

2018 ONE SHOW – FINALISTS

DIRECT MARKETING

BY CATEGORY



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

PRINT – FLAT & DIMENSIONAL

| | | |
|--|--|--|
| adam&eveDDB / London | Marmite | The Gene Project |
| Bensimon Byrne / Toronto | Casey House | Break Bread Smash Stigma |
| Colenso BBDO / Auckland | Mars | The Pedigree Child Replacement Programme |
| DAVID / Miami + Sterling Cooper Draper Pryce / New York + Domo Produções / São Paulo | The Kraft Heinz | Pass The Heinz |
| DDB Worldwide Colombia / Bogotá + AKIRA / Bogotá | BBVA Colombia | 2:45 without breathing |
| Dentsu / Tokyo | Kobe Shimbun | Emergency Collectibles |
| F/Nazca Saatchi & Saatchi / São Paulo + Corazon Filmes / São Paulo + Raw Áudio / São Paulo | Skol | Skolors |
| FF / Paris | Libération | Libé des réfugiés |
| Host/Havas / Sydney | Palau Legacy Project | Palau Pledge |
| Joe Public / Bryanston | One School At A Time | Never Unsanitary Pads |
| Joe Public / Johannesburg + Shift Joe Public / Johannesburg | Zazi | Know Your Strength |
| Jung von Matt / Hamburg | Social-Bee | The Refugee Résumé |
| Y&R / Dubai | Interreligious Council in Bosnia & Herzegovina | One Book For Peace |

AMBIENT MEDIA – P.O.P. & IN-STORE – SINGLE

| | | |
|---------------------------------|----------------|-------------------------------|
| DDB Worldwide Colombia / Bogotá | Canon Colombia | LLORENTE - The Unframed Story |
|---------------------------------|----------------|-------------------------------|

AMBIENT MEDIA – BILLBOARDS & TRANSIT – CAMPAIGN

| | | |
|--|--|-----------------------------|
| DDB Group New Zealand / Auckland | Lion | Fight for Territory |
| Romance / Paris | Intermarché | The right vegetables |
| Serviceplan France / Courbevoie + Trinity Films / Courbevoie + Comptoir du Son / Paris | Driea / Parisian Road Safety Authority | The Virtual Crash Billboard |

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AMBIENT MEDIA – EXPERIENTIAL & INSTALLATIONS

| | | |
|---|---|-----------------------------|
| Bensimon Byrne / Toronto | Casey House | Break Bread Smash Stigma |
| Dentsu Jayme Syfu / Makati City | Greenpeace Philippines | Dead Whale |
| Energy BBDO / Chicago | National Safety Council | Prescribed to Death |
| FCB / Chicago | Illinois Council Against Handgun Violence | Teddy Gun |
| McCann / New York + Visbal Sculpture / Delaware + Traction Creative / New York | State Street Global Advisors | Fearless Girl |
| McCann Worldgroup India / Mubai + McCann Health / Delhi | Ministry of Public Health, Afghanistan | The Immunity Charm |
| Ogilvy & Mather / Chicago | Americans for Responsible Solutions | Bulletproof Posters |
| Ogilvy Brasil / São Paulo + Bando Studio / São Paulo + Banda Sonora / São Paulo + Inpress Brodeur Partners / São Paulo | IBM | The Voice of Art |
| Ogilvy Brasil / São Paulo + Sonido / São Paulo + Vetor Films / São Paulo + Shutterstock / USA | Hermes Pardini | VR Vaccine |
| Serviceplan France / Courbevoie + Trinity Films / Courbevoie + Comptoir du Son / Paris | Driea / Parisian Road Safety Authority | The Virtual Crash Billboard |
| We Believers / New York | Volvo North Miami | Volvo Survivor Sales Agents |

AMBIENT MEDIA – LIVE EVENTS

| | | |
|---|----------------------------|----------------------------------|
| Bensimon Byrne / Toronto | Casey House | Break Bread Smash Stigma |
| DAVID / Buenos Aires + LANDIA / Buenos Aires | Burger King | A Day Without Whopper |
| DAVID / Miami + Smuggler / LA | Burger King | Bullying Jr. |
| DDB / Chicago + Starcom / Chicago + Mediacom / Chicago + Olson / Chicago | Mars Wrigley Confectionery | Exclusive the Rainbow live event |
| DM9 DDB / São Paulo | Walmart | Price on the Jersey |
| Energy BBDO / Chicago | Bayer Aspirin | HeroSmiths |

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AMBIENT MEDIA – LIVE EVENTS

| | | |
|--|-------------------------|---|
| Energy BBDO / Chicago | National Safety Council | Prescribed to Death |
| FCB / Chicago | Archer+Wolf | The Biggest Sports Endorsement Deal of All Time |
| Happiness / an FCB alliance / Brussels | Parents of road Victims | #SpeedTalk |
| Jung von Matt / Hamburg + Markenfilm Crossing / Hamburg + 2wei Music / Hamburg + Nordmeister / California | Edeka Zentrale & Co. | The most German supermarket |
| Ogilvy & Mather / Chicago | Team Gleason | Robocalls from Humans |
| Rethink / Toronto, Montreal, Vancouver | WestJet | Desert Roulette |
| TBWA\HAKUHODO / Tokyo + Tohokushinsha Film Corporation / Tokyo | adidas Japan | Green Light Run |

DIGITAL – WEBSITES & MOBILE

| | | |
|--|--------------------------------|------------------------|
| DDB / Paris + Make me Pulse / Paris | Ubisoft | A World With No Heroes |
| Energy BBDO / Chicago | Bayer Aspirin | HeroSmiths |
| Forsman & Bodenfors / Gothenburg | Visit Sweden | Sweden on Airbnb |
| The Cyranos // McCann / Barcelona + Xavi's Lab // Glassworks / Barcelona + Oxígeno / Barcelona | EITB - Euskal Irrati Telebista | Yournalist |

DIGITAL – BANNERS & POP-UPS

| | | |
|--|----------------------|-------------------|
| Columbus / Melbourne + BWM Dentsu / Melbourne | Victorian Government | Bushfire Alert Ad |
| The Martin Agency / Richmond | Warner Bros | Shadow of War |

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DIGITAL – SOCIAL MEDIA & VIRAL MARKETING – SINGLE

| | | |
|--|---------------------------------|---|
| ACNE / Stockholm + Ikea Creative Hub / Stockholm | IKEA | IKEA's response to Balenciaga |
| BBDO / New York | Sandy Hook Promise | Live Moment of Silence |
| BBDO / New York + BBDO Studios / New York | Downtown Records | Live Looper |
| BBDO / New York + Smuggler | Sandy Hook Promise | Tomorrow's News |
| BBDO / New York + The Corner Shop / New York | P&G | The Talk |
| CP+B / Boulder + Hungry Man / New York | Kraft Heinz | Swear Like a Mother |
| DDB / Paris + Stink Digital / Paris + Studio5 / Paris | Sécurité Routière | Crash Test |
| Droga5 / New York + Chelsea Pictures / New York | Christie's | The Last da Vinci |
| FCB / Chicago | Archer+Wolf | The Biggest Sports Endorsement Deal of All Time |
| FCB New Zealand / Auckland, Wellington | Vodafone New Zealand | Say It Tika |
| Jung von Matt / Hamburg + Markenfilm Crossing / Hamburg + 2wei Music / Hamburg + Nordmeister / California | Edeka Zentrale & Co. | The most German supermarket |
| Ogilvy & Mather / Singapore + Hogarth & Ogilvy / Singapore + Joinery / Los Angeles | Alliance Française de Singapour | Pitching French Films To Hollywood |
| VML / New York + United Nations / New York | United Nations | Not A Target Teleprompter |

DIGITAL – SOCIAL MEDIA & VIRAL MARKETING – CAMPAIGN

| | | |
|--|-----------|-----------------------|
| BBDO / New York + Phantoscopic | Bacardi | Music Liberates Music |
| DM9 DDB / São Paulo | Ssex Bbox | Kiss the Kremlin |
| McCann Worldgroup Italy / Milan + Craft / London + MRM//McCann / Milan + Think Cattleya / Milan | Ubrew | Responsibly the beer |

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DIGITAL – SOCIAL MEDIA & VIRAL MARKETING – CAMPAIGN (CONT.)

| | | |
|--|---------------------------------|------------------------------------|
| Ogilvy / Johannesburg | Kimberly-Clark (Huggies) | The World's First Baby Marathon |
| Ogilvy & Mather / Singapore + Hogarth & Ogilvy / Singapore + Joinery / Los Angeles | Alliance Française de Singapour | Pitching French Films To Hollywood |
| We Are Unlimited / Chicago + DDB / New York | McDonald's Corporation | Search |

GUERRILLA MARKETING

| | | |
|--|---|---|
| AMVBBDO / London | Essity Libresse Bodyform | #Blood Normal Pad |
| AMVBBDO / London | Essity Libresse Bodyform | #Blood Normal Underwear |
| AMVBBDO / London + LADbible / London | LADbible & Plastic Ocean | Trash Isles |
| DAVID / Miami | Burger King | Google Home of The Whopper |
| DM9 DDB / São Paulo | Walmart | Price on the Jersey |
| FCB / Chicago | Archer+Wolf | The Biggest Sports Endorsement Deal of All Time |
| FCB / Chicago | Illinois Council Against Handgun Violence | Teddy Gun |
| Grabarz & Partner Werbeagentur / Hamburg | Burger King Deutschland | Loving "It" |
| Great Works / NoA / Stockholm + Åkestam Holst / NoA / Stockholm | IM Swedish Development Partner | The Humanium Metal Initiative |
| GTB Brasil / São Paulo | Ford Motor Company | Safe Cap |
| INGO / Stockholm | Folkoperan | Unsuccessful ticket sample |
| McCann / New York + Visbal Sculpture / Delaware + Traction Creative / New York | State Street Global Advisors | Fearless Girl |
| McCann Worldgroup India / Mubai + McCann Health / Delhi | Ministry of Public Health, Afghanistan | The Immunity Charm |
| McCann Worldgroup India / Mumbai | Paytm | Sweet Change |
| Sid Lee / Paris | Honda | #hondanextdoor |

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CRAFT – ART DIRECTION

| | | |
|--|--|------------------|
| AlmapBBDO / São Paulo | Kiss FM | The Book of Rock |
| BBDO / New York + Obscura Digital | GE | Unseen Stars |
| DDB / Paris + Eddy / Paris + Brunch Studio / Paris + Studio 5 / Paris | Hasbro | Emerging species |
| FCB / Chicago | Illinois Council Against Handgun Violence | Teddy Gun |
| McCann / New York + Visbal Sculpture / Delaware + Traction Creative / New York | State Street Global Advisors | Fearless Girl |

CRAFT – PRINTING / PRODUCTION

| | | |
|---|-------------|--------------------------|
| AC mcgarrybowen / Mexico City + Americhip / Mexico City | Samsonite | Weihgt Tag |
| Akestam Holst / Stockholm | IKEA Sweden | IKEA Pee Ad |
| Demner, Merlicek & Bergmann / Vienna + VIE film / Vienna + Hermann Seiser Manufaktur / Vienna | A. Darbo | Signed by bees |
| Geometry Global Japan / Tokyo | Saga City | The Edible Business Card |

CRAFT – USE OF DIGITAL TECHNOLOGY

| | | |
|---|------------------|--------------------------|
| GREY / São Paulo + GREY / Latam | Reclame Aqui | The Colour of Corruption |
| Ogilvy / London | IBM | #Whatmakesgreat |
| Rothco / Dublin | The Sunday Times | JFK - Unsilenced |
| TBWA\HAKUHODO / Tokyo + Tohokushinsha Film Corporation / Tokyo | adidas Japan | Green Light Run |

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CRAFT – DATA-DRIVEN PERSONALIZATION

| | | |
|--|--------------------------------|------------------|
| GOOD / Moscow + Hype production / Moscow + Dentsu Smart / Moscow + Segmento / Moscow | Sberbank of Russia | Neighborhoods |
| J. Walter Thompson / São Paulo | Alcoholics Anonymous | Anonymous Friend |
| TBWA\HAKUHODO / Tokyo + Tohokushinsha Film Corporation / Tokyo | adidas Japan | Green Light Run |
| The Cyranos // McCann / Barcelona + Xavi's Lab // Glassworks / Barcelona + Oxígeno / Barcelona | EITB - Euskal Irrati Telebista | Journalist |

INNOVATION IN DIRECT

| | | |
|--|---|--------------------------------------|
| Abby Priest / Stockholm | Adobe | The Original Brushes of Edvard Munch |
| Akestam Holst / Stockholm | IKEA Sweden | IKEA Pee Ad |
| BBH / Singapore | IKEA | The IKEA Human Catalogue |
| CHE Proximity / Australia + Revolver/Will O'Rourke / Sydney | Cochlear | The Hearing Test in Disguise |
| DAVID / Miami | Burger King | Google Home of The Whopper |
| DDB / Chicago + Starcom / Chicago + Mediacom / Chicago + Olson / Chicago | Mars Wrigley Confectionery | Exclusive the Rainbow case study |
| FCB / Warsaw | AXA Polska | Smart Bell |
| Great Works / NoA / Stockholm + Åkestam Holst / NoA / Stockholm | IM Swedish Development Partner | The Humanium Metal Initiative |
| JohnXHannes / New York + Squarespace / New York + Smuggler / New York + Work Editorial / New York | Squarespace | Make Your Next Move |
| McCann / New York + Visbal Sculpture / Delaware + Traction Creative / New York | State Street Global Advisors | Fearless Girl |
| McCann Worldgroup India / Mubai + McCann Health / Delhi | Ministry of Public Health, Afghanistan | The Immunity Charm |
| Ogilvy & Mather / Chicago | Americans for Responsible Solutions | Bulletproof Posters |
| Rothco / Dublin | The Sunday Times | JFK - Unsilenced |