

## First night's winners!

Winners of the first seven categories of the 44th One Show Awards have been announced at Cipriani Wall Street, with SA responsible for seven bronze pencils and 17 merit awards.



The One Club for Creativity announced gold, silver and bronze pencil winners in the categories of branded entertainment, design, direct, moving image craft, print and outdoor, public relations and responsive environments at the first of two award shows set for this week.

The SA winners are all listed below, and you can see the full list of winners from the night by clicking here.

## SA's One Show 2017 winners, part 1

BRANDED ENTERTAINMENT							
CATEGORY	COMPANY	CLIENT	ENTRY TITLE	AWARD			
Film / Cinema – Non-Fiction / Documentary	FoxP2 / Cape Town	Ster-Kinekor	#OpenEyes	Merit			
DESIGN							
Branding – Annual Reports & Corporate Sustainability Reports	Hero Strategic Marketing / Cape Town	FoodBank SA (now known as FoodForward SA)	The annual report that feeds the hungry	Merit			
Branding – Identity System	MullenLowe / Johannesburg	South African National Blood Services	South African National Blood Services CI	Bronze			
Promotional – Booklets, Brochures, & Product Catalogues	MullenLowe / Johannesburg	Nando's	Nando's Peri Thread Book	Bronze			
Typography – Static	OpenCo - The Open Collaboration / Johannesburg	Jameson - Soweto Gold	Soweto Gold '76	Bronze			
Packaging – Specialty	OpenCo - The Open Collaboration / Johannesburg	Jameson - Soweto Gold	Marked by Bravery	Bronze			
DIRECT MARKETING							
Print – Flat & Dimensional	Geometry Global / Johannesburg + Ogilvy & Mather / Johannesburg	South African Breweries	The SAB Spike Detector Coaster	Merit			
Digital – Social Media & Viral Marketing	Ogilvy & Mather / Johannesburg	Mondelez	Cadbury Pre Joy	Merit			
MOVING IMAGE CRAFT							
Editing – Single	Net#work BBDO / Johannesburg	Coronation Fund Managers	Money Maker	Merit			
Editing – Single	Net#work BBDO / Johannesburg	Diageo	Here's to Us	Merit			
Sound Design – Single	Net#work BBDO / Johannesburg	Diageo	Here's to Us	Merit			

PRINT & OUTDOOR							
Promotional Items – Single or Campaign	Geometry Global / Cape Town + Ogilvy & Mather / Cape Town	Iziko Museums of South Africa	The Slave Calendar	Merit			
Innovation in Print & Outdoor – Ambient Media	Geometry Global / Johannesburg + Ogilvy & Mather / Johannesburg	South African Breweries	The SAB Spike Detector Coaster	Merit			
Publishing – Newspaper – Single	Hunt Lascaris / Johannesburg	Flight Centre	Babe vs Mom	Merit			
Publishing – Newspaper – Single	Hunt Lascaris / Johannesburg	Flight Centre	<u>Dude vs Pensioner</u>	Merit			
Publishing – Newspaper – Campaign	Hunt Lascaris / Johannesburg	Flight Centre	Holiday Packing	Merit			
Promotional / Collateral – Posters – Campaign	Hunt Lascaris / Johannesburg	The Times	The News You Should Be Following	Bronze			
Ambient Media – P.O.P. & In-Store – Campaign	Hunt Lascaris / Johannesburg	Flight Centre	Holiday Packing	Merit			
Craft – Art Direction – Single or Campaign	Hunt Lascaris / Johannesburg	Flight Centre	Holiday Packing	Merit			
Ambient Media – P.O.P. & In-Store – Single	Joe Public United / Johannesburg	Clover	<u>Drought Pack</u>	Bronze			
Publishing – Magazine – Campaign	Ogilvy & Mather / Cape Town	Volkswagen	Technically	Merit			
Ambient Media – P.O.P. & In-Store – Campaign	Ogilvy & Mather / Cape Town	Volkswagen	Technically	Merit			
PUBLIC RELATIONS							
Brand Voice	FoxP2 / Cape Town + they / Johannesburg + TheWorkRoom / Cape Town	Ster-Kinekor	#OpenEyes	Bronze			
Integrated Campaign	King James Group / Cape Town	Sanlam	Conspicuous Savers - Integrated Online - National Savings Month	Merit			

The first night was hosted by Daveed Diggs, 2016 Tony Award-winning actor from the hit Broadway musical Hamilton.



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There were 323 pencils awarded to 30 countries in total on the night, broken down as 92 gold, 102 silver and 129 bronze – this from 21,844 entries across 73 countries overall.

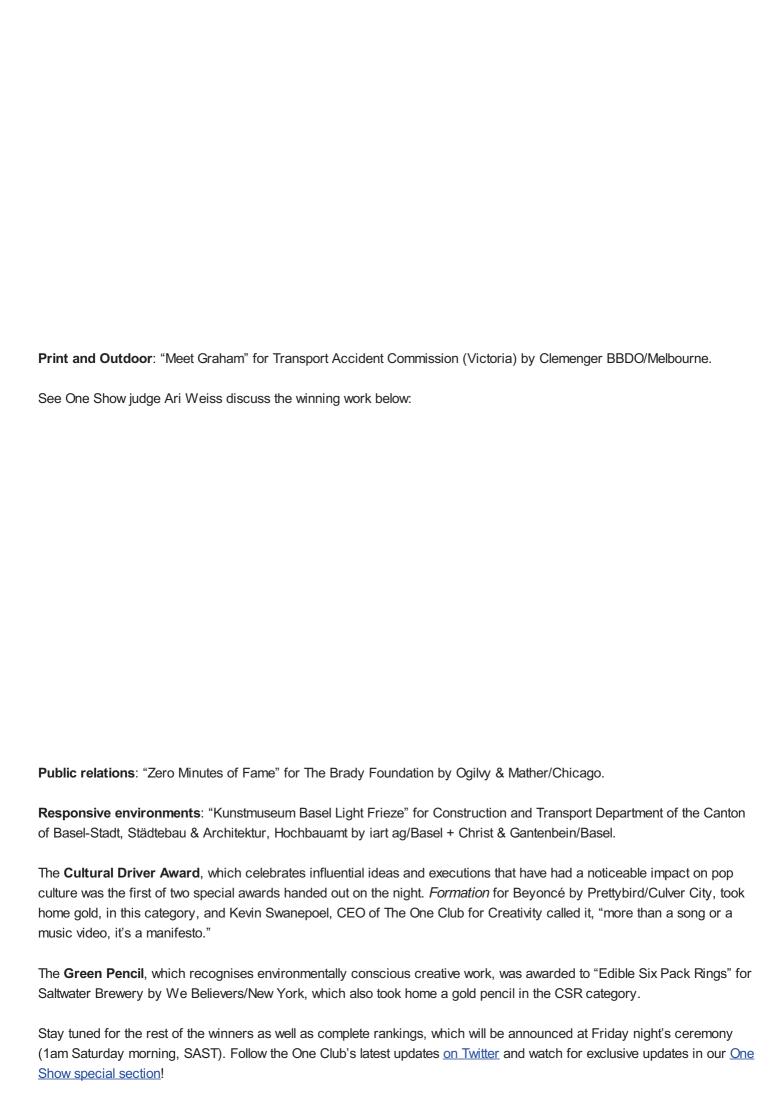
## Best in discipline and special award winners

Seven best of discipline winners were announced, as follows:

Branded entertainment: "Lifeline" for Qualcomm Snapdragon by Ogilvy/New York.

Design: "The Refugee Nation" for Amnesty International by Ogilvy/New York.





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