

# 2018 ONE SHOW – FINALISTS

## INTERACTIVE

### BY CATEGORY



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

#### WEBSITES

AlmapBBDO / São Paulo	Getty Images	Nosferatu
Artefact / Paris	Greenpeace	Orizon, Predictive Real Estate
CHE Proximity / Australia + Revolver/Will O'Rourke / Sydney	Cochlear	The Hearing Test in Disguise
DDB / Paris + Eddy / Paris + Brunch Studio / Paris + Studio 5 / Paris	Hasbro	Emerging species
DDB / Paris + Make me Pulse / Paris	Ubisoft	A World With No Heroes
FCB Brasil / São Paulo + Antonio Brasiliano / São Paulo + UMSTUDIO.COM / São Paulo + Vitor Patalano / São Paulo	Estadão Newspaper	The Corruption Converter
Google Brand Studio / San Francisco	Google	Be Internet Awesome
Havas / Milan	CDEC and Sons of Shoah	Forgetting Auschwitz, Remembering Auschwitz
Ogilvy & Mather Japan GK / Tokyo	Sony Music Labels (Japan)	Make It Metal
ROSAPARK / Paris	Ouigo	Let's Play
Watson Design Group / Los Angeles	A24	A Ghost Store

#### WEBSITES – UTILITY

180LA / Los Angeles + Friend / London + Cut & Run / Los Angeles/London + Unit 9 / Los Angeles	Expedia	Expedia/Visit Britain: "The Only Place You Need to Go"
CP+B / Los Angeles + Brick City / Miami + Haus / Los Angeles + Plus Productions / Los Angeles	PayPal	Local Selects
DDB Group New Zealand / Auckland	Netsafe	Re:scam
FCB/SIX / Toronto	PFLAG Canada	Destination Pride
GREY / São Paulo + GREY / Latam	Reclame Aqui	The Colour of Corruption
Heat / San Francisco	THX	The Playable RFP Letter

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McCann / London + MRM/McCann / London + Craft/McCann / London	Microsoft	Xbox Design Lab Originals: The Fanchise Model
Ogilvy / New York	NewFest & NYC Pride	Type with Pride
Zambezi / Culver City	Rotten Apples	Rotten Apples

#### ONLINE ADVERTISING – BANNERS

CHE Proximity / Australia	LEGO Australia	Making the List
Columbus / Melbourne + BWM Dentsu / Melbourne	Victorian Government	Bushfire Alert Ad
GOOD / Moscow + Hype production / Moscow + Dentsu Smart / Moscow + Segmento / Moscow	Sberbank of Russia	Neighborhoods
Serviceplan Germany / Munich	Tiertschutzverein Muenchen	Adoptify
VML South Africa / Cape Town	Huffington Post South Africa	Stop The Cycle

#### INTERACTIVE VIDEO

180LA / Los Angeles + Cut & Run / Santa Monica + Electric Theatre Collective / Santa Monica + Expedia / Bellevue	Expedia	Visit Britain
Akestam Holst / Stockholm	IKEA Sweden	Irresistibly pointless trueview ads
AlmapBBDO / São Paulo	Getty Images	Nosferatu
BBDO / New York + BBDO Studios / New York + Visual Country	Lowe's	Converticals
BBDO / New York + North Kingdom	Bacardi	Snapchat Music Video
Cummins&Partners / Sydney + Cummins&Partners / Melbourne + History Will Be Kind / Sydney + Revolver/Will O'Rourke / Sydney	Go Gentle Australia	Stop The Horror
DAVID / Miami	Burger King	Google Home of The Whopper
Ogilvy / Germany	Coca-Cola	SnapSkate

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#### INTERACTIVE VIDEO (CONT.)

Ogilvy & Mather Japan GK / Tokyo	Sony Music Labels (Japan)	Make It Metal
The Martin Agency / Richmond	Warner Bros	Shadow of War
Try / Oslo + Tangrystan / Oslo	Norwegian Red Cross	Fail
Wieden+Kennedy / Portland	Portugal. The Man	Feel It Still

#### EXPERIENTIAL – VIRTUAL REALITY (VR)

Cheil Worldwide / Seoul + McKinney / New York + Czarnowski / Chicago + Sangwha / Seoul	Samsung Electronics	Samsung Gear VR Wonderland
J. Walter Thompson / São Paulo	Rede de Justiça	Visceral Reality
McCann / Melbourne	Melbourne International Film Festival	Digital Puppetry
Momentum Worldwide / New York + Verizon Labs / New York	Verizon	Virtual Gridiron
POL / OSLO + Mediamonks / Stockholm	Audi	Audi Enter Sandbox
Saatchi & Saatchi / London + Mediacom / Dusseldorf + Proud Robinson / London + Glitchers / London	Deutsche Telekom	Sea Hero Quest - Virtual Reality
Spinifex Group / Torrance + Spinifex Group / Palos Verdes Estates	Sir Elton John	Elton John - Farewell Yellow Brick Road Global Launch

#### EXPERIENTIAL – DIGITAL INSTALLATIONS

BBDO / New York + Obscura Digital	GE	Unseen Stars
Contrapunto BBDO / Madrid	Mercedes-Benz España, S.A. (Smart)	Chameleon
Hindustan Petroleum / Mumbai	Hindustan Petroleum	Roads That Honk
Rethink / Toronto, Montreal, Vancouver	Sports Experts	Thermal Discount
TBWA Chiat Day / Los Angeles	Recording Academy of Los Angeles	Play the City

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#### GAMING

adam&eveDDB / London	FIFA	More Than A Game
Google Brand Studio / San Francisco	Google	Be Internet Awesome
J. Walter Thompson New Zealand / Auckland	Vice New Zealand	Battle To The Beehive
McCann / New York + MRM//McCann / New York + Weber Shandwick / New York + Momentum WW / New York	U.S. Army	White Hats Wanted
Ogilvy & Mather Polska / Warsaw	Greenpeace Poland	To The Last Tree Standing

#### CRAFT – VISUAL EFFECTS / ANIMATION

Dentsu / Tokyo + ELEVENPLAY / Tokyo + Rhizomatiks / Tokyo + P.I.C.S. / Tokyo	NTT DOCOMO	Redefining Distance
Enjin / Tokyo + BIRDMAN / Tokyo	All Nippon Airways	The Tangible Manner
Spinifex Group / Torrance + Spinifex Group / Palos Verdes Estates	Sir Elton John	Elton John - Farewell Yellow Brick Road Global Launch

#### CRAFT – MUSIC / SOUND

AlmapBBDO / São Paulo	Getty Images	Nosferatu
BBDO / New York + BBDO Studios / New York	Downtown Records	Live Looper
Rothco / Dublin	The Sunday Times	JFK - Unsilenced
Wunderman BA / Buenos Aires	Fundación Banco de Bosques	EcoAlarm

#### CRAFT – DYNAMIC DATA VISUALIZATION

Cheil / Amsterdam	Samsung Benelux	Samsung SmartSuit
Dentsu / Tokyo + Dentsu Tec / Tokyo + Rhizomatiks Research / Tokyo + Dentsu Creative X / Tokyo	Japanese Government	CeBIT 2017 Opening Ceremony   Japan Show Act
Deutsch / New York	Siemens	Mindsphere.io

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### CRAFT – DYNAMIC DATA VISUALIZATION (CONT.)

FCB Brasil / São Paulo + Antonio Brasileiro / São Paulo + UMSTUDIO.COM / São Paulo + Vitor Patalano / São Paulo	Estadão Newspaper	The Corruption Converter
FCB/SIX / Toronto	PFLAG Canada	Destination Pride
GREY / São Paulo + GREY / Latam	Reclame Aqui	The Colour of Corruption
McCann / New York + MRM//McCann / New York	Microsoft	Course IQ
RPA / Santa Monica + Unit-9 / Los Angeles	American Honda Motor Co.	R vs R

### CRAFT – ART DIRECTION

DDB / Paris + Eddy / Paris + Brunch Studio / Paris + Studio 5 / Paris	Hasbro	Emerging species
Dentsu / Minato-ku + Stripes / Tokyo	King Jim	Hitotoki Clock
ROSAPARK / Paris	Ouigo	Let's Play
TBWA Chiat Day / Los Angeles	Gatorade	41 Steps

### CRAFT – WRITING

DDB / Paris + Eddy / Paris + Brunch Studio / Paris + Studio 5 / Paris	Hasbro	Emerging species
Dieste / Dallas	The Wild Detectives	Litbaits

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#### INNOVATION IN INTERACTIVE – ONLINE

BBDO / New York + BBDO Studios / New York + Visual Country	Lowe's	Converticals
BBDO / New York + Phantoscopic	Bacardi	Music Liberates Music
DAVID / Miami	Burger King	Google Home of The Whopper
DDB Group New Zealand / Auckland	Netsafe	Re:scam
Google Creative Lab / London	Google	Speak To Go
King James Group / Cape Town	Sanlam	Uk'shona Kwelanga - a WhatsApp Drama series
McCann / New York + MRM//McCann / New York + Weber Shandwick / New York + Momentum WW / New York	U.S. Army	White Hats Wanted
McCann Worldgroup / New York	United States Postal Service	USPS - Operation Santa
Ogilvy & Mather / Chicago	Team Gleason	Robocalls From Humans
Rothco / Dublin	The Sunday Times	JFK - Unsilenced

#### INNOVATION IN INTERACTIVE – EXPERIENTIAL

AKQA / Portland + Amazon / Seattle	Amazon	Echo Escape
AKQA / San Francisco	Activision	Destiny 2 Ghost Skill
B-Reel / London	Gorillaz	Gorillaz App
Commonwealth//McCann / Detroit	Chevrolet	The Invisible Car
Dentsu / Tokyo + Tohokushinsha Film Corporation / Tokyo + AID-DCC / Tokyo/Osaka + coconoe / Okayama	Samsung Electronics	Draw and Release
F5 / Shanghai	Baidu	Know You Again
GTB Brasil / São Paulo	Ford Motor Company	Safe Cap
Hakuhodo / Tokyo + TBWA\HAKUHODO / Tokyo + Hakuhodo Products / Tokyo + 1-10design / Tokyo	Hakuhodo	ELI / Wearable English Teacher

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#### INNOVATION IN INTERACTIVE – EXPERIENTIAL (CONT.)

Innocean Worldwide / Seoul + Planit / Seoul + Eliot / Seoul + Dr.Hook / Seoul	Hyundai Motor Group	Chatty Schoolbus
R/GA / London	Snaptivity	Snaptivity
R/GA / New York	ShotTracker/KeeMotion	Autonomous Broadcast Network
Spinifex Group / Torrance + Spinifex Group / Palos Verdes Estates	Sir Elton John	Elton John - Farewell Yellow Brick Road Global Launch
TBWA Chiat Day / Los Angeles	Recording Academy of Los Angeles	Play the City
Wieden+Kennedy / Portland	Nike	Live Design

#### INNOVATION IN INTERACTIVE – GAMING

adam&eveDDB / London	FIFA	More Than A Game
McCann / New York + MRM//McCann / New York + Weber Shandwick / New York + Momentum WW / New York	U.S. Army	White Hats Wanted
W+K Lodge / Portland + Uncle Toad's Media Group / Los Angeles + Bent Image Lab / Portland + Joint Editorial / Portland	Anki	Cozmo Lost in Reddit