

2018 ONE SHOW – FINALISTS

SOCIAL MEDIA

BY CATEGORY



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

BRANDED SOCIAL CHANNEL

Apple / Cupertino + TBWA\Media Arts Lab / Los Angeles	Apple	Welcome to @Apple
BBDO Paris / Boulogne Billancourt	CARE France	Stories from the other side of the world
Depeche Mode / Venusnote / London + BBH / Los Angeles	Depeche Mode / Venusnote	Depeche Mode: 365 Fans, 365 Days
McCann / Lima	Entel	Unlimited Apologies
McCann Paris / Clichy	Innocence in Danger	@GuiltyTags
VML / Kansas City + Wendy's / Dublin	Wendy's	@Wendys Wit
WP Narrative_ / New York	SHOWTIME Networks	#BackedByAxe

BRANDED SOCIAL POST – SINGLE

BBDO / New York + BBDO Studios / New York + Visual Country	Lowe's	Converticals
FCB New Zealand / Auckland, Wellington	Vodafone New Zealand	Say It Tika
Figliulo&Partners / New York	CNN	Facts First
Ogilvy / Johannesburg	Viacom	MTV #FCKHIV
Ogilvy / New York	IKEA	Oddly IKEA
Ogilvy & Mather New Zealand / Auckland + The Sweet Shop / Auckland	New Zealand Police	NZ Police "Most Successful Recruitment Video"
Wieden+Kennedy / Portland	KFC	11 Herbs & Spices

BRANDED SOCIAL CAMPAIGN

22squared / Atlanta, Tampa + 22Pictures / Atlanta + Alldayeveryday / Brooklyn + Nine Mile Circle / Atlanta	The Home Depot, Inc.	The Home Depot Built-In Pins
BBDO Paris / Boulogne Billancourt	CARE France	Stories From the Other Side of the World
BBH / Singapore	IKEA	The IKEA Human Catalogue
DAVID / Miami	Burger King	StackeRTweet

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BRANDED SOCIAL CAMPAIGN (CONT.)

DDB / Chicago + Starcom / Chicago + Mediacom / Chicago + Olson / Chicago	Mars Wrigley Confectionery	Exclusive the Rainbow case study
Dieste / Dallas	The Wild Detectives	Litbaits
Figliulo&Partners / New York	Virgin Atlantic Airways	Comedy Festival
Wieden+Kennedy / London + Riff Raff / London + Time Based Arts / London	Nike	Nothing Beats a Londoner

BRANDED SOCIAL POST – REAL-TIME RESPONSE

ACNE / Stockholm + Ikea Creative Hub / Stockholm	IKEA	IKEA Da Vinci
ACNE / Stockholm + Ikea Creative Hub / Stockholm	IKEA	IKEA's response to Balenciaga
ACNE / Stockholm + Ikea Creative Hub / Stockholm	IKEA	This charges everything
BWM Dentsu / Melbourne + Cox Inall Change / Melbourne	Queensland Police	Disappearing Persons
Marketforce / West Perth	Avivo	The R Word
MullenLowe SSP3 / Bogotá	Presidency of Colombia	The Blessed Emoji
Sid Lee / Montreal	Lotto 6/49	Lucky Stars
The Community / Miami	The Community	Maria vs Maria
Wieden+Kennedy / Portland	KFC	11 Herbs & Spices

SOCIAL ENGAGEMENT – USER-GENERATED CONTENT

adam&eveDDB / London	FIFA	More Than A Game
Apple / Cupertino + TBWA\Media Arts Lab / Los Angeles	Apple	Welcome to @Apple
BBDO / Brussels	Euromelanoma	Skin Memories
Depeche Mode / Venusnote / London + BBH / Los Angeles	Depeche Mode / Venusnote	Depeche Mode: 365 Fans, 365 Days
DM9 DDB / São Paulo	Ssex Bbox	Kiss the Kremlin

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SOCIAL ENGAGEMENT – USER-GENERATED CONTENT (CONT.)

Ogilvy One / Dubai + Memac Ogilvy Dubai / Dubai	UNHCR	Reimagine Zahra's World
R/GA / Chicago	LIFEWTR	Open Gallery
VML / Sydney	McDonald's Australia	Snaplications

SOCIAL ENGAGEMENT – COMMUNITY BUILDING

360i / New York	HBO	Game of Thrones: Ice & Fire
AMVBBDO / London + LADbible / London	LADbible & Plastic Ocean	Trash Isles
Apple / Cupertino + TBWA\Media Arts Lab / Los Angeles	Apple	Welcome to @Apple
Buzzman / Paris	Burger King	Whopper Gate
DAVID / Miami	Burger King	Google Home of The Whopper
Depeche Mode / Venusnote / London + BBH / Los Angeles	Depeche Mode / Venusnote	Depeche Mode: 365 Fans for 365 Days
Edible - A Daniel J. Edelman Agency / New York	KIND Snacks/KIND Foundation	Pop Your Bubble
FCB New Zealand / Auckland, Wellington	Vodafone New Zealand	Say It Tika
McCann / London + MRM/McCann / London + Craft/McCann / London	Microsoft	Xbox Design Lab Originals: The Fanchise Model
McCann / New York + Visbal Sculpture / Delaware + Traction Creative / New York	State Street Global Advisors	Fearless Girl
McCann Paris / Clichy	Olympique de Marseille	Controle de la Poitrine
Ogilvy & Mather Polska / Warsaw	Greenpeace Poland	To The Last Tree Standing
Ogilvy One / Dubai + Memac Ogilvy Dubai / Dubai	UNHCR	Reimagine Zahra's World
The Community / Miami	The Community	Maria vs Maria
WP Narrative_ / New York	SHOWTIME Networks	#BackedByAxe

CRAFT – WRITING

FCB / Chicago	Clark Street Bridge	How to Write a Poem
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CRAFT – USE OF VISUALS

BBDO / New York + BBDO Studios / New York + Visual Country	Lowe's	Converticals
HEIMAT / Berlin	Free Democrats	Dark Diaries
Ogilvy & Mather Polska / Warsaw	Greenpeace Poland	To The Last Tree Standing
TBWA Chiat Day / Los Angeles	Gatorade	G Active - Water Made Active

INNOVATION IN SOCIAL MEDIA

adam&eveDDB / London	FIFA	More Than A Game
Akestam Holst / Stockholm	IKEA Sweden	Irresistibly Pointless Trueview Ads
Barkley / Kansas City	Kansas City Economic Development	The Most Well Reviewed City On Amazon
BBDO / New York + BBDO Studios / New York	Downtown Records	Live Looper
Edible - A Daniel J. Edelman Agency / New York	KIND Snacks/KIND Foundation	Pop Your Bubble
Fitzgerald & Co / Atlanta	Coca-Cola	Share a Coke 1,000 Name Celebration
Sid Lee / Montreal	Lotto 6/49	Lucky Stars
TBWA Chiat Day / Los Angeles	Gatorade	41 Steps
VML / Sydney	McDonald's Australia	Snaplications