

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.

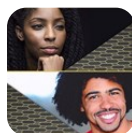
The SA winners are all listed below, and you can see the full list of winners from the night by [clicking here](#).

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	Dude vs Pensioner	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	Drought Pack	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.

See One Show judge Forest Young discuss the winning work below:

Direct: “The Swedish Number” for Swedish Tourist Association by INGO/Stockholm + Grey PR&Activation/New York + Cohn&Wolfe/Stockholm.



#OneShow2017: That South African One Show direct link

Leigh Andrews 5 May 2017



See One Show judge Tove Langseth discuss the winning work below:

Moving Image Craft: “We’re the Superhumans” for Channel 4/Rio Olympics by Leland Music/London + 4creative/London + Blink/London + Factory/London.

See One Show judge Paul Venables discuss the winning work below:

Print and Outdoor: “Meet Graham” for Transport Accident Commission (Victoria) by Clemenger BBDO/Melbourne.

See One Show judge Ari Weiss discuss the winning work below:

Public relations: “Zero Minutes of Fame” for The Brady Foundation by Ogilvy & Mather/Chicago.

Responsive environments: “Kunstmuseum Basel Light Frieze” for Construction and Transport Department of the Canton of Basel-Stadt, Städtebau & Architektur, Hochbauamt by iart ag/Basel + Christ & Gantenbein/Basel.

The **Cultural Driver Award**, which celebrates influential ideas and executions that have had a noticeable impact on pop culture was the first of two special awards handed out on the night. *Formation* for Beyoncé by Prettybird/Culver City, took home gold, in this category, and Kevin Swanepoel, CEO of The One Club for Creativity called it, “more than a song or a music video, it’s a manifesto.”

The **Green Pencil**, which recognises environmentally conscious creative work, was awarded to “Edible Six Pack Rings” for Saltwater Brewery by We Believers/New York, which also took home a gold pencil in the CSR category.

Stay tuned for the rest of the winners as well as complete rankings, which will be announced at Friday night’s ceremony (1am Saturday morning, SAST). Follow the One Club’s latest updates [on Twitter](#) and watch for exclusive updates in our [One Show special section!](#)

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