radio & Audio Broadcast – Campaign
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THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

MCCANN / TOKYO + TYO, TYO DRIVE / TOKYO + AC-BU / TOKYO

Mondelez Japan	GO!! NEW.	Design Moving Image – Single
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MCCANN CANADA / TORONTO

Prostate Cancer Canada	Famous Fingers	Moving Image Craft Writing – Single
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MCCANN HEALTH / LONDON + STUDIO AKA / LONDON

Merck	Welcome to Mavenclad	Health, Wellness & Pharma Integrated Branding
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MCCANN HEALTH / SÃO PAULO + LIGHTFARM BRASIL / RIO DE JANEIRO

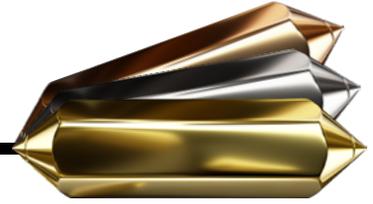
hospital moinhos de vento	Valuable Inheritance	Health, Wellness & Pharma Print – Health & Wellness
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MCCANN ITALY / MILAN + THINK CATTLEA / MILAN + FONDAZIONE SERENA ONLUS, CENTRO CLINICO NEMO / MILAN + MRM//MCCANN / MILAN

Fondazione Serena Onlus, Centro Clinico Nemo	The Voice of Voices	Direct Marketing Digital & Online – Websites & Mobile
Fondazione Serena Onlus, Centro Clinico Nemo	The Voice of Voices	Health, Wellness & Pharma Digital – Use of Technology
Fondazione Serena Onlus, Centro Clinico Nemo	The Voice of Voices	Mobile Use of Technology
Fondazione Serena Onlus, Centro Clinico Nemo	The Voice of Voices	Public Relations Community Building

THE ONE SHOW – FINALISTS

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Award details will be announced during Creative Week, May 6–10.



BY AGENCY

MCCANN PARIS / NEUILLY SUR SEINE + WEBER SHANDWICK FRANCE / NEUILLY SUR SEINE

The Association of Journalists for the Environment	Bordeaux 2050	Branded Entertainment Innovation in Branded Entertainment
The Association of Journalists for the Environment	Bordeaux 2050	Direct Marketing Non-traditional & Guerrilla Marketing
The Association of Journalists for the Environment	Bordeaux 2050	Direct Marketing Physical Items
The Association of Journalists for the Environment	Bordeaux 2050	Public Relations Events & Experiential
The Association of Journalists for the Environment	Bordeaux 2050	Public Relations Innovation in Public Relations

MCCANN WORLDGROUP PHILIPPINES / TAGUIG + JUST ADD WATER / MAKATI + HIT PRODUCTIONS / MAKATI

Fully Booked	LIVES – Ed	Radio & Audio Broadcast – Single
Fully Booked	LIVES – Ed	Radio & Audio Craft – Writing – Single
Fully Booked	LIVES – Moe	Radio & Audio Broadcast – Single

MEDIAHUB / BOSTON + FORBES / NEW YORK

Nuveen	Reranking The Rich	Branded Entertainment Innovation in Branded Entertainment
Nuveen	Reranking The Rich	Creative Use of Data Creative Use of Data – Storytelling

THE ONE SHOW – FINALISTS

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BY AGENCY

MEKANISM / SAN FRANCISCO + MEDMEN / LOS ANGELES + MJZ / LOS ANGELES

MedMen	The New Normal	Branded Entertainment Short Form Video – Single
MedMen	The New Normal	Moving Image Craft Direction – Single
MedMen	The New Normal	Moving Image Craft Writing – Single

MINMIN QU & QIAN JIANG / NANJING

commercial press	Yu-ichi Inoue/Shiko Munakata/ Kazuo Yagi	Design Editorial – Books
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MJZ / LOS ANGELES

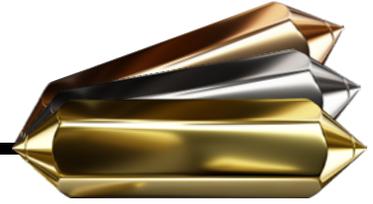
Apple	Color Flood	Film Television & VOD – Long Form – Single
Apple	Welcome Home	Film Online Films & Video – Long Form – Single
Dollar Shave Club	Get Ready	Moving Image Craft Direction – Single

MJZ / LOS ANGELES + BBDO / NEW YORK

Johnson & Johnson	Nurses Change Everything	Moving Image Craft Direction – Single
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THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

MOMENTUM WORLDWIDE / NEW YORK + WASSERMAN / NEW YORK + PMK*BNC / NEW YORK + DIGITAS / NEW YORK

American Express	American Express Jersey Assurance	Branded Entertainment Innovation in Branded Entertainment
American Express	American Express Jersey Assurance	Direct Marketing Innovation in Direct Marketing
American Express	American Express Jersey Assurance	Direct Marketing Non-traditional & Guerrilla Marketing
American Express	American Express Jersey Assurance	Direct Marketing Out of Home – P.O.P. & In-Store

MOTHER / 10 REDCHURCH STREET

KFC	FCK	Creative Effectiveness Creative Effectiveness
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MPC / LONDON + ADAM&EVEDDB / LONDON + ACADEMY FILMS / LONDON

John Lewis & Partners	The Boy and the Piano	Moving Image Craft Visual Effects – Single
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MPC / LONDON + DDB / PARIS + RSA / LONDON

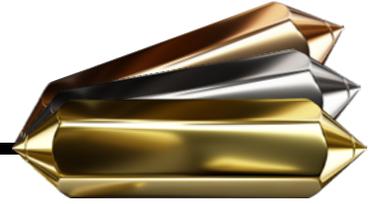
Hennessy	The Seven Worlds	Moving Image Craft Visual Effects – Single
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MPC / LOS ANGELES + FURLINED / LOS ANGELES

Apple	Unlock	Moving Image Craft Visual Effects – Single
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THE ONE SHOW – FINALISTS

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BY AGENCY

MRM//MCCANN / NEW YORK

United States Postal Service	Impact of USPS Operation Santa	Creative Effectiveness Creative Effectiveness – Single Country or Region
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MULLENLOWE / BOSTON

Burger King	Prom King	Print & Outdoor Out-of-Home – Billboards & Transit – Single
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MULLENLOWE / U.S.

Burger King	Hamberders	Public Relations Current Event Response
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MULLENLOWE SSP3 / BOGOTÁ

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

Ministry of Technology & Communication of Colombia	My Line	Direct Marketing Craft – Use of Digital Technology
Ministry of Technology & Communication of Colombia	My Line	Direct Marketing Innovation in Direct Marketing
Ministry of Technology & Communication of Colombia	My Line	Experiential & Immersive Use of Technology
Ministry of Technology & Communication of Colombia	My Line	Mobile Innovation in Mobile
Ministry of Technology & Communication of Colombia	My Line	Mobile Use of Technology

THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
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BY AGENCY

MULLENLOWE U.S. / LOS ANGELES + ACTIVE THEORY / VENICE + BULLITT / LOS ANGELES

Acura	ILX Total Control	Direct Marketing Craft – Use of Digital Technology
Acura	ILX Total Control	Mobile Innovation in Mobile

MULLENLOWE U.S. / LOS ANGELES + BULLITT / LOS ANGELES + ACTIVE THEORY / VENICE

Acura	ILX Total Control	Mobile Mobile Advertising
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NAKED COMMUNICATIONS / AUSTRALIA + RMIT UNIVERSITY / MELBOURNE

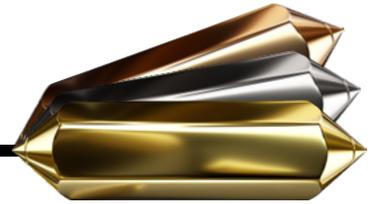
Naked Communications	Sans Forgetica	Creative Effectiveness Creative Effectiveness
Naked Communications	Sans Forgetica	Design Innovation in Design
Naked Communications	Sans Forgetica	Design Typography – Typeface Design
Naked Communications	Sans Forgetica	Intellectual Property Digital Product

NANJING HAN QING TANG DESIGN / NANJING

Nanjing Press	The 9th National Book Design Art Exhibition Excellent Works Collection	Design Editorial – Books
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THE ONE SHOW – FINALISTS

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BY AGENCY

NBS / SÃO PAULO + CLIN KIDS / SÃO PAULO + DOMO / SÃO PAULO + CANJA AUDIO CULTURE / CURITIBA

Clin Kids	Stories to Inhale	Health, Wellness & Pharma Products
Clin Kids	Stories to Inhale	Intellectual Property Physical Product

NET#WORK BBDO / JOHANNESBURG

Mercedes-Benz	Return to Chapman's Peak	Branded Entertainment Long Form Video – Single
Mercedes-Benz	Return to Chapman's Peak	Film Cinema Advertising
Mercedes-Benz	Return to Chapman's Peak	Film Online Films & Video – Long Form – Single
Mercedes-Benz	Return to Chapman's Peak	Film Under 100K Budget

NEUMEISTER STRATEGIC DESIGN / STOCKHOLM + SPENDRUPS BRYGGERI / VÄRBY + GOTLANDS BRYGGERI / VISBY

Gotlands Bryggeri	Gotlands Bryggeri	Design Packaging – Mass-market
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NON FORM / BEIJING

Central Academy of Fine Art, China	Exhibition of Anselm Kiefer	Design Promotional – Posters – Series
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NORD DDB / STOCKHOLM + DAIDALOS / GÖTEBORG

Daidalos	Wanderlust	Radio & Audio Experiential Radio & Audio
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THE ONE SHOW – FINALISTS

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BY AGENCY

NORD DDB / STOCKHOLM + DDB HOUSE AGENCY / STOCKHOLM + ELKJØP / STOCKHOLM

Elkjøp	To Give More	Moving Image Craft Cinematography – Single
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OBSERVATORY / LOS ANGELES

Bonobos	#EvolveTheDefinition	Interactive & Online Websites
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OGILVY / BEIJING

Dalian Wanda Group	52 Mayors of Danzhai	Social Influencer Marketing Influencer Marketing – Multi-Channel
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OGILVY / CHICAGO

Cook County Hospital	The Tiniest Listing	Direct Marketing Digital & Online – Websites & Mobile
Cook County Hospital	The Tiniest Listing	Direct Marketing Non-traditional & Guerrilla Marketing
Cook County Hospital	The Tiniest Listing	Health, Wellness & Pharma Digital – Web & Mobile
Cook County Hospital	The Tiniest Listing	Health, Wellness & Pharma Direct Marketing
Cook County Hospital	The Tiniest Listing	Health, Wellness & Pharma Public Relations
Lyric Opera	Angels & Demons	Print & Outdoor Craft – Writing
Lyric Opera	Baseball vs Opera	Print & Outdoor Craft – Writing
Lyric Opera	Bold Man	Print & Outdoor Craft – Writing
Lyric Opera	Bold Man	Print & Outdoor Newspaper – Single
Lyric Opera	Bold Man	Print & Outdoor Posters – Single

THE ONE SHOW – FINALISTS

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Award details will be announced during Creative Week, May 6–10.



BY AGENCY

OGILVY / CHICAGO (CONT.)

Lyric Opera	Lyric Newspaper Series	Print & Outdoor Newspaper – Campaign
Lyric Opera	Lyric Opera Radio: Death	Radio & Audio Broadcast – Single
Lyric Opera	Lyric Outdoor Poster Series	Print & Outdoor Posters – Campaign
Lyric Opera	Lyric Outdoor Series	Print & Outdoor Craft – Writing
Lyric Opera	Opera Deaths	Print & Outdoor Craft – Writing
Lyric Opera	Opera Deaths	Print & Outdoor Newspaper – Single
Lyric Opera	Promotional Poster Series	Design Promotional – Posters – Series
Lyric Opera	Sex and Drugs	Design Promotional – Posters – Single
Lyric Opera	Sex and Drugs	Print & Outdoor Craft – Writing
Lyric Opera	Sex and Drugs	Print & Outdoor Newspaper – Single
Lyric Opera	Sex and Drugs	Print & Outdoor Posters – Single
SC Johnson – Kiwi	First Steps	Print & Outdoor Craft – Writing
SC Johnson – Kiwi	First Steps	Print & Outdoor Newspaper – Campaign
SC Johnson – Kiwi	First Steps: Ali	Print & Outdoor Craft – Writing
SC Johnson – Kiwi	First Steps: Ali	Print & Outdoor Newspaper – Single
SC Johnson – Kiwi	First Steps: Earhart	Print & Outdoor Craft – Writing
SC Johnson – Kiwi	First Steps: Earhart	Print & Outdoor Newspaper – Single
SC Johnson – Kiwi	First Steps: Hemingway	Print & Outdoor Craft – Writing
SC Johnson – Kiwi	First Steps: Hemingway	Print & Outdoor Newspaper – Single

THE ONE SHOW – FINALISTS

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Award details will be announced during Creative Week, May 6–10.



BY AGENCY

OGILVY / CHICAGO (CONT.)

SC Johnson – Kiwi	First Steps: Lincoln	Print & Outdoor Craft – Writing
SC Johnson – Kiwi	First Steps: Lincoln	Print & Outdoor Newspaper – Single
SC Johnson – Lysoform	Last Germ	Radio & Audio Craft – Writing – Campaign
SC Johnson – Lysoform	Last Germ: Day 1 - Bad Dream	Radio & Audio Broadcast – Single
SC Johnson – Lysoform	Last Germ: Day 3 - Raise A Family	Radio & Audio Broadcast – Single
SC Johnson – Lysoform	Last Germ: Day 5 - Cleaning Syndrome	Radio & Audio Broadcast – Single
SC Johnson – Lysoform	Last Germ: Day 8 - Birthday Party	Radio & Audio Broadcast – Single
The Chicago Sun-Times	31 Bullets	Direct Marketing Craft – Art Direction
The Chicago Sun-Times	Guns 101	Film Under 100K Budget
The Chicago Sun-Times	Guns 101	Interactive & Online Online Video – Online-only Video – Single
The Chicago Sun-Times	The Blank Newspaper Cover	Print & Outdoor Experiential & Installations – Single

OGILVY / GERMANY

German Rail	No need to fly – around the world in Germany	Branded Entertainment Use of Technology
German Rail	No need to fly – around the world in Germany	Direct Marketing Social Media & Viral Marketing – Single

THE ONE SHOW – FINALISTS

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Award details will be announced during Creative Week, May 6–10.



BY AGENCY

OGILVY / HONG KONG

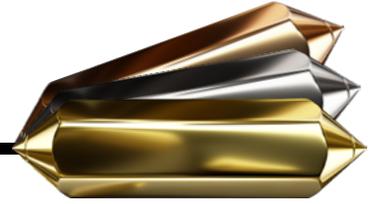
Birdland (Hong Kong)	Dragster	Print & Outdoor Magazine – Single
Birdland (Hong Kong)	Dragster	Print & Outdoor Out-of-Home – Billboards & Transit – Single
Birdland (Hong Kong)	Dragster	Print & Outdoor Posters – Single
Birdland (Hong Kong)	Heroes	Print & Outdoor Magazine – Single
Birdland (Hong Kong)	Heroes	Print & Outdoor Posters – Single
Birdland (Hong Kong)	Hot & Spicy	Print & Outdoor Craft – Art Direction
Birdland (Hong Kong)	Hot & Spicy	Print & Outdoor Magazine – Campaign
Birdland (Hong Kong)	Hot & Spicy	Print & Outdoor Out-of-Home – Billboards & Transit – Campaign
Birdland (Hong Kong)	Hot & Spicy	Print & Outdoor Posters – Campaign
Birdland (Hong Kong)	Shuttle	Print & Outdoor Magazine – Single
Birdland (Hong Kong)	Shuttle	Print & Outdoor Out-of-Home – Billboards & Transit – Single
Birdland (Hong Kong)	Shuttle	Print & Outdoor Posters – Single
The Samaritans	Unravelling#InRealLife	Design Craft – Printing & Paper Craft

OGILVY / NEW YORK

Motorola	Phone-Life Balance	Health, Wellness & Pharma Out of Home – Health & Wellness
Motorola	Phone-Life Balance	Health, Wellness & Pharma Public Relations

THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

OGILVY / PANAMA + VFX / PANAMA + CONTEXTO / PANAMA + LA TRIBU PERFORMANCE / PANAMA

Franquicias Panamena	Blizzard Store	Branded Entertainment Experiential – Brand Installations
Franquicias Panamenas	Blizzard Store	Branded Entertainment Experiential – Live Events

OGILVY / PARIS + ETAT LIBRE D'ORANGE / PARIS + H&O / PARIS

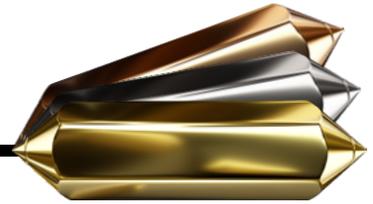
Etat Libre d'Orange	I am Trash	Intellectual Property Physical Product
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OGILVY & MATHER / BENGALURU + HUNGRY FILMS / MUMBAI

Madhya Pradesh Tourism Development Corporation	World's Most Honest Tourism Film	Moving Image Craft Use of Music – Original Music
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THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

OGILVY & MATHER / BOGOTÁ + OGILVY & MATHER / MEXICO

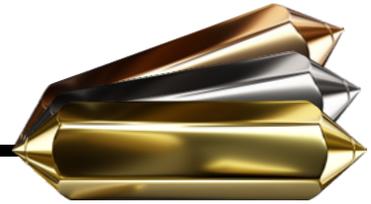
Aeromexico	DNA Discounts	Creative Effectiveness Creative Effectiveness
Aeromexico	DNA Discounts	Creative Effectiveness Creative Effectiveness – Single Country or Region
Aeromexico	DNA Discounts	Direct Marketing Innovation in Direct Marketing
Aeromexico	DNA Discounts	Direct Marketing Non-traditional & Guerrilla Marketing
Aeromexico	DNA Discounts	Direct Marketing Social Media & Viral Marketing – Single
Aeromexico	DNA Discounts	Experiential & Immersive Innovation in Experiential
Aeromexico	DNA Discounts	Film Under 100K Budget
Aeromexico	DNA Discounts	Interactive & Online Online Video – Online-only Video – Single
Aeromexico	DNA Discounts	Public Relations Brand Voice
Aeromexico	DNA Discounts	Public Relations Media Relations
Aeromexico	DNA Discounts	Public Relations Reputation Management
Aeromexico	DNA Discounts	Social Media Social Engagement – Community Building
Aeromexico	DNA Discounts	Social Media Social Engagement – Stunts & Activations
Aeroméxico	DNA Discounts	Film Online Films & Video – Long Form – Single

OGILVY & MATHER / SINGAPORE + OGILVY & MATHER / AMSTERDAM + OGILVY & MATHER / LONDON + WE FILM / AMSTERDAM

Philips	Dutch Masterjuices	Branded Entertainment Experiential – Brand Installations
Philips	Dutch Masterjuices	Experiential & Immersive Spaces & Immersive – Brand Installations

THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

OGILVY & MATHER / SINGAPORE + OUTSIDER / LONDON + CUT & RUN / LONDON + JUNGLE STUDIOS / LONDON

BRAC	Rohingya - Space on Earth	Interactive & Online Online Video – Online-only Video – Single
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OGILVY & MATHER / SINGAPORE + STINK FILMS / SHANGHAI + CHIMNEY / SINGAPORE + FUZE ADVENTURES IN AUDIO / SINGAPORE

Ogilvy & Mather Singapore	Bodybuilder	Film Online Films & Video – Long Form – Single
Ogilvy & Mather Singapore	Bodybuilder	Film Television & VOD – Long Form – Single
Ogilvy & Mather Singapore	Bodybuilder	Health, Wellness & Pharma Film – Health & Wellness
Ogilvy & Mather Singapore	Bodybuilder	Moving Image Craft Use of Music – Licensed / Adapted Music

OGILVY & MATHER ADVERTISING / MUMBAI

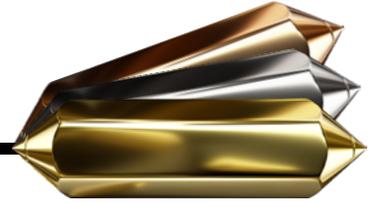
Reliance General Insurance	#HoliNotHooliganism	Mobile Mobile-First Video – Under 6 Seconds
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OGILVY & MATHER THAILAND / BANGKOK

Monde Nissin (Thailand)	The Secret	Film Television & VOD – Long Form – Single
Monde Nissin (Thailand)	The Secret	Film Under 100K Budget

THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

OGILVY BRASIL / SÃO PAULO + COCA-COLA BRASIL / RIO DE JANEIRO + VOLCANO / SÃO PAULO + JAMUTE / SÃO PAULO

Coca-Cola Brasil	The Dress for Respect	Intellectual Property Integrated Digital & Physical Product
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OGILVY BRASIL / SÃO PAULO + FORBES BRASIL / SÃO PAULO + TRATOR FILMES / SÃO PAULO + NEXO.AI / SÃO PAULO

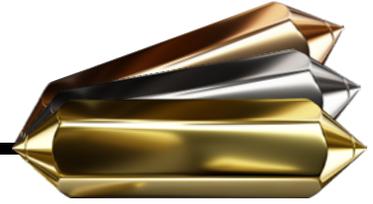
Forbes Brasil	Ricky Brasil	Creative Use of Data Creative Use of Data – Data Visualization
Forbes Brasil	Ricky Brasil	Creative Use of Data Creative Use of Data – Storytelling
Forbes Brasil	Ricky Brasil	Digital Craft Cross-Channel UX / UI – Digital
Forbes Brasil	Ricky Brasil	Digital Craft Innovation in Digital Craft
Forbes Brasil	Ricky Brasil	Direct Marketing Craft – Use of Digital Technology
Forbes Brasil	Ricky Brasil	Experiential & Immersive Craft – Storytelling

OGILVY COLOMBIA / BOGOTÁ

Policia Nacional de Colombia	Drunken Spots	Radio & Audio Experiential Radio & Audio
Ministerio de Salud Publica de Ecuador	Savor Saver	Intellectual Property Physical Product

THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

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

KINGO	KINGO. affordable solar energy on demand	Design Innovation in Design
KINGO	KINGO. affordable solar energy on demand	Digital Craft Use of Smart Devices & Platforms
KINGO	KINGO. affordable solar energy on demand	Experiential & Immersive Use of Technology

OGILVY COLOMBIA / BOGOTÁ + PLAN 9 MEDIA / BOGOTÁ + DMENTE FILMS / QUITO + DAVID STUDIO / BOGOTÁ

Ministerio de Salud Publica de Ecuador Savor Saver		Direct Marketing Physical Items
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OGILVY JAPAN / TOKYO + HOGARTH JAPAN / TOKYO + AMANA / TOKYO

JFOODO	88 Reasons	Interactive & Online Craft – Art Direction
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OGILVY MEXICO / MEXICO CITY + VR3 / MEXICO CITY

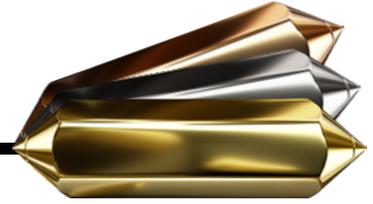
Tracking Systems Mexico	Streetguard	Intellectual Property Experimental / Internal Projects / R&D
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OGILVY NEW ZEALAND / PARNELL, AUCKLAND + FILM 360 / PARNELL, AUCKLAND

Auckland Transport	The most dangerous stunt in the world	Mobile Mobile-First Video – Over 15 Seconds
Auckland Transport	The most dangerous stunt in the world	Social Media Social Post – Single

THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

OGILVY NEW ZEALAND / PARNELL, AUCKLAND + GEOMETRY GLOBAL / PARNELL, AUCKLAND

Sanitarium	Garden of Goodness	Design Experiential / Environmental – Outdoor Spaces
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OGILVY SOUTH AFRICA / CAPE TOWN

Ab-InBev Africa	Carling Black Label Soccer Song for Change	Public Relations Events & Experiential
Ab-InBev Africa	Carling Black Label Soccer Song for Change	Radio & Audio Craft – Use of Music

OGILVY SOUTH AFRICA / JOHANNESBURG

Philips & The Nelson Mandela Foundation	#ShaveToRemember	Design Branding – Brand Installations
Philips & The Nelson Mandela Foundation	#ShaveToRemember	Direct Marketing Experiential – Live Events
Philips & The Nelson Mandela Foundation	#ShaveToRemember	Experiential & Immersive Spaces & Immersive – Brand-Owned Experiences
Philips & The Nelson Mandela Foundation	#ShaveToRemember	Social Media Social Engagement – Community Building

OGILVY UK / LONDON

Unilever	The Restaurant With No Food	Branded Entertainment Experiential – Brand Installations
Unilever	The Restaurant With No Food	Experiential & Immersive Spaces & Immersive – Brand Installations
Unilever	The Restaurant With No Food	Experiential & Immersive Spaces & Immersive – Brand-Owned Experiences

OOWN / TOKYO

Bar A to Z	Maturity	Design Craft – Art Direction
Bar A to Z	Maturity	Design Promotional – Posters – Series

THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

PAGÉS BBDO / SANTO DOMINGO

La Sirena	The Day Women Left The Set	Branded Entertainment Live Webcast
La Sirena	The Day Women Left The Set	Social Media Livestream
UNICEF	The Worst Soap Opera	Creative Effectiveness Creative Effectiveness – Single Country or Region

PARK PICTURES / NEW YORK

Nike	Just Do It: Caster Semenya	Moving Image Craft Cinematography – Single
Sam Fender	Dead Boys	Branded Entertainment Music Videos

PASSION ANIMATION STUDIOS / LONDON + JUNG VON MATT / AUSTRIA + MCASSO / LONDON + UNIT TV / LONDON

Erste Group	First Christmas	Moving Image Craft Animation – Single
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PASSION ANIMATION STUDIOS / LONDON + MOTHER / LONDON

Greenpeace	There's a Rang-Tan in my Bedroom	Moving Image Craft Animation – Single
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PEACE GRAPHICS / NAGOYA

Mamefuku	Good-Luck Walnuts	Design Packaging – Mass-market
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THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

PEN. / TOKYO

The FACTORY Climbing Gym	A simple line, a simple sport	Design Branding – Identity System
The FACTORY Climbing Gym	A simple line, a simple sport	Design Promotional – Posters – Series

PEREIRA O'DELL / SAN FRANCISCO

IGNITE National	Medically Speaking	Branded Entertainment Short Form Video – Single
IGNITE National	Medically Speaking	Film Under 100K Budget

PERFECT FOOLS / STOCKHOLM

Oddset Svenska Spel	The Janne Walk	Branded Entertainment User-Generated Content
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PERISCOPE / MINNEAPOLIS

Ferrara Candy Company	Trolli Sour Brite Sneaks Campaign	Social Influencer Marketing Influencer Marketing – Multi-Channel
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PETE GIBLIN / LONDON + SOMESUCH / LONDON

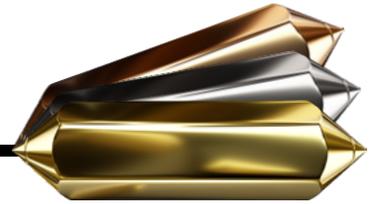
White Ribbon	If Love Hurts	Moving Image Craft Direction – Single
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PHILIPP UND KEUNTJE / HAMBURG + GOLDEIMER / HAMBURG

Goldeimer gemeinnützige	Shitty Paper – Made from hate	Branded Entertainment Experiential – Live Events
Goldeimer gemeinnützige	Shitty Paper – Made from hate	Public Relations Events & Experiential

THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

PHOENIX EDUCATION PUBLISHING / NANJING + SHANGHAI ARTRON ART PRINTING / SHANGHAI

Phoenix Education Publishing,Ltd	Old Trades of Jiangsu	Design Editorial – Books
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PLANETA DESIGN / STOCKHOLM

SIMPLo	SIMPLo - One Sip is All it Takes	Design Packaging – Mass-market
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PONCE / BUENOS AIRES + AGOSTO / BARCELONA + FOX NETWORKS GROUP LATIN AMERICA / BUENOS AIRES

FOX Networks group Latin America	Who?	Branded Entertainment Long Form Video – Single
FOX Networks group Latin America	Who?	Interactive & Online Online Video – Online-only Video – Single

POSSIBLE / SEATTLE

Life After Hate	WeCounterHate	Creative Effectiveness Creative Effectiveness
Life After Hate	WeCounterHate	Social Media Innovation in Social Media

POSTPANIC / AMSTERDAM + NUNA9 / LONDON

Liberty Global	A Report of Connected Events	Branded Entertainment Long Form Video – Single
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THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

POTENTIAL ENERGY / NEW YORK + BARTON F. GRAF / NEW YORK + DROGA5 / NEW YORK + LIPPINCOTT / NEW YORK

Potential Energy	DONATE:60	Direct Marketing Experiential – Live Events
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PRAKIT ADVERTISING / BANGKOK + VISIONARY GROUP / BANGKOK

Staedtler (Thailand)	Genocide	Print & Outdoor Craft – Art Direction
Staedtler (Thailand)	Genocide	Print & Outdoor Craft – Illustration

PRIME WEBER SHANDWICK / STOCKHOLM

Clear Channel	The out of home project	Creative Use of Data Creative Use of Data – Real-Time
Clear Channel	The out of home project	Creative Use of Data Creative Use of Data – Targeting
Clear Channel	The out of home project	Direct Marketing Out of Home – Billboards & Transit
Clear Channel	The out of home project	Print & Outdoor Innovation in Print & Outdoor

PROJECT MEDDLE / BROOKLYN

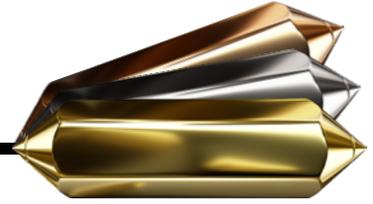
Rock On Go Wild	Project Meddle	Direct Marketing Innovation in Direct Marketing
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PROXIMITY PARIS / BOULOGNE BILLANCOURT + HÄAGEN-DAZS / BOULOGNE BILLANCOURT

Häagen-Dazs	Exträa HD	Interactive & Online Websites – E-Commerce
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THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

PUBLICIS / NEW YORK + PUBLICIS ITALY / MILAN

Diesel	Diesel Go with the Fake	Direct Marketing Non-traditional & Guerrilla Marketing
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PUBLICIS / SINGAPORE + OFFROAD FILMS / MUMBAI

P&G Vicks India	One In A Million	Health, Wellness & Pharma Branded Content
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PUBLICIS CONSEIL / PARIS + FRANCE TÉLÉVISIONS – FRANCE 3 / PARIS + WINAMAX / PARIS

France Télévisions – France 3	La Forêt – Bet on a Murderer	Branded Entertainment Gaming – Digital Games
France Télévisions – France 3	La Forêt – Bet on a Murderer	Branded Entertainment Innovation in Branded Entertainment
France Télévisions – France 3	La Forêt – Bet on a Murderer	Branded Entertainment Live Webcast
France Télévisions – France 3	La Forêt – Bet on a Murderer	Creative Use of Data Creative Use of Data – Storytelling
France Télévisions – France 3	La Forêt – Bet on a Murderer	Direct Marketing Craft – Use of Digital Technology
France Télévisions – France 3	La Forêt – Bet on a Murderer	Direct Marketing Digital & Online – Websites & Mobile
France Télévisions – France 3	La Forêt – Bet on a Murderer	Film Innovation in Film
France Télévisions – France 3	La Forêt – Bet on a Murderer	Interactive & Online Gaming – Branded Games
France Télévisions – France 3	La Forêt – Bet on a Murderer	Interactive & Online Innovation in Interactive
France Télévisions – France 3	La Forêt – Bet on a Murderer	Interactive & Online Online Video – Interactive Video
France Télévisions – France 3	La Forêt – Bet on a Murderer	Mobile Gaming

THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

PUBLICIS CONSEIL / PARIS + ICONOCLAST / PARIS + MATHEMATIC / PARIS + PRODIGIOUS / PARIS

Orange	Keep Christmas Wonderful	Film Online Films & Video – Long Form – Single
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PUBLICIS ITALY / MILAN + PUBLICIS / NEW YORK

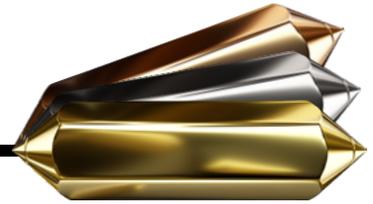
Diesel	Diesel Go with the Fake	Branded Entertainment Experiential – Brand Installations
Diesel	Diesel Go with the Fake	Direct Marketing Experiential – Brand Installations
Diesel	Diesel Go with the Fake	Experiential & Immersive Spaces & Immersive – Brand Installations
Diesel	Diesel Go with the Fake	Print & Outdoor Experiential & Installations – Single

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

Diesel	Diesel Ha(u)te Couture	Film Online Films & Video – Long Form – Single
Diesel	Diesel Ha(u)te Couture	Intellectual Property Integrated Digital & Physical Product
Diesel	Diesel Ha(u)te Couture	Moving Image Craft Use of Music – Licensed / Adapted Music
Diesel	Diesel Ha(u)te Couture	Social Influencer Marketing Influencer Marketing – Multi-Channel
Diesel	Diesel Ha(u)te Couture	Social Media Social Engagement – Community Building

THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

PUBLICIS NORTH AMERICA / NEW YORK + HUNGRY MAN / NEW YORK

Walmart	Famous Cars	Branded Entertainment Short Form Video – Single
Walmart	Famous Cars	Film Television & VOD – Long Form – Single

PUBLICIS PIXELPARK / ERLANGEN, HAMBURG

Puma SE	9.58 seconds - the world's fastest annual report	Design Branding – Corporate Communications
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PUBLICIS SAPIENT / LONDON, COLOGNE, MILAN

Amplifon	Amplifon Hearing App	Digital Craft Mobile UX / UI – Utility
Amplifon	Amplifon Hearing App	Mobile Physical Product & Mobile Integration

R/GA / NEW YORK

LEGO Systems	Ninjago Dragon Cam	Social Media Livestream
Mailchimp	Mailchimp Customer Experience	Design Digital Design
Mailchimp	Mailchimp Customer Experience	Digital Craft Mobile UX / UI – Interface Design
Samsung	Real Posters	Design Craft – Art Direction
Samsung	Real Posters	Design Experiential / Environmental – Out of Home – Series
Samsung Global	Samsung x Fortnite: The Galaxy Skin	Creative Effectiveness Creative Effectiveness
Samsung Global	Samsung x Fortnite: The Galaxy Skin	Social Influencer Marketing Influencer Marketing – Multi-Channel
Verizon	Score the iPhone	Design Craft – Art Direction

THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

R/GA / NEW YORK (CONT.)

Verizon	Score the iPhone	Mobile Augmented, Virtual and Mixed Reality (AR, VR, MR)
Verizon	Score the iPhone	Mobile Craft – Art Direction
Verizon	Score the iPhone	Social Media Craft – Use of Visuals
Verizon Wireless	Verizon What You Missed	Creative Use of Data Creative Use of Data – Targeting
Verizon Wireless	Verizon What You Missed	Social Media Social Post – Real-time Response

R/GA / PORTLAND

Jordan Brand	A/R Jordan	Digital Craft Cross-Channel UX / UI – Digital / Physical
Jordan Brand	A/R Jordan	Direct Marketing Digital & Online – Websites & Mobile
Jordan Brand	A/R Jordan	Direct Marketing Experiential – Live Events
Jordan Brand	A/R Jordan	Experiential & Immersive Augmented, Virtual and Mixed Reality (AR, VR, MR)
Jordan Brand	A/R Jordan	Mobile Utility – E-Commerce

R/GA / SAN FRANCISCO

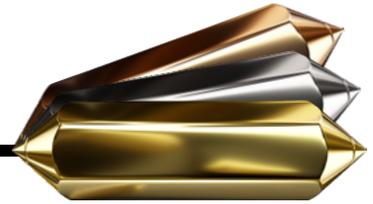
Ubisoft	Alexios, The Spartan Assistant	Digital Craft Use of Smart Devices & Platforms
Ubisoft	Alexios, The Spartan Assistant	Radio & Audio Custom Content

R/GA / TOKYO

Shiseido	My Crayon Project	Direct Marketing Craft – Data-Driven Personalization
Shiseido	My Crayon Project	Direct Marketing Physical Items

THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

RADICALMEDIA / NEW YORK + DROGA5 / NEW YORK

Hennessy	Major	Moving Image Craft Direction – Single
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RETHINK / MONTREAL, TORONTO, VANCOUVER + MORRISON FILMS / MONTREAL + 10NE PRODUCTION / MONTREAL

Fondation Émergence	Pride Shield	Design Branding – Brand Installations
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RETHINK / TORONTO, MONTREAL, VANCOUVER

Arrive Alive Drive Sober	The Sobering Report	Design Branding – Corporate Communications
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IKEA	Lamp 2	Film Online Films & Video – Long Form – Single
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IKEA	Lamp 2	Film Television & VOD – Long Form – Single
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Leaf Forward	Pass The Bill	Design Craft – Printing & Paper Craft
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Leaf Forward	Pass The Bill	Direct Marketing Craft – Printing / Production
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Leaf Forward	Pass The Bill	Direct Marketing Physical Items
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Leaf Forward	Pass The Bill	Intellectual Property Physical Product
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States United Against Gun Violence	Backfire	Creative Use of Data Creative Use of Data – Targeting
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States United Against Gun Violence	Backfire	Interactive & Online Websites – Utility
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States United Against Gun Violence	Backfire	Social Media Social Post – Real-time Response
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THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

RETHINK / TORONTO, VANCOUVER, MONTREAL + SCOUTS HONOUR / TORONTO + FORT YORK VFX / TORONTO + ROOSTER EDITORIAL / TORONTO

IKEA	Lamp 2	Branded Entertainment Short Form Video – Single
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REVOLVER/WILL O'ROURKE AND BISCUIT FILMWORKS / SYDNEY, LOS ANGELES + DROGA5 / NEW YORK

Tourism Australia	Dundee: The Son of A Legend Returns Home	Branded Entertainment Innovation in Branded Entertainment
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ROMANCE FILMS / CAPE TOWN + JOE PUBLIC / JOHANNESBURG

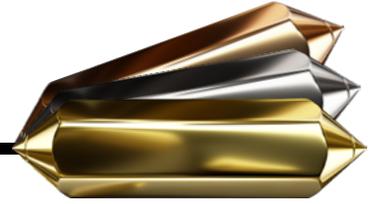
Chicken Licken	Sbu 2.0	Moving Image Craft Direction – Single
Chicken Licken	Sbu 2.0	Moving Image Craft Use of Music – Licensed / Adapted Music

ROSAPARK / PARIS

Monoprix	The Worst Song in the World	Film Online Films & Video – Long Form – Single
Monoprix	The Worst Song in the World	Film Television & VOD – Long Form – Single
Monoprix	The Worst Song in the World	Moving Image Craft Use of Music – Original Music
Skoda France	Ugly in the 90s	Film Online Films & Video – Short Form – Single

THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

ROTHCO | ACCENTURE INTERACTIVE / DUBLIN + ANTIDOTE / DUBLIN + RAYGUN / DUBLIN

O.N.E.	Sleeping Flags	Public Relations Events & Experiential
O.N.E.	Sleeping Flags	Social Media Social Engagement – Community Building
O.N.E.	Sleeping Flags	Social Media Social Engagement – Stunts & Activations

ROTHCO | ACCENTURE INTERACTIVE / DUBLIN + ANTIDOTE / DUBLIN + SCREENSCENE / DUBLIN

Dublin Bus	Proud Dads	Public Relations Community Building
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ROTHCO | ACCENTURE INTERACTIVE / DUBLIN + LOCKY BUTLER / DUBLIN

The Times / News UK and Ireland	Radio Tinnitus	Radio & Audio Experiential Radio & Audio
The Times / News UK and Ireland	Radio Tinnitus	Radio & Audio Innovation in Radio & Audio

ROTHCO | ACCENTURE INTERACTIVE / DUBLIN + SCREEN SCENE / DUBLIN

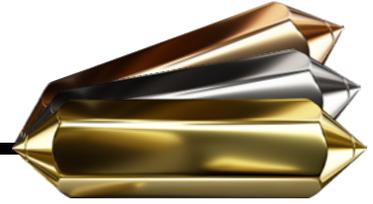
Marie Keating Foundation	Take Notice	Print & Outdoor Experiential & Installations – Single
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RPA / SANTA MONICA + PSYOP / SANTA MONICA + Q DEPT. / SANTA MONICA

American Honda Motor Co.	Honda – Magic Snow Globe	Interactive & Online Augmented, Virtual and Mixed Reality (AR, VR, MR)
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THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

RUF LANZ / ZURICH

Welti-Furrer	Fine Art Transports	Print & Outdoor Trade Publication
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SAATCHI & SAATCHI / NEW YORK + PROCTER & GAMBLE / CINCINNATI

Procter & Gamble	It's a Thursday Night Tide Ad	Film Innovation in Film
Procter & Gamble	It's a Thursday Night Tide Ad	Integrated Co-Promotions
Procter & Gamble	It's a Thursday Night Tide Ad	Integrated Integrated Branding Campaign

SAATCHI & SAATCHI / TORRANCE + DENTSU / TOKYO

Toyota Motor Corporation	@SeeLikeMenna	Social Influencer Marketing Influencer Marketing – Episodic
Toyota Motor Corporation	@SeeLikeMenna	Social Influencer Marketing Influencer Marketing – Single Channel
Toyota Motor Corporation	@SeeLikeMenna	Social Media Craft – Use of Visuals
Toyota Motor Corporation	@SeeLikeMenna	Social Media Social Channel
Toyota Motor Corporation	MobilityForAll.com	Digital Craft Web UX / UI – Interface Design
Toyota Motor Corporation	MobilityForAll.com	Digital Craft Web UX / UI – Utility

THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

SCHOLZ & FRIENDS / BERLIN

Berliner Philharmonie	ReArranged	Design Craft – Art Direction
Berliner Philharmonie	ReArranged	Design Craft – Photography
Berliner Philharmonie	ReArranged	Design Promotional – Posters – Extended Series
Berliner Philharmonie	ReArranged	Design Promotional – Print Advertisements
Berliner Philharmonie	ReArranged	Print & Outdoor Craft – Art Direction
Berliner Philharmonie	ReArranged	Print & Outdoor Craft – Photography
Karajan Academy of the Berlin Philharmonics + WWF	The Insect Concerto	Branded Entertainment Audio
Karajan Academy of the Berlin Philharmonics + WWF	The Insect Concerto	Branded Entertainment Experiential – Live Events
Karajan Academy of the Berlin Philharmonics + WWF	The Insect Concerto	Radio & Audio Craft – Sound Design
Karajan Academy of the Berlin Philharmonics + WWF	The Insect Concerto	Radio & Audio Craft – Use of Music
Karajan Academy of the Berlin Philharmonics + WWF	The Insect Concerto	Radio & Audio Experiential Radio & Audio
Karajan Academy of the Berlin Philharmonics + WWF	The Insect Concerto	Radio & Audio Innovation in Radio & Audio
Toom Hardware Stores	Tested	Film Television & VOD – Short Form – Campaign

SERVICEPLAN FRANCE / COURBEVOIE + TRINITY FILMS / COURBEVOIE

Andros	Autism Can Work	Health, Wellness & Pharma Public Relations
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THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

SERVICEPLAN GERMANY / MUNICH

Beck's	Le Beck's: The legendary beer can	Design Packaging – Specialty
Beck's	Le Beck's: The legendary beer can	Design Promotional – Collateral Items
MINI	The Shortcut Billboards	Design Experiential / Environmental – Out of Home – Series
MINI	The Shortcut Billboards	Design Experiential / Environmental – Wayfinding
MINI	The Shortcut Billboards	Direct Marketing Out of Home – Billboards & Transit
MINI	The Shortcut Billboards	Print & Outdoor Out-of-Home – Billboards & Transit – Campaign
Penny	Christmas doesn't need much. Only Love.	Design Craft – Animation
Penny	Christmas doesn't need much. Only Love.	Film Online Films & Video – Long Form – Single
Penny	Christmas doesn't need much. Only Love.	Moving Image Craft Animation – Single
Penny	Christmas doesn't need much. Only Love.	Moving Image Craft Use of Music – Licensed / Adapted Music
Tierschutzverein München	Adoptify	Direct Marketing Digital & Online – Banners & Pop-ups
Tierschutzverein München	Adoptify	Radio & Audio Experiential Radio & Audio

SERVICEPLAN GERMANY / MUNICH + ACHTUNG! / HAMBURG

Reporters Without Borders	Fonts for Freedom	Design Typography – Typeface Design
Reporters Without Borders	Fonts for Freedom	Print & Outdoor Craft – Typography

SERVICEPLAN GERMANY / MUNICH + PLAN.NET GERMANY / MUNICH

STROKE Art Fair	Scars of Democracy	Interactive & Online Websites
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THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

SERVICEPLAN GERMANY / MUNICH + SERVICEPLAN CAMPAIGN / HAMBURG + ACHTUNG! / HAMBURG

Reporters Without Borders

Fonts for Freedom

Print & Outdoor
Newspaper – Campaign

SERVICEPLAN GERMANY / MUNICH + SERVICEPLAN KOREA / SEOUL + DOT / SEOUL + CLOUDANDCO / SEOUL

Dot Incorporation

Dot Mini. The First Smart Media
Device for the Visually Impaired.

Design
Innovation in Design

Dot Incorporation

Dot Mini. The First Smart Media
Device for the Visually Impaired.

Health, Wellness & Pharma
Digital – Use of Technology

Dot Incorporation

Dot Mini. The First Smart Media
Device for the Visually Impaired.

Health, Wellness & Pharma
Innovation in Health & Wellness

Dot Incorporation

Dot Mini. The First Smart Media
Device for the Visually Impaired.

Health, Wellness & Pharma
Products

Dot Incorporation

Dot Mini. The First Smart Media
Device for the Visually Impaired.

Intellectual Property
Integrated Digital & Physical Product

SERVICEPLAN GERMANY / MUNICH + TOO MANY T'S / LONDON

Too Many T's

Featuring Alexa

Radio & Audio
Innovation in Radio & Audio

THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

SHA / TOKYO

BioClub Tokyo	The origin of life	Design Craft – Printing & Paper Craft
BioClub Tokyo	The origin of life	Design Promotional – Posters – Series
BioClub Tokyo	The origin of life	Design Typography – Static
BioClub Tokyo	The origin of life	Print & Outdoor Craft – Typography
Loftwork	YouFab Global Creative Awards 2018	Design Craft – Printing & Paper Craft
Loftwork	YouFab Global Creative Awards 2018	Design Promotional – Posters – Series
Loftwork	YouFab Global Creative Awards 2018	Design Typography – Static
Loftwork	YouFab Global Creative Awards 2018	Print & Outdoor Craft – Typography

SHENZHEN DAE INTERIOR DESIGN CO. / SHENZHEN CITY

Ke Merchants Association	Lotus Square Art Center	Design Experiential / Environmental – Outdoor Spaces
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SHENZHEN LINGYUN CREATIVE PACKAGING DESIGN / SHENZHEN

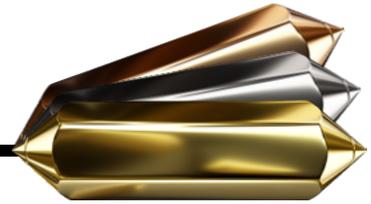
Jianshui Honghui aquaculture industry	YangYangLa	Design Packaging – Mass-market
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SHENZHEN ORACLE CREATIVE DESIGN / SHENZHEN

Guiding Tea	Grandpa's Private Tea	Design Packaging – Specialty
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THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

SHISEIDO / TOKYO

Shiseido / Tokyo	Black and Red	Design Craft – Photography
Shiseido / Tokyo	Black and Red	Design Promotional – Posters – Series
Shiseido / Tokyo	Black and Red	Print & Outdoor Craft – Art Direction

SHUTTERSTOCK / NEW YORK + DIMASSIMO GOLDSTEIN / NEW YORK

Shutterstock	Fyrestock by Shutterstock	Social Media Social Post – Real-time Response
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SID LEE / MONTREAL + FRAGMENT EXPERIENCE / MATANE

Fragment Experience	Fragment Experience	Design Branding – Identity System
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SID LEE / MONTREAL + MAISON MÈRE / BAIE ST-PAUL

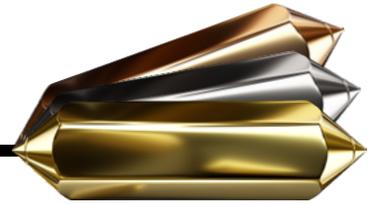
Maison Mère	Maison Mère visual Identity	Design Branding – Identity System
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SID LEE / PARIS

ADOVA	Seen by TRECA	Branded Entertainment Experiential – Brand Installations
ADOVA	Seen by TRECA	Experiential & Immersive Spaces & Immersive – Brand Installations
ADOVA	Seen by TRECA	Print & Outdoor Experiential & Installations – Single
Moët & Chandon	Greatness Since 1998 : Roger Federer 20 years pro career charity edition	Design Packaging – Specialty

THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

SID LEE / TORONTO

Egale Canada	Blood Surrogates	Design Moving Image – Single
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SPOTIFY IN-HOUSE / NEW YORK

Spotify	Banditø	Interactive & Online Craft – Art Direction
Spotify	Chase	Film Online Films & Video – Long Form – Single
Spotify	David Bowie Is Here	Branded Entertainment Experiential – Brand Installations
Spotify	David Bowie Is Here	Design Branding – Brand Installations
Spotify	David Bowie Is Here	Design Craft – Art Direction
Spotify	David Bowie Is Here	Design Experiential / Environmental – Out of Home – Series
Spotify	David Bowie Is Here	Experiential & Immersive Craft – Art Direction
Spotify	David Bowie Is Here	Experiential & Immersive Spaces & Immersive – Brand Installations
Spotify	David Bowie Is Here	Experiential & Immersive Spaces & Immersive – Brand-Owned Experiences
Spotify	David Bowie Is Here	Print & Outdoor Craft – Art Direction
Spotify	David Bowie Is Here	Print & Outdoor Innovation in Print & Outdoor
Spotify	Horror	Moving Image Craft Use of Music – Licensed / Adapted Music
Spotify	Your 2018 Wrapped	Creative Use of Data Creative Use of Data – Data Visualization
Spotify	Your 2018 Wrapped	Design Digital Design
Spotify	Your 2018 Wrapped	Digital Craft Web UX / UI – Interface Design
Spotify	Your 2018 Wrapped	Digital Craft Web UX / UI – User Experience

THE ONE SHOW – FINALISTS

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Award details will be announced during Creative Week, May 6–10.



BY AGENCY

SPOTIFY IN-HOUSE / NEW YORK (CONT.)

Spotify	Your 2018 Wrapped	Interactive & Online Craft – Art Direction
Spotify	Your 2018 Wrapped	Interactive & Online Websites

SQUARESPACE / NEW YORK

Squarespace	Make It	Moving Image Craft Writing – Single
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SQUARESPACE / NEW YORK + DIA / NEW YORK

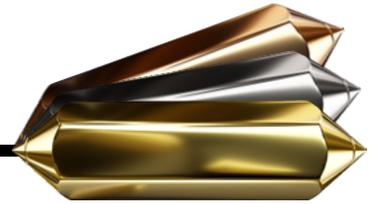
Squarespace	Squarespace Brand Redesign	Design Typography – Dynamic / In Motion
Squarespace	Squarespace Brand Redesign	Design Typography – Typeface Design

SRA RUSHMORE SA / MADRID + BLUR FILMS / MADRID

International Committee of the Red Cross	Hope	Film Television & VOD – Long Form – Single
International Committee of the Red Cross	Hope	Film Under 100K Budget
International Committee of the Red Cross	Hope	Health, Wellness & Pharma Film – Health & Wellness
International Committee of the Red Cross	Hope	Moving Image Craft Writing – Single
International Committee of the Red Cross	Hope	Public Relations Brand Voice

THE ONE SHOW – FINALISTS

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Award details will be announced during Creative Week, May 6–10.



BY AGENCY

STUDIO NOWHERE / SHANGHAI + NIKE / SHANGHAI

Nike	House of Innovation Shanghai001_Center Court	Design Experiential / Environmental – Indoor Spaces
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SUBSTANCE / SYDNEY

TEDx Sydney	TEDx Sydney: Humankind	Moving Image Craft Title Sequences
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SUPERUNION / HONG KONG

Noc Coffee Company	Noc Coffee Company	Design Branding – Brand Installations
Noc Coffee Company	Noc Coffee Company	Design Experiential / Environmental – Indoor Spaces

SUPERUNION / LONDON + BBC CREATIVE / LONDON

BBC	BBC Two Rebrand	Design Branding – Rebranding
BBC	BBC Two Rebrand	Design Craft – Animation
BBC	BBC Two Rebrand	Design Moving Image – Series

T-CHANGE DESIGN / NANJING

Nanjing Graphic Designer Alliance	Mutual Observation and Learning	Design Editorial – Books
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THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

TAPROOT DENTSU / MUMBAI

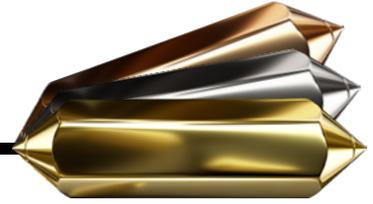
Dulux Paints	Paint flow	Experiential & Immersive Craft – Art Direction
Dulux Paints	Paint flow	Print & Outdoor Experiential & Installations – Single
Dulux Paints	Paint flow	Print & Outdoor Newspaper – Campaign
Dulux Paints	Painted by Paint	Print & Outdoor Craft – Art Direction
Dulux Paints	Painted by Paint	Print & Outdoor Craft – Illustration
Dulux Paints	Painted by Paint	Print & Outdoor Extended Campaign – Posters & Out of Home

TAXI / TORONTO + KRAFT HEINZ / TORONTO

Kraft Heinz	Shake	Print & Outdoor Posters – Single
United Way	#UNIGNORABLE	Design Promotional – Posters – Series
United Way	#UNIGNORABLE	Direct Marketing Craft – Art Direction
United Way	#UNIGNORABLE	Health, Wellness & Pharma Direct Marketing
United Way	#UNIGNORABLE	Health, Wellness & Pharma Out of Home – Health & Wellness
United Way	#UNIGNORABLE	Health, Wellness & Pharma Print – Health & Wellness
United Way	#UNIGNORABLE	Integrated Craft – Art Direction
United Way	#UNIGNORABLE	Print & Outdoor Craft – Illustration
United Way	#UNIGNORABLE	Print & Outdoor Craft – Printing & Production
United Way	#UNIGNORABLE	Print & Outdoor Posters – Campaign

THE ONE SHOW – FINALISTS

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Award details will be announced during Creative Week, May 6–10.



BY AGENCY

TBD / SAN FRANCISCO + STUBHUB / SAN FRANCISCO

StubHub	The Gift Rapper	Design Digital Design
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TBWA (THAILAND) / BANGKOK + LE PHOTOGRAPHE / BANGKOK + VISIONARY / BANGKOK

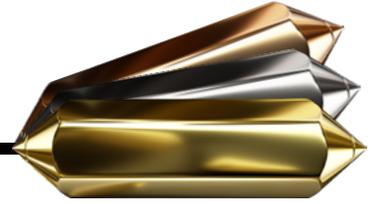
McDonald's	Designer	Print & Outdoor Magazine – Single
McDonald's	Graffiti	Print & Outdoor Magazine – Single
McDonald's	Graffiti	Print & Outdoor Posters – Single
McDonald's	Morning Shift	Print & Outdoor Magazine – Single
McDonald's	Rooftop Soccer	Print & Outdoor Magazine – Single
McDonald's	Rooftop Soccer	Print & Outdoor Posters – Single
McDonald's	The All Nighters	Print & Outdoor Craft – Art Direction
McDonald's	The All Nighters	Print & Outdoor Craft – Photography
McDonald's	The All Nighters	Print & Outdoor Magazine – Campaign
McDonald's	The Meeting	Print & Outdoor Magazine – Single
McDonald's	The Meeting	Print & Outdoor Posters – Single

TBWA / PYRMONT, SYDNEY + GOODOIL FILMS / SYDNEY + ALT VFX / SYDNEY + ARC / SYDNEY

The Woolmark Company	Live&Breathe	Moving Image Craft Use of Music – Original Music
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THE ONE SHOW – FINALISTS

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Award details will be announced during Creative Week, May 6–10.



BY AGENCY

TBWA HUNT LASCARIS / JOHANNESBURG + FLIGHT CENTRE YOUTH & ADVENTURE / JOHANNESBURG

Flight Centre Youth and Adventure	World Gone Mad	Radio & Audio Craft – Writing – Campaign
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TBWA HUNT LASCARIS / JOHANNESBURG + JOBURG BALLET / JOHANNESBURG

Joburg Ballet	Breaking Ballet	Branded Entertainment Short Form Video – Campaign / Series / Episodic
Joburg Ballet	Breaking Ballet	Creative Use of Data Creative Use of Data – Social Media
Joburg Ballet	Breaking Ballet	Creative Use of Data Creative Use of Data – Storytelling
Joburg Ballet	Breaking Ballet	Public Relations Current Event Response
Joburg Ballet	Breaking Ballet	Social Media Social Post – Campaign
Joburg Ballet	Breaking Ballet	Social Media Social Post – Real-time Response

TBWA SANTIAGO MANGADA PUNO / MAKATI CITY

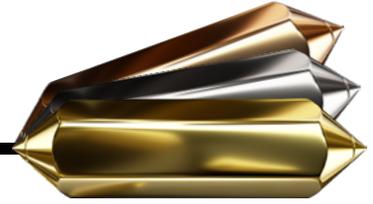
The Red Whistle/UNAIDS	Frottage	Design Promotional – Posters – Series
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TBWA SANTIAGO MANGADA PUNO / MAKATI CITY + HOW'S EVERYTHING / MAKATI CITY

Bahay Tuluyan Foundation	Disgusting Stories	Digital Craft Visual & Audio Craft – Music
Bahay Tuluyan Foundation	Disgusting Stories	Film Under 100K Budget
Bahay Tuluyan Foundation	Disgusting Stories	Interactive & Online Online Video – Online-only Video – Single

THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

Bahay Tuluyan Foundation	Disgusting Stories	Moving Image Craft Use of Music – Licensed / Adapted Music
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TBWA\ISTANBUL / ISTANBUL

Fear and Fantasy Festival	Fear and Fantasy Festival	Design Branding – Identity System
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TBWA\CHIAT DAY / LOS ANGELES + THE RECORDING ACADEMY / LOS ANGELES + TOOL OF NORTH AMERICA / LOS ANGELES + CABIN EDITING COMPANY / LOS ANGELES

The Recording Academy	The Evolving Music Video starring Ella Mai	Branded Entertainment Innovation in Branded Entertainment
The Recording Academy	The Evolving Music Video starring Ella Mai	Branded Entertainment Music Videos
The Recording Academy	The Evolving Music Video starring Ella Mai	Interactive & Online Online Video – Online-only Video – Single

TBWA\CHIAT\DAY / LOS ANGELES + OMD / CHICAGO + GIZMO / LOS ANGELES + STIMMUNG / LOS ANGELES

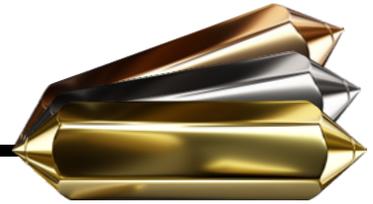
Gatorade	Heart of a Lio	Moving Image Craft Animation – Single
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TBWA\HAKUHODO / TOKYO

AIG	Pride Jersey	Design Innovation in Design
AIG	Pride Jersey	Intellectual Property Physical Product
AIG	Pride Jersey	Public Relations Innovation in Public Relations

THE ONE SHOW – FINALISTS

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Award details will be announced during Creative Week, May 6–10.



BY AGENCY

TBWA\HELSINKI / HELSINKI + HELSINGIN SANOMAT / HELSINKI

Helsingin Sanomat	The Land of Free Press	Direct Marketing Out of Home – Billboards & Transit
Helsingin Sanomat	The Land of Free Press	Public Relations Current Event Response
Helsingin Sanomat	The Land of Free Press	Public Relations Media Relations
Helsingin Sanomat	The Ugly Truth Sweaters	Design Promotional – Collateral Items

TBWA\ISTANBUL / ISTANBUL

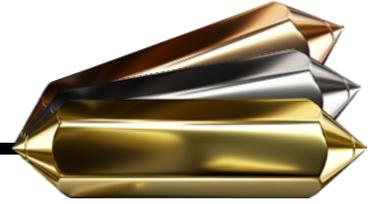
IKEA	Hailstorm in Istanbul	Social Media Social Post – Real-time Response
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TBWA\MEDIA ARTS LAB / LOS ANGELES + OMD WORLDWIDE / LOS ANGELES

Apple	Behind the Mac	Film Television & VOD – Long Form – Single
Apple	Behind the Mac	Integrated Integrated Branding Campaign
Apple	Behind the Mac	Print & Outdoor Extended Campaign – Posters & Out of Home
Apple	Behind the Mac	Print & Outdoor Out-of-Home – Billboards & Transit – Campaign
Apple	Make Something Wonderful	Film Television & VOD – Long Form – Single
Apple	Share Your Gifts	Branded Entertainment Music Videos
Apple	Share Your Gifts	Branded Entertainment Short Form Video – Single
Apple	Share Your Gifts	Design Craft – Animation
Apple	Share Your Gifts	Design Craft – Art Direction
Apple	Share Your Gifts	Digital Craft Visual & Audio Craft – Animation

THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

TBWA\MEDIA ARTS LAB / LOS ANGELES + OMD WORLDWIDE / LOS ANGELES (CONT.)

Apple	Share Your Gifts	Digital Craft Visual & Audio Craft – Music
Apple	Share Your Gifts	Film Cinema Advertising
Apple	Share Your Gifts	Film Television & VOD – Long Form – Single
Apple	Share Your Gifts	Moving Image Craft Animation – Single
Apple	Welcome Home	Branded Entertainment Long Form Video – Single
Apple	Welcome Home	Branded Entertainment Music Videos
Apple	Welcome Home	Film Innovation in Film
Apple	Welcome Home	Moving Image Craft Cinematography – Single
Apple	Welcome Home	Moving Image Craft Direction – Single
Apple	Welcome Home	Moving Image Craft Use of Music – Licensed / Adapted Music

TBWA\MEDIA ARTS LAB / SHANGHAI + TBWA\MEDIA ARTS LAB / LOS ANGELES + OMD WORLDWIDE / LOS ANGELES

Apple	Three Minutes	Branded Entertainment Long Form Video – Single
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TBWA\ZURICH / ZURICH + TBWA\CHIAT\DAY / NEW YORK + MCDONALD'S SUISSE RESTAURANTS SÀRL / CRISSIER

McDonald's Suisse Restaurants Sàrl	50 Years of Big Mac	Print & Outdoor Extended Campaign – Posters & Out of Home
McDonald's Suisse Restaurants Sàrl	50 Years of Big Mac	Print & Outdoor Newspaper – Campaign

THE ONE SHOW – FINALISTS

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Award details will be announced during Creative Week, May 6–10.



BY AGENCY

TBWACHIATDAY / NEW YORK + BISCUIT / LOS ANGELES

J-B Weld	Don't Toss It J-B Weld It	Film Online Films & Video – Pre-Roll – Campaign
J-B Weld	Don't Toss It J-B Weld It	Film Television & VOD – Short Form – Campaign

TBWACHIATDAY / NEW YORK + DESIGN BY DISRUPTION / NEW YORK

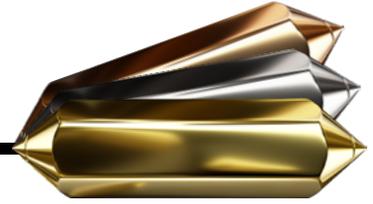
Thomson Reuters Corporation	Unboxing the Truth	Branded Entertainment Innovation in Branded Entertainment
Thomson Reuters Corporation	Unboxing the Truth	Interactive & Online Online Video – Online-only Video – Campaign
Thomson Reuters Corporation	Unboxing the Truth	Social Influencer Marketing Influencer Marketing – Single Channel
Thomson Reuters Corporation	Unboxing the Truth, Shoes	Design Craft – Art Direction

TBWACHIATDAY / NEW YORK + DESIGN BY DISRUPTION / NEW YORK + REBEL AND ROGUE / NEW YORK

Columbia Journalism Review	The Fake News Stand	Branded Entertainment Experiential – Brand Installations
Columbia Journalism Review	The Fake News Stand	Design Craft – Art Direction
Columbia Journalism Review	The Fake News Stand	Design Promotional – Booklets & Brochures
Columbia Journalism Review	The Fake News Stand	Direct Marketing Experiential – Live Events
Columbia Journalism Review	The Fake News Stand	Direct Marketing Physical Items
Columbia Journalism Review	The Fake News Stand	Experiential & Immersive Craft – Art Direction
Columbia Journalism Review	The Fake News Stand	Experiential & Immersive Spaces & Immersive – Brand Installations
Columbia Journalism Review	The Fake News Stand	Print & Outdoor Experiential & Installations – Single
Columbia Journalism Review	The Fake News Stand	Public Relations Events & Experiential

THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

TBWACHIATDAY / NEW YORK + DMB MEDIA / LONDON

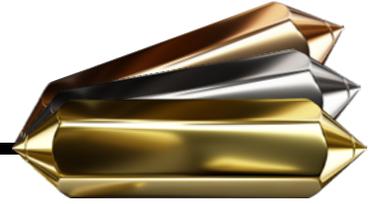
Adidas	Dear Billie	Print & Outdoor Newspaper – Single
Adidas	Here to Create Change	Design Promotional – Posters – Series
Adidas	Here to Create Change	Print & Outdoor Craft – Photography
Adidas	Here to Create Change	Print & Outdoor Out-of-Home – P.O.P. & In-Store – Campaign

TBWACHIATDAY / NEW YORK + REBEL AND ROGUE / NEW YORK + DESIGN BY DISRUPTION / NEW YORK

Adidas	Billie Jean King Your Shoes	Branded Entertainment Experiential – Live Events
Adidas	Billie Jean King Your Shoes	Design Branding – Branded Item
Adidas	Billie Jean King Your Shoes	Direct Marketing Craft – Printing / Production
Adidas	Billie Jean King Your Shoes	Direct Marketing Experiential – Live Events
Adidas	Billie Jean King Your Shoes	Direct Marketing Physical Items
Adidas	Billie Jean King Your Shoes	Experiential & Immersive Events & Competitions
Adidas	Billie Jean King Your Shoes	Experiential & Immersive Spaces & Immersive – Brand Installations
Adidas	Billie Jean King Your Shoes	Print & Outdoor Experiential & Installations – Single

THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

TBWACHIATDAY / NEW YORK + VARIABLE / NEW YORK + PSYOP / LOS ANGELES + NØRLUM / DENMARK

Travelers	Unfinished Stories	Branded Entertainment Long Form Video – Campaign / Series / Episodic
Travelers	Unfinished Stories	Film Online Films & Video – Long Form – Campaign
Travelers	Unfinished Stories	Moving Image Craft Animation – Campaign

TBWAINDIA / MUMBAI

NeuroGen Brain & Spine Institute / Asha Ek Hope Foundation	Blink To Speak	Design Promotional – Booklets & Brochures
NeuroGen Brain & Spine Institute / Asha Ek Hope Foundation	Blink To Speak	Health, Wellness & Pharma Innovation in Health & Wellness
NeuroGen Brain & Spine Institute / Asha Ek Hope Foundation	Blink To Speak	Health, Wellness & Pharma Products

TBWAPARIS / BOULOGNE-BILLANCOURT

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

TBWARAAD / DUBAI

Louvre Abu Dhabi	Highway Gallery	Radio & Audio Experiential Radio & Audio
Louvre Abu Dhabi	Highway Gallery	Radio & Audio Innovation in Radio & Audio

THE ONE SHOW – FINALISTS

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Award details will be announced during Creative Week, May 6–10.



BY AGENCY

TBWARAAD / DUBAI + OMD / DUBAI

Nissan Saudi Arabia	#SheDrives	Integrated Integrated Campaigns – Online
Nissan Saudi Arabia	#SheDrives	Public Relations Current Event Response
Nissan Saudi Arabia	#SheDrives	Social Media Social Post – Real-time Response

TECH AND SOUL / SÃO PAULO + UBER / SÃO PAULO

Uber	Distracted Goalkeeper	Branded Entertainment Experiential – Live Events
Uber	Distracted Goalkeeper	Direct Marketing Non-traditional & Guerrilla Marketing
Uber	Distracted Goalkeeper	Experiential & Immersive Events & Competitions
Uber	Distracted Goalkeeper	Public Relations Events & Experiential
Uber	Distracted Goalkeeper	Social Media Social Engagement – Stunts & Activations

TENMILLIONTIMES DESIGN / NANJING

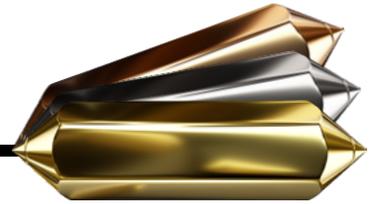
Beijing United Publishing	The Sick Bag Song	Design Editorial – Books
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THE BRADY CENTER TO PREVENT GUN VIOLENCE / WASHINGTON, D.C. + AD COUNCIL / NEW YORK + DROGA5 / NEW YORK

The Brady Campaign to Prevent Gun Violence	End Family Fire	Film Online Films & Video – Long Form – Single
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THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

THE BRAND AGENCY / PERTH

Foodbank WA	Hungry Puffs	Intellectual Property Physical Product
Foodbank WA	Hungry Puffs	Public Relations Events & Experiential

THE CLASSIC PARTNERSHIP ADVERTISING / DUBAI

Dubai Health Authority	RX Prescription Stickers	Health, Wellness & Pharma Direct Marketing
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THE CYBERSMILE FOUNDATION / LONDON + ADAM&EVEDDB / LONDON

The Cybersmile Foundation	#TrollingsUgly	Interactive & Online Online Video – Interactive Video
The Cybersmile Foundation	#TrollingsUgly	Social Influencer Marketing Influencer Marketing – Single Channel
The Cybersmile Foundation	#TrollingsUgly	Social Media Social Channel
The Cybersmile Foundation	#TrollingsUgly	Social Media Social Engagement – Stunts & Activations
The Cybersmile Foundation	#TrollingsUgly	Social Media Social Post – Real-time Response

THE ESCAPE POD / CHICAGO

The Brady Campaign to Prevent Gun Violence	The Metro Gun Share Program	Experiential & Immersive Innovation in Experiential
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THE ONE SHOW – FINALISTS

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 6–10.



BY AGENCY

THE MARTIN AGENCY / RICHMOND

GEICO	Believe It: Solo	Film Television & VOD – Short Form – Single
GEICO	Best of GEICO	Integrated Integrated Branding Campaign
GEICO	Disclaimer, Round 2	Radio & Audio Broadcast – Campaign
GEICO	Intended Audiences	Interactive & Online Online Video – Pre-Roll – Campaign

THE MARTIN AGENCY / RICHMOND + RUNNING WITH SCISSORS / RICHMOND + JOHN F. KENNEDY PRESIDENTIAL LIBRARY / BOSTON

John F. Kennedy Presidential Library	A President Tweets	Social Media Social Channel
John F. Kennedy Presidential Library	Words Matter	Print & Outdoor Newspaper – Campaign

THE MILL / NEW YORK

The Mill	Mill Mascot	Moving Image Craft Innovation in Moving Image Craft
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THE MILL / NEW YORK + BBH / NEW YORK + MJZ / NEW YORK

PlayStation	Journey Ahead	Moving Image Craft Visual Effects – Single
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THE MONKEYS / SYDNEY

UNICEF Australia	Give a Minute of Your Time	Mobile Websites
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THE ONE SHOW – FINALISTS

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BY AGENCY

THE NEW YORK PUBLIC LIBRARY / NEW YORK + MOTHER / NEW YORK

The New York Public Library	The New York Public Library Insta Novels	Branded Entertainment Use of Technology
The New York Public Library	The New York Public Library Insta Novels	Design Digital Design
The New York Public Library	The New York Public Library Insta Novels	Design Editorial – Digital Publications
The New York Public Library	The New York Public Library Insta Novels	Mobile Craft – Art Direction
The New York Public Library	The New York Public Library Insta Novels	Social Media Craft – Use of Visuals
The New York Public Library	The New York Public Library Insta Novels	Social Media Innovation in Social Media
The New York Public Library	The New York Public Library Insta Novels	Social Media Social Channel

THE NINE / SHANGHAI

Rokid Me / The Portable Smart Speaker	Handheld Concert	Branded Entertainment Experiential – Brand Installations
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THE NINE X INSIGHT GROUP / SHANGHAI

Vatti / Trinity Healthy Dishwasher	Kungfu Water	Design Moving Image – Single
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THE&PARTNERSHIP / LONDON

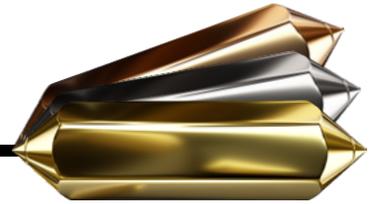
Lexus International	TAKUMI: A 60,000 hour story on the survival of human craft	Branded Entertainment Feature Length – Narrative & Documentary
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THIRD MAN RECORDS / NASHVILLE + PRETTYBIRD / CULVER CITY

Third Man Records	Jack White - Corporation	Branded Entertainment Music Videos
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THE ONE SHOW – FINALISTS

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BY AGENCY

THJNK / ZÜRICH

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

TINYWORKSHOP / BEIJING

Beijing United Publishing	The Door of LuBan: Square, Circle, Line, Angle	Design Editorial – Books
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TOBY NG DESIGN / HONG KONG

Tai Tak Takeo Fine Paper	Superfine Defined	Design Promotional – Booklets & Brochures
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TOKYU AGENCY / TOKYO + SEGA INTERACTIVE / TOKYO + TYO / TOKYO

SEGA Interactive	Life-size Model Robot Project	Print & Outdoor Craft – Printing & Production
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TOOL / SANTA MONICA + AMAZON ADVERTISING / SANTA MONICA + UNIVERSAL / UNIVERSAL CITY

Prime Video	Amazon Jurassic Box Experience	Public Relations Events & Experiential
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THE ONE SHOW – FINALISTS

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BY AGENCY

TOOL / SANTA MONICA + PEDIATRIC BRAIN TUMOR FOUNDATION / LOS ANGELES + RPA / LOS ANGELES + STOREFRONT MUSIC / NEW YORK

Pediatric Brain Tumor Foundation	Imaginary Friend Society AR	Health, Wellness & Pharma Digital – Use of Technology
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TOOL / SANTA MONICA + PRIME VIDEO / SANTA MONICA

Prime Video	The Marvelous Mrs. Maisel Carnegie Deli Pop-Up	Design Experiential / Environmental – Indoor Spaces
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TSUSHIMA DESIGN / HIROSHIMA + SAKE-SHOW YAMADA / HIROSHIMA

Sake-Show Yamada	Kozaemon	Design Packaging – Mass-market
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TURNER DUCKWORTH: / LONDON, SAN FRANCISCO, NEW YORK

Subway	Subway – Logo	Design Branding – Logo
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Subway	Subway – Rebranding	Design Branding – Rebranding
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TWITTER / SAN FRANCISCO + THE OFFICE FOR CREATIVE RESEARCH / BROOKLYN

Twitter	Twitter Aurora	Design Data Visualization – Static or Dynamic
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THE ONE SHOW – FINALISTS

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BY AGENCY

UBER / SAN FRANCISCO + &CO. / SAN FRANCISCO

Uber	Uber Presents Da Republic of Brooklyn	Interactive & Online Online Video – Online-only Video – Campaign
Uber	Uber Pro	Public Relations Internal Communications

VARIETY MAGAZINE / LOS ANGELES

Variety Magazine	Variety: Lady Gaga Photography	Design Craft – Photography
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VAYNERMEDIA / NEW YORK + ROC NATION / NEW YORK

Roc Nation	NYTimes: Meek Mill: Prisoners Need A New Set Of Rights	Interactive & Online Online Video – Online-only Video – Single
Roc Nation	NYTimes: Meek Mill: Prisoners Need A New Set Of Rights	Moving Image Craft Writing – Single

VERIZON / NEW YORK

Verizon	Indycar "Fastest Instagram Stories"	Mobile Mobile-First Video – Under 3 Seconds
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VETOR ZERO / LOBO / SÃO PAULO + WIEDEN+KENNEDY / SÃO PAULO + EVIL TWIN / SÃO PAULO

Lacta	Chocolate World	Moving Image Craft Animation – Campaign
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THE ONE SHOW – FINALISTS

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BY AGENCY

VIRTUE / COPENHAGEN

Carlings	adDRESS_THE_FUTURE	Branded Entertainment Augmented, Virtual and Mixed Reality (AR, VR, MR)
Carlings	adDRESS_THE_FUTURE	Branded Entertainment Use of Technology
Carlings	adDRESS_THE_FUTURE	Digital Craft Innovation in Digital Craft
Carlings	adDRESS_THE_FUTURE	Interactive & Online Augmented, Virtual and Mixed Reality (AR, VR, MR)
Carlings	adDRESS_THE_FUTURE	Interactive & Online Innovation in Interactive
Carlings	adDRESS_THE_FUTURE	Mobile Augmented, Virtual and Mixed Reality (AR, VR, MR)
Carlings	adDRESS_THE_FUTURE	Mobile Innovation in Mobile
Carlings	adDRESS_THE_FUTURE	Social Media Innovation in Social Media

VIRTUE / NEW YORK + PARTIZAN / LOS ANGELES

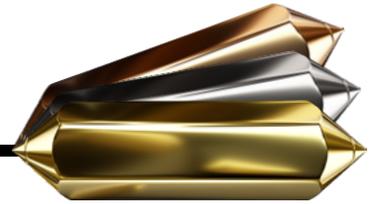
Park MGM (MGM Resorts International & Sydel Group)	Las Vegas Love Stories	Branded Entertainment Short Form Video – Campaign / Series / Episodic
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VISUAL ARTS PRESS / NEW YORK

School of Visual Arts	Art As Witness: Political Graphics 2016-18 Exhibition Catalog	Design Promotional – Booklets & Brochures
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THE ONE SHOW – FINALISTS

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Award details will be announced during Creative Week, May 6–10.



BY AGENCY

VMLY&R / DUBAI

Interreligious Council in Bosnia & Herzegovina	One Book of Art	Design Editorial – Books
Interreligious Council in Bosnia & Herzegovina	One Book of Art	Print & Outdoor Promotional Items
Interreligious Council of Bosnia & Herzegovina	One	Design Branding – Logo
Interreligious Council of Bosnia & Herzegovina	One Art	Design Craft – Art Direction
Interreligious Council of Bosnia & Herzegovina	One Art	Design Promotional – Posters – Extended Series
Interreligious Council of Bosnia & Herzegovina	One Art	Print & Outdoor Craft – Art Direction
Interreligious Council of Bosnia & Herzegovina	One Art	Print & Outdoor Extended Campaign – Posters & Out of Home
Interreligious Council of Bosnia & Herzegovina	One Art	Print & Outdoor Posters – Campaign

VMLY&R / KANSAS CITY + WENDY'S / DUBLIN + SIX COURSE / LOS ANGELES + KETCHUM / NEW YORK

Wendy's	webeefin?	Branded Entertainment Audio
Wendy's	webeefin?	Digital Craft Visual & Audio Craft – Music
Wendy's	webeefin?	Radio & Audio Craft – Use of Music

VMLY&R / KANSAS CITY + YOUTH AMBASSADOR / KANSAS CITY + STATION FILM / LOS ANGELES

Youth Ambassadors	Lessons From My Neighborhood	Moving Image Craft Use of Music – Original Music
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THE ONE SHOW – FINALISTS

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BY AGENCY

VMLY&R / MELBOURNE

Lonely Whale	Tick Tock	Design Craft – Art Direction
Monash University	Sip Safe	Health, Wellness & Pharma Direct Marketing
Monash University	Sip Safe	Health, Wellness & Pharma Innovation in Health & Wellness

VMLY&R / NEW YORK + LONLEY WHALE / NEW YORK + POINT BREAK FOUNDATION / NEW YORK

Lonely Whale	Tick Tock	Design Craft – Art Direction
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VMLY&R / NEW YORK + NEW BALANCE / BOSTON + TOOL OF NORTH AMERICA / SANTA MONICA

New Balance	Real-Time Exception Spotting	Creative Use of Data Creative Use of Data – Real-Time
New Balance	Real-Time Exception Spotting	Creative Use of Data Creative Use of Data – Targeting

VMLY&R / NEW YORK + SPECIAL OLYMPICS / WASHINGTON, D.C.

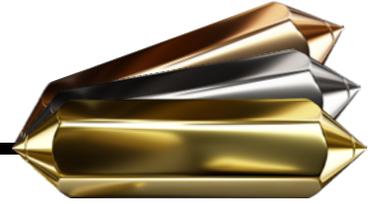
Special Olympics	Images for Inclusion	Direct Marketing Out of Home – Billboards & Transit
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VMLY&R / SYDNEY

Partnership Against Domestic Violence (PADV)	Alexa Lifeline	Radio & Audio Innovation in Radio & Audio
Unicef Australia	Hope Page	Interactive & Online Websites – Utility

THE ONE SHOW – FINALISTS

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BY AGENCY

WANDA / SAINT-DENIS + BBDO / PARIS + UBISOFT / PARIS

Ubisoft

Starlink

Moving Image Craft
Visual Effects – Single

WANDA / SAINT-DENIS + BETC / PARIS

CANAL +

The Idea

Moving Image Craft
Visual Effects – Single

WATCONSULT / MUMBAI

Project Nanhi Kali

#PowerlessQueen

Interactive & Online
Gaming – Branded Games

WAVE STUDIOS / NEW YORK + DROGA 5 / NEW YORK

New York Times

The Truth Is Worth It

Moving Image Craft
Sound Design – Campaign

WE ARE UNLIMITED / CHICAGO

McDonald's

More In Common

Design
Craft – Photography

THE ONE SHOW – FINALISTS

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Award details will be announced during Creative Week, May 6–10.



BY AGENCY

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

McDonald's	The Flip	Branded Entertainment Experiential – Brand Installations
McDonald's	The Flip	Creative Effectiveness Creative Effectiveness – Single Country or Region
McDonald's	The Flip	Design Branding – Brand Installations
McDonald's	The Flip	Design Experiential / Environmental – Out of Home – Single
McDonald's	The Flip	Direct Marketing Experiential – Brand Installations
McDonald's	The Flip	Direct Marketing Non-traditional & Guerrilla Marketing
McDonald's	The Flip	Direct Marketing Out of Home – P.O.P. & In-Store
McDonald's	The Flip	Experiential & Immersive Events & Competitions
McDonald's	The Flip	Experiential & Immersive Spaces & Immersive – Brand Installations
McDonald's	The Flip	Integrated Brand Transformation
McDonald's	The Flip	Integrated Integrated Branding Campaign
McDonald's	The Flip	Print & Outdoor Experiential & Installations – Single
McDonald's	The Flip	Print & Outdoor Out-of-Home – P.O.P. & In-Store – Single
McDonald's	The Flip	Print & Outdoor Promotional Items
McDonald's	The Flip	Public Relations Brand Voice
McDonald's	The Flip	Public Relations Events & Experiential
McDonald's	The Flip	Public Relations Integrated PR Campaign

THE ONE SHOW – FINALISTS

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BY AGENCY

WIEDEN+KENNEDY / AMSTERDAM

AB InBev	Corona Oceans Week	Public Relations Integrated PR Campaign
Nike Russia	Never Ask: Synchronised Swimmer	Film Online Films & Video – Long Form – Single

WIEDEN+KENNEDY / LONDON + FRIEND / LONDON

Wieden+Kennedy London	Three - Phones Are Good	Film Cinema Advertising
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WIEDEN+KENNEDY / LONDON + SOMESUCH / LONDON

Lurpak	Smooth	Film Television & VOD – Short Form – Single
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WIEDEN+KENNEDY / NEW YORK

Delta Air Lines	Runways	Moving Image Craft Direction – Single
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WIEDEN+KENNEDY / PORTLAND

KFC	The Return of Colonel Sanders 2018	Integrated Integrated Campaigns – Online
Nike	Nike Just Do It 'Dream Crazy'	Creative Effectiveness Creative Effectiveness – Single Country or Region
Nike	Nike Just Do It 'Dream Crazy'	Film Television & VOD – Long Form – Single
Nike	Nike Just Do It 'Dream Crazy'	Film Television & VOD – Varying Length Campaign
Nike	Nike Just Do It 'Dream Crazy'	Print & Outdoor Craft – Writing
Nike	Nike Just Do It 'Dream Crazy'	Print & Outdoor Out-of-Home – Billboards & Transit – Single

THE ONE SHOW – FINALISTS

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BY AGENCY

WIEDEN+KENNEDY / PORTLAND (CONT.)

Nike	Nike Just Do It 'Dream Crazy'	Print & Outdoor Posters – Campaign
Nike	Nike Just Do It 'Dream Crazy'	Print & Outdoor Posters – Single
Nike	Nike Just Do It 'Dream Crazy'	Social Media Craft – Writing
Nike	Nike Just Do It 'Dream Crazy'	Social Media Social Engagement – Community Building
Nike	Nike Just Do It 'Dream Crazy' Chicago Marathon	Print & Outdoor Magazine – Single
Nike	Nike Just Do It 'Dream Crazy' Chicago Marathon	Print & Outdoor Out-of-Home – Billboards & Transit – Single
Nike	Nike Just Do It 'Dream Crazy' Chicago Marathon	Print & Outdoor Posters – Single
Nike	Serena: Voice of Belief	Film Television & VOD – Long Form – Single
RXBAR	No B.S.	Print & Outdoor Extended Campaign – Posters & Out of Home

WIEDEN+KENNEDY / PORTLAND + AWESOME / ATLANTA

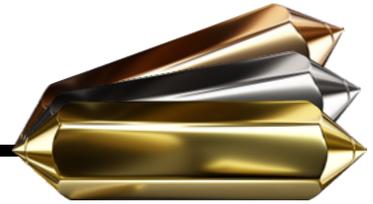
RXBAR	B.S. Hotline	Social Media Social Engagement – User-Generated Content
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WIEDEN+KENNEDY / PORTLAND + JOINT EDITORIAL / PORTLAND

RXBAR	No B.S.	Print & Outdoor Out-of-Home – Billboards & Transit – Campaign
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THE ONE SHOW – FINALISTS

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BY AGENCY

WIEDEN+KENNEDY / PORTLAND + JOINT EDITORIAL / PORTLAND + ANONYMOUS CONTENT / CULVER CITY

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

WIEDEN+KENNEDY / PORTLAND + MEDIAMONKS / HILVERSUM

Nike	Game of GO	Design Experiential / Environmental – Outdoor Spaces
Nike	Game of GO	Digital Craft Visual & Audio Craft – Animation

WIEDEN+KENNEDY / PORTLAND + NIKE / BEAVERTON

Nike	Nike Just Do It 'Dream Crazy'	Branded Entertainment Short Form Video – Single
Nike	Nike Just Do It 'Dream Crazy'	Film Television & VOD – Long Form – Single

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

Nike	Nike Just Do It 'Dream Crazy'	Film Television & VOD – Long Form – Campaign
Nike	Nike Just Do It 'Dream Crazy'	Integrated Integrated Branding Campaign
Nike	Nike Just Do It 'Dream Crazy'	Print & Outdoor Extended Campaign – Posters & Out of Home
Nike	Nike Just Do It 'Dream Crazy'	Public Relations Brand Voice
Nike	Nike Just Do It 'Dream Crazy'	Social Media Social Post – Single

THE ONE SHOW – FINALISTS

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BY AGENCY

WIEDEN+KENNEDY / SÃO PAULO

Nike	Philippe Coutinho ID	Design Branding – Logo
Old Spice	The Endless Ad	Film Innovation in Film
Old Spice	The Endless Ad	Film Online Films & Video – Long Form – Single
Old Spice	The Endless Ad	Film Television & VOD – Long Form – Single
Old Spice	The Endless Ad	Interactive & Online Online Video – Online-only Video – Single

WIEDEN+KENNEDY / SHANGHAI

Nike (China)	Reactland	Branded Entertainment Gaming – Physical Games
Nike (China)	Run the World Stunt	Experiential & Immersive Responsive Environments – Architecture Enhancement

WMCCANN / SÃO PAULO + HOSPITAL DE AMOR / BARRETOS + ZOMBIE STUDIO / SÃO PAULO + LOUD / SÃO PAULO

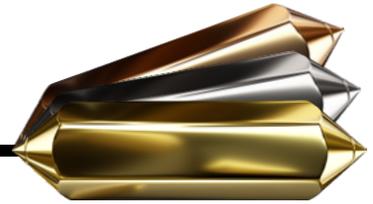
Hospital de Amor	The Fall	Digital Craft Visual & Audio Craft – Animation
Hospital de Amor	The Fall	Health, Wellness & Pharma Branded Content
Hospital de Amor	The Fall	Health, Wellness & Pharma Film – Health & Wellness

WUNDERMAN / BUENOS AIRES

Movistar	Perspectives	Interactive & Online Online Video – Interactive Video
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THE ONE SHOW – FINALISTS

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Award details will be announced during Creative Week, May 6–10.



BY AGENCY

WUNDERMAN / SEATTLE

Low Income Housing Institute	Walls for Good	Social Media Social Post – Single
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WUNDERMAN PHANTASIA / LIMA

Coca-Cola Company	Equality Time	Radio & Audio Innovation in Radio & Audio
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X-LINE (DENTSU GROUP) / TAIPEI

Taiwan Star Telecom	Black Spots Campaign	Public Relations Events & Experiential
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Y.STUDIO / SHENZHEN

Tian Shui	Tian Shui's Branding Design	Design Branding – Identity System
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Y&R / PRAGUE

Post Bellum/ National History Archive	Untold Stories	Moving Image Craft Sound Design – Single
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ZGM MODERN MARKETING PARTNERS / EDMONTON

Honest Dumplings	Honest Packaging	Design Packaging – Mass-market
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ZULU ALPHA KILO / TORONTO

Consonant Skincare	Reskinning Queen Street West	Design Promotional – Posters – Extended Series
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