

2018 ONE SHOW – FINALISTS

MOBILE BY CATEGORY



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

WEBSITES

(anónimo) / Mexico City	Organización CADENA	arribamexico.org
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"
DDB / Paris + Make me Pulse / Paris	Ubisoft	A World With No Heroes
Google Creative Lab / London	Google	Speak to Go
Yahoo Japan / Tokyo + BIRDMAN / Tokyo + JH Kagaku / Tokyo	Yahoo! JAPAN	History of the Internet

APPLICATIONS

Colenso BBDO / Auckland	Mars	Pedigree Selfie STIX
Jung von Matt/Limmat / Zurich + Jingle Jungle / Zurich + Swiss Development / Zurich	NordSued Publishing House	The Soundbook App
Ogilvy / Johannesburg	KFC	KFC Suppertime Stories
Ogilvy & Mather Japan GK / Tokyo	Sony Music Labels (Japan)	Make It Metal
Ogilvy Australia / Melbourne	AAMI	AAMI SmartPlates
The Cyranos // McCann / Barcelona + Xavi's Lab // Glassworks / Barcelona + Oxígeno / Barcelona	EITB - Euskal Irrati Telebista	Journalist
VML / New York + The ZOO / Mountain View + MediaMonks / Hilversum	LEGOLAND Florida	Quest to LEGOLAND
Wunderman BA / Buenos Aires	Fundación Banco de Bosques	Ecoalarm

UTILITY

BBDO / Bangkok	Thai Dog House	Immortal Adoption
Clemenger BBDO / Melbourne	Transport Accident Commission (Victoria)	Break Point
Fitzgerald & Co / Atlanta	Coca-Cola	Share a Coke 1,000 Name Celebration
Google Brand Studio / London	Google Brand Studio	Qibla Finder

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UTILITY (CONT.)

Ogilvy Australia / Melbourne	AAMI	AAMI SmartPlates
The Cyranos // McCann / Barcelona + Xavi's Lab // Glassworks / Barcelona + Oxígeno / Barcelona	EITB - Euskal Irrati Telebista	Journalist

MOBILE ADVERTISING

BBDO / New York + BBDO Studios / New York + Visual Country	Lowe's	Converticals
BBDO / New York + North Kingdom	Bacardi	Snapchat Music Video
BBDO Paris / Boulogne Billancourt	CARE France	Stories from the other side of the world
Bleublancrouge / Montreal + Morrisson / Montreal + Fly Studio / Montreal + 1One Production / Montreal	Toyota	Parking in 4,9 second
BWM Dentsu / Melbourne + Cox Inall Change / Melbourne	Queensland Police	Disappearing Persons
Columbus / Melbourne + BWM Dentsu / Melbourne	Victorian Government	Bushfire Alert Ad
Commonwealth//McCann / Dubai + Carat MENA / Dubai	Chevrolet	Battery Buster
Ogilvy / Germany	European Anti-Bullying Network (EAN)	Escalating GIFs
Ogilvy Africa / Nairobi + SuperSonic Africa / Nairobi + Black Bean Productions / Cape Town	OI Pejeta Coservancy	The World's Most Eligible Bachelor
VML / Sydney	McDonald's Australia	Snaplications
VML South Africa / Cape Town	Huffington Post South Africa	Stop The Cycle

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MOBILE-FIRST VIDEO

BBDO / New York + BBDO Studios / New York + Visual Country	Lowe's	Converticals
FCB/SIX / Toronto	Drug Free Kids Canada	The Call That Comes After
The Martin Agency / Richmond	GEICO	Disclaimer Videos
Wieden+Kennedy / New York	Delta Air Lines	Free Messaging

GAMING

VML / New York + LEGOLAND Florida Resort / Winter Haven	LEGOLAND Florida Resort	Quest to LEGOLAND
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USE OF TECHNOLOGY

(anónimo) / Mexico City	Organización CADENA	arribamexico.org
BBDO / Bangkok	Thai Health Promotion Foundation & Deaf Association of Bangkok	Hearing Rescue
BBDO / New York + BBDO Studios / New York	Downtown Records	Live Looper
BWM Dentsu / Melbourne + Cox Inall Change / Melbourne	Queensland Police	Disappearing Persons
Cheil Worldwide Spain / Madrid	Samsung	DyTECTIVE for Samsung
Columbus / Melbourne + BWM Dentsu / Melbourne	Victorian Government	Bushfire Alert Ad
DAVID / São Paulo	Faber-Castell	The Never-Ending Forest App
Google Brand Studio / London	Google Brand Studio	Qibla Finder
Jung von Matt/Limmat / Zurich + Jingle Jungle / Zurich + Swiss Development / Zurich	NordSued Publishing House	The Soundbook App
Ogilvy & Mather Japan GK / Tokyo	Sony Music Labels (Japan)	Make It Metal
Ogilvy Australia / Melbourne	AAMI	AAMI SmartPlates
TBWA Chiat Day / Los Angeles	Gatorade	41 Steps
The Cyranos // McCann / Barcelona + Xavi's Lab // Glassworks / Barcelona + Oxígeno / Barcelona	EITB - Euskal Irrati Telebista	Journalist

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USE OF TECHNOLOGY – AUGMENTED REALITY (AR)

B-Reel / London	Gorillaz	Gorillaz App
BBD0 / New York + North Kingdom	Bacardi	Snapchat Music Video
McCann / Belgrade	Museum of Contemporary Art Belgrade	democrARTisation
Saatchi & Saatchi / London + Mediacom / Dusseldorf + Proud Robinson / Brighton	Deutsche Telekom	Magenta Unleashed
SPACE10 / Copenhagen + Norgram / Copenhagen + Twnkls / Rotterdam	IKEA	IKEA Place

USE OF TECHNOLOGY – VIRTUAL REALITY (VR)

McCann / Lima	Sodimac Homecenter	Hijacked Highway
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USE OF TECHNOLOGY – PHYSICAL PRODUCT & MOBILE INTEGRATION

Cheil / Amsterdam	Samsung Benelux	Samsung SmartSuit
DAVID / Miami	Burger King	Google Home of The Whopper
McCann Worldgroup Italy / Milan + MRM//McCann / Milan + NoHup / San Giorgio di Nogaro (UD) + SDM Interactive Passion / Milan	Fondazione Nemo	My Voice
Ogilvy / Johannesburg	KFC	KFC Supertime Stories
Philipp und Keuntje / Hamburg + RIMOWA / Cologne	Rimowa	Rimowa Electronic Tag
R/GA / London + R/GA / New York	Snaptivity	Snaptivity

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CRAFT – MUSIC / SOUND

BBDO / New York + BBDO Studios / New York	Columbia Records	RPM: Russ Per Minute
BBDO / New York + BBDO Studios / New York	Downtown Records	Live Looper
Rothco / Dublin	The Sunday Times	JFK - Unsilenced

CRAFT – ART DIRECTION

BBDO / New York + BBDO Studios / New York + Visual Country	Lowe's	Converticals
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INNOVATION IN MOBILE

BBDO / New York + North Kingdom	Bacardi	Snapchat Music Video
Columbus / Melbourne + BWM Dentsu / Melbourne	Victorian Government	Bushfire Alert Ad
King James Group / Cape Town	Sanlam	Uk'shona Kwelanga - a WhatsApp Drama series
Ogilvy & Mather Japan GK / Tokyo	Sony Music Labels (Japan)	Make It Metal
Philipp und Keuntje / Hamburg + RIMOWA / Cologne	Rimowa	Rimowa Electronic Tag
TBWA Chiat Day / Los Angeles	Gatorade	41 Steps
VML / Sydney	McDonald's Australia	Snaplications