

2018 ONE SHOW – FINALISTS

PUBLIC RELATIONS

BY CATEGORY



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

MEDIA RELATIONS

BBDO / New York + BBDO Studios / New York	Monica Lewinsky	In Real Life
BBDO / New York + Smuggler	Sandy Hook Promise	Tomorrow's News
BBDO / New York + The Corner Shop / New York	P&G	The Talk
Clemenger BBDO / Melbourne	Myer	Give Registry
GREY / São Paulo + GREY / Latam	P&G Masterbrands	Olympic Moms
J. Walter Thompson Costa Rica / San Jose	Teletica	Costa Nica
Jung von Matt / Hamburg	Berliner Verkehrsbetriebe (BVG)	BVG x adidas – The Ticket-Shoe
McCann Worldgroup / New York	United States Postal Service	USPS - Operation Santa
Weber Shandwick / New York	Mattel Barbie	Ticket to Play

EVENTS & EXPERIENTIAL

BBDO / New York + BBDO Studios / New York	Monica Lewinsky	In Real Life
BBDO / New York + Obscura Digital	GE	Unseen Stars
Buena / Portland + Human Rights Foundation / New York	Human Rights Foundation	Flash Drives For Freedom
Carrefour / Paris	Carrefour	Black Supermarket
DAVID / Buenos Aires + LANDIA / Buenos Aires	Burger King	A Day Without Whopper
DAVID / Miami + Smuggler / LA	Burger King	Bullying Jr.
Deutsch / Los Angeles	Taco Bell	Test Kitchen by Taco Bell
Energy BBDO / Chicago + Ketchum / New York & Chicago	National Safety Council	Prescribed to Death
ICF Olson / Minneapolis	Minnesota Wild	This Is Our Ice
Jung von Matt / Hamburg + Markenfilm Crossing / Hamburg + 2wei Music / Hamburg + Nordmeister / California	Edeka Zentrale & Co.	The most German supermarket

2018 ONE SHOW – FINALISTS

PUBLIC RELATIONS

BY CATEGORY



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

EVENTS & EXPERIENTIAL (CONT.)

McCann / New York + Visbal Sculpture / Delaware + Traction Creative / New York	State Street Global Advisors	Fearless Girl
MRM//McCann / Madrid + Garaje Films / Madrid	Ministerio del Interior (Ministry of Interior)	58 Soul Riders
Ogilvy / Toronto + Kimberly-Clark Canada/Huggies Canada / Toronto	Kimberly Clark	Huggies - Behind the Door
Ogilvy & Mather / Chicago	Team Gleason	Robocalls from Humans
R/GA / New York	Ad Council	Fans of Love
Republica / Miami + Trator Filmes / São Paulo	Amigos for Kids	Broken Crayons
TBWA / Helsinki + KLOK / Helsinki	Finavia	#LIFEINHEL

COMMUNITY BUILDING

Bensimon Byrne / Toronto	Casey House	Break Bread Smash Stigma
FCB Canada / Toronto	Canadian Down Syndrome Society	Anything But Sorry
ICF Olson / Minneapolis	Minnesota Wild	This Is Our Ice
McCann / London + MRM/McCann / London + Craft/McCann / London	Microsoft	Xbox Design Lab Originals: The Fanchise Model
McCann / New York + Visbal Sculpture / Delaware + Traction Creative / New York	State Street Global Advisors	Fearless Girl
Mother / New York	Mother	The Pregnancy Pause
NBS / Rio de Janeiro	Flamengo	Blind Passion
Ogilvy / New York	NewFest & NYC Pride	Type with Pride
POSSIBLE / Seattle + Lonely Whale Foundation / Calabasas	Lonely Whale Foundation	Strawless Ocean Campaign

2018 ONE SHOW – FINALISTS

PUBLIC RELATIONS

BY CATEGORY



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

INTERNAL COMMUNICATIONS

McCann / New York	Mastercard	My First Purchase Exhibit
Wieden+Kennedy / Portland	KFC	Virtual Reality- The Hard Way

BRAND VOICE

Akestam Holst / Stockholm	IKEA Sweden	IKEA Pee Ad
AMVBBDO / London + Somesuch & Co / London	Essity Libresse Bodyform	#Blood Normal
Clemenger BBDO / Melbourne	Airbnb	Until We All Belong
CP+B / Boulder + Hungry Man / New York	Kraft Heinz	Swear Like a Mother
Edelman / Seattle	REI	#ForceofNature: Women Finding Freedom Outdoors
Figliulo&Partners / New York	CNN	Facts First
Happiness / an FCB alliance / Brussels	Carlsberg Global	Probably TEDx
loved / Hamburg	ALI Getränke / Husumer Mineralbrunnen HMB & Co.	A statement for tolerance
Ogilvy & Mather / Chicago	City of Chicago	One Chicago
Ogilvy Australia / Melbourne + Ogilvy PR Australia / Melbourne	AAMI	AAMI SmartPlates

REPUTATION MANAGEMENT

BBDO / New York + The Corner Shop / New York	P&G	The Talk
Figliulo&Partners / New York	CNN	Facts First
Ogilvy & Mather / Chicago	City of Chicago	One Chicago

REAL-TIME RESPONSE – CRISIS COMMUNICATIONS

Barton F. Graf / New York	Coverage Coalition	Coverage Coalition
---------------------------	--------------------	--------------------

2018 ONE SHOW – FINALISTS

PUBLIC RELATIONS

BY CATEGORY



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

REAL-TIME RESPONSE – PROACTIVE COMMUNICATIONS

ACNE / Stockholm + Ikea Creative Hub / Stockholm	IKEA	IKEA's response to Balenciaga
CP+B / Boulder	American Airlines	The Bonnie Award
Ketchum / Atlanta + VML / Kansas City	Wendy's	#NuggsforCarter
King James Group / Cape Town	Sanlam	2minuteshowersongs
Ogilvy & Mather / Chicago	City of Chicago	One Chicago
TBWA\Media Arts Lab / Los Angeles	Apple	Earth: Shot on iPhone

INTEGRATED CAMPAIGN

22squared / Tampa, Atlanta	Ad Council/Grads of Life	7-Second Resumes
adam&eveDDB / London	Marmite	The Gene Project
AMVBBDO / London + LADbible / London	LADbible & Plastic Ocean	Trash Isles
AMVBBDO / London + Somesuch & Co / London	Essity Libresse Bodyform	#Blood Normal
BBH / Singapore	IKEA	The IKEA Human Catalogue
Bensimon Byrne / Toronto	Casey House	Break Bread Smash Stigma
Clemenger BBDO / Melbourne	Airbnb	Until We All Belong
Clemenger BBDO / Melbourne	Myer	Give Registry
DDB / Chicago + Starcom / Chicago + Mediacom / Chicago + Olson / Chicago	Mars Wrigley Confectionery	Exclusive the Rainbow case study
Edelman / Seattle	REI	#ForceofNature: Women Finding Freedom Outdoors
Mindshare / Copenhagen	Dove Denmark	Image_Hack
Saatchi & Saatchi / New York	Procter & Gamble - Tide	It's a Tide Ad Campaign
We Are Unlimited / Chicago + DDB / New York	McDonald's Corporation	Search

2018 ONE SHOW – FINALISTS

PUBLIC RELATIONS

BY CATEGORY



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

INNOVATION IN PUBLIC RELATIONS

Artefact / Paris	Greenpeace	Orizon, Predictive Real Estate
Happiness / an FCB alliance / Brussels	Carlsberg Global	Probably TEDx
Jung von Matt / Hamburg	Berliner Verkehrsbetriebe (BVG)	BVG x adidas – The Ticket-Shoe
McCann / New York + Visbal Sculpture / Delaware + Traction Creative / New York	State Street Global Advisors	Fearless Girl
McCann Worldgroup / New York	United States Postal Service	USPS - Operation Santa
Memac Ogilvy / Dubai	International Potato Center	Potatoes On Mars
Ogivy Africa / Nairobi + SuperSonic Africa / Nairobi + Black Bean Productions / Cape Town	OI Pejeta Coservancy	The World's Most Eligible Bachelor