

2008 ONE SHOW SHORTLIST

PLEASE NOTE: The following are preliminary results and do not guarantee a Pencil or Merit award.

CATEGORY: 1A: CONSUMER NEWSPAPER: FULL PAGE OR SPREAD - SINGLE

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|---------------------------------------|--|--------------------------------------|---------------|
| PODS [Portable On Demand Storage] | Classified One | 22squared | Tampa |
| PODS [Portable On Demand Storage] | Classified Three | 22squared | Tampa |
| The Economist | The Sun Revolves | Abbott Mead Vickers BBDO | London |
| The Economist | Worst Thing You Can Lose | Abbott Mead Vickers BBDO | London |
| Volkswagen | Head / Ceiling | AlmapBBDO | Sao Paulo |
| ESPN | Sanath | Arnold Worldwide | Boston |
| Read Better Faster | Selective Reading | Batey Singapore | Singapore |
| Soken MP3 | Beatle | BBDO Bangkok . | Bangkok |
| Procter & Gamble / Tide | Messy Wine | Conill Saatchi & Saatchi | New York |
| Procter & Gamble / Tide | Messy Ketchup | Conill Saatchi & Saatchi | New York |
| Bonafide | Motorhome | Craverolanis | Buenos Aires |
| Coke Zero | Can Your Tongue Be Trusted | Crispin Porter + Bogusky | Coconut Grove |
| Energizer | Pants | DDB | Johannesburg |
| Energizer | Paint | DDB | Johannesburg |
| Hasbro | Tonka Toys - Open Cut Sandpit | DDB Sydney | Ultimo |
| Hasbro | Tonka Toys - Open Cut Building Sandpit | DDB Sydney | Ultimo |
| Legal Sea Foods | Arrow | DeVito/Verdi | New York |
| S C Johnson / Rally | Spotlight | DraftFCB Johannesburg | Johannesburg |
| Dickies | Dickies 'Raincoat' | Joe Public South Africa | Rivonia |
| Media Books | In Love | Leo Burnett | Lisbon |
| Luxor Writing Instruments | Che | Leo Burnett India | Mumbai |
| Luxor Writing Instruments | Hitler | Leo Burnett India | Mumbai |
| Heinz India | Glucon D-Beach | Leo Burnett India | Mumbai |
| Anheuser Busch / Stella Artois | Bedroom | Lowe New York | New York |
| Unilever | Axe "Mars & Venus" | Lowe Philippiens | Makati City |
| Herringbone | Lover | M & C Saatchi | Sydney |
| Jackson House | Mouth Full | Neiman Group | Harrisburg |
| The Economist | Helicopter View | Ogilvy Singapore | Singapore |
| FHM | Family Health | Ogilvy Singapore | Singapore |
| Olay Complete, UV Protection | Eclipse | Saatchi & Saatchi | Mumbai |
| Cox & Kings | America | Saatchi & Saatchi | Mumbai |
| Cox & Kings | Dodo | Saatchi & Saatchi | Mumbai |
| Toyota Yaris | Toyota Yaris - Rollercoaster | Saatchi & Saatchi | Singapore |
| Procter & Gamble / Tide Ultra | Soy Sauce | Saatchi & Saatchi New York | New York |
| Procter & Gamble / Tide Ultra | Ketchup | Saatchi & Saatchi New York | New York |
| Smith Micro Software / Stuffit Deluxe | Life | Saatchi & Saatchi New York | New York |
| Changlong Night Safari | Giraffe | Shanghai Ogilvy & Mather Advertising | Shanghai |
| Zhejiang Rongshi Enterprise | Zombie | Shanghai Ogilvy & Mather Advertising | Shanghai |
| NAA | Paperboy | The Martin Agency | Richmond |
| Olympus | Rockslide | The Red Brick Road | London |
| Nike | Thank you, Ignorance | Wieden+Kennedy | Portland |
| Penguin Books Malaysia | Chapter 3 | Y&R Singapore | Singapore |

1B: CONSUMER NEWSPAPER: FULL PAGE OR SPREAD - CAMPAIGN

| CLIENT | ENTRY TITLE | AGENCY TITLE | CITY |
|--------------------------|--------------------------------------|---------------------------|--------------|
| The Economist | Re Appraisal Campaign 2 | Abbott Mead Vickers BBDO | London |
| ESPN | Sanath/Boring/Ears | Arnold Worldwide | Boston |
| Read Better Faster | Speed Reading | Batey Singapore | Singapore |
| Burger King | BK Joe | Bleublancrouge | Montreal |
| Samsung | Illusion | Cheil Worldwide | Seoul |
| Samsung | Clothes | Cheil Worldwide | Seoul |
| HBO | Big Love "It's a Polygamist's World" | Creature | Seattle |
| Energizer | Scary Things Happen in the Dark | DDB | Johannesburg |
| Timmie Doggie Outfitters | Crotch/Nuts/Poop | DDB Canada, Toronto | Toronto |
| Hasbro | Tonka Toys | DDB Sydney | Ultimo |
| O Globo | Eyes | F/Nazca Saatchi & Saatchi | Sao Paulo |
| NTT DoCoMo, Inc. | NTT DoCoMo DCMX iD Newspaper | Good Design Company | Shibuya |
| IKEA Deutschland | Painting by numbers | Grabarz & Partner | Hamburg |
| Volkswagen AG | Fearless | Grabarz & Partner | Hamburg |
| Sara Lee Hong Kong . | Floor Plan Campaign | Grey Hong Kong | Hong Kong |
| Procter & Gamble | Super Shine | Grey Stockholm | Stockholm |
| BMW SA | BMW Premium Selection | Ireland/Davenport | Johannesburg |
| BIC Deutschland & OH | The Joy of Writing | Jung von Matt | Berlin |

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1B: FULL PAGE OR SPREAD - CAMPAIGN (CONT.)

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|---|-----------------------------|--------------------------------------|---------------|
| Johnson & Johnson / Listerine Pocket Paks | Speech Bubbles | JWT San Juan | San Juan |
| Comedy | We Take it Serious | Kempertrautmann | Hamburg |
| P&G | Portraits | Leo Burnett | Chicago |
| Media Books | Books Give You Answers | Leo Burnett | Lisbon |
| Luxor Writing Instruments | Luxor Highlighters | Leo Burnett India | Mumbai |
| InBev | Artois | Lowe | London |
| Independent Newspaper | Cape Times | Lowe Bull (Cape) | Cape Town |
| Ogawa Electric | Inside out | Lowe Limited Bangkok | Bangkok |
| IKEA Deutschland | Floor Plans | Lukas Lindemann Rosinski | Hamburg |
| PST Travel Services | Forget About Work | Naga DDB Malaysia | Petaling Jaya |
| South African Broadcast Corporation - 5FM | Streaming Audio | Net#Work BBDO | Hyde Park |
| Mercedes-Benz | The Restless Soul | Ogilvy & Mather Advertising Taiwan | Taipei |
| Best Security Group | Elizabeth / Benjamin / Mao | Ogilvy & Mather, Thailand | Bangkok |
| Cox & Kings | Monuments | Saatchi & Saatchi | Mumbai |
| Procter & Gamble | Stains Don't Stand a Chance | Saatchi & Saatchi New York | New York |
| Smith Micro Software | The Chronological Series | Saatchi & Saatchi New York | New York |
| de Bijenkorf | Three Crazy Days | Selmore | Amsterdam |
| Zhejiang Rongshi Enterprise , | Zombie/Vampire/Ghoul | Shanghai Ogilvy & Mather Advertising | Shanghai |
| Adidas | Adidas Olympic Launch | TBWA\China | Shanghai |
| Mail & Guardian | Real News | TBWA\Hunt\Lascaris - Johannesburg | Sandton |
| Nissan Pathfinder | Tell Better Stories | TBWA\Hunt\Lascaris - Johannesburg | Sandton |

2A: CONSUMER MAGAZINE: BLACK AND WHITE: FULL PAGE OR SPREAD - SINGLE

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|--------------------|-------------|--------------------------|-----------------|
| Read Better Faster | Middleman | Batey Singapore | Singapore |
| GlaxoSmithKline | SOS | Ogilvy Singapore/RedCard | Singapore |
| MTV Latinoamerica | Ricky | Young & Rubicam | Capital Federal |
| MTV Latinoamerica | Manson | Young & Rubicam | Capital Federal |

2B: CONSUMER MAGAZINE: BLACK AND WHITE: FULL PAGE OR SPREAD - CAMPAIGN

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|-------------------------------------|----------------------|-----------------------|-----------------|
| MTV Networks & OHG | MTV Masters | BBDO Germany | Stuttgart |
| Mercedes-Benz Trucks, Sales Germany | Stories in Oil | BBDO Germany | Stuttgart |
| Prime | Bedside Tables | DraftFCB Buenos Aires | Buenos Aires |
| Hindustan Unilever | Flowers | JWT | Mumbai |
| Plimpton Project | Plimpton Project Ads | JWT | Royal Oak |
| MTV Latinoamerica | Comparisons | Young & Rubicam | Capital Federal |

2C: CONSUMER MAGAZINE: COLOR: FULL PAGE OR SPREAD - SINGLE

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|-------------------------------|--|--------------------------|---------------|
| AstraZeneca/Nezeril | Blocked words | ≈kestam Holst | Stockholm |
| The Economist | Worst Thing You Can Lose | Abbott Mead Vickers BBDO | London |
| Bocage | Swimming Pool | Agence H | Suresnes |
| Volkswagen | Golf, now with tracking system as standard. | AlmapBBDO | Sao Paulo |
| Editora Abril | Veja. Indispensable for the Country We Want Be (3) | AlmapBBDO | Sao Paulo |
| Sao Paulo Alpargatas | Google Earth (Bolivia) | AlmapBBDO | Sao Paulo |
| Checked Past Clothing | Car | Arnold Worldwide | Boston |
| Tesco Lotus | Fresh Fish | BBDO Bangkok | Bangkok |
| Chrysler Canada | Fat Bear | BBDO Canada | Toronto |
| PT Bayer Indonesia | Tank | BBDO Indonesia | Jakarta |
| PT Fonterra Brands Indonesia | Drink | BBDO Indonesia | Jakarta |
| Oral B Floss | BBQ Ribs | BBDO New York | New York |
| Zippo Manufacturing | Zippo Biker Montage | Blattner Brunner | Pittsburgh |
| Rift | Never Heard of | Colle + McVoy | Minneapolis |
| Bonafide | Motorhome | Craverolanis | Buenos Aires |
| Burger King UK | Improper Magazine | Crispin Porter + Bogusky | Coconut Grove |
| Cazadores | The One With the Deer On It | davidandgoliath | El Segundo |
| Telefonica | Soap Opera | DDB Brasil | Sao Paulo |
| Harvey Nichols Wonderful Life | Menswear | DDB London | London |
| Harvey Nichols Wonderful Life | Womenswear | DDB London | London |

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2C: CONSUMER MAGAZINE: COLOR: FULL PAGE OR SPREAD - SINGLE (CONT.)

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|---|--|--------------------------------------|----------------------|
| Hubba Bubba - Wrigley's | For Blowers - Bubble Head | DDB Sydney | Ultimo |
| Loctite Super Glue | Loctite - Rodeo | DDB Sydney | Ultimo |
| Bostik Singapore | Screw | DDB Worldwide | Singapore |
| Bostik Singapore | Thumb Tack | DDB Worldwide | Singapore |
| Kraft | Mini Oreo "Creamer" | DRAFTFCB | New York |
| Canadian Club | Dad's First | Energy BBDO | Chicago |
| Dos Equis | Happy Hour | Euro RSCG Worldwide | New York |
| Comercial Arge - Pilot | Gold Fishes | Grey | Barcelona |
| Four Seasons Mart | Punch | Grey | Singapore |
| Nissan Navara / PT Nissan Motor Indonesia | Tough | Hakuhodo Indonesia | Jakarta |
| Liberty Mutual | Horror Movies | Hill Holliday | Boston |
| Liberty Mutual | Paperwork | Hill Holliday | Boston |
| Kerrygold | Irish Food | Jones | Chicago |
| Robert Bosch | Fly | Jung von Matt | Hamburg |
| Purell | Hand | JWT | Sydney |
| Land Rover | Bridge | Kate Monro | London |
| BMW / SA Mini | Godzilla | King James Johannesburg | Johannesburg |
| Eveready | Hair | King James Johannesburg | Johannesburg |
| Saab Italia | Aunts | Leagas Delaney Italia | Roma |
| Clima Bicycle Lock | Red | Leo Burnett | Bangkok |
| Media Books | Fat | Leo Burnett | Lisbon |
| BMW EfficientDynamics | Drop | MAB, Berlin | Berlin |
| Blu Dot | Sturdy | Mono | Minneapolis |
| Playboy | Aeroplane | NEOGAMA/BBH | Sao Paulo |
| Mattel | Matchbox GPS | Ogilvy & Mather | Copenhagen |
| carulla | sandwich | Ogilvy & Mather Colombia | Bogota |
| Mattel | Matchbox "Young Drivers" Camp.: "Fleetwood" | Ogilvy Frankfurt | Frankfurt |
| SSL Durex | Scissors | Ogilvy Singapore/RedCard | Singapore |
| SSL Durex | Seesaw | Ogilvy Singapore/RedCard | Singapore |
| SSL Durex | Wheel Barrow | Ogilvy Singapore/RedCard | Singapore |
| Puma | Photocopy | Publicis Brasil | Sao Paulo |
| HP | Low-End Servers: Under Attack/Virus ff Warehouse | Publicis In The West | Seattle |
| Fressnapf, Delipower | Shit Happens | Publicis Zurich | Zurich |
| ACP Magazine | Risks | Saatchi & Saatchi | Petaling Jaya |
| Procter & Gamble | Facelift | Saatchi & Saatchi South Africa | Ohanesburg |
| Hut Weber | Hitler vs. Chaplin | Serviceplan Hamburg | Munich |
| Zhejiang Rongshi Enterprise , | Vampire | Shanghai Ogilvy & Mather Advertising | Shanghai |
| Sony Playstation | Guide Dog | TBWA\ESPANA | Madrid |
| Sony Computer Entertainment | Clown | TBWA\Paris | Boulogne-Billancourt |
| HBO Video | Graveyard | Venables Bell & Partners | San Francisco |
| HBO Video | Shot Glass | Venables Bell & Partners | San Francisco |
| HBO Video | Blackout Insert | Venables Bell & Partners | San Francisco |
| Endless Pain Piercing & Tattoo | Body Art | Weigertpirozwolf | Hamburg |

2D: CONSUMER MAGAZINE COLOR: FULL PAGE OR SPREAD - CAMPAIGN

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|---|---|----------------------------------|----------------|
| University of Dayton | Undergraduate Advertising Campaign | 160over90 | Philadelphia |
| The Economist | Re Appraisal Campaign 2 | Abbott Mead Vickers BBDO | London |
| The Economist | Re Appraisal Campaign 1 | Abbott Mead Vickers BBDO | London |
| Shangri-la Travel Agency | Changes | Agencia3 Comunicaco Integrada | Rio de Janeiro |
| Gol Linhas Aereas | With Gollo it gets there earlier | AlmapBBDO | Sao Paulo |
| Farmer John | Happier Sons | aIPunto Advertising | Tustin |
| Sunset Grill & Tap | Japan / Brazil / Belgium | Arnold Worldwide | Boston |
| Hershey's Reese's | Reese's Perfect | Arnold Worldwide New York | New York |
| BaguÈs | Flare | Bassat Ogilvy & Mather Barcelona | Barcelona |
| Simon Tan | VW Campaign | BatesAsia Shanghai | Shanghai |
| Read Better Faster | Speed Reading | Batey Singapore | Singapore |
| Tesco Lotus | Fresh Fish/Fresh Crab/Fresh Prawns | BBDO Bangkok | Bangkok |
| Aigle | Reintroduction of Man into Nature | BETC Euro RSCG | Paris |
| House of Prose | Books | Brandcom Middle East | Dubai |
| Tango | Certificates - Rehab | CHI & Partners | London |
| Daimlerchrysler Mercedes-Benz Smart Fort. | Smart Fortwo Eco | Contrapunto | Madrid |
| Geek Squad | Wireless to Everyone, Talking to a Geek | Crispin Porter + Bogusky | Coconut Grove |
| Volkswagen AG | We don't need to convince men. The Golf GTI | DDB Berlin | Berlin |
| Volkswagen Commercial Vehicles | Risk | DDB Paris | Paris |

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2D: CONSUMER MAGAZINE: COLOR: FULL PAGE OR SPREAD - CAMPAIGN (CONT.)

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|------------------------------------|---|--------------------------------------|---------------|
| Sneaker Freaker | Sneaker Freaker - Peephole/Coffin/Mirrors | DDB Sydney | Ultimo |
| United Way | Prostitution/Crack/Gangstar | Energy BBDO | Chicago |
| LG | Space | Euro RSCG | Santiago |
| Unimed | Unimed Campaign | F/Nazca Saatchi & Saatchi | Sao Paulo |
| National Geographic Kids Magazine | Facts Stranger Than Fiction | FoxP2 | Cape Town |
| Auto Sueco | Volvo XC90 | Fuel Lisboa/ Euro RSCG | Lisboa |
| Haagen Dazs | Haagen Dazs Print Campaign | Goodby, Silverstein & Partners | San Francisco |
| Liberty Mutual | Responsibility Campaign | Hill Holliday | Boston |
| World Effie Festival | World Effie Festival | Ira Norris | Singapore |
| BIC Deutschland & OHG | The Joy of Writing | Jung von Matt | Berlin |
| CinemaxX | Only at the Movies | Jung von Matt | Hamburg |
| Daimler | Heaven on Earth | Jung von Matt | Hamburg |
| KarstadtQuelle Insurance | Medical Signs | Jung von Matt | Hamburg |
| Daimler AG | Mercedes-Benz SLR "From Hell to Heaven" | Jung von Matt | Hamburg |
| Mercedes-Benz | Blur | JWT Dubai | Dubai |
| Comedy | We take it serious | Kempertrautmann | Hamburg |
| Johnson & Johnson | No Pain | KNSK | Hamburg |
| Inlingua Language School | Outlines | Kolle Rebbe | Hamburg |
| Publirevistas / Rolling Stone | 40th Anniversary | la comunidad | Miami Beach |
| Procter & Gamble | Tide glued marks | Leo Burnett India | Mumbai |
| InBev | Artois | LOWE | London |
| Ogawa electric | Inside out | Lowe Limited Bangkok | Bangkok |
| Spoetzl Brewery | Amp Ad Campaign | McGarrah/Jessee | Austin |
| Winston Rods | Winston Rods | Mullen | Wenham |
| GE | Surprise | NEOGAMA/BBH | Sao Paulo |
| Meltz Fashion Store | Jolly Couture | Net#Work BBDO | Hyde Park |
| Fage | Ridiculously Thick Yogurt | Ogilvy & Mather | New York |
| Scotts Celaflor | Substral "Tyrants" Campaign | Ogilvy Frankfurt | Frankfurt |
| DStv | Repeats | Ogilvy Johannesburg | Johannesburg |
| Swannndri | Swannndri | Publicis Mojo | Auckland |
| UMW Toyota Motor | "Pillars"/"Trees"/"Signs" | Saatchi & Saatchi | Petaling Jaya |
| Carlsberg Deutschland | The Probably Campaign | Scholz & Friends Hamburg | Hamburg |
| Nykke & Kokki | Business Food | Scholz & Friends Hamburg | Hamburg |
| 3M Deutschland | Overloaded | Serviceplan Munich / Hamburg | Munich |
| Zhejiang Rongshi Enterprise | Zombie/Vampire/Ghoul | Shanghai Ogilvy & Mather Advertising | Shanghai |
| Weleda Bettaway | Migraines | TBWA\Hunt\Lascares - Johannesburg | Sandton |
| Beiersdorf/Hansaplast Insect Spray | Emergency Exits | TBWA\Vienna | Vienna |
| Titus Bicycles | Suggested Retail | TDA Advertising & Design | Boulder |
| Heineken | The Unofficial Drink of the World | The Red Brick Road | London |
| Nike | Just a T-Shirt | Wieden+Kennedy | Portland |
| NJP Tonstudio | The sound makes the film | Young & Rubicam Switzerland | Gockhausen |

3A: SMALL SPACE: B&W OR COLOR, LESS THAN A PAGE - SINGLE

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|---------------------------------------|---------------------------------|----------------------------|--------------|
| Gus's Fried Chicken | Gus's Chicken Grease Spot | Archer>Malmo | Memphis |
| IMAX | Harry Potter - Larger than Life | DDB | Johannesburg |
| GM Pens International | Twins | JWT | Mumbai |
| Mattel Toys | HotWheels 'Bed' | Ogilvy & Mather | Mumbai |
| Procter & Gamble / Glide dental floss | Manhattan | Saatchi & Saatchi New York | New York |
| Aflac All-American Baseball Classic | Egg | The Zimmerman Agency | Tallahassee |

3B: SMALL SPACE: B&W OR COLOR: LESS THAN A PAGE - CAMPAIGN

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|---------------------------|----------------|-----------------|-----------|
| IBM | Words Campaign | Ogilvy & Mather | Bangalore |
| PlayStation3 - Motorstorm | Small ads | TBWA\Germany | Berlin |

4A: OUTDOOR - SINGLE

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|-------------------|---------------------|--------------------------|----------|
| The Economist | 100,000 BRAIN CELLS | Abbott Mead Vickers BBDO | London |
| The Economist | COGS | Abbott Mead Vickers BBDO | London |
| Casino di Venezia | Keep Playing | AdmCom | Bologna |
| Mio | Road | BatesAsia Shanghai | Shanghai |
| Bayer Aspirine | Find Relief 1 | BBDO MEXICO | Mexico |

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4A: OUTDOOR - SINGLE (CONT.)

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|---|--------------------------------|-----------------------------------|-----------------------|
| Havaianas | Jungle Flower Bed | BBDO New York | New York |
| BBC World | Cables: Protest | BBDO New York | New York |
| Havaianas | Frogs and Worms | BBDO New York | New York |
| Havaianas | Peacock | BBDO New York | New York |
| Havaianas | Fish | BBDO New York | New York |
| Havaianas | Butterfly | BBDO New York | New York |
| HBO/Voyeur | Voyeur Projection Installation | BBDO New York | New York |
| MINI | Tailwind | Butler, Shine, Stern & Partners | Sausalito |
| Samsung Tesco | Plus to Your Life - Homeplus | Cheil Worldwide | Seoul |
| Tango | On the Wagon | CHI & Partners | London |
| Motor Accident Commission | Telephone Pole | Clemenger BBDO Adelaide | Adelaide |
| TV3 | Small Skin | Colenso BBDO | Auckland |
| TV3 | Sensor Light | Colenso BBDO | Auckland |
| Sinebrychhoff | Battery Heat | Contra | Helsinki |
| Daimlerchrysler Mercedes-Benz Smart Fort. | Little Billboard | CONTRAPUNTO | Madrid |
| Coke Zero | Sue Ourselves | Crispin Porter + Bogusky | Coconut Grove |
| Coke Zero | C&Y Truck Wrap | Crispin Porter + Bogusky | Coconut Grove |
| Volkswagen | 0-60 | Crispin Porter + Bogusky | Coconut Grove |
| Volkswagen | Incognito | Crispin Porter + Bogusky | Coconut Grove |
| Volkswagen | MLB Front Impact | Crispin Porter + Bogusky | Coconut Grove |
| SKY Television | Superman Britomart | DDB | Auckland |
| SKY Television | Serial Killers | DDB | Auckland |
| Wrigley's | Gum By Numbers - Marilyn | DDB Sydney | Ultimo |
| Hasbro Singapore | Screw | DDB Worldwide | Singapore |
| Bostik Singapore | Thumb Tack | DDB Worldwide | Singapore |
| Procter & Gamble | Denim | Del Campo Nazca Saatchi & Saatchi | Martinez Buenos Aires |
| Saturn | Hybrid Tear-Off Sheet | Deutsch | Los Angeles |
| Penline Art Supplies Sdn Bhd | Strong Tape | Euro RSCG Partnership (M) | Petaling Jaya |
| MILK | Cookie Scented Bus Shelter | Goodby, Silverstein & Partners | San Francisco |
| Sony Marketing Japan Inc. | Color Tokyo! | Hakuhodo + Hakuhodo Kettle | Tokyo |
| Nissan Navara / PT Nissan Motor Indonesia | Tough | Hakuhodo Indonesia | Jakarta |
| McDonald's Germany | Coffee bean | Heye, Group | Unterhaching |
| DaimlerChrysler Switzerland | Slim-poster | Jung von Matt | Zurich |
| Men's Health | Weightlifter | KNSK Werbeagentur | Hamburg |
| Olympus Imaging | Red Eye Reduction | Kolle Rebbe Werbeagentur | Hamburg |
| Axe Shower Gel | Blowing Bubbles | Lowe | Bangkok |
| O.B. / Johnson & Johnson | Juice | Lowe New York | New York |
| Museum of Sex | \$8.99 a Minute | Lowe New York | New York |
| Marketel | People Working Above | Marketel | Montreal |
| Manitoba Hydro | Eagle | McKim Cringan George | Winnipeg |
| Discovery Real Time | London Ink - Photo booth | Mother | London |
| Huthison Essar | Hutch MSN 'Pigeons' | Ogilvy & Mather | Mumbai |
| The Economist | Big Picture | Ogilvy Singapore | Singapore |
| The Economist Magazine | Twenty Answers | Ogilvy Singapore/RedCard | Singapore |
| Maglite / Zi-Mag | Bright | Original | Si-Ljubljana |
| Audi | Blind spot | Philipp und Keuntje | Hamburg |
| Correioweb | Download | Publicis Brasil | Sao Paulo |
| Rossmann Online | Tree | Publicis Frankfurt | Frankfurt |
| Zydus Cadila | Sugar Free Ants Muffin | Rediffusion DY & R | Bangalore |
| Zydus Cadila | Sugar Free Ants Ice Cream | Rediffusion DY & R | Bangalore |
| Playland | Monkey | Rethink | Vancouver |
| Ariel Detergent | Zebra Crossing | Saatchi & Saatchi | Mumbai |
| Sanyo | Sanyo Tide | Saatchi & Saatchi NZ | Auckland |
| P&G Vietnam | Iron | Saatchi & Saatchi Vietnam | Ho Chi Minh |
| Pacific Airline | Sky on Sale | Saatchi & Saatchi Vietnam | Ho Chi Minh |
| G+J - Schoner Wohnen | Color Change | TBWA\Germany | Berlin |
| Adidas | Adidas Olympic Launch | TBWA\China | Shanghai |
| Sony Playstation | Guide Dog | TBWA\ESPANA | Madrid |
| BC Lottery Corporation | Rainbow Billboard | TBWA\Vancouver | Vancouver |
| Nationwide Insurance | Coops Paint Wallscape | TM Advertising | Dallas |
| Craftsman | Skeleton | Y&R Chicago | Chicago |

2008 ONE SHOW SHORTLIST

4B: OUTDOOR - CAMPAIGN

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|---------------------------------|------------------------------------|--|------------------|
| Sao Paulo Alpargatas | Havaianas | AlmapBBDO | Sao Paulo |
| Braun | Exact Series | BBDO Germany | Duesseldorf |
| BBC World | BBC Cables Campaign | BBDO New York | New York |
| Havaianas | Wall Mural Campaign | BBDO New York | New York |
| FedEx/Kinko's | Grand Opening Guerrilla Campaign | BBDO New York | New York |
| Aigle | Reintroduction of Man into nature | BETC Euro RSCG | Paris |
| MINI | MINI Clubman | Butler, Shine, Stern & Partners | Sausalito |
| Starburst Lollipops | Full On Campaign | Clemenger BBDO Melbourne | Melbourne |
| Bonafide | Bonafide Campaign | Craverolanis | Buenos Aires |
| Ask.com | China, Jesus, Unabomber | Crispin Porter + Bogusky | Coconut Grove |
| Coke Zero | Sue Ourselves | Crispin Porter + Bogusky | Coconut Grove |
| Miller High Life | Water, Latte, Gas, Puggle, Popcorn | Crispin Porter + Bogusky | Coconut Grove |
| Volkswagen | Misery, Woe, Cynicism | Crispin Porter + Bogusky | Coconut Grove |
| SKY Television | Sky Variety | DDB | Auckland |
| Kompania Piwowarska Tyskie beer | Export Story | DDB | Warsaw |
| Pepsico International | Washing Basins | DDB Guoan Shanghai | Shanghai |
| Wrigley's | Gum By Numbers | DDB Sydney | Ultimo |
| Bostik Singapore Pte | Blu Tack Sculptures | DDB Worldwide | Singapore |
| Purex | Pasta/Blueberries/Grass | Energy BBDO | Chicago |
| Reckitt Benckiser | Drain | Euro RSCG India | Gurgaon |
| Nationalencyclopedia | NE | Forsman & Bodenfors | Gothenburg |
| Daimler | Heaven on Earth | Jung von Matt | Hamburg |
| Swiss Federal Railways SBB | Timetable Switch | Jung von Matt | Zurich |
| Johnson & Johnson | No Pain | KNSK Werbeagentur | Hamburg |
| Finetra | Nightmares | Krieg, Schlupp, Buerge / Spr. & Jacoby | Zurich |
| Nintendo | Nintendo Wii Post it | Leo Burnett | Milan |
| Casino Wiesbaden | Slot Machines | Leo Burnett Frankfurt | Frankfurt |
| John Lewis | John Lewis Oxford Street Foodhall | LOWE | London |
| Saab | Dealership Posters | Lowe New York | New York |
| Museum of Sex | Museum of Sex Posters | Lowe New York | New York |
| IKEA Deutschland | Floor Plans | Lukas Lindemann Rosinski | Hamburg |
| Camper | Boxes Campaign | Madre | Buenos Aires |
| Fantasia Flowers | More Beautiful | McCann Erickson Geneva | Geneva |
| QLFA | Styled by QLFA | McCann Erickson Japan | Tokyo |
| Zyklus Cadila | Sugar Free Ants Campaign | Rediffusion DY & R | Bangalore |
| E.U.T. Marketing | Wonderbra 3D | Saatchi & Saatchi | Singapore |
| Procter & Gamble / Tide Ultra | Stains don't stand a chance | Saatchi & Saatchi New York | New York |
| Groupe E | Plugs | Saatchi & Saatchi Simko | Carouge / Geneva |
| Jobsintown.de | The Wrong Working Environment | Scholz & Friends | Berlin |
| SONAX & KG | Xtreme car-polish | Serviceplan Munich / Hamburg | Munich |
| Leica | Leica "Optical Zoom" | Young & Rubicam Switzerland | Gockhausen |

5A: TRADE MAGAZINE: FULL PAGE OR SPREAD - SINGLE

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|--------------------|-----------------|------------------------|-------------|
| DDB Worldwide | Art Director | DDB Worldwide | Singapore |
| DDB Worldwide | Suit | DDB Worldwide | Singapore |
| St. Paul Travelers | Bear in Kitchen | Fallon | Minneapolis |
| Photolibrary | Tan | TBWA\Tequila Singapore | Singapore |

5B: TRADE MAGAZINE: FULL PAGE OR SPREAD - CAMPAIGN

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|--|--------------------------|------------------|-------------|
| Schutt | Bam/Smack/Pow Campaign | Carmichael Lynch | Minneapolis |
| St. Paul Travelers | Travelers 3 | Fallon | Minneapolis |
| Chicago Cubs | Chicago Cubs Trade Print | Jones | Chicago |
| YoungGuns International Advertising Awards | YoungGuns Print Campaign | TAXI Canada | Toronto |

2008 ONE SHOW SHORTLIST

6A: COLLATERAL: P.O.P. AND IN-STORE - SINGLE

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|-----------------------------|---|----------------------------------|---------------|
| Museum of Childhood | Space Rocket Stickers | Abbott Mead Vickers BBDO | London |
| Volkswagen | Golf, now with tracking system as standard. | AlmapBBDO | Sao Paulo |
| Mulberry Road | You're Ugly | Arnold Worldwide | Boston |
| Dr. Karel Ginsberg | Inflatable business card | Atletico Berlin | Dusseldorf |
| ICI Dulux | Holi | BBDO Singapore | Singapore |
| BMW Malaysia | Blue Speedlines | BBDO/Proximity Malaysia | Kuala Lumpur |
| Mars Malaysia | Runner | BBDO/Proximity Malaysia | Kuala Lumpur |
| Columbia Sportswear | Taxidermy TV POS Poster | Borders Perrin Norrander | Portland |
| MINI | Field Guide to Good Motoring | Butler, Shine, Stern & Partners | Sausalito |
| Rapala | Hypnotize | Carmichael Lynch | Minneapolis |
| Supor | Fish | CC&E Shanghai | Guangzhou |
| Bonafide | Motorhome | Craverolanis | Buenos Aires |
| Bonafide | Security | Craverolanis | Buenos Aires |
| Sony Malaysia | Take Away | Creative Juice\SIL | Kuala Lumpur |
| Stihl Australia | Maze | CumminsNitro | Melbourne |
| SSL - Durex | Brunette | DDB | Auckland |
| Honda | Engines | DDB | Johannesburg |
| Premiere Fernsehen | Room 666 | DDB Berlin | Berlin |
| Richmond Centre | Jacket Fight | DDB Canada | Vancouver |
| Richmond Centre | Shoe Fight | DDB Canada | Vancouver |
| Harvey Nichols Summer Sale | Boxing Helmet | DDB London | London |
| Philips | Lightbulb Dispenser | DDB London | London |
| Isuzu Malaysia Sdn Bhd | Cargo Space | DraftFCB Malaysia | Kuala Lumpur |
| Fiat | Sunroof | Giovanni + DraftFCB | Sao Paulo |
| Vaseline | Vaseline Braille, Shelf Talker | Ira Norris | Singapore |
| Sweets From Heaven | Poodle | Ireland/Davenport | Johannesburg |
| Cape Union Mart | Cape Union Mart Sandcastle Windows | King James RSVP | Cape Town |
| Beauty Factors Marketing | Bus-Stop | Leo Burnett | Bangkok |
| Clima Bicycle Lock | Yellow | Leo Burnett | Bangkok |
| Clima Bicycle Lock | Orange | Leo Burnett | Bangkok |
| Museum of Sex | \$8.99 a Minute | Lowe New York | New York |
| McKee Wallwork Cleveland | Atomic Invites - Contacts | McKee Wallwork Cleveland | Albuquerque |
| KFC | X Ray | Ogilvy & Mather | Gurgaon |
| Healthy Options | Parachute | Ogilvy & Mather | Hong Kong |
| Carrefour Malaysia | Flasher Flood | Ogilvy Malaysia | Kuala Lumpur |
| Fizzique Gym | Slim | Publicis Ambience | Mumbai |
| ACP Magazine | "Risks" | Saatchi & Saatchi | Petaling Jaya |
| Method | Humanifesto | TBWA\Chiat\Day | Los Angeles |
| Nissan Interstar | Warehouses | TBWA\Hunt\Lascais - Johannesburg | Sandton |
| Lexus | Actively Safe Pop-Up Book | Team One | El Segundo |
| Craftsman | Skeleton | Y&R Chicago | Chicago |
| Miramax / Buenavista Espana | Laser | Zapping/M&C Saatchi | Madrid |

6B: COLLATERAL: P.O.P. AND IN-STORE - CAMPAIGN

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|---|---|---------------------------------|----------------------|
| Maglite | Failing Ethics/ Revenge/ Unequal Love | BBDO Bangkok | Bangkok |
| ZIPLOC | Orange/ Melon/ Onion/ Soybean/ Cackle | BBDO Bangkok | Bangkok |
| ICI Dulux | ICI Dulux Campaign | BBDO Singapore | Singapore |
| Supor | Cut | CC&E Shanghai | Guangzhou |
| Nike / MLB | United Countries of Baseball - Country Maps | Cole & Weber United | Seattle |
| 42 Below | 42 Below | davidandgoliath | El Segundo |
| Pure Digital | Mino | DDB | San Francisco |
| Richmond Centre | Church / Wedding Ring / Tree | DDB Canada | Vancouver |
| Strategy Magazine's Social Respons. Forum | Earth / Polar Bear / Bulldozer / Factory | DDB Canada | Vancouver |
| Volkswagen Commercial Vehicles | Risk | DDB Paris | Paris |
| Plastik | Plastik Campaign | F/Nazca Saatchi & Saatchi | Sao Paulo |
| Nestle Purina Friskies | Chase | FP7 (Fortune Promoseven McCann) | Doha |
| Match-Box / TOYS R US | Muddy 4 X 4 | FP7 (Fortune Promoseven McCann) | Doha |
| Australasian Masters Games | Just do what you can | JWT | Sydney |
| i-Brew | Only 2.9% Alcohol | JWT Singapore | Singapore |
| Clima Bicycle Lock | Clima | Leo Burnett | Bangkok |
| Zoo Records | Reverse | Leo Burnett | Quarry Bay |
| Polo Enterprises Australia | The Brave and the Beautiful | M & C Saatchi | Sydney |
| SSL Durex | Scissors/Seesaw/Wheel Barrow | Ogilvy Singapore/RedCard | Singapore |
| Lumina | "Cupid"/"Snow White"/"Concubine"/"Tarzan" | Saatchi & Saatchi | Petaling Jaya |
| Sony Playstation | Postcards & Look up | TBWA\ESPANA | Madrid |
| Mapa Spontex | Sensitive hands campaign | TBWA\Paris | Boulogne-Billancourt |
| NJP Tonstudio | NJP "The sound makes the film" | Young & Rubicam Switzerland | Gockhausen |

2008 ONE SHOW SHORTLIST



6C: COLLATERAL: POSTERS - SINGLE

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|---|--|--------------------------------------|---------------|
| Volkswagen | If you were in a Jetta... | AlmapBBDO | Sao Paulo |
| Mars Snack Food US Snickers Marathon | Backseat Pilates | BBDO New York | New York |
| Zippo Manufacturing | Zippo Pocket Lighter 3 | Blattner Brunner | Pittsburgh |
| Burger King UK | Burger Buddies | Crispin Porter + Bogusky | Coconut Grove |
| International Surfing Museum | Giants | DRAFTFCB | Park Ridge |
| Tiger Brands / Panado | Barbie | Draftfcb Johannesburg | Johannesburg |
| Citroin Deutschland | Opera | Euro RSCG Duesseldorf | Duesseldorf |
| Ajinomoto | Say bye to the cold winter with Knorr Cup Soup. | Hakuhodo | Tokyo |
| Muf - Comics National Museum | Nativity | J. Walter Thompson Italia | Milan |
| Muf - Comics National Museum | Scream | J. Walter Thompson Italia | Milan |
| Century Travel | Town | JWT Spain | Barcelona |
| Media Books | Fat | Leo Burnett | Lisbon |
| Luxor Writing Instruments | Charlie | Leo Burnett India | Mumbai |
| Luxor Writing Instruments | Hitler | Leo Burnett India | Mumbai |
| Mediacorp Publishing | FHM - Miss January | McCann Worldgroup | Singapore |
| Mediacorp Publishing | FHM - Miss February | McCann Worldgroup | Singapore |
| Ford Motor Company / Volvo | Ambulance | Ogilvy & Mather | Mexico |
| Duracell | Illusion II | Ogilvy & Mather | Mexico |
| Mattel Mexico / Hot Wheels | Hip Hop | Ogilvy & Mather | Mexico |
| International World of Comedy Film Festival | So a Priest, a Rabbi and a Scotsman.... | Ogilvy & Mather | Toronto |
| Mercedes-Benz | The Restless Soul - Marker Pen | Ogilvy & Mather Advertising Taiwan | Taipei |
| PX Mart | Rumor - Chewing Gum | Ogilvy & Mather Advertising Taiwan | Taipei |
| Amway India | The Birds | Rediffusion DYR | Gurgaon |
| Procter & Gamble | Facelift | Saatchi & Saatchi South Africa | Johannesburg |
| Zhejiang Rongshi Enterprise | Vampire | Shanghai Ogilvy & Mather Advertising | Shanghai |
| Zhejiang Rongshi Enterprise | Ghoul | Shanghai Ogilvy & Mather Advertising | Shanghai |
| Beiersdorf Middle East | Sandcastle | TBWA\RAAD Dubai | Dubai |
| Harmonix | "Look Out Honey" Rock Band Poster and Belly Band | VICE / VIRTUE | Brooklyn |

6D: COLLATERAL: POSTERS - CAMPAIGN

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|-------------------------------------|---|--------------------------------------|---------------|
| Posten | DM that changed the world | ≈kestam Holst | Stockholm |
| Sao Paulo Alpargatas | Havaianas Slim | AlmapBBDO | Sao Paulo |
| Sao Paulo Alpargatas | Havaianas Import | AlmapBBDO | Sao Paulo |
| ESPN | The Blunt Facts/Half a Fan/Fanhood | Arnold Worldwide | Boston |
| Ray Ban | Sundance Rock Bar Posters | Cutwater | San Francisco |
| Barber AZUSA | Poster of Azusa Hair Salon | E. Co. | Tokyo |
| ANJ National Newspaper Association | ANJ Campaign | F/Nazca Saatchi & Saatchi | Sao Paulo |
| Bayer | Chilling | FP? [Fortune Promoseven McCann] | Doha |
| Sony Playstation Medal of Honor | For Real | FP? [Fortune Promoseven McCann] | Doha |
| Huffington Post | Huffington Post Posters | Goodby, Silverstein & Partners | San Francisco |
| Media Books | Books give you answers | Leo Burnett | Lisbon |
| Ogawa Electric | Inside out | Lowe Limited Bangkok | Bangkok |
| Mediacorp Publishing | FHM - Miss January / Miss February / Miss March | McCann Worldgroup (Singapore) Pte | Singapore |
| Ford Motor Company/Volvo | Glasses | Ogilvy & Mather | Mexico |
| Duracell | Illusions | Ogilvy & Mather | Mexico |
| DStv | Repeats | Ogilvy Johannesburg | Johannesburg |
| Zhejiang Rongshi Enterprise , | Zombie/Vampire/Ghoul | Shanghai Ogilvy & Mather Advertising | Shanghai |
| Minneapolis College of Art & Design | How You Put It Together | The Martin Agency | Richmond |
| The Great Basin Blues Festival | Idaho Blues Posters | The Richards Group | Dallas |
| Glaxo Smith Kline | Stomach | Vikash Chemjong | Gurgaon |

6E: COLLATERAL PROMOTION (AGENCIES CREATING WORK FOR INDIV.)

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|----------------------------------|--|-----------------------|-------------|
| Egmont Cultfish Media | FHM promotion "Floor Mirror" | .start | Munich |
| smart MBVD | The smart petrol can | BBDO Germany | Duesseldorf |
| smart MBVD | Test Drive-Glasses | BBDO Germany | Duesseldorf |
| The National Bank of New Zealand | Radio Pillow | Clemenger BBDO | Wellington |
| Helena Aires | Proofreader Pencil | Giovanni + DraftFCB | Sao Paulo |
| Honda | Green Letter | Inferno, London | London |
| IKEA Deutschland | The BEST≈-Cube | Jung von Matt | Hamburg |
| IKEA Deutschland | The 3-D Cover | Jung von Matt | Hamburg |
| TW1 Your Weather Channel | Umbrellas | Jung von Matt | Hamburg |
| UNICEF Deutschland | The UNICEF Landmine Stickers | Leo Burnett Frankfurt | Frankfurt |
| ACT | Matchbox | NEOGAMA/BBH | Sao Paulo |
| Biffar Doors Germany | Biffar Doors "Crime Scene Seal" Promotion | Ogilvy Frankfurt | Frankfurt |
| Zurich Versicherungen | Scratched Cars | Publicis Frankfurt | Frankfurt |
| Magicshop Zurich | How-the-heck-did-this-card-get-into-my-pocket? | Scholz & Friends | Zurich |

2008 ONE SHOW SHORTLIST

6F: COLLATERAL: SELF-PROMOTION (AGENCIES OR INDIVIDUALS)

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|---------------------|----------------------------|--------------------------------|---------------|
| Positive Thinking | Harvard T-Shirt | BBDO New York | New York |
| Positive Thinking | 1/8 Full | BBDO New York | New York |
| BooneOakley | Abe The Honest Bunny | BooneOakley | Charlotte |
| Hyundai | Hyundai Genesis Launch Kit | Goodby, Silverstein & Partners | San Francisco |
| King James | Remember Book | King James | Cape Town |
| Shackleton | iJam | Shackleton | Madrid |
| TBWA \ Asia Pacific | The Book | TBWA\Asia Pacific | Singapore |
| Self promotion | Uninternship—Hand-stitched | TBWA\Hong Kong Limited | Hong Kong |
| Wieden+Kennedy | People We Don't Sleep With | Wieden+Kennedy | Portland |

7A: PUBLIC SERVICE/POLITICAL PRINT: NEWSPAPER OR MAGAZINE - SINGLE

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|--|------------------------------------|---------------------------------|----------------------|
| Museum of Childhood | Barbie | Abbott Mead Vickers BBDO | London |
| Museum of Childhood | Grey Skull | Abbott Mead Vickers BBDO | London |
| Museum of Childhood | Robot | Abbott Mead Vickers BBDO | London |
| American Legacy Foundation | Two-Faced | Arnold Worldwide | Boston |
| American Legacy Foundation | Plant | Arnold Worldwide | Boston |
| Eternal Flame Foundation | Poppy Appeal 'Ted' | Clemenger BBDO Sydney | Sydney |
| Canadian Blood Services | Enter | DDB Canada, Toronto | Toronto |
| Canadian Blood Services | 18 Lives | DDB Canada, Toronto | Toronto |
| Canadian Blood Services | 3 Lives | DDB Canada, Toronto | Toronto |
| World Wild Life Fund | Penguin | DRAFTFCB | Toronto |
| Thai Health Promotion Foundation | Kid | Euro RSCG | Bangkok |
| WWF / EWS | Overfishing | JWT Dubai | Dubai |
| Cruz Roja Mexicana | Before / After | JWT Mexico | Mexico City |
| Greenpeace | Not Me | Leo Burnett | Chicago |
| The Akatu Institute for Conscious Consump. | Frog | Leo Burnett | Sao Paulo |
| The Akatu Institute for Conscious Consump. | Promotions | Leo Burnett | Sao Paulo |
| Toronto Humane Society | Adopt A New Life - "Outside" | Leo Burnett | Toronto |
| The British Council | Cow | M & C Saatchi | Sydney |
| Salvation Army | Chopper | McCann Erickson Brazil | Sao Paulo |
| WWF Thailand | Tree | Ogilvy & Mather, Thailand | Bangkok |
| WWF | Tiger | Ogilvy Beijing | Beijing |
| OroVerde Rainforest Foundation | OroVerde "Diversity of Species" Ad | Ogilvy Frankfurt | Frankfurt |
| Habitat for Humanity | Blanket | Ogilvy Singapore/RedCard | Singapore |
| Thai SPCA | Thai SPCA - Walkies | Saatchi & Saatchi | Singapore |
| Volunteer Wildfire Services | One Cigarette | Saatchi & Saatchi South Africa | Johannesburg |
| Christian Aid | Sorry | SHOP | London |
| TAXI Vancouver | Donation | TAXI Canada Inc | Toronto |
| Kennedy Museum | Roller Coaster | The Martin Agency | Richmond |
| Canadian Red Cross | Wave | Trigger Communications & Design | Calgary |
| Surfrider Foundation | The Glove | Young & Rubicam France | Boulogne-Billancourt |

7B: PUBLIC SERVICE/POLITICAL PRINT: NEWSPAPER OR MAGAZINE - CAMPAIGN

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|------------------------------------|----------------------------------|---------------------------|---------------|
| Kids Ccompany | Kids Company | Abbott Mead Vickers BBDO | London |
| Greenpeace | Climate Change. | AlmapBBDO | Sao Paulo |
| Escola Panamericana de Arte | Not for just for any idea | AlmapBBDO | Sao Paulo |
| American Legacy Foundation | Two-Faced/Plant/Polonium | Arnold Worldwide | Boston |
| NYU Child Study Center | Ransom Campaign | BBDO New York | New York |
| Unimed | Cigars Campaign | F/Nazca Saatchi & Saatchi | Sao Paulo |
| Hospital Alemo Oswaldo Cruz | Names | Giovanni + DraftFCB | Sao Paulo |
| Independent Newspapers | AIDS Stats | King James | Cape Town |
| Toronto Humane Society | Adopt A New Life | Leo Burnett | Toronto |
| Commonwealth War Graves Commission | Reunions | Lowe Singapore | Singapore |
| Adesf | Home | NEOGAMA/BBH | Sao Paulo |
| ORBO | Donate | Ogilvy & Mather | Gurgaon |
| WWF | Tiger, Elephant, Turtle Campaign | Ogilvy Beijing | Beijing |
| SPCA Malaysia | "Couch"/"Car Wash"/"Street" | Saatchi & Saatchi | Petaling Jaya |
| Thai SPCA | Thai SPCA | Saatchi & Saatchi | Singapore |
| Staatliches Museum for Naturkunde | The Family Tree Campaign | Scholz & Friends | Berlin |

2008 ONE SHOW SHORTLIST

7C: PUBLIC SERVICE/POLITICAL PRINT: OUTDOOR AND POSTERS - SINGLE

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|--------------------------------------|--|--------------------------------------|--------------|
| Zoo Salzburg | More than Zebras | .start | Munich |
| The Samaritans | Falling Apart: Family | Abbott Mead Vickers BBDO | London |
| Museum of Childhood | Barbie | Abbott Mead Vickers BBDO | London |
| Thai Red Cross Organ Donation Center | Red Cross | BBDO Bangkok | Bangkok |
| Gettyimages | Male Wild Eater | BBDO China | Shanghai |
| San Francisco Zoo | Giraffe | BBDO West | California |
| Shelter Home For Children | Animals | BBDO/Proximity Malaysia | Kuala Lumpur |
| Roy Castle | Shotgun | CHI & Partners | London |
| L.A. County Public Health | Wash Your Hands: Phone Pad "Flu" | DDB | Venice |
| NSW Police Force | Headphones Can Kill - Death before Disco | DDB Sydney Pty Limited | Ultimo |
| International Surfing Museum | "Giants" | DRAFTFCB | Park Ridge |
| International Surfing Museum | "Jesus" | DRAFTFCB | Park Ridge |
| International Surfing Museum | "Duke" | DRAFTFCB | Park Ridge |
| Greenpeace | Hourglass | DRAFTFCB KOBZA | Vienna |
| Deutsche Oper am Rhein | Summer Break | Grey Worldwide | Duesseldorf |
| Tanzhaus NRW | First Aid | Grey Worldwide | Duesseldorf |
| Taste of 4th Avenue Jazz Festival | Crosswalk | Intermark Group | Birmingham |
| Friends of the Earth | The Sticky Poster | JWT HK | Hong Kong |
| Greenpeace | Not Me | Leo Burnett | Chicago |
| Toronto Humane Society | Adopt A New Life - "Nine" | Leo Burnett | Toronto |
| J. Paul Getty Trust / Getty Museum | Birds | M&C Saatchi | Santa Monica |
| Dietitians of Canada | Donuts | MacLaren McCann Canada | Calgary |
| The Office of Road Safety | Rob's Motel | Marketforce | West Perth |
| MAM - Rio Museum of Modern Art | Painting | McCann Erickson Brazil | Sao Paulo |
| New Mexico Teen Pregnancy Coalition | Teen Pregnancy Bike | McKee Wallwork Cleveland | Albuquerque |
| WWF Thailand | Tree | Ogilvy & Mather, Thailand | Bangkok |
| Dallas Museum of Art | Van Gogh | Publicis Mid America | Dallas |
| LA Animal Services | Creepy | Riester | Phoenix |
| Amnesty International | Laser | Ruiz Nicoli Lineas | Madrid |
| Pedestrian Council of Australia | Prison Food | Saatchi & Saatchi Australia | Sydney |
| AMNESTY INTERNATIONAL | Alphabets | Saatchi & Saatchi Vietnam | Ho Chi Minh |
| Family Violence Partnership | Closet | SERVE | Milwaukee |
| Unicef | Wall | Shanghai Ogilvy & Mather Advertising | Shanghai |
| Unicef | Bus Stop | Shanghai Ogilvy & Mather Advertising | Shanghai |
| Unicef | Staircase | Shanghai Ogilvy & Mather Advertising | Shanghai |
| Witness Against Torture | Prison Cell | TBWA\RAAD Dubai | Dubai |

7D: PUBLIC SERVICE/POLITICAL PRINT: OUTDOOR AND POSTERS - CAMPAIGN

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|---|----------------------------------|--------------------------------------|--------------|
| THE SAMARITANS | Falling Apart | Abbott Mead Vickers BBDO | London |
| American Legacy Foundation | Two-Faced/Plant/Polonium | Arnold Worldwide | Boston |
| World Wide Fund | Evolution | BBH China | Shanghai |
| International Surfing Museum | Surfing Campaign | DRAFTFCB | Park Ridge |
| NEW MUSUEM | Subway | Droga5 | New York |
| WWF Japan | Population by pixel | Hakuhodo C&D | Tokyo |
| Unifem | Unifem | Ira Norris | Singapore |
| Bischoefliches Hilfswerk Misereor e.V. | Collateral damage | Kolle Rebbe Werbeagentur | Hamburg |
| Greenpeace | Greenpeace Print Campaign | Leo Burnett | Chicago |
| Florida Coalition Against Human Trafficking | Neons | Marca | Miami Beach |
| The Office of Road Safety | ORS Rob's Motel/Steve's Motel... | Marketforce | West Perth |
| Global Environment Organization | Doomsday | McCann Erickson | Kuala Lumpur |
| Manitoba Hydr | Know your Hydro | McKim Cringan George | Winnipeg |
| WWF | Target Practice | Ogilvy Beijing | Beijing |
| Ronald McDonald House of Chapel Hill | Ronald McDonald House Posters | Ogilvy Durhan | Cary |
| Cordaid Mensen in Nood (Cord. Pple in Need) | Small change, big difference | Saatchi & Saatchi Amsterdam | Amstelveen |
| Unicef | Invisible Child | Shanghai Ogilvy & Mather Advertising | Shanghai |

7E: PUB. SERVICE/POL. PRINT: COLLATERAL (BROCH./DIRECT MAIL) - SINGLE

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|--|--------------------|----------------------|------------|
| Arche Berlin (child aid organization) | Bag for more | Atletico Berlin | Dusseldorf |
| Children of The World | Help Me Read This | Contract Advertising | New Delhi |
| The Power Plant Contemporary Art Gallery | What the Hell | GREY Canada | Toronto |
| Red Cross Air Mercy Services | Wish you were here | JWT South Africa | Cape Town |
| Udyaan Care | Box | Ogilvy & Mather | Gurgaon |
| Mackenzie University | Pencil | Publicis Brasil | Sao Paulo |
| Trillion for Lebanon | Tears in Lebanon | TBWA\RAAD Dubai | Dubai |

2008 ONE SHOW SHORTLIST

7F: PUB. SERVICE/POL. PRINT: COLLATERAL (BROCH./DIRECT MAIL) - CAMPAIGN

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|--|----------------------------|----------------------------|----------|
| Wild Bird Society of Japan | Voices of Endangered Birds | Beacon Communications k.k. | Tokyo |
| The Power Plant Contemporary Art Gallery | Power Plant Campaign | Grey Canada | Toronto |
| New Directions | Missing Letters | Saatchi & Saatchi LA | Torrance |

7I: PUBLIC SERVICE/POLITICAL TELEVISION - SINGLE

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|---|---------------------|---------------------------------|----------------------|
| WSIB | Top Chef | @radical.media | New York |
| Ad Council | Bus Stop | 22squared | Atlanta |
| CHOICE FM | Kill the Gun | Abbott Mead Vickers BBDO | London |
| FOCUS 12 | No Such Thing | Abbott Mead Vickers BBDO | London |
| Greenpeace | Changes | AlmapBBDO | Sao Paulo |
| American Legacy Foundation | Actor Interview | Arnold Worldwide | Boston |
| Amnesty International | Signatures | Curious Pictures | New York |
| Greenpeace | It's not too late | DDB Paris | Paris |
| Cure for Life Foundation | Birthday Cards | DDB Sydney | Ultimo |
| Cure for Life Foundation | Birthday Card | Filmgraphics Productions | Naremburn |
| Warchild Canada | Camp Okutta | John St. Advertising | Toronto |
| MTV Foundation | Good Business Guide | JWT | London |
| Oslo Public Transport | Big Bus | Kitchen Leo Burnett | Oslo |
| Oregon Coast Aquarium | I Wanna Go | Leopold Ketel & Partners | Portland |
| Dorina Nowill Foundation For The Blind | Dots | McCann Erickson Brazil | Sao Paulo |
| Edge | Wrong Direction | Miles Calcraft Briginshaw Duffy | London |
| Epuron / German Ministry for the Environ. | Power of Wind | Nordpol+ Hamburg | Hamburg |
| National Council Against Smoking | Smoking Baby | Picture Tree | Johannesburg |
| YWCA | Paper | Rethink | Vancouver |
| Science World | Autopilots | Rethink | Vancouver |
| Amnesty International | Signatures | TBWA\Paris | Boulogne-Billancourt |
| Amnesty International | Channel Hop | Walker | Zurich |
| Amnesty International | Channel Hop | Walker | Zurich |
| Special Olympics | The Office | Whybin TBWA | Sydney |

7J: PUBLIC SERVICE/POLITICAL TELEVISION - CAMPAIGN

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|------------------------|------------------|-------------|---------|
| Toronto Humane Society | Adopt A New Life | Leo Burnett | Toronto |

9A: TELEVISION: OVER :30 - SINGLE

| CLIENT | CLIENT | CLIENT | CLIENT |
|--------------------------|---------------------|---------------------------------|---------------|
| Southeast Toyota | Anthem | 22squared | Atlanta |
| Microsoft Zune | Masks | 72andSunny | El Segundo |
| Nike+ | Big Man | 72andSunny | El Segundo |
| Nike | Leave Nothing | Alturas Films | Santa Monica |
| Nike | The Plan | Alturas Films | Santa Monica |
| Folksam | Boardroom | ANR BBDO | Stockholm |
| Audi | Construction | Bartle Bogle Hegarty | London |
| Levi's | Dangerous Liaison | Bartle Bogle Hegarty | London |
| eBay | Dog Race | BBDO New York | New York |
| Havaianas | Library | BBDO New York | New York |
| HBO | Diner | BBDO New York | New York |
| HBO | Surprise | BBDO New York | New York |
| Monster.com | Legs | BBDO New York | New York |
| Monster.com | Stork | BBDO New York | New York |
| Pepsi/Pepsi | Magnetic Attraction | BBDO New York | New York |
| Vaseline | Sea | BBH New York | New York |
| Nike | "Long Time Coming" | Bethany MacMillan | New York |
| MINI | Dueling MINI | Butler, Shine, Stern & Partners | Sausalito |
| Sundek | Rage | Callegari Berville Grey | Paris |
| Burger King | Rut Cracker | Crispin Porter + Bogusky | Coconut Grove |
| Sprite | Sublymonal at Home | Crispin Porter + Bogusky | Coconut Grove |
| Kia Motors | Pins | davidandgoliath | El Segundo |
| Kia Motors | Maniac | davidandgoliath | El Segundo |
| New Zealand Lotteries | Old Flame | DDB | Auckland |
| Pine Sol | Life Raft | DDB | San Francisco |
| Anheuser Busch | Dude | DDB Chicago | Chicago |
| Unilever Marmite Squeezy | Paddington | DDB London | London |

2008 ONE SHOW SHORTLIST

9A: TELEVISION: OVER :30 - SINGLE (CONT.)

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|---|--------------------------------|--------------------------------------|----------------------|
| Volkswagen Bluemotion | Bags | DDB London | London |
| Bouygues Telecom | Creation of the list | DDB Paris | Paris |
| EnterCard | Impulses | DDB Stockholm | Stockholm |
| Skoda Sweden | How safe is your workplace? | DDB Stockholm | Stockholm |
| Wrigley's | Long Live the Bubble | DDB Sydney | Ultimo |
| Calpis | The Kind Boy | DENTSU | Tokyo |
| Morinaga | Non-blinking Woman | DENTSU | Tokyo |
| SECOM | The Big Test | DENTSU | Tokyo |
| Lifesavers | We Are Sweet | Energy BBDO | Chicago |
| Orange | Belonging | Fallon London | London |
| Sony Bravia | Play-Doh | Fallon London | London |
| Skoda Fabia | Cake | Fallon London | London |
| Cadbury's Dairy Milk | Gorilla | Fallon London | London |
| Comcast | FearNet | Goodby, Silverstein and Partners | San Francisco |
| DEVK insurance | Bicycle | Grabarz & Partner Werbeagentur | Hamburg |
| Sylvania | Picnic | Jeh United | Bangkok |
| IKEA Deutschland | Dream | Jung von Matt | Hamburg |
| Kimberly Clark | Old Couple | JWT HK | Hong Kong |
| Ford China | Tetris | JWT Shanghai | Shanghai |
| Skeive Dager | Gay Week | Kitchen Leo Burnett | Oslo |
| Adidas | Rugby 2007 | Knucklehead | London |
| Hoodiny / Cyloop | Horse | la comunidad | Miami Beach |
| Hallmark | First Card | Leo Burnett | Chicago |
| Herringbone | Henri's Hands | M & C Saatchi | Sydney |
| Microsoft XBOX Halo 3 | Diorama | McCann Worldgroup SF & T.A.G. | San Francisco |
| MTN | Clap | MetropolitanRepublic/JDR | Johannesburg |
| MTN | Stickies | MetropolitanRepublic/JDR | Johannesburg |
| Milk | Milk "The Straw" | MJZ | Los Angeles |
| Motorola | Motorola "Gimme" | MJZ | Los Angeles |
| Skittles | Skittles "Touch" | MJZ | Los Angeles |
| Coca-Cola | Coca-Cola "It's Mine" | MJZ | Los Angeles |
| Prime Network | Station | NIBANKOHBOH PRODUCTIONS | Tokyo |
| Epuron / German Ministry for the Environ. | Power of Wind | Nordpol+ Hamburg | Hamburg |
| Renault Germany | Ballet | Nordpol+ Hamburg | Hamburg |
| Renault Germany | Collision | Nordpol+ Hamburg | Hamburg |
| The Barbecue Plaza | Ex-girlfriend | Ogilvy & Mather, Thailand | Bangkok |
| The Mail on Sunday Newspaper | "Battle" | Partizan | Hollywood |
| Megane | Neverending Road | Publicis Comunicacion Espana | Madrid |
| Orange | Toys for Grown Ups | Publicis Conseil | Paris |
| The Thai Olympic Fibre Cement | Shakespearean Gecko | Publicis Thailand | Bangkok |
| JC Penney | Magic | Saatchi & Saatchi New York | New York |
| JC Penney | Doodle Heart | Saatchi & Saatchi New York | New York |
| Discovery Channel | In a man's life | Santa Clara | Sao Paulo |
| Pearl River Beer | Three Wishes | Shanghai Ogilvy & Mather Advertising | Shanghai |
| Carling | Out | Sonny | London |
| Adidas Football | Impossible Park Football | TBWA\ Germany | Berlin |
| Skittles | Touch | TBWA\Chiat\Day | New York |
| Absolut | Protest | TBWA\Chiat\Day | New York |
| NISSAN | Skateboard | TBWA\Paris | Boulogne-Billancourt |
| Heineken | Jamaica | The Red Brick Road | London |
| Heineken | Galway | The Red Brick Road | London |
| Nationwide Insurance | Rollin' VIP | TM Advertising | Dallas |
| American Airlines | Team Building | TM Advertising | Dallas |
| Unilever | Airport | Vegaalmosponce | Buenos Aires |
| Unilever | Quake | Vegaalmosponce | Buenos Aires |
| Audi of America | Horsehead | Venables Bell & Partners | San Francisco |
| Procter & Gamble | Hungry Like The Bruce | Wieden+Kennedy | Portland |
| Procter & Gamble | Painted Experience | Wieden+Kennedy | Portland |
| Coca-Cola | Backlot | Wieden+Kennedy | Portland |
| CareerBuilder.com | Self-Help Yourself | Wieden+Kennedy | Portland |
| Nike | "Better Than Me" Lebron | Wieden+Kennedy Tokyo | Tokyo |
| Jordan Brand | Air Jordan XXII - Takeover :60 | Wieden+Kennedy, New York | New York |
| Sony Asia Pacific | Threads | Y&R Singapore | Singapore |
| LCP-Assemble Nationale | President Bush | YOUNG & RUBICAM FRANCE | Boulogne-Billancourt |

2008 ONE SHOW SHORTLIST



9B: TELEVISION: OVER :30 - CAMPAIGN

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|----------------------------|---------------------------------------|----------------------------------|-----------------|
| Adidas International | Impossible Is Nothing | 180 amsterdam | Amsterdam |
| TracFone | NET10 Animations | Druga5 | New York |
| Hewlett Packard | The Computer is Personal Again | Goodby, Silverstein and Partners | San Francisco |
| Maeil Dairy | Banana is Born White | JWT ADventure | Seoul |
| Freixenet | The Key to Reserva | JWT Spain | Barcelona |
| Hoodiny / Cyloop | Artists Don't Live Long | la comunidad | Miami Beach |
| Ask.com | Ask.com | Partizan | Hollywood |
| HBO | It's HBO | RSA Films | Los Angeles |
| Unilever | We're Back Campaign | Vegaolmosponce | Buenos Aires |
| TCM. Turner Classic Movies | The films you should have seen by now | Vitruvio Leo Burnett | Madrid |
| MTV Latinoamerica | Young is nice because you are not old | Young & Rubicam | Capital Federal |

9C: TELEVISION:30/:25 - SINGLE

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|---------------------------------|---------------------------------------|------------------------------------|---------------|
| Heineken USA | The Most Interesting Man in the World | @radical.media | New York |
| Masterfoods (Maltesers) | Nipples | Abbott Mead Vickers BBDO | London |
| Escola Panamericana de Arte | Apple | AlmapBBDO | Sao Paulo |
| Sonic Drive-In | Moustache | Barkley | Kansas City |
| Cingular AT&T | Another Battle | BBDO | North Salem |
| Pepsi-QTG Canada | Elevator Small Talk Tony | BBDO Canada | Toronto |
| FedEx/Kinko's | Coffee | BBDO New York | New York |
| AT&T | 2 Day Rule | BBDO New York | New York |
| AT&T | Vegas | BBDO New York | New York |
| AT&T | Butcher | BBDO New York | New York |
| eBay | Hail Mary | BBDO New York | New York |
| FedEx | Beard | BBDO New York | New York |
| FedEx/FedEx Cup | Conference Call | BBDO New York | New York |
| Perfetti Van Melle (China) | Tongue Twister | BBH China | Shanghai |
| Unilever | Dinner Party | BBH New York | New York |
| Unilever | Supermarket | BBH New York | New York |
| Unilever | Teacher | BBH New York | New York |
| MINI | Pinball | Butler, Shine, Stern & Partners | Sausalito |
| Cartoon Network | Santologia - Vampira | Cartoon Network LA/Boomerang LA | Atlanta |
| MacDonald's | New Guy | Cossette Communication - Marketing | Toronto |
| CareerBuilder | Donuts | Cramer Krasselt | Chicago |
| HBO | Polygarol | Creature | Seattle |
| Burger King | Inner Cowboy | Crispin Porter + Bogusky | Coconut Grove |
| Burger King | Office Cowboys | Crispin Porter + Bogusky | Coconut Grove |
| Burger King | Kick'n Chicken | Crispin Porter + Bogusky | Coconut Grove |
| Burger King | Tiny Hands | Crispin Porter + Bogusky | Coconut Grove |
| Coke Zero | Mike | Crispin Porter + Bogusky | Coconut Grove |
| Sprite | Sumo | Crispin Porter + Bogusky | Coconut Grove |
| Volkswagen | Second Thoughts | Crispin Porter + Bogusky | Coconut Grove |
| Volkswagen | Safety Engineers | Crispin Porter + Bogusky | Coconut Grove |
| Volkswagen | Finance Director | DDB | Auckland |
| Pacific Blue Cross | Elevator | DDB Canada | Vancouver |
| Anheuser Busch | Beware of Dogs | DDB Chicago | Chicago |
| Volkswagen Bluemotion | Bags | DDB London | London |
| Present Cast INC. | News | DENTSU | Tokyo |
| Sports Authority | Holidays | DeVito/Verdi | New York |
| Lifesavers | Muffin Top | Energy BBDO | Chicago |
| Lifesavers | The Affair | Energy BBDO | Chicago |
| Reckitt Benckiser/Clearasil | Auditorium | Euro RSCG Worldwide | New York |
| Reckitt Benckiser/Clearasil | Baby Photos | Euro RSCG Worldwide | New York |
| Reckitt Benckiser/Clearasil | Mom | Euro RSCG Worldwide | New York |
| Holiday Inn | Headphones | Fallon | Minneapolis |
| Holiday Inn | Susans Blog | Fallon | Minneapolis |
| St. Paul Travelers | Risk | Fallon | Minneapolis |
| St. Paul Travelers | Luck | Fallon | Minneapolis |
| Emerald Nuts | Boogeyman | Furlined | Santa Monica |
| Comcast | Fish | Goodby, Silverstein and Partners | San Francisco |
| National Basketball Association | Yao | Goodby, Silverstein and Partners | San Francisco |
| National Basketball Association | Heart | Goodby, Silverstein and Partners | San Francisco |
| Sprint | Multitaskers | Goodby, Silverstein and Partners | San Francisco |
| Hewlett Packard | Gwen Stefani's Say | Goodby, Silverstein and Partners | San Francisco |
| E*Trade | Baby Trading | Grey Worldwide | New York |
| Hungry Man | Napkin | Hal Riney Publicis | San Francisco |

2008 ONE SHOW SHORTLIST

9C: TELEVISION: :30/:25 - SINGLE (CONT.)

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|---|-------------------------|-----------------------------|---------------|
| Dunkin' Donuts | Waffle Sandwich | Hill Holliday | Boston |
| McDonald's | Lasik | Hoffman/Lewis | St. Louis |
| Domino's | Domino's Moustache :30 | JWT | New York |
| Domino's | Domino's Rope V2 :30 | JWT | New York |
| Thrifty | Birthday Girl | JWT | Sydney |
| Mendez & / Heineken Premium Light | Hand | JWT San Juan | San Juan |
| Kellogg's | Construction | Leo Burnett | Chicago |
| William Wrigley Jr. Company | Banana Hands | Leo Burnett | Chicago |
| William Wrigley Jr. Company | Australian Doubleback | Leo Burnett | Chicago |
| BMW 3 Series | Don't trust advertising | MAB, Berlin | Berlin |
| Labatt | Trout | McCann Erickson | New York |
| Reebok | HandShake | McGarrybowen | New York |
| Carl's Jr. | Schooled/Girl | Mendelsohn Zien Advertising | Los Angeles |
| Skittles | Skittles "Stable" | MJZ | Los Angeles |
| Old Spice | Old Spice "Foam" | MJZ | Los Angeles |
| Alfine | Best Friend's Mother | Ogilvy & Mather Japan | Shibuya-ku |
| Washington's Lottery | Keith | Publicis In The West | Seattle |
| Las Vegas Convention and Visitors Authority | Fortune Teller | R&R Partners | Las Vegas |
| BC Lions | Airplane | Rethink | Vancouver |
| Procter & Gamble/Tide-to-Go | Interview | Saatchi & Saatchi New York | New York |
| General Mills Inc./Pillsbury | Egg | Saatchi & Saatchi New York | New York |
| Jack in the Box | "Crashes" | Secret Weapon Marketing | Van Nuys |
| Snickers | Mechanics | Smith and Sons Films | London |
| Lexus | Pop Up Book | Smuggler | Los Angeles |
| PlayStation | Shrink Ray | TBWA\Chiat\Day | Los Angeles |
| Pedigree | Mary Grace | TBWA\Chiat\Day | Los Angeles |
| Hillshire Farm | Go Sausage! | TBWA\Chiat\Day | Los Angeles |
| Skittles | Stable | TBWA\Chiat\Day | New York |
| Starburst | Bus Station | TBWA\Chiat\Day | New York |
| Snickers | Trashcan | TBWA\Chiat\Day | New York |
| Lexus | Hospital | Team One | El Segundo |
| GEICO | Beverly Hillbillies | The Martin Agency | Richmond |
| Johnson Motors | Wiggle | The Martin Agency | Richmond |
| TLC | Mother/Daughter | The Martin Agency | Richmond |
| Schneider Weise | Dream | Trio Group | Mannheim |
| USA Network | Logo - L&O: CI | USA Network | New York |
| Audi of America | Split Seconds | Venables Bell & Partners | San Francisco |
| HBO Video | Lives On | Venables Bell & Partners | San Francisco |
| HBO Video | Football for Women | Venables Bell & Partners | San Francisco |
| Procter & Gamble | Foam | Wieden+Kennedy | Portland |
| Starbucks | Window Washer | Wieden+Kennedy | Portland |
| Nike | Nike+ 'Not a Runner' | Wieden+Kennedy Amsterdam | Amsterdam |
| Sears Kenmore | Steam | Y&R Chicago | Chicago |
| Corus Entertainment - SCREAM TV | Comfeze | Zig | Toronto |

9D: TELEVISION:30/:25 - CAMPAIGN

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|-----------------------------|--------------------------------------|----------------------------------|---------------|
| Sonic Drive-In | Wallpaper/Moustache/Neighbors | Barkley | Kansas City |
| FedEx/FedEx Cup | FedEx Cup TV Campaign | BBDO New York | New York |
| AT&T | Dropped Calls TV Campaign | BBDO New York | New York |
| CareerBuilder | Jungle, Inc. | Cramer Krasselt | Chicago |
| Burger King | Inner Cowboy, Office Cowboys | Crispin Porter + Bogusky | Coconut Grove |
| Coke Zero | Jim, Elizabeth, Mike | Crispin Porter + Bogusky | Coconut Grove |
| Miller High Life | Bistro, Club, Grocer | Crispin Porter + Bogusky | Coconut Grove |
| Volkswagen | Apocalypse, Jumper, Poet | Crispin Porter + Bogusky | Coconut Grove |
| Burger King | Burger Queen, Home of Whatever | Crispin Porter + Bogusky | Coconut Grove |
| Burger King | Hit Moms: Thug, Mini Van, Brake Line | Crispin Porter + Bogusky | Coconut Grove |
| Prime | The L Word | DraftFCB New Zealand | Auckland |
| Dos Equis | Most Interesting Man | Euro RSCG Worldwide | New York |
| Old Spice | Experienced Man | Furlined | Santa Monica |
| Comcast | Labs | Goodby, Silverstein and Partners | San Francisco |
| Emerald Nuts | Natural Energy | Goodby, Silverstein and Partners | San Francisco |
| Stanfield's | Underwear for Men | John St. Advertising | Toronto |
| William Wrigley Jr. Company | Chocolate Dipped Altoids Campaign | Leo Burnett | Chicago |
| Washington's Lottery | April Scratch campaign | Publicis In The West | Seattle |
| Jack in the Box | JIB Campaign 1 | Secret Weapon Marketing | Van Nuys |

2008 ONE SHOW SHORTLIST



9D: TELEVISION:30/:25 - CAMPAIGN (CONT.)

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|-----------------------|---|---------------------|-------------|
| Apple | Mac vs PC (Security/Stuffed/Flashback) | TBWA\Media Arts Lab | Los Angeles |
| Apple | Mac vs PC (Choose a Vista/Podium/PR Lady) | TBWA\Media Arts Lab | Los Angeles |
| Apple | Mac vs PC (Computer Cart/Boxer/Holiday) | TBWA\Media Arts Lab | Los Angeles |
| The Coca-Cola Company | Coke Zero 'Tongues & Eyeballs' | Wieden+Kennedy | Amsterdam |
| ESPN | This Is SportsCenter | Wieden+Kennedy | New York |

9E: TELEVISION:20 AND UNDER - SINGLE

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|-------------------|--------------------------|--------------------------|---------------|
| Converse | 3 Chords | Anomaly | New York |
| Findus | Findus Revolution | Callegari Berville Grey | Paris |
| Burger King Spain | Balloon | Crispin Porter + Bogusky | Coconut Grove |
| Wrigley's | Cactus - Hubba Bubba Gum | DDB Sydney | Ultimo |
| Wrigley's | Cat- Hubba Bubba Gum | DDB Sydney | Ultimo |
| Klaus Delves | "The Storm" | Euro RSCG Duesseldorf | Duesseldorf |
| Dos Equis | Careers | Euro RSCG Worldwide | New York |
| Dos Equis | Packages | Euro RSCG Worldwide | New York |
| Pfizer Canada | BBQ | TAXI Canada | Toronto |
| Pfizer Canada | Dog | TAXI Canada | Toronto |
| Absolut | Swim | TBWA\Chiat\Day | New York |
| Danone Danup | Hand | Young and Rubicam | Mexico City |

9F: CONSUMER TELEVISION:20 AND UNDER - CAMPAIGN

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|--------------------------------|--|----------------------------|---------------|
| Burger King | Rocker Kid, Manager, Since I was a Kid | Crispin Porter + Bogusky | Coconut Grove |
| ESPN Brasil | Sports Make Life Less Difficult | NEOGAMA/BBH | Sao Paulo |
| Rozereem | Dreams | RSA Films | Los Angeles |
| Novartis/Buckley's Cough Syrup | Taste Test | Saatchi & Saatchi New York | New York |

9G: COMMERCIALS OF VAR. LENGTH - CAMPAIGN

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|------------------------|-----------------------------------|----------------------------------|---------------|
| Heineken USA | Dos Equis | @radical.media | New York |
| Monaco | Instant Rockstar - Photographer | Colenso BBDO | Auckland |
| Burger King | Krusty,Outtakes, World Domination | Crispin Porter + Bogusky | Coconut Grove |
| Hyundai | Reframe | Goodby, Silverstein and Partners | San Francisco |
| Bouygues Telecom | B Telecom | Harvest | Santa Monica |
| MTV Networks Australia | Welcome Snoop TV Campaign | Lowe & Rivet | The Rocks |
| Stanley Tools | Make Something Great | Mullen | Wenham |

9H: TELEVISION: UNDER \$50K BUDGET - SINGLE

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|---|---|------------------------------------|-------------|
| India Book Distributors (Bombay) Limited. | Mosquito | Contract Advertising India | Mumbai |
| The Fight Network | Construction Site | Cossette Communication - Marketing | Toronto |
| Activision | Call Of Duty 4: World Leaders/Kim Jong Il | DDB | Venice |
| Luft Logistics | Transformer Boxes | DDB Brasil | Sao Paulo |
| ESPN | Shower | Ground Zero Advertising | Los Angeles |
| ESPN | Superbowl | Ground Zero Advertising | Los Angeles |
| Thrifty | Birthday Girl | JWT | Sydney |
| Lojack | Trapped | Leo Burnett Colombiana | Bogota |
| Anheuser Busch / Stella Artois | Femme Fatale | Lowe New York | New York |
| 3+ | Supernanny-Dog | Publicis Zurich | Zurich |
| Fila | First Steps | Santa Clara | Sao Paulo |
| Musica | Little Britain | The Jupiter Drawing Room S. Africa | Cape Town |

9I: TELEVISION: UNDER \$50K BUDGET - CAMPAIGN

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|--------------------|--|------------------------------------|-------------|
| Berlitz | Changes | Adler Chomski & Warshavsky | Tel-Aviv |
| The Fight Network | Parking Lot/Construction Site/Bus Stop | Cossette Communication - Marketing | Toronto |
| ESPN | 2007 ESPYs | Ground Zero Advertising | Los Angeles |
| Interactive Africa | DI10 Ideas | The Jupiter Drawing Room S. Africa | Cape Town |

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10A: CINEMA - SINGLE

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|-------------------------------|--|------------------------|-------------|
| GE | Serengeti | BBDO New York | New York |
| AT&T | Scorsese | BBDO New York | New York |
| Volkswagen Independent Cinema | Lord of the Rings | DDB London | London |
| GEICO | Everything Happens | Geico | Chevy Chase |
| Nike India | Traffic | JWT | Mumbai |
| Chrysler Germany | Door opener | KNSK Werbeagentur | Hamburg |
| Diageo Australia | Only in Australia | Leo Burnett | Sydney |
| Stella Artois | Destiny | Low Roche Advertising | Toronto |
| H J Heinz | Heinz Salad Cream: Ladybugs Picnic 60' | McCann Erickson | London |
| Orange | Michael Madsen | Mother | London |
| Renault Germany | Ballet | Nordpol+ Hamburg | Hamburg |
| Tribeca Film Festival | Shootout | Ogilvy & Mather | New York |
| Sanofi Pasteur | Godfather | Publicis Thailand | Bangkok |
| Adidas Football | Impossible Park Football | TBWA\Germany | Berlin |
| Beiersdorf/Nivea Visage Q10 | Cinema Curtain | TBWA\Wien Werbeagentur | Vienna |
| BSkyB | Sky Billboards | WCRS | London |
| Sara Lee | Brylcreem Effortless | WCRS | London |

10B: CINEMA: INTEGRATED CINEMA EXPERIENCE

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|--------------------------|--------------------------|--------------|-----------|
| Virgin Atlantic Airlines | Get Used to Feeling Posh | CumminsNitro | Melbourne |
| Volkswagen | Independent Cinema | DDB London | London |

11A: NON-BROADCAST - SINGLE

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|-------------------------------|------------------------------|--------------------------|---------------|
| Arnold | Apple 1984 Focus Groups | Arnold Worldwide | Boston |
| Unilever | The Pickup | BBH New York | New York |
| Harvey Nichols Foodmarket | Backstage | DDB London | London |
| Ford China | Telephone | JWT Shanghai | Shanghai |
| DTC | Sky Diving | JWT Shanghai | Shanghai |
| Herringbone | Henri's Hands | M & C Saatchi | Sydney |
| Mother New York | Maternacord | Mother NY | New York City |
| Renault Germany | Teatheatre | Nordpol+ Hamburg | Hamburg |
| Coca-Cola | Happiness Factory, The Movie | Psyop | New York |
| Toyota Motor Sales, USA, Inc. | Fanapult Webisode | Saatchi & Saatchi LA | Torrance |
| Snickers | Trashcan | TBWA\Chiat\Day | New York |
| Senator Film - Planet Terror | Machine Gun | TBWA\Germany | Berlin |
| The Coca-Cola Company | The New World of Coke | Wieden+Kennedy Amsterdam | Amsterdam |

11B: NON-BROADCAST - CAMPAIGN

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|-----------------------|--------------|-------------------------------|---------------|
| Diageo/Red Stripe | Boo Campaign | BBDO New York | New York |
| Microsoft Xbox Halo 3 | Believe | McCann Worldgroup SF & T.A.G. | San Francisco |
| Snickers | Feast | TBWA\Chiat\Day | New York |

12A: INNOVATIVE USE OF ADVERTISING - SINGLE

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|-------------------------------|---------------------------|---------------------------------|----------------|
| Volkswagen | If you were in a Jetta... | AlmapBBDO | Sao Paulo |
| Banco do Brasil | Entrance Banners | Artplan | Rio de Janeiro |
| PG&E | Hand Crank Bus Shelter | Awards Coordinator | San Francisco |
| Audi of America | Audi Moment | Awards Coordinator | San Francisco |
| Tata AIG Life Insurance Corp. | Mirror Image | Bates David Enterprise, Mumbai | Mumbai |
| Alliance Theatre | Cuttin Up | BBDO Atlanta | Atlanta |
| smart MBVD | Smart BRABUS Bridge Jump | BBDO Germany | Duesseldorf |
| Deutsche Postbank AG | Postbank Car Boot Flyer | BBDO Germany | Duesseldorf |
| Protestant Church | Bread of Life | BBDO Germany | Stuttgart |
| BBC World | BBC Newspaper Boxes | BBDO New York | New York |
| Havaianas | Peacock | BBDO New York | New York |
| Havaianas | Fish | BBDO New York | New York |
| Havaianas | Butterfly | BBDO New York | New York |
| Havaianas | Daisy Flower Bed | BBDO New York | New York |
| Mars Snack Food US/Milky Way | Conveyor Belt | BBDO New York | New York |
| MINI | Motorby | Butler, Shine, Stern & Partners | Sausalito |
| MINI | Hammer & Coop | Butler, Shine, Stern & Partners | Sausalito |

2008 ONE SHOW SHORTLIST

12A: INNOVATIVE USE OF ADVERTISING - SINGLE (CONT.)

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|------------------------------------|--|----------------------------------|---------------|
| Denver Museum | Titanic Ambient | Carmichael Lynch | Minneapolis |
| Omaka Aviation Heritage Centre | Omaka | Clemenger BBDO | Wellington |
| The National Bank of New Zealand | Radio Pillow | Clemenger BBDO | Wellington |
| SA Lotteries | Lotto Security | Clemenger BBDO Adelaide | Adelaide |
| TV3 | Soap | Colenso BBDO | Auckland |
| Cinema Paradise | Anti-Piracy | Contract Advertising India | Mumbai |
| Multiple Sclerosis Australia | Coin Operated Scientist | CumminsNitro | Melbourne |
| SKY Television | The Breakup | DDB | Auckland |
| Bosch | Post Box Polaroids | DDB | Johannesburg |
| Volkswagen | Bologna on Wheels | DDB Berlin | Berlin |
| Volkswagen | The Fake-sounds-live-Promotion. | DDB Berlin | Berlin |
| Yamaguchi Chiropractic Clinic | Fixing Contortions. | Dentsu Inc. | Tokyo |
| Yurakucho Marui | Candy Restaurant | Drill Inc. | Tokyo |
| Lianly Pte | Thin Pasta | Euro RSCG Singapore | Singapore |
| China Children and Teenagers' Fund | CCTF-Bookend | Grey Beijing | Beijing |
| Sony Marketing Japan | Color Tokyo! | Hakuhodo + Hakuhodo Kettle | Tokyo |
| Ford Chile | Floors | J. Walter Thompson Chilena SAC: | Santiago |
| Italtile | Italtile 'Cubicle Inspiration' | Joe Public South Africa | Rivonia |
| Fizzique Fitness & Health Spa | Wish to improve your sex-life? | Joshbro Communications | Mumbai |
| E-Plus Mobilfunk | Timeless | Jung von Matt | Hamburg |
| IKEA Deutschland | The 3-D Cover | Jung von Matt | Hamburg |
| Mercedes Benz Austria | The Shadow | Jung von Matt | Vienna |
| John Lay Electronics | Panorama boards | Jung von Matt | Zurich |
| DaimlerChrysler (Switzerland) | Slim-poster | Jung von Matt | Zurich |
| Leach & Weborny | Starched | JWT | Mumbai |
| Cadbury Adams / Stride | Stride Photo Booth | JWT | New York |
| Cadbury Adams / Stride | Stride Photo Booth | JWT | New York |
| Unilever / Sunsilk lovebites | Lovebites Season Two | JWT | New York |
| Thrifty | John Howard | JWT | Sydney |
| Freixenet | The Key to Reserva | JWT Spain | Barcelona |
| McDonald's | Fresh Salads | Leo Burnett | Chicago |
| Chili Club Restaurant | Woman on Fire | Leo Burnett | Quarry Bay |
| UK Government Dept. for Transport | Man Trapped in Pint Glass | Leo Burnett London | London |
| Die Hard | Die Hard Records | Lew Lara\TBWA | Sao Paulo |
| Nokia | Sap | Lew Lara\TBWA | Sao Paulo |
| Nokia | MMOET | Low | London |
| Xbox | Xbox: Halo 3 - Jake Courage Cinema Project | McCann Erickson | London |
| Microsoft Xbox | Xbox JFK Terminal | McCann Worldgroup SF & T.A.G. | San Francisco |
| Microsoft Xbox Halo 3 | Making of/John 117 Monument | McCann Worldgroup SF & T.A.G. | San Francisco |
| Microsoft Xbox | Xbox JFK Terminal | McCann Worldgroup SF & T.A.G. | San Francisco |
| Subaru | Subaru Transporter | Miles Calcraft Briginshaw Duffy | London |
| Discovery Channel | London Ink - Swimmer | Mother | London |
| DHL Express | Gridlock | Ogilvy & Mather | Hong Kong |
| Getty Images | Getty Images Window Stickers | Ogilvy & Mather | Mumbai |
| HSBC | Swimming Pool | Ogilvy & Mather | Mumbai |
| Orange Babies | Reverse Lottery | Ogilvy Amsterdam | Amsterdam |
| WWF | Hot Water | Ogilvy Beijing | Beijing |
| Cepacol Dental Floss | Brucolis | Publicis Brasil | Sao Paulo |
| Hewlett-Packard Malaysia | Ripped Sidewalk Standee | Publicis Malaysia | Petaling Jaya |
| Hewlett-Packard Malaysia | Ripped Exit Standee | Publicis Malaysia | Petaling Jaya |
| Amnesty International | Freedom Pen | Publicis Mojo | Auckland |
| Nike | Stadium | Publicis Singapore | Singapore |
| Utah Department of Highway Safety | Mug Shot Mirror Cling | R&R Partners | Las Vegas |
| Coast Capital Savings | Free Stuff Vending Machine | Rethink | Vancouver |
| Science World | Sneeze | Rethink | Vancouver |
| Amnesty International | Laser | Ruiz Nicoli Lineas | Madrid |
| World Wildlife Foundation | WWF Paper Dispenser | Saatchi & Saatchi CPH | Copenhagen K |
| msnbc.com | NewsBreaker Live | SS+K | New York |
| MINI Canada | MINI Night Projections | TAXI 2 | Toronto |
| Open Book | Cat Mystery | TAXI Canada | Toronto |
| TBWA\Asia Pacific | The Book | TBWA\Asia Pacific | Singapore |
| MAXXIUM Germany - ABSOLUT Vodka | In an ABSOLUT World - Week | TBWA\Germany | Berlin |
| Nissan Interstar | Warehouses | TBWA\Hunt\Lascais - Johannesburg | Sandton |
| Pen & Art | Love of Writing | The Jupiter Drawing Room South | Cape Town |
| PGA Tour Superstore | Crush | Africa | Dallas |
| Chick-fil-A | Watertower | The Richards Group | Dallas |
| Nissan North America | Altima "Keys" | The True Agency | Los Angeles |
| France Telecom-Orange | Static | Vitruvio Leo Burnett | Madrid |
| NZ RED CROSS | The TV Ad that Phoned You | Y&R Auckland | Auckland |

2008 ONE SHOW SHORTLIST

12B: INNOVATIVE USE OF ADVERTISING - CAMPAIGN

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|-----------------------------------|---|--------------------------------------|---------------|
| Havaianas | Wall Mural Campaign | BBDO New York | New York |
| Havaianas | US Integrated Campaign | BBDO New York | New York |
| Lion Nathan Australia | HarvestED | BMF | Pymont |
| Supor | Supor Kitchen Knife Multimedia-campaign | CC&E Guangzhou | Guangzhou |
| Random House | The Gum Thief-Douglas Coupland | Crush | Toronto |
| Kadokawa Group Publishing ,. | Kadokawa Books Comic Charge | Dentsu | Tokyo |
| Tokyo Metropolitan Government | Toei Station Stadium | Dentsu | Tokyo |
| Asics Corporation | No More Branding Campaign | Dentsu | Tokyo |
| Nissin Food Products , | Freedom Project | Ground Tokyo | Tokyo |
| Daimler AG | Mercedes-Benz G-Class "Terrains" | Jung von Matt | Hamburg |
| MTV Foundation | Good Business Guide | JWT | London |
| Ford China | Make everyday exciting | JWT Shanghai | Shanghai |
| Uk Government Dept. for Transport | Drink Drive | Leo Burnett London | London |
| Adventure Ecology | Flood Guages | Ogilvy Group UK | London |
| Hewlett-Packard Malaysia | Ripped Reality Standee | Publicis Malaysia | Petaling Jaya |
| NZ Army | NZ Army Bluetooth | Saatchi & Saatchi NZ | Auckland |
| jobsintown.de | The Wrong Working Environment | Scholz & Friends | Berlin |
| Ravensburger Spieleverlag | Ravensburger n The Giant Puzzle Campaign | Scholz & Friends | Berlin |
| Unicef | Invisible Child | Shanghai Ogilvy & Mather Advertising | Shanghai |
| Migros-Genossenschafts-Bund | The First Underwear Models with Email Contact | Spillmann/Felser/Leo Burnett | Zurich |
| TAXI | 15 Below Project | TAXI Canada | Toronto |
| 7-Eleven | Doh Thank Heaven: Simpsons Kwik-E-Mart | TracyLocke | Dallas |

12C: INNOVATIVE MARKETING - SINGLE

| CLIENT | ENTRY TITLE | CLIENT | CLIENT |
|---|----------------------------------|-------------------------|----------------|
| Playground | Hatch an Egg Campaign | =kestam Holst | Stockholm |
| Keep A Child Alive | Keep a Child Alive iPhone Launch | Anomaly | New York |
| Florida Department of Health | Condom Reveal | Anson-Stoner | Winter Park |
| Deadline Express Couriers | Self Destruct | Colenso BBDO | Auckland |
| Air New Zealand | 30,000 Ft. Catwalk | Colenso BBDO | Auckland |
| University of Utah Counseling Center | Big Things, Little Things | Crowell Advertising | Salt Lake City |
| New Zealand Lotteries | Money Bags | DDB | Auckland |
| Volkswagen | Tiny Technician | DDB | Auckland |
| SSL - Durex | Redhead | DDB | Auckland |
| IKEA Deutschland & KG | Desktop | Jung von Matt AG | Hamburg |
| Tourism New Zealand | Giant Rugby Ball | JWT New Zealand | Auckland |
| Youth Against Violence | Stayout | Karen Michl | Vancouver |
| UNICEF Deutschland, Arbeitsgruppe | The UNICEF Landmine Stickers | Leo Burnett Frankfurt | Frankfurt |
| Nike | Stadium | Publicis Singapore | Singapore |
| Nike | NIKEiD Studio | R/GA | New York |
| Bundesministerium fur Verkehr, Bau und... | Drunken Beetle Promotion | Scholz & Friends | Berlin |
| Cepsa | Anatoly Karpo | Shackleton | Madrid |
| Bridgestone Australia | Control Freak toy | Showpony Advertising | Adelaide |
| Combos | Man Mom at Nascar | TBWA\Chiat\Day | New York |
| Sara Lee | Brylcreem Effortless | WCRS | London |
| Microsoft | Push Pins | Wexley School for Girls | Seattle |

12D: INNOVATIVE MARKETING - CAMPAIGN

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|------------------------|-------------------------------|-----------------|----------|
| HBO/Voyeur | Voyeur Integrated Campaign | BBDO New York | New York |
| Unilever | AXE The Gamekillers Campaign | BBH New York | New York |
| Nissin Food Products | Freedom Project | Ground Tokyo | Tokyo |
| World Wildlife Fund | Earth Hour | Leo Burnett | Sydney |
| Toronto Humane Society | Adopt A New Life | Leo Burnett | Toronto |
| Schweppes | Schweppes Short Film Festival | Publicis Mojo | Auckland |
| Speight's | Speight's Great Beer Delivery | Publicis Mojo | Auckland |
| Persan - Puntomatic | Men Can Also Do It | Shackleton | Madrid |
| Smirnoff | Nikolai | WRC New Zealand | Auckland |

2008 ONE SHOW SHORTLIST

13A: INTEGRATED BRANDING - CAMPAIGN

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|---------------------------------|---|---|---------------|
| Adidas International | Impossible Is Nothing - Where Sport Meets Art | 180 amsterdam | Amsterdam |
| Museum of Childhood | Museum of Childhood | Abbott Mead Vickers BBDO | London |
| HBO/Voyeur | Voyeur Integrated Campaign | BBDO New York | New York |
| Havaianas | Havaianas US Integrated Campaign | BBDO New York | New York |
| Mentos | Trevor the Mentos Intern | BBH New York | New York |
| Foster's Group/Carlton Draught | Plastic Cup | Clemenger BBDO Melbourne & CSM | Melbourne |
| Burger King | Simpsons | Crispin Porter + Bogusky | Coconut Grove |
| Coke Zero | Coke vs. Coke Zero | Crispin Porter + Bogusky | Coconut Grove |
| Coke Zero | Covet & Yourminy Taste Confusion | Crispin Porter + Bogusky | Coconut Grove |
| Burger King | Whopper Freakout | Crispin Porter + Bogusky | Coconut Grove |
| Volkswagen | EOS Boutique | Crispin Porter + Bogusky | Coconut Grove |
| SKY Television | Fresh - Metaphors | DDB | Auckland |
| Volkswagen | Night Driving | DDB London | London |
| Unicef/Tap Project | Tap Project | Droga5 | New York |
| Nationalencyclopedia | NE | Forsman & Bodenfors | Gothenburg |
| Comcast | The Slowskys | Goodby, Silverstein and Partners | San Francisco |
| Rolling Rock | Ron Stablehorn | Goodby, Silverstein and Partners | San Francisco |
| Milk | Get The Glass | Goodby, Silverstein and Partners | San Francisco |
| Emerald Nuts | Natural Energy | Goodby, Silverstein and Partners | San Francisco |
| Hewlett Packard | Serena Williams | Goodby, Silverstein and Partners | San Francisco |
| Sprint | Manning's Mind | Goodby, Silverstein and Partners | San Francisco |
| Canon Australia | Photo 5 | Leo Burnett | Sydney |
| MTV Networks Australia | Welcome Snoop Campaign | Lowe & Rivet | The Rocks |
| MTV | MTV Switch | Lowe New York | New York |
| Microsoft Xbox Halo 3 | Believe | McCann Worldgroup SF & T.A.G./AKQA | San Francisco |
| Microsoft Office 2007 | Office 2007 | McCann Worldgroup SF | San Francisco |
| MTN (Mobile Telephone Network) | Project Free Ad | MetropolitanRepublic/Jupiter Drawing Room | Johannesburg |
| Kraft Canada Inc - Shreddies | "New" Diamond Shreddies | Ogilvy & Mather | Toronto |
| Speight's | Speight's Great Beer Delivery | Publicis Mojo | Auckland |
| Science World | Science World Integrated Campaign | Rethink | Vancouver |
| msnbc.com | A Fuller Spectrum of News | SS+K | New York |
| Molson | Molson Carling Campaign | TAXI Canada Inc | Toronto |
| MAXXIUM Germany - ABSOLUT Vodka | In an ABSOLUT World - Week | TBWA\Germany | Berlin |
| Absolut | Absolut | TBWA\Chiat\Day | New York |
| Lexus | Lexus Actively Safe Campaign | Team One Advertising | Los Angeles |
| PRODIS Down Syndrome Foundation | Let us do it | Vitruvio Leo Burnett | Madrid |
| Nike China | Beijing City Attack (BJCA) | Wieden + Kennedy Shanghai | Shanghai |

14A: BRANDED CONTENT - SINGLE

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|---------------------------------------|---------------------------------------|--------------------|--------------|
| Adidas USA | Adidas Futbol meets Football Web Film | 180LA (180\TBWA) | Santa Monica |
| IKEA Deutschland | The 3-D Cover | Jung von Matt AG | Hamburg |
| Freixenet | The Key to Reserva | RSA Films | Los Angeles |
| Clarín Newspaper/Sponsorship Campaign | Project 155 "My left eye" | Santo Buenos Aires | Buenos Aires |
| Sony Playstation | Puzzle Boy | TBWA\ESPA—A | Madrid |

14B: BRANDED CONTENT - CAMPAIGN

| CLIENT | ENTRY TITLE | AGENCY NAME | CITY |
|---------------------------|--|------------------|--------------|
| Adidas USA | Adidas Futbol meets Football Web Films | 180LA (180\TBWA) | Santa Monica |
| HBO/Voyeur | Voyeur Integrated Campaign | BBDO New York | New York |
| Unilever | AXE The Gamekillers TV Show | BBH New York | New York |
| Unilever (Axe Body Spray) | City Hunters | Gaston Gorali | Chicago |
| World Wildlife Fund | Earth Hour | Leo Burnett | Sydney |