

2018 ONE SHOW – FINALISTS

HEALTH, WELLNESS & PHARMA

BY CATEGORY



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

BRANDED CONTENT

BBDO / New York + BBDO Studios / New York	Monica Lewinsky	In Real Life
CHE Proximity / Australia + Revolver/Will O'Rourke / Sydney	Cochlear	The Hearing Test in Disguise
McCann Health / London	GSK	Mark's Story
McCann Healthcare / New York + Craft / New York	Boehringer Ingelheim	Spilt Second
McCann Worldgroup / Bangkok	Verena International	Capture
Ogilvy Brasil / São Paulo + Central Films / Los Angeles + Chris Jordão / São Paulo + 4 Whitehouse Post / Chicago	LiveOnNY	News of Hope
RPA / Santa Monica	Pediatric Brain Tumor Foundation	Imaginary Friends Society

EXPERIENTIAL / IMMERSIVE / EVENTS

Area 23, An FCB Health Network Agency / New York + FCB Health / New York	Anonymous Client	The Anti-Trafficking Exam
Bensimon Byrne / Toronto	Casey House	Break Bread Smash Stigma
Carrefour / Massy	Carrefour	Black Supermarket
Energy BBDO / Chicago	National Safety Council	Prescribed to Death

INTEGRATED BRANDING

Bensimon Byrne / Toronto	Casey House	Break Bread Smash Stigma
Carrefour / Massy	Carrefour	Black Supermarket
Cossette / Toronto + Skin and Bones Film Company / Toronto + a52 / Santa Monica + JK Reps / Toronto	SickKids Foundation	SickKids VS - All In

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PRODUCT DESIGN – PHYSICAL PRODUCT

Area 23, An FCB Health Network Agency / New York + FCB Health / New York	Anonymous Client	The Anti-Trafficking Exam
Area 23, An FCB Health Network Company / New York	Cyrcadia Health	ITBRA – The Wearable That Detects Cancer
McCann Worldgroup India / Mumbai + McCann Health / Delhi + McCann Health Global / Washington DC	Ministry of Public Health, Afghanistan	The Immunity Charm

PRODUCT DESIGN – INTEGRATED DIGITAL & PHYSICAL PRODUCT

F5 / Shanghai	Baidu	Know You Again
RPA / Santa Monica	Pediatric Brain Tumor Foundation	Imaginary Friends Society

BRANDING

TBWA Hunt Lascaris / Sandton	Goodbye Malaria	Beautiful Pathogens
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PACKAGING

Interbrand Japan / Tokyo	Matsumoto Kiyoshi Holdings	End Embarrassment
iris Worldwide / London	Wickes	Tradesman's Suncream
McCann Echo / Mountain Lakes	New Jersey Sharing Network	Save NJ Lives Custom-Designed Pizza Box

DIRECT MARKETING – PRINT

McCann Health / London	GSK	Mark's Story
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FILM – SHORT FORM

Cheil Greater China / Beijing	RC Pharma	Butty&Belly
McCann / New York + MRM//McCann / New York	Cigna	TV Doctors - Emergency
McCann / New York + MRM//McCann / New York	Cigna	TV Doctors - Even More Drama
MullenLowe / Singapore	Unilever - Clear	Stress Causes Dandruff

FILM – LONG FORM

AMVBBDO / London	J & J Nicorette	One Breath
AMVBBDO / London + Somesuch & Co / London	Essity Libresse Bodyform	#Blood Normal
BBDO / New York + BBDO Studios / New York	Monica Lewinsky	In Real Life
BBDO / New York + O Positive	Cure Alzheimer's Fund	Daughter and Mother
CHE Proximity / Australia + Revolver/Will O'Rourke / Sydney	Cochlear	The Hearing Test in Disguise
Circus Maximus / New York + Alpen Pictures + Superprime / Los Angeles	Roman	Thinly Veiled Metaphors
Cossette / Toronto + Skin and Bones Film Company / Toronto + a52 / Santa Monica + PrimeTime Music Rights / Montreal	SickKids Foundation	SickKids VS - All In
Cossette / Toronto + Skin and Bones Film Company / Toronto + The Vanity / Toronto + Pirate / Toronto	SickKids Foundation	SickKids VS - MomStrong
Cossette / Toronto + Skin and Bones Film Company / Toronto + The Vanity / Toronto + SNDWRX / Toronto	SickKids Foundation	SickKids VS - DadStrong
DDB / Chicago	State Farm	Following
Herezie Group / Paris	David Lynch Foundation	Sounds of Trauma
J. Walter Thompson Puerto Rico / San Juan + Zapatero Films / San Juan	Susan G. Komen	Battle against cancer
McCann Worldgroup / Bangkok	Verena International	Capture

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FILM – LONG FORM

Rothco / Dublin	Soar	It's Just a Phase
RPA / Santa Monica	Pediatric Brain Tumor Foundation	Imaginary Friends Society - Feeling Sad
RPA / Santa Monica	Pediatric Brain Tumor Foundation	Imaginary Friends Society - What's an MRI
Tool / Santa Monica + Saatchi & Saatchi / New York + National Down Syndrome Society / New York	National Down Syndrome Society	C21 Restaurant
VCCP Health / London + Nice Shirt Films / London	LEO Pharma	Give Nothing to Psoriasis Campaign
Y&R México / Mexico City + Oxigeno Producciones / Mexico City	Special Olympics	Born Apart

DIGITAL – WEB

Ogilvy & Mather / Chicago	Team Gleason	Robocalls From Humans
RPA / Santa Monica	Pediatric Brain Tumor Foundation	Imaginary Friends Society
The Amanda Foundation / Beverly Hills + Saatchi & Saatchi / Torrance	The Amanda Foundation	The Amanda Foundation Collection

DIGITAL – MOBILE

Ogilvy Brasil / São Paulo + Sonido / São Paulo + Vetor Films / São Paulo + Shutterstock / USA	Hermes Pardini	VR Vaccine
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DIGITAL – SOCIAL MEDIA

Barton F. Graf / New York	Coverage Coalition	Coverage Coalition
DDB / Paris + Stink Digital / Paris + Studio5 / Paris	Sécurité Routière	Crash Test
FP7/DXB / Dubai + FP7/MENA / Dubai	OMO	Probably the Dullest Content in History for the Least Active Kids in History.
MAL\FOR GOOD / Los Angeles	One Love Foundation	Behind the Post
No Fixed Address / Toronto	Canadian Centre for Child Protection	Don't Get Sextorted, Send a Naked Mole Rat

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DIGITAL – USE OF TECHNOLOGY

BBD0 / New York	Sandy Hook Promise	Live Moment of Silence
FCB/SIX / Toronto	Drug Free Kids Canada	The Call That Comes After
Ogilvy Brasil / São Paulo + Sonido / São Paulo + Vetor Films / São Paulo + Shutterstock / USA	Hermes Pardini	VR Vaccine

PRINT – CAMPAIGN

Area 23, An FCB Health Network Company / New York	Mollie's Fund	Melanoma Monsters
Grey Germany / Duesseldorf	Terre des femmes - Menschenrechte für die Frau	Open your eyes
Greyhealth Group / Sudler / Sydney	Pfizer - Prevenar 13	Adults Too
Serviceplan Germany / Munich	International Blue Cross	Reverse Poems

OUTDOOR / AMBIENT – SINGLE

Energy BBD0 / Chicago	National Safety Council	Prescribed to Death
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OUTDOOR / AMBIENT – CAMPAIGN

Area 23, An FCB Health Network Company / New York	LifeBuoy	Clean Braille
Area 23, An FCB Health Network Company / New York + Lamano Estudios / Santiago	GSK	The Drama in RA
Cossette / Toronto + JK Reps / Toronto + ØMEN Design / Toronto	SickKids Foundation	SickKids VS - All In
J. Walter Thompson / São Paulo	Bayer	Poosters

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PUBLIC RELATIONS

Barton F. Graf / New York	Coverage Coalition	Coverage Coalition
Bensimon Byrne / Toronto	Casey House	Break Bread Smash Stigma
Cossette / Toronto + Skin and Bones Film Company / Toronto + a52 / Santa Monica + JK Reps / Toronto	SickKids Foundation	SickKids VS - All In
Energy BBDO / Chicago + Ketchum / New York & Chicago	National Safety Council	Prescribed to Death
J. Walter Thompson / New York	Northwell Health	The Fin
Ogilvy & Mather / Chicago	Team Gleason	Robocalls from Humans

INNOVATION IN HEALTH & WELLNESS

Area 23, An FCB Health Network Agency / New York + FCB Health / New York	Anonymous Client	The Anti-Trafficking Exam
BBDO / Bangkok	Thai Health Promotion Foundation & Deaf Association of Bangkok	Hearing Rescue
J. Walter Thompson / New York	Northwell Health	The Fin
Ogilvy Brasil / São Paulo + Sonido / São Paulo + Vetor Films / São Paulo + Shutterstock / USA	Hermes Pardini	VR Vaccine