

2018 ONE SHOW – FINALISTS

RADIO BY CATEGORY



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

BROADCAST – ANY LENGTH – SINGLE

Akestam Holst / Stockholm + Flickorna Larsson / Stockholm	EuroPride 2018	The Voice of Change
BBDO / Toronto	Girl Talk HQ	Uninterrupted
DDB Group New Zealand / Auckland	Autism New Zealand	Darwin
DDB Group New Zealand / Auckland	Autism New Zealand	Mozart
McCann Canada / Toronto	Prostate Cancer Canada	The Alternatives - Your Friend
McCann Canada / Toronto	Prostate Cancer Canada	The Alternatives - Your Mom
McCann Canada / Toronto	Prostate Cancer Canada	The Alternatives - Yourself
McCann Worldgroup India / Mumbai	dermaclinix	Scientist
TBWA Hunt Lascaris / Johannesburg	Flight Centre	A.I.
TBWA Hunt Lascaris / Johannesburg	Flight Centre	Knowledge
TBWA Hunt Lascaris / Johannesburg	Tiger Brands	Fly on the Bathroom Wall
TBWA Hunt Lascaris / Johannesburg	Tiger Brands	Fly on the Bedroom Wall
TBWA Hunt Lascaris / Johannesburg	Tiger Brands	Fly on the Living Room Wall
The Martin Agency / Richmond	GEICO	Disclaimer: Fly
Young & Rubicam Brasil / São Paulo	CEPIA	Hitler

BROADCAST – ANY LENGTH – CAMPAIGN

CCZ*WOW / Curitiba + Canja Audio Culture / Curitiba	Rádio Jovem Pan	Music Transplant
DDB Group New Zealand / Auckland	Autism New Zealand	Austism Shaped History
FCB / Cape Town	Blooms Pharmacy	Even little ones have bad days.
FCB 1886 / Johannesburg + Cell C / Johannesburg	Cell C	iGugu
McCann Canada / Toronto	Prostate Cancer Canada	The Alternatives
McCann Worldgroup Philippines / Taguig + Hit Productions / Makati	Fully Booked Philippines	Fully Booked "Lives" Campaign
Ogilvy / Johannesburg	KFC	KFC Double Down - Sad Man
Ogilvy / Johannesburg	KFC	Virgin Mojito - Drink Anywhere
Ogilvy / London	Hellmann's	Food Pioneers
Rethink / Toronto, Montreal, Vancouver	Branch Out Neurological Foundation	Stranger's Voice

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BROADCAST – ANY LENGTH – CAMPAIGN (CONT.)

TBWA Hunt Lascaris / Johannesburg	Flight Centre	World Gone Mad
TBWA Hunt Lascaris / Johannesburg	Tiger Brands	Fly on the Wall
The Martin Agency / Richmond	GEICO	Disclaimer Campaign
Y&R / Prague	Newsweek	Some News Need a Week

ONLINE – STREAMING AUDIO

J. Walter Thompson Puerto Rico / San Juan	Susan G. Komen	Battle against cancer
Ogilvy & Mather / Mumbai	RNW Media	#NotMusicToMyEars

ONLINE – BRANDED PODCAST

AMVBBDO / London + Unltd. Productions / London + 750mph / London	National Counter Terrorism Police	Code Severe
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CUSTOM CONTENT

AMVBBDO / London + Si Hulbert / London	Mars Confectionery Snickers	The Hunger Spotter
Fitzgerald & Co / Atlanta	Coca-Cola	Share a Coke 1,000 Name Celebration

EXPERIENTIAL RADIO

Anorak / NoA / Oslo	Amnesty International Norway	The Distress Signal
Bashful / Sydney + TSE / Sydney	The Star Sydney	SMARTWiG, powered by The Star
DAVID / Miami	Burger King	Google Home of The Whopper
Fitzgerald & Co / Atlanta	Coca-Cola	Share a Coke 1,000 Name Celebration
King James Group / Cape Town	Sanlam	2minuteshowersongs
Rethink / Toronto, Montreal, Vancouver	Branch Out Neurological Foundation	Stranger's Voice

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CRAFT – WRITING – SINGLE

BBDO / Toronto	Girl Talk HQ	Uninterrupted
Havas / New York	Heineken / Dos Equis	Broken Chip
McCann Canada / Toronto	Prostate Cancer Canada	The Alternatives - Your Friend
McCann Canada / Toronto	Prostate Cancer Canada	The Alternatives - Yourself
Young & Rubicam Brasil / São Paulo	CEPIA	Hitler

CRAFT – WRITING – CAMPAIGN

FCB / Cape Town	Blooms Pharmacy	Even little ones have bad days.
FCB / Cape Town	Exclusive Books	Words are all you need.
FCB 1886 / Johannesburg + Cell C / Johannesburg	Cell C	iGugu
McCann Canada / Toronto	Prostate Cancer Canada	The Alternatives
McCann Worldgroup Philippines / Taguig + Hit Productions / Makati	Fully Booked Philippines	Fully Booked "Lives" Campaign
Ogilvy / Johannesburg	KFC	KFC Double Down - Sad Man
Ogilvy / Johannesburg	KFC	Virgin Mojito - Drink Anywhere
Ogilvy / London	Hellmann's	Food Pioneers
TBWA Hunt Lascaris / Johannesburg	Flight Centre	World Gone Mad
TBWA Hunt Lascaris / Johannesburg	Tiger Brands	Fly on the Wall

CRAFT – SOUND DESIGN

Global Media and Entertainment / London	Harper Collins	Immersive Erotica
Rothco / Dublin	The Sunday Times	JFK - Unsilenced
TBWA Hunt Lascaris / Johannesburg	Flight Centre	A.I.
TBWA Hunt Lascaris / Johannesburg	Flight Centre	Climate Change
TBWA Hunt Lascaris / Johannesburg	Flight Centre	Knowledge
TBWA Hunt Lascaris / Johannesburg	Flight Centre	World Gone Mad
TBWA Hunt Lascaris / Johannesburg	Tiger Brands	Fly on the Wall

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CRAFT – USE OF MUSIC

FCB 1886 / Johannesburg + Cell C / Johannesburg	Cell C	iGugu
Fitzgerald & Co / Atlanta	Coca-Cola	Share a Coke 1,000 Name Celebration

INNOVATION IN RADIO

Akestam Holst / Stockholm + Flickorna Larsson / Stockholm	EuroPride 2018	The Voice of Change
Anorak / NoA / Oslo	Amnesty International Norway	The Distress Signal
BBDO / New York + Phantoscopic	Bacardi	Music Liberates Music
DAVID / Miami	Burger King	Google Home of The Whopper
FCB / Warsaw	AXA Polska	Smart Bell
Fitzgerald & Co / Atlanta	Coca-Cola	Share a Coke 1,000 Name Celebration
Rethink / Toronto, Montreal, Vancouver	Branch Out Neurological Foundation	Stranger's Voice