

# 2018 ONE SHOW – FINALISTS

## FILM

### BY CATEGORY



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

### TELEVISION – SHORT FORM – SINGLE

adam&eveDDB / London	Skittles	Romance
BBDO / New York + biscuit filmworks / Los Angeles	Mars Chocolate North America / Twix	Undertaker
BBDO / New York + O Positive / New York	Mars Chocolate North America / Snickers	Recovery Room
BMF / Sydney + The Sweet Shop / Sydney	ALDI Australia	Good Different - No Artificial Colours
dummy. / Venice + The Outsider / London + AMV BBDO / London	The National Lottery	Ventriloquist
FCB / Chicago	Liquid-Plumr	Cracks
Figliulo&Partners / New York	CNN	Apple Banana
JohnXHannes / New York + Squarespace / New York + Smuggler / New York + No 6 / Los Angeles	Squarespace	Calling JohnMalkovich.com
JohnXHannes / New York + Squarespace / New York + Smuggler / New York + No6 / Los Angles	Squarespace	Who is John Malkovich
Ig2 / Quebec City	La Societe de l'assurance automobile du Quebec	Razor
Lucky Generals / London + Hungry Man / Los Angeles	Amazon	Alexa Loses Her Voice: Rebel
McCann / New York + MRM//McCann / New York	Cigna	TV Doctors - Even More Drama
McCann / New York + Park Pictures / New York + Exile Edit East / New York	Qualcomm	Ignore This- Bavarian Dance
McCann / New York + Park Pictures / New York + Exile Edit East / New York	Qualcomm	Ignore This- Beatbox
Ogilvy / London	Samsung	Humans will be Humans - Tap
Romance / Paris + Wanda / Paris + THE / Paris	World of Tank	The Parking
Saatchi & Saatchi / New York	Procter & Gamble - Tide	It's a Valentine's Day Tide Ad
Saatchi & Saatchi / New York	Procter & Gamble - Tide	It's Another Tide Ad
Saatchi & Saatchi / New York	Procter & Gamble - Tide	It's Yet Another Tide Ad

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### TELEVISION – SHORT FORM – CAMPAIGN (CONT.)

Saatchi & Saatchi / New York	Procter & Gamble - Tide	It's Yet Another Tide Ad, Again
The Martin Agency / Richmond	GEICO	Count On: Sloth
The Martin Agency / Richmond	GEICO	It's Not Surprising - Bulldogs
Wieden+Kennedy / Portland	Old Spice	Old Spice - Marco Love- O
Wieden+Kennedy / Portland	Old Spice	Old Spice - Mask
Wieden+Kennedy / Portland + Smith + Jones Films / Los Angeles + Joint Editorial / Portland + Method Studios / Los Angeles	KFC	The Original Colonel's Original Recipe (Today's Teens)
Wieden+Kennedy / New York + O Positive / New York	Bud Light	Dilly Dilly

### TELEVISION – SHORT FORM – CAMPAIGN

Barton F. Graf / New York	Little Caesars	ExtraMostBestest Campaign
BBDO / New York + Smith & Jones	AT&T / DIRECTV	Some People
Colenso BBDO / Auckland	Mars	The Pedigree Child Replacement Programme
FoxP2 / Cape Town + Patriot / Cape Town	Cape of Good Hope SPCA	#ChooseYourFamily
Goodby Silverstein & Partners / San Francisco	Common Sense Media	Device Free Dinner
Ogilvy / Cape Town	24.com	News24 Edge
Ogilvy / London	Samsung	Humans will be Humans
Wieden+Kennedy / Portland	Old Spice	Old Spice - It Practically Smells Itself

### TELEVISION – LONG FORM – SINGLE

72andSunny / Los Angeles + Google Brand Studio / Mountain View + HECHO EN 72 / Los Angeles	Google	Year in Search
adam&eveDDB / London	Marmite	The Gene Project
adam&eveDDB / London	Red Cross	Every Parent's Worst Nightmare
adam&eveDDB / London	Volkswagen	The Button

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Apple / Cupertino	Apple	Barbers
Arnold Worldwide / Boston	Jeep	Anti-Manifesto
AUDI / London + BBH / London + Rattling Stick / London	AUDI	Clowns
BBDO / New York + biscuit filmworks / Los Angeles	Mars Petcare / Pedigree	General Howe's Dog
BETC	Lacoste	Timeless
Biscuit Filmworks / Los Angeles + Droga5 / London	Ancestry	Together Forever
CP+B / Los Angeles + Rattling Stick / Santa Monica	Jose Cuervo	Last Days
DDB Group New Zealand / Auckland	Lotto New Zealand	Armoured Truck
Deutsch / Los Angeles	Taco Bell	Web of Fries
Diesel / Breganze + Division / Paris + MPC / London	Diesel	Go With The Flaw
Diesel / Breganze + Publicis Italy / Milan + Division / Paris + MPC / London	Diesel	Keep The World Flawed
Droga5 / London + Biscuit Filmworks / London	Kwiff	It's perfectly normal. Until it's Kwiffed.
Droga5 / New York + Chromista / Los Angeles	New York Times	The Truth is Hard to Find - Bryan Denton
Droga5 / New York + Chromista / Los Angeles	New York Times	The Truth is Hard to Find - Tyler Hicks
Forsman & Bodenfors / Gothenburg	Volvo Cars	Moments
Goodby Silverstein & Partners / San Francisco	Doritos + Mountain Dew	Doritos Blaze vs. MTN DEW ICE
Grabarz & Partner Werbeagentur / Hamburg	Volkswagen	Kid's Dreams
Havas / New York	TD Ameritrade	Cat's in the Cradle
Herezie Group / Paris	David Lynch Foundation	Sounds of Trauma
La Comunidad / Buenos Aires + Argentinacine / Buenos Aires	FILM SUEZ	Slumber
Leo Burnett / Chicago + MJZ / Los Angeles + Moving Picture Company / Los Angeles	Samsung	Ostrich

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### TELEVISION – LONG FORM – SINGLE (CONT.)

Lucky Generals / London + Hungry Man / Los Angeles	Amazon	Alexa Loses her Voice
MJZ / International + DDB / Chicago + Moving Picture Company / International	State Farm	State Farm's "Following" by Dante Ariola
Saatchi & Saatchi / New York	Procter & Gamble - Tide	It's a Tide Ad
TBWA\Media Arts Lab / Los Angeles	Apple	Earth: Shot on iPhone
Wieden+Kennedy / Portland	Old Spice	Old Spice - Red Sweater
Wieden+Kennedy / Portland	Procter & Gamble	Love Over Bias
Y&R México / Mexico City	Movistar Mx	Love Story

### TELEVISION – LONG FORM – CAMPAIGN

72andSunny / Los Angeles	Call of Duty: WWII	Reassemble
Droga5 / London + Biscuit Filmworks / London	Kwiff	It's perfectly normal. Until it's Kwiffed
Johannes Leonardo / New York	adidas Originals	Original is Never Finished
La Comunidad / Buenos Aires + PRIMO / Buenos Aires	Billboard	Inspirations

### TELEVISION – VARYING LENGTH CAMPAIGN

Goodby Silverstein & Partners / San Francisco	Common Sense Media	Device Free Dinner
Lucky Generals / London + Hungry Man / Los Angeles	Amazon	Alexa Loses her Voice
Saatchi & Saatchi / New York	Procter & Gamble - Tide	It's a Tide Ad Campaign

### CINEMA ADVERTISING

AUDI / London + BBH / London + Rattling Stick / London	AUDI	Clowns
BETC	Leroy Merlin	Life's adventure
DDB Group New Zealand / Auckland	Lotto New Zealand	Armoured Truck

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## CINEMA ADVERTISING (CONT.)

Deutsch / Los Angeles	Taco Bell	Web of Fries
Grabarz & Partner Werbeagentur / Hamburg	Volkswagen	Kid's Dreams
McCann Worldgroup India / Mumbai	Jagran Prakashan	Intensity
Wieden+Kennedy / London + Riff Raff / London + Time Based Arts / London	Nike	Nothing Beats a Londoner
Wieden+Kennedy / London + Time Based Arts / London + 750 MPH / London + Sounds & Sons / London	Honda	Dream Makers

## ONLINE FILMS & VIDEO – SHORT FORM – SINGLE

BBDO / Berlin	Daimler / smart	smart emission cam.
Goodby Silverstein & Partners / San Francisco	Common Sense Media	Device Free Dinner on Funny or Die
McCann Canada / Toronto	Prostate Cancer Canada	The Alternatives - Your Mom
McCann Canada / Toronto	Prostate Cancer Canada	The Alternatives - Yourself

## ONLINE FILMS & VIDEO – SHORT FORM – CAMPAIGN

CP+B / Los Angeles	Amazon	Thursday Night Football
ERICH & KALLMAN / San Francisco	General Mills Fruit by the Foot	I Love My Fruit by the Foot Campaign
Goodby Silverstein & Partners / San Francisco	Common Sense Media	Device Free Dinner
Ogilvy / London	Samsung	Humans will be Humans
Sugar Mutts Rescue / Brooklyn	Sugar Mutts Rescue	Just Get the Dog

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### ONLINE FILMS & VIDEO – LONG FORM – SINGLE

72andSunny / Amsterdam + Caviar / London + Stitch / London + Wave / Amsterdam	Lynx	#isitokforguys
72andSunny / Los Angeles + Google Brand Studio / Mountain View + HECHO EN 72 / Los Angeles	Google	Year in Search
7films / capetown	Surfshack Outreach	Chasing the Dragon
adam&eveDDB / London	Marmite	The Gene Project
adam&eveDDB / London	Volkswagen	The Button
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 + The Corner Shop / New York	P&G	The Talk
BBDO / Toronto	Harlequin Enterprises	Viking
Beats By Dr. Dre / Culver City + Doomsday / Los Angeles	Beats By Dr. Dre	Dedicated: The Conor McGregor Story
CP+B / Boulder	Kraft Heinz	Swear Like a Mother
CP+B / Los Angeles + Rattling Stick / Santa Monica	Jose Cuervo	Last Days
DAVID / Miami + Smuggler / LA	Burger King	Bullying Jr.
DDB / Chicago + Starcom / Chicago + Mediacom / Chicago + Olson / Chicago	Mars Wrigley Confectionery	Exclusive the Rainbow Announcement
DDB / Chicago + Starcom / Chicago + Mediacom / Chicago + Olson / Chicago	Mars Wrigley Confectionery	Exclusive the Rainbow Outro
Deutsch / Los Angeles	Taco Bell	Web of Fries
Diesel / Breganze + Publicis Italy / Milan + Division / Paris + MPC / London	Diesel	Go With The Flaw

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Diesel / Breganze + Publicis Italy / Milan + Division / Paris + MPC / London	Diesel	Keep The World Flawed
Droga5 / New York + Chromista / Los Angeles	New York Times	The Truth is Hard to Find - Bryan Denton
Droga5 / New York + Chromista / Los Angeles	New York Times	The Truth is Hard to Find - Daniel Berehulak
Droga5 / New York + Chromista / Los Angeles	New York Times	The Truth is Hard to Find - Tyler Hicks
FCB / Chicago	Illinois Council Against Handgun Violence	Teddy Gun
FCB Canada / Toronto	Canadian Down Syndrome Society	The S Word
Furlined / Santa Monica + Apple / Cupertino	Apple	Barbers
Grabarz & Partner Werbeagentur / Hamburg	Volkswagen	Kid's Dreams
Herezie Group / Paris	David Lynch Foundation	Sounds of Trauma
JohnXHannes / New York + Squarespace / New York + Smuggler / New York + No 6 / Los Angeles	Squarespace	Who Is John Malkovich
McCann Worldgroup / Bangkok	Verena International	Capture
Ogilvy & Mather / Singapore + Hogarth & Ogilvy / Singapore + Joinery / Los Angeles	Alliance Française de Singapour	Pitching French Films To Hollywood
Smuggler / Los Angeles + BBDO / New York	Sandy Hook Promise	Tomorrow's News
Sra Rushmore SA / Madrid	International Committee of the Red Cross	Decisions
TBWA\HAKUHODO / Tokyo + Pyramid Film / Tokyo	Nissan Motor	The Professional of Japan
TBWA\Media Arts Lab / Los Angeles + Apple / Cupertino	Apple	Appocalypse
Venables Bell & Partners / San Francisco	Audi of America	Audi - Parking Lot
Wieden+Kennedy / London + Riff Raff / London	Nike	Nothing Beats a Londoner
Wieden+Kennedy / Portland + Biscuit Filmworks / Los Angeles + Joint Editorial / Portland	KFC	Zinger Announcement

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#### ONLINE FILMS & VIDEO – LONG FORM – SINGLE (CONT.)

Wieden+Kennedy / New York + O Postitive / New York	The Atlantic	Typecast
X-Line (Dentsu) / Taipei City	Taiwan Wacoal	Wow Girls' Lab

#### ONLINE FILMS & VIDEO – LONG FORM – CAMPAIGN

72andSunny / Los Angeles	Call of Duty	Reassemble
Akestam Holst / Stockholm	IKEA Sweden	Irresistibly Pointless Trueview Ads
Droga5 / New York + Chromista / Los Angeles	New York Times	The Truth is Hard to Find
Ogilvy & Mather / Singapore + Hogarth & Ogilvy / Singapore + Joinery / Los Angeles	Alliance Française de Singapour	Pitching French Films To Hollywood
Saatchi & Saatchi / Stockholm + Camp David / Stockholm	Elmsta 3000 Horror Fest	Short but deadly

#### ONLINE FILMS & VIDEO – VARYING LENGTH CAMPAIGN

Battery / Los Angeles	Netflix	Netflix is a Joke
DDB / Chicago + Starcom / Chicago + Mediacom / Chicago + Olson / Chicago	Mars Wrigley Confectionery	Exclusive the Rainbow case study
Ogilvy & Mather / Johannesburg	Kimberly-Clark (Huggies)	The World's First Baby Marathon
Wieden+Kennedy / Portland	Old Spice	Old Spice - We Make Scents for Men

#### ONLINE FILMS & VIDEO – PRE-ROLL – SINGLE

BBH / New York	Sony Playstation	PS VR "Skyrim"
RPA / Santa Monica	American Honda Motor Co.	Fit – Hulu
The Martin Agency / Richmond	GEICO	Interrupt-a-palooza: Nighty Night
The Martin Agency / Richmond	GEICO	Interrupt-a-palooza: Smile and Say Skis
The Martin Agency / Richmond	GEICO	Interrupt-a-palooza: Special Delivery



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### ONLINE FILMS & VIDEO – PRE-ROLL – CAMPAIGN

Akestam Holst / Stockholm	IKEA Sweden	Irresistibly pointless trueview ads
Apple / Cupertino	Apple	Switch to iPhone
Rethink / Toronto, Vancouver, Montreal	YWCA Metro Vancouver	Six-second Ambush Advisories
The Martin Agency / Richmond	GEICO	Interrupt-a-palooza Campaign

### LOCATION-SPECIFIC VIDEO

McCann Spain / Madrid	IB Women Foundation	Obscene Gap
Serviceplan Germany / Munich	Tierterschutzverein Muenchen	Adoptify
TBWA\Media Arts Lab / Los Angeles + Apple / Cupertino	Apple	Appocalypse

### UNDER 100K BUDGET

Arnold Worldwide / Boston	Monster.com	One Foot Out the Door
Cheil Worldwide / Seoul	Busan Metropolitan Police Agency	Stop Downloadkill
Droga5 / New York + Chromista / Los Angeles	New York Times	The Truth is Hard to Find
Figliulo&Partners / New York + The Mill / New York + Heard City / New York + Future Perfect / New York	CNN	Facts First
Ogilvy & Mather / Singapore + Hogarth & Ogilvy / Singapore + Joinery / Los Angeles	Alliance Française de Singapour	Pitching French Films To Hollywood
Romance / Paris + Wanda / Paris + THE / Paris	World of Tank	The Gas Station
Romance / Paris + Wanda / Paris + THE / Paris	World of Tank	The Parking
Saatchi & Saatchi / Stockholm + Camp David / Stockholm	Elmsta 3000 Horror Fest	Short but deadly
TBWA\HAKUHODO / Tokyo + Pyramid Film / Tokyo	Nissan Motor	The Professional of Japan
X-Line (Dentsu) / Taipei City	Taiwan Wacoal	Wow Girls' Lab

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### USER-GENERATED CONTENT

AIRBAG / Melbourne + Leo Burnett / Melbourne	Australian Marriage Equality	Bachelors & Bachelorettes
Barton F. Graf / New York	Emerald	Yes Good
Ogilvy / London	Samsung	Humans will be Humans

### INNOVATION IN FILM – TELEVISION / CINEMA

Grey Germany / Duesseldorf	Deutsches Komitee für UNICEF e.V.	Eyes of Aleppo
Saatchi & Saatchi / New York	Procter & Gamble - Tide	It's a Tide Ad Campaign
Wieden+Kennedy / Portland	Nike	Nike Canada "Play Less Nice"

### INNOVATION IN FILM – ONLINE

AlmapBBDO / São Paulo	Getty Images	Nosferatu
BBDO / New York + BBDO Studios / New York	Downtown Records	Live Looper
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
DDB / Paris + Make me Pulse / Paris	Ubisoft	A World With No Heroes
Ogilvy / Germany	European Anti-Bullying Network (EAN)	Escalating GIFs
Wieden+Kennedy / Portland	Old Spice	Invisible World: An Old Spice Invisible Spray Production