

2018 ONE SHOW – FINALISTS

SOCIAL INFLUENCER MARKETING

BY CATEGORY



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

INFLUENCER MARKETING – SINGLE CHANNEL

adam&eveDDB / New York + Helo / New York + Exile / New York	Samsung	Samsung & Casey Neistat: Generating Positive Brand Sentiment Using Influence Not Media Dollars.
Choojai and Friends / Bangkok + The Film Factory / Bangkok	Advanced Wireless Network	Facebook Live Stunt
Droga5 / London + Smuggler / London	Paramount	Baywatch Slo-Mo Maraton
Flying Object / London	YouTube / International Rescue Committee	#MoreThanARefugee
McCann / Lima	Entel	Unlimited Apologies
Ogilvy / Germany	Coca-Cola	SnapSkate
R/GA / New York	The Muse, Ladies Get Paid, PayScale, Reply.ai	Ask For A Raise
RPA / Santa Monica	American Honda Motor Co.	Honda "Yearbooks" - Motivational Tweets
Sublime Communications / Stamford	Eureka	Clean My Path Viral Video

INFLUENCER MARKETING – MULTI-CHANNEL

adam&eveDDB / London	FIFA	More Than A Game
BBDO / New York + EG+ Worldwide / New York	Foot Locker	Box of Greatness
BBDO / New York + Phantoscopic	Bacardi	Music Liberates Music
Bensimon Byrne / Toronto	Casey House	Break Bread Smash Stigma
Figliulo&Partners / New York	Virgin Atlantic Airways	Comedy Festival
J. Walter Thompson / Hong Kong	The Women's Foundation	#MyRealCareerLine
JohnXHannes New York / Brooklyn + Squarespace / New York + Smuggler / New York + Work Editorial / New York	Squarespace	Make Your Next Move
Ogilvy & Mather / Chicago	Kimberly-Clark	#Trainingfor2032

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INFLUENCER MARKETING – EPISODIC

BBDO Paris / Boulogne Billancourt	CARE France	Stories from the other side of the world
F/Nazca Saatchi & Saatchi / São Paulo + Corazon Filmes / São Paulo + Raw Áudio / São Paulo	Skol	Skolors
Ogilvy & Mather / Chicago	Kimberly-Clark	#Trainingfor2032