

2018 ONE SHOW – FINALISTS

RESPONSIVE ENVIRONMENTS

BY CATEGORY



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

ARCHITECTURE ENHANCEMENT

R/GA / Tokyo	MUJI	Tokyo Pen Pixel
Rethink / Toronto, Montreal, Vancouver	WestJet	Desert Roulette

USER ACTIVATION

Grey Germany / Duesseldorf	Barmer	Heavy Metal Hearing Test
Hindustan Petroleum / Mumbai	Hindustan Petroleum	Roads That Honk
Rethink / Toronto, Montreal, Vancouver	Sports Experts	Thermal Discount
Serviceplan France / Courbevoie + Trinity Films / Courbevoie + Comptoir du Son / Paris	Driea / Parisian Road Safety Authority	The Virtual Crash Billboard
WCRS / London	The Born Free Foundation	#TankFree

USE OF TECHNOLOGY

Commonwealth//McCann / Detroit	Chevrolet	The Invisible Car
FCB Canada / Toronto	Fountain Tire	Safest Highways
Hasan & Partners / Helsinki + KONE Oyj / Espoo + The Honey Partnership / London	KONE Oyj	Machine conversations
Hindustan Petroleum / Mumbai	Hindustan Petroleum	Roads That Honk
Lg2 / Quebec City	Quebec City Magic Festival	The mind-reading billboard
Nest / Palo Alto	Nest	The Eclipse Case Study
Rethink / Toronto, Montreal, Vancouver	Sports Experts	Thermal Discount
TBWA\HAKUHODO / Tokyo + Tohokushinsha Film Corporation / Tokyo	adidas Japan	Green Light Run
Thinkingbox / Vancouver	Amazon Studios	Sneaky Like Pete
Wieden+Kennedy / Portland	Nike	Live Design

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USE OF TECHNOLOGY – AUGMENTED REALITY (AR)

Google Asia Pacific / Singapore + Lenovo / Singapore + Marina Bay Sands / Singapore + MediaMonks / Amsterdam	Google Zoo Singapore	ArtScience Museum: Into the Wild
TBWA Chiat Day / Los Angeles	Recording Academy of Los Angeles	Play the City

USE OF TECHNOLOGY – INTEGRATION WITH SOCIAL PLATFORMS

FP7/RUH / Riyadh + FP7/MENA / Dubai	Al Rajhi Bank	The Woman Behind The Veil
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CRAFT – DYNAMIC DATA VISUALIZATION

Dentsu / Tokyo + Dentsu Tec / Tokyo + Rhizomatiks Research / Tokyo + Dentsu Creative X / Tokyo	Japanese Government	CeBIT 2017 Opening Ceremony Japan Show Act
Energy BBDO / Chicago	National Safety Council	Prescribed to Death

INNOVATION IN RESPONSIVE ENVIRONMENTS

AKQA / Portland + Amazon / Seattle	Amazon	Echo Escape
J. Walter Thompson / London	Shell	Gravity Light
Nest / Palo Alto	Nest	The Eclipse Case Study
TBWA\HAKUHODO / Tokyo + Tohokushinsha Film Corporation / Tokyo	adidas Japan	Green Light Run
Thinkingbox / Vancouver	Amazon Studios	Sneaky Like Pete