

# 2018 ONE SHOW – FINALISTS

## CROSS-PLATFORM

### BY CATEGORY



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

#### EXPERIENTIAL – EVENTS & COMPETITIONS

DM9 DDB / São Paulo	Walmart	Price on the Jersey
FCBIndia Group / Mumbai	Times Of India	Shindoor Khela - No Condition Apply
Grabarz & Partner Werbeagentur / Hamburg	Burger King Deutschland	Loving "It"
ICF Olson / Minneapolis	Minnesota Wild	This Is Our Ice
LOLA MullenLowe / Madrid + Only 925 / Madrid + Vision Media / Madrid + Weber Shandwick / London	Burger King	Scary Clown Night
R/GA / New York	Ad Council	Fans of Love
Wieden+Kennedy / Portland	Nike	Breaking 2

#### EXPERIENTIAL – INSTALLATIONS

ADK Taiwan / Taipei	7-ELEVEN Taiwan	Rhythm of Love Wall
CHE Proximity / Australia	Swann Insurance	Inconvenience Stores
Energy BBDO / Chicago	National Safety Council	Prescribed to Death
FCB / Chicago	Illinois Council Against Handgun Violence	Teddy Gun

#### EXPERIENTIAL – AUGMENTED REALITY (AR)

McCann / Belgrade	Museum of Contemporary Art Belgrade	democrARTisation
Ogilvy & Mather / Chicago	SC Johnson	Kiwi Portraits Completed

#### INTEGRATED BRANDING

adam&eveDDB / London	John Lewis	Moz the Monster
Akestam Holst / Stockholm	IKEA Sweden	Where Life Happens 2017
AMVBBDO / London + Somesuch & Co / London	Essity Libresse Bodyform	#Blood Normal
Buzzman / Paris	TGV	2H04
Clemenger BBDO / Melbourne	Airbnb	Until We All Belong

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#### INTEGRATED BRANDING (CONT.)

Colenso BBDO / Auckland	Mars	The Pedigree Child Replacement Programme
Droga5 / New York + PHD / New York	MailChimp	Did You Mean MailChimp?
Droga5 / New York + Second Child / New York + Chromista / Los Angeles	New York Times	The Truth is Hard to Find
FCB / Chicago	Illinois Council Against Handgun Violence	Teddy Gun
Fitzgerald & Co / Atlanta	Coca-Cola	Share a Coke 1,000 Name Celebration
GOOD / Moscow + Hype production / Moscow + Dentsu Smart / Moscow + Segmento / Moscow	Sberbank of Russia	Neighborhoods
Host/Havas / Sydney	Palau Legacy Project	Palau Pledge
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 Worldgroup Italy / Milan + Craft / London + MRM//McCann / Milan + Think Cattleya / Milan	Ubrew	Responsibly the beer
NORD DDB / Stockholm + House Agency / Stockholm	Klarna	Smooth
Ogilvy & Mather / Chicago	SC Johnson	Kiwi Portraits Completed
Ogilvy & Mather / Singapore + Hogarth & Ogilvy / Singapore + Joinery / Los Angeles	Alliance Française de Singapour	Pitching French Films To Hollywood
Serviceplan Germany / Munich	Tiertschutzverein Muenchen	Adoptify
Wieden+Kennedy / Portland	KFC	KFC Brand

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#### INTEGRATED BRANDING – ONLINE

AMVBBDO / London + Somesuch & Co / London	Essity Libresse Bodyform	#Blood Normal
BBH / Singapore	IKEA	The IKEA Human Catalogue
DDB / Chicago + Starcom / Chicago + Mediacom / Chicago + Olson / Chicago	Mars Wrigley Confectionery	Exclusive the Rainbow case study
Ogilvy & Mather Polska / Warsaw	Greenpeace Poland	To The Last Tree Standing

#### BRAND TRANSFORMATION

adam&eveDDB / London	FIFA	More Than A Game
adam&eveDDB / London	Marmite	The Gene Project
BMF / Sydney + Revolver/ Will O'Rourke / Sydney	Sportsbet	Putting the 'ROID in Android
Droga5 / New York + Second Child / New York + Chromista / Los Angeles	New York Times	The Truth is Hard to Find
McCann / London + MRM/McCann / London + Craft/McCann / London	Microsoft	Xbox Design Lab Originals: The Fanchise Model
NORD DDB / Stockholm + House Agency / Stockholm	Klarna	Smooth
Wieden+Kennedy / Portland	KFC	KFC Brand Transformation

#### CRAFT – ART DIRECTION

72andSunny / Los Angeles	The Mayor's Fund for Los Angeles	LA Original
McCann / Sydney	Cathay Pacific	Parfums De Voyage - A Return Journey Through Scent
TBWA\Media Arts Lab / London + Partizan / Paris + OMD / London	Apple	Détour
Wieden+Kennedy / Portland	Nike	Nike Air Force 1 Baltimore

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#### CRAFT – WRITING

DDB / Paris + Eddy / Paris + Brunch Studio / Paris + Studio 5 / Paris	Hasbro	Emerging species
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#### CRAFT – ILLUSTRATION

DDB / Paris + Eddy / Paris + Brunch Studio / Paris + Studio 5 / Paris	Hasbro	Emerging species
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#### CRAFT – PHOTOGRAPHY

Grey Germany / Duesseldorf	Terre des femmes - Menschenrechte für die Frau	Open your eyes
Ogilvy / Toronto + Unilever / Toronto + Mindshare Canada / Toronto	Unilever	Beautifully Real Moms

#### CRAFT – SOUND

AlmapBBDO / São Paulo	Getty Images	Nosferatu
Fitzgerald & Co / Atlanta	Coca-Cola	Share a Coke 1,000 Name Celebration

#### INNOVATION IN CROSS-PLATFORM – EXPERIENTIAL

Anorak / NoA / Oslo	Amnesty International Norway	The Distress Signal
Colenso BBDO / Auckland	DB Breweries / Heineken NZ	DB Export Beer Bottle Sand
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
Hakuhodo Indonesia / Jakarta	Sompo Insurance Indonesia	Prayer For Good
McCann / Sydney	Cathay Pacific	Parfums De Voyage - A Return Journey Through Scent

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#### INNOVATION IN CROSS-PLATFORM – INTEGRATED BRANDING

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
Droga5 / New York + PHD / New York	MailChimp	Did You Mean MailChimp?
Great Works / NoA / Stockholm + Åkestam Holst / NoA / Stockholm	IM Swedish Development Partner	The Humanium Metal Initiative
Host/Havas / Sydney	Palau Legacy Project	Palau Pledge
Jung von Matt / Hamburg	Berliner Verkehrsbetriebe (BVG)	BVG x adidas – The Ticket-Shoe
McCann / London + MRM/McCann / London + Craft/McCann / London	Microsoft	Xbox Design Lab Originals: The Fanchise Model
TBWA\RAAD / Dubai	Nissan	Camelpower