

2018 ONE SHOW – FINALISTS

DESIGN

BY CATEGORY



Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 7–11.

BRANDING – LOGO

72andSunny / Los Angeles	The Mayor's Fund for Los Angeles	LA Original Logo
Creuna Norway / Oslo	DOGA - Design and Architecture Norway	DOGA Logo and Visual Identity
Jones Knowles Ritchie / New York	Hippo Technologies	Hippo
Magpie Studio / London	Bandido Coffee Co.	Bandido – Disrupting the Californian Coffee Scene.
Wieden+Kennedy / London	F1	An icon for the future of motor sport.
Wieden+Kennedy / Portland	Nike	Nike Equality: The Swoosh Vote

BRANDING – IDENTITY SYSTEM

25AH / Stockholm	Scandic Hotels	Haymarket By Scandic
another design / Guangzhou	Guangdong Museum of Art	2017 Guangzhou Image Triennial
Bold / Stockholm	Haglöfs	Beat the elements
COLLINS / San Francisco	The East Cut Community Benefit District	The East Cut
Creuna Norway / Oslo	DOGA - Design and Architecture Norway	DOGA Visual Identity
Emart / Seoul	Emart	Men's Lifestyle Curator, Howdy
Host/Havas / Sydney	Palau Legacy Project	Palau Pledge
Jones Knowles Ritchie / London	Miller Harris	A Scherzo Of Colour
Jones Knowles Ritchie / London	The Gut Stuff	Making Gut Health Digestible
Magpie Studio / London	Bandido Coffee Co.	Bandido – Disrupting the Californian Coffee Scene.
MTV / New York	MTV	TRL
R/GA / São Paulo	Banco Bradesco	next Bank
Rethink / Toronto, Montreal, Vancouver	Registered Graphic Designers	DesignThinkers 2017
Spotify In-House / New York	Spotify	RapCaviar
Wieden+Kennedy / São Paulo	Nike	Brasileiragem Visual Identity

2018 ONE SHOW – FINALISTS

DESIGN BY CATEGORY



Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 7–11.

BRANDING – COLLATERAL ITEM – SINGLE

DentsuBos / Toronto	Plan International Canada	Sharpen Her Mind
Leo Burnett / Toronto	Smith Restaurant + Bar	Brunch Your Way
Sid Lee / Toronto	Black Lives Matter Canada	The Bulletproof Flag

BRANDING – REBRANDING

Chobani Creative / New York	Chobani®	Re-imagination of Chobani
COLLINS / San Francisco	Exploratorium	Exploratorium After Dark
Droga5 / New York + Prettybird / Culver City	COVERGIRL	I Am What I Make Up
Spotify In-House / New York	Spotify	RapCaviar
TBWA Chiat Day / Los Angeles	Los Angeles Philharmonic Association	LA Phil Rebranding
Wieden+Kennedy / London	F1	A new brand for Formula 1: The greatest races are ahead of us
Wieden+Kennedy / Amsterdam + New Amsterdam / Amsterdam + Mindshare / Amsterdam	Nike	The Lioness Crest

BRANDING – BRAND INSTALLATIONS

Buzzman / Paris	Huawei	Shot Reverse Shot
Cheil Worldwide / Seoul + McKinney / New York + Czarnowski / Chicago + Sangwha / Seoul	Samsung Electronics	Samsung Gear VR Wonderland
FCB / Chicago	Illinois Council Against Handgun Violence	Teddy Gun
Hakuhodo Kettle / Tokyo + Hakuhodo / Tokyo	Two	Hotel Highway
R/GA / Tokyo	MUJI	Tokyo Pen Pixel
Wieden+Kennedy / Portland	Nike	Nike Air Force 1 Baltimore

2018 ONE SHOW – FINALISTS

DESIGN

BY CATEGORY



Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 7–11.

EDITORIAL – BOOK COVER

COLLINS / New York	vitaminwater	vitaminwater Brand Book
Stella Giovanni / New York	Rizzoli Publications	Supima The Book

EDITORIAL – BOOK INTERIOR

COLLINS / New York	vitaminwater	vitaminwater Brand Book
hanqingtang design / Nanjing	Phoenix Science Press	Walking the Path to Eternal Fragrance
hanqingtang design / Nanjing	Zhejiang People's Fine Arts Publishing	Nocturne
Stella Giovanni / New York	Rizzoli Publications	Supima The Book
Sun Xiaoxi / Beijing	Zuoxiaozuzhou Studio	Che Pi-Interview with Zuoxiaozuzhou
T-Change Design / Nanjing	Shenzhen Graphic Design Association	Graphic Design in China 2017
Y&R / Dubai	Interreligious Council in Bosnia & Herzegovina	One Book For Peace

EDITORIAL – MAGAZINE COVER

Dentsu / Tokyo	The Yoshida Hideo Memorial Foundation	STUDIES of Graphic design
----------------	---------------------------------------	---------------------------

EDITORIAL – MAGAZINE INTERIOR

Kinetic / Singapore	HOLYCRAP.SG	Rubbish Famzine No.6 An Emojious Odyssey of the Gluttonous Omnivores
Kinetic / Singapore + Holycrap.sg / Singapore	HOLYCRAP.SG	Rubbish Famzine No.7 Flash and Blood

2018 ONE SHOW – FINALISTS

DESIGN

BY CATEGORY



Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 7–11.

TYPOGRAPHY – TYPEFACE DESIGN

Chobani Creative / New York	Chobani®	Chobani Display
Chobani Creative / New York	Chobani®	Chobani Serif
Ogilvy / New York	NewFest & NYC Pride	Type with Pride
Oh Yeah Studio / Oslo + Nike / Netherland	Nike	Nike Concept Store
Wieden+Kennedy / London	F1	Retro Future: Motor Sport Heritage Meets New Age Machinery

TYPOGRAPHY – STATIC

Cheil Worldwide Germany / Schwalbach am Taunus + Cheil Worldwide / Hong Kong	3M Hong Kong	The Earworm Billboards
Collins / New York	Museum of the Moving Image	Jim Henson Exhibition
Dentsu / Tokyo + J.C.SPARK / Tokyo	The Shizuoka Shimbun and Shizuoka Broadcasting System	Self-spelling KANJI
Design Army / Washington, DC	Maryland Institute College of Art	Commotion
Design Army / Washington, DC	The Human Rights Campaign	Annual Report
Masaki Hanahara / Tokyo	Restaurant L'ARCHESTE	Alphabet Flowers
SHA / Tokyo	SHA	Uncontrolled Types by Plotter Drawing
Superunion / London	Elliptic	Elliptic: Finding the Truth in Data

TYPOGRAPHY – DYNAMIC / IN MOTION

Nippon Design Center / Tokyo + Kontrapunkt / Copenhagen	Goertek	Sonic Typeface for Goertek
Ogilvy / New York	NewFest & NYC Pride	Type with Pride
TBWA\Chiat\Day / New York	BNY Mellon	SmArt Basel

2018 ONE SHOW – FINALISTS

DESIGN

BY CATEGORY



Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 7–11.

PROMOTIONAL – POSTERS – SINGLE

Dentsu / Tokyo + amana / Tokyo + Taki / Tokyo	Hokkoku Shimbun	"Remains in My Heart."/Sumo Girls 82 Techniques
Dentsu / Tokyo + amana / Tokyo + Taki / Tokyo	Hokkoku Shimbun	"Sumo Girls 82 Techniques / Sumo Girls 82 Techniques
The Nine / Shanghai	Hengzheng Dental	A Gentleman Plays The Trombone

PROMOTIONAL – POSTERS – SERIES

Dentsu / Tokyo	End-of-Life Care Association of Japan	Maze Without Exit
Dentsu / Tokyo	good mornings	The Bridge
Dentsu / Tokyo	Shochiku Minami-za	Eating Kabuki with your fingers.
Dentsu / Tokyo	Toyota L&F	The Beauty of Food Logistics
GREYNJ UNITED / Bangkok	Ferrero	Now in Fruit Flavours
Juniper Park\TBWA Communications / Toronto	Miller Coors	Lite Originals
Ig2 / Montreal	Parc Olympique	New advertising platform 2017–2020
Ogilvy Group Thailand / Bangkok	DKSH (Thailand)	Build the future
SHA / Tokyo	SHA	Uncontrolled Types by Plotter Drawing
The Nine / Shanghai	Hengzheng Dental	The Brass Instruments Band
Toby Ng Design / Hong Kong	West Kowloon Cultural District	Hong Kong Young Architects & Designers Competition 2017
Wieden+Kennedy / Amsterdam + Instagram / San Francisco + Canada / Barcelona + Mindshare / Portland	Instagram	Stories Are Everywhere

PROMOTIONAL – POSTERS – EXTENDED SERIES

Wieden+Kennedy / London	Nike	Nike Berlin - Lauf Nicht Renn
Wieden+Kennedy / New York + Maurizio Cattelan & Pierpaolo Ferrari / Milan	OkCupid	DTF

2018 ONE SHOW – FINALISTS

DESIGN BY CATEGORY



Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 7–11.

PROMOTIONAL – PERIODICALS

Dentsu / Tokyo	Kobe Shimbun	Emergency Collectibles
----------------	--------------	------------------------

PROMOTIONAL – BOOKLETS & BROCHURES

Dentsu / Tokyo + J.C.SPARK / Tokyo + Nissho / Tokyo + Revlon / Tokyo	Kirin Company	Journey Around HEARTLAND
Dentsu / Tokyo + J.C.SPARK / Tokyo + Yokohama Super Factory / Tokyo + Taiyo Kikaku / Tokyo	Elecgtronic Arts	SimCity BuildIt School of Politics Text Books
Dentsu / Tokyo + Mori / Tokyo	Mavericks	The Whole Earth Catalog
Design Army / Washington, DC	The Human Rights Campaign	Annual Report
TBWA\Shanghai / Shanghai	Penguin Books	Penguin Frozen Storybook

PROMOTIONAL – COLLATERAL ITEMS

Clemenger BBDO / Melbourne	Airbnb	Until We All Belong
Column Five / Irvine	Column Five	Temple of Happiness
Demner, Merlicek & Bergmann / Vienna + VIE film / Vienna + Hermann Seiser Manufaktur / Vienna	A. Darbo	Signed by bees
Famous Innovations / Mumbai	CaratLane - A TATA BRAND	The Personalised Ring Box that'll Get You a Yes
Hinterland / New York	School of Visual Arts	School of Visual Arts Senior Library 2016
Kolle Rebbe / Hamburg + KOREFE / Hamburg	Hälssen & Lyon	Hälssen & Lyon "THE TEABAG COLLECTION"
McCann Worldgroup India / Mubai + McCann Health / Delhi	Ministry of Public Health, Afghanistan	The Immunity Charm
Pereira & O'Dell / San Francisco	Ignite	Writing Our Rights
Sancho BBDO / Bogotá	Fundación Pies Descalzos	Skin Colors
Sancho BBDO / Bogotá	Postobón S.A.	Placemat for Two

2018 ONE SHOW – FINALISTS

DESIGN

BY CATEGORY



Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 7–11.

PROMOTIONAL – COLLATERAL ITEMS (CONT.)

Serviceplan Germany / Munich + Serviceplan Health & Life / Munich + Ravensburger / Ravensburg	LV Prasad Eye Institute	Fittle - The First 3D Printed Braille Puzzle
Sid Lee / Toronto	Black Lives Matter Canada	The Bulletproof Flag
TBWA Hunt Lascaris / Johannesburg	Goodbye Malaria	Beautiful Pathogens
VML / Kansas City + Second Skin / Coraopolis	Second Skin	100 lb Coupon
Wieden+Kennedy / Shanghai	Nike China	Nike Badge of Honor
Y&R / Dubai	Interreligious Council in Bosnia & Herzegovina	One Book For Peace

PACKAGING – MASS-MARKET

Chobani Creative / New York	Chobani®	Chobani A hint of flavor
Chobani Creative / New York	Chobani®	Chobani Greek Yogurt
Jones Knowles Ritchie / London	Heinz	Celebrating 50 Golden Yearz
Jones Knowles Ritchie / New York	Walker & Co	FORM
Sandstrom Partners / Portland	Eastside Distilling	Burnside Oregon Oaked Bourbon
The Republik / Raleigh	Graybeard Distillery	Bedlam Vodka
TigerPan Packaging Design Lab. / Shenzhen	China Resources Snow Breweries	Snow Beer-Ingenuity

PACKAGING – SPECIALTY

BBDO / New York + EG+ Worldwide / New York	Foot Locker	Box of Greatness
Bedow / Stockholm	St. Erhard	St. Erhard, packaging
CARPOS® / St. Gallen + Panos Tsakiris / London	CARPOS	CARPOS® evoo Par Excellence
Demner, Merlicek & Bergmann / Vienna + VIE film / Vienna + Hermann Seiser Manufaktur / Vienna	A. Darbo	Signed by bees
Goodby Silverstein & Partners / San Francisco	Stacy's Pita Chips	Stacy's Stands with You
Improvida / Sapporo	Bieisenka	Biei Jam
Jones Knowles Ritchie / New York	Budweiser	Budweiser Holiday 2017 LTO Alu Bottle

2018 ONE SHOW – FINALISTS

DESIGN

BY CATEGORY



Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 7–11.

PACKAGING – SPECIALTY (CONT.)

Jones Knowles Ritchie / New York	Budweiser	Budweiser Summer 2017 LTO State Packaging
loved / Hamburg	ALI Getränke / Husumer Mineralbrunnen HMB & Co.	A statement for tolerance
thjnk / Hamburg + loved / Hamburg	REWE	Ripecheck

DATA VISUALIZATION – STATIC

Jung von Matt / Hamburg	Social-Bee	The Refugee Résumé
-------------------------	------------	--------------------

DATA VISUALIZATION – DYNAMIC

FCB Brasil / São Paulo + Antonio Brasiliano / São Paulo + UMSTUDIO.COM / São Paulo + Vitor Patalano / São Paulo	Estadão Newspaper	The Corruption Converter
FCB/SIX / Toronto	PFLAG Canada	Destination Pride
GREY / São Paulo + GREY / Latam	Reclame Aqui	The Colour of Corruption
Superunion / London + London Symphony Orchestra / London	London Symphony Orchestra	Visual Identity Conducted by Sir Simon Rattle

DIGITAL DESIGN

DDB / Paris + Eddy / Paris + Brunch Studio / Paris + Studio 5 / Paris	Hasbro	Emerging species
DDB / Paris + Make me Pulse / Paris	Ubisoft	A World With No Heroes
DDB Group New Zealand / Auckland	Netsafe	Re:scam
FCB Brasil / São Paulo + Antonio Brasiliano / São Paulo + UMSTUDIO.COM / São Paulo + Vitor Patalano / São Paulo	Estadão Newspaper	The Corruption Converter

2018 ONE SHOW – FINALISTS

DESIGN BY CATEGORY



Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 7–11.

DIGITAL DESIGN (CONT.)

McCann / Lima	Sodimac Homecenter	Hijacked Highway
WeTransfer / Amsterdam + Stink Studios / Los Angeles	WeTransfer	A Message From Earth

EXPERIENTIAL / ENVIRONMENTAL – AMBIENT MEDIA – SINGLE

McCann / New York	State Street Global Advisors	Fearless Girl
-------------------	------------------------------	---------------

EXPERIENTIAL / ENVIRONMENTAL – AMBIENT MEDIA – SERIES

Cheil Worldwide Germany / Schwalbach am Taunus + Cheil Worldwide / Hong Kong	3M Hong Kong	The Earworm Billboards
Cossette / Toronto + Cossette / Montreal	McDonald's Restaurants of Canada	Follow The Arches
Grabarz & Partner Werbeagentur / Hamburg	IKEA	Small Space Sitting
J. Walter Thompson / São Paulo	Bapantol Baby	Poosters
Ogilvy & Mather / Chicago	Americans for Responsible Solutions	Bulletproof Posters
Ogilvy & Mather Japan GK / Tokyo	Eyes, JAPAN	Safety Spokes
Sid Lee / Montreal	Molson Export	Molson salutes the dépanneurs

EXPERIENTIAL / ENVIRONMENTAL – INDOOR SPACES

BBDO / New York + Obscura Digital	GE	Unseen Stars
Google Brand Studio / San Francisco	Google	The Agoraphobic Traveller
Innocean Worldwide / Seoul	Hyundai Motor Company	Hydrogen Electric House
iyamadesign / Tokyo	Kamoi Kakoshi	mt expo 2017
Mosaic / Toronto	BMO The Bank of Montreal	The BMO200 Fountain
Ogilvy & Mather / Chicago	SC Johnson	Kiwi Portraits Completed
R/GA / Tokyo	MUJI	Tokyo Pen Pixel

2018 ONE SHOW – FINALISTS

DESIGN

BY CATEGORY



Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 7–11.

EXPERIENTIAL / ENVIRONMENTAL – OUTDOOR SPACES

Dentsu Jayme Syfu / Makati City	Greenpeace Philippines	Dead Whale
FCB New Zealand / Auckland, Wellington	Prime	The Human Serengeti
Hakuhodo Kettle / Tokyo + Hakuhodo / Tokyo	Two	Hotel Highway
Jung von Matt / Hamburg	Hamburg Marketing, Elbphilharmonie Hamburg	Music in Sight
McCann / New York + Visbal Sculpture / Delaware + Traction Creative / New York	State Street Global Advisors	Fearless Girl

EXPERIENTIAL / ENVIRONMENTAL – WAYFINDING

Cossette / Toronto + Cossette / Montreal	McDonald's Restaurants of Canada	Follow The Arches
Hindustan Petroleum / Mumbai	Hindustan Petroleum	Roads That Honk
VML / New York + LEGOLAND Florida Resort / Winter Haven	LEGOLAND Florida Resort	Quest to LEGOLAND

MOVING IMAGE – SINGLE

CALLEN / Austin + MediaMonks / Los Angeles	Real Estate / Domino Records	Stained Glass Interactive Music Video
Jones Knowles Ritchie / London	The Gut Stuff	Making Gut Health Digestible
Jung von Matt / Hamburg	Netto Marken-Discount & Co.	Netto - Easter Surprise
McCann / New York + Blk-Ops / Los Angeles	Microsoft	Space Holiday
Mori / Tokyo + TYMOTE / Tokyo + TYO drive / Tokyo	Red Bull	Red Bull Music Festival Tokyo
R/GA / Tokyo	MUJI	Tokyo Pen Pixel
Sid Lee Collective / Montreal + MASSIVart / Montreal + Sid Lee / Montreal	Ivanhoé Cambridge	Posters for Peace - Video
Six / Tokyo + Spa-Hakuhodo / Tokyo	Double A	Obsession for Smoothness
TBWA\Media Arts Lab / Los Angeles	Apple	Apple Music: Anthem

2018 ONE SHOW – FINALISTS

DESIGN BY CATEGORY



Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 7–11.

MOVING IMAGE – SERIES

Juniper Park\TBWA Communications / Toronto	Miller Coors	Lite Animations
--	--------------	-----------------

MOVING IMAGE – TITLE SEQUENCES

Buck / New York + Antfood / New York	Association of Music Producers	How to Make Music for Advertising
---	--------------------------------	-----------------------------------

CRAFT – ART DIRECTION

Chobani Creative / New York	Chobani®	Chobani Photography
Dentsu / Tokyo	Shochiku Minami-za	Eating Kabuki with your fingers.
Dentsu / Tokyo + amana / Tokyo + Taki / Tokyo	Hokkoku Shimbun	Sumo Girls 82 Techniques
Dentsu / Tokyo + J.C.SPARK / Tokyo + Nissho / Tokyo + Revlon / Tokyo	Kirin Company	Journey Around HEARTLAND
Dentsu / Tokyo + Ministry of Foreign Affairs of Japan / Tokyo	Ministry of Foreign Affairs of Japan	One plus One.
Dentsu / Tokyo + mount / Tokyo + Tohokushinsha Film Corporation / Tokyo	Suntory Holdings	Yamazaki Moments
Mori / Tokyo + TYMOTE / Tokyo + TYO drive / Tokyo	Red Bull	Red Bull Music Festival Tokyo
NORD DDB / Stockholm + House Agency / Stockholm	Klarna	Smooth
Q / Tokyo + BOAT / Tokyo + grandpa / Tokyo	Issey Miyake	Homme Plissé Issey Miyake City Meets Body
Sid Lee / Montreal	Molson Export	Molson salutes the dépanneurs
TBWA Hunt Lascaris / Johannesburg	Goodbye Malaria	Beautiful Pathogens
Tokyu Agency + TOMO + TOTB / Tokyo + RISSI / Tokyo	Tokyo Metropolitan Foundation for History and Culture	New Encounters in Art & Culture
Y&R / Dubai	Interreligious Council in Bosnia & Herzegovina	One Book For Peace

2018 ONE SHOW – FINALISTS

DESIGN

BY CATEGORY



Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 7–11.

CRAFT – ILLUSTRATION

Chobani Creative / New York	Chobani®	Chobani Smooth Yogurt
DDB / Paris	Hasbro	In the world of Play-Doh
Dentsu / Nagoya	Tokai Polytechnic College	Study Opposite Styles
Dentsu / Tokyo	East Japan Railway Company	SLOW TRAIN, SLOW LIFE. "Get Back, Tohoku."
Dentsu / Tokyo	End-of-Life Care Association of Japan	Maze Without Exit
Dentsu / Tokyo	Toyota L&F	The Beauty of Food Logistics
Masaki Hanahara / Tokyo	H'or Cafe	Food Typography&
TBWA Hunt Lascaris / Johannesburg	Goodbye Malaria	Beautiful Pathogens
The Nine / Shanghai	Hengzheng Dental	The Brass Instruments Band

CRAFT – PHOTOGRAPHY

ALMA DDB. / Miami	Angel Bins	Footshake
Chobani Creative / New York	Chobani®	Chobani Photography
Grey Germany / Duesseldorf	Terre des femmes - Menschenrechte für die Frau	Open your eyes
Hakuhodo / Minatoku	Star Flyer	Star Flyer
knot / Japan-Tokyo	Yamaha	Yamaha Speaker VXS/VXL/VXC Series
Shiseido / Tokyo	Shiseido	Makeup Tools

CRAFT – ANIMATION

Assembly / Auckland	Heinz	Geoff
Jung von Matt / Hamburg	Netto Marken-Discout & Co.	Netto - Easter Surprise
RPA / Santa Monica	Pediatric Brain Tumor Foundation	Imaginary Friends Society
Sid Lee Collective / Montreal + MASSIVart / Montreal + Sid Lee / Montreal	Ivanhoé Cambridge	Posters for Peace - Video
TBWA Chiat Day / Los Angeles	Gatorade	G Active - Water Made Active
TBWA\Media Arts Lab / Los Angeles	Apple	Apple Music: Anthem

2018 ONE SHOW – FINALISTS

DESIGN

BY CATEGORY



Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 7–11.

CRAFT – PRINTING & PAPER CRAFT

Dentsu / Tokyo	OLFA Corporation	The Art of Cutout
Dentsu / Tokyo + Ministry of Foreign Affairs of Japan / Tokyo	Ministry of Foreign Affairs of Japan	One plus One.
Kinetic / Singapore	HOLYCRAP.SG	Rubbish Famzine No.6 An Emojious Odyssey of the Gluttonous Omnivores
Kinetic / Singapore + Holycrap.sg / Singapore	HOLYCRAP.SG	Rubbish Famzine No.7 Flash and Blood
Kolle Rebbe / Hamburg + KOREFE / Hamburg	Hälssen & Lyon	Hälssen & Lyon "THE TEABAG COLLECTION"
SHA / Tokyo	SHA inc.	Uncontrolled Types by Plotter Drawing
SHA / Tokyo + Domino Architects / Tokyo + Seigensha Art Publishing / Kyoto	Seigensha Art Publishing	360° BOOK
Tokyu Agency + TOMO + TOTB / Tokyo + RISSI / Tokyo	Tokyo Metropolitan Foundation for History and Culture	New Encounters in Art & Culture

INNOVATION IN DESIGN – PRINT

Cheil Worldwide / Hong Kong	Tesco	Safety Bags
McCann Worldgroup India / Mubai + McCann Health / Delhi	Ministry of Public Health, Afghanistan	The Immunity Charm
Ogilvy & Mather / Chicago	Americans for Responsible Solutions	Bulletproof Posters
TBWA\Shanghai / Shanghai	Penguin Books	Penguin Frozen Storybook

INNOVATION IN DESIGN – DIGITAL

B-Reel / Los Angeles	Google	Google Pixel Wallpapers
Commonwealth//McCann / Detroit	Chevrolet	The Invisible Car
Rothco / Dublin	The Sunday Times	JFK - Unsilenced

2018 ONE SHOW – FINALISTS

DESIGN BY CATEGORY



Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 7–11.

INNOVATION IN DESIGN – EXPERIENTIAL / ENVIRONMENTAL

Contrapunto BBDO / Madrid	Mercedes-Benz España, S.A. (Smart)	Chameleon
F5 / Shanghai	Baidu	Know You Again
Innocean Worldwide / Seoul + Planit / Seoul + Eliot / Seoul + Dr.Hook / Seoul	Hyundai Motor Group	Chatty Schoolbus
Intel / Santa Clara	Intel	Intel Drone Light Show at The Olympics

INNOVATION IN DESIGN – MOVING IMAGE

TBWA Chiat Day / Los Angeles	Gatorade	G Active - Water Made Active
------------------------------	----------	------------------------------