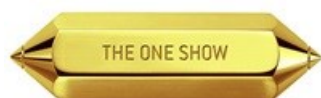


Congratulations are in order for SA's One Show finalists

The full One Show finalist short list has been released, with a number of top South African agencies making the grade...



FINALISTS ANNOUNCED

The likes of FCB, HelloComputer, Ogilvy & Mather Cape Town, TBWAHuntLascaris, The Jupiter Drawing Room, Fox P2, Joe Public, M&C Saatchi Abel, GRID and Y&R SA are all in line for international accolades.

By category	Client	Title	Agency
Branded Entertainment: Documentaries - Film	Design Indaba	Project Phoenix	FoxP2 / Cape Town + Giant Films / Cape Town
Cross-Platform: Experiential Advertising - Events & Competitions	I Vote SA	Cinemark Experience App	Joe Public / Johannesburg
Cross-Platform: Experiential Advertising - Events & Competitions	Absa	Make Think Did	The Jupiter Drawing Room (South Africa) Johannesburg / Rivonia
Cross-Platform: Experiential Advertising - Installations	Coca-Cola South Africa	Arainbow for the Rainbow Nation	FCB South Africa (PTY) LTD / Johannesburg
Cross-Platform: Public Service - Experiential - Ambient & Guerilla	The Haven Night Shelter on Napier	The Street Store	M&C Saatchi Abel / Cape Town
Cross-Platform: Public Service - Experiential - Events, Competitions & Installations	The Haven Night Shelter on Napier	The Street Store	M&C Saatchi Abel / Cape Town
Design: Collateral Design - Posters - Series	ANTI-EST.	#UNLEARN	Grid Worldwide Branding and Design / Johannesburg
Design: Design Craft - Typography - Single or Series	ANTI-EST.	#UNLEARN	Grid Worldwide Branding and Design / Johannesburg
Design: Design for the Greater Good - Government / Non-Profit Initiated	The Haven Night Shelter on Napier	The Street Store	M&C Saatchi Abel / Cape Town
Design: Experiences - Brand Installations	Coca-Cola South Africa	Arainbow for the Rainbow Nation	FCB South Africa (PTY) LTD / Johannesburg
Design: Experiences - Brand Installations	The Haven Night Shelter on Napier	The Street Store	M&C Saatchi Abel / Cape Town
Design: Experiences - Outdoor Spaces	The Haven Night Shelter on Napier	The Street Store	M&C Saatchi Abel / Cape Town
Design: Public Service - Design - Collateral Design - Single or Series	The Haven Night Shelter on Napier	The Street Store	M&C Saatchi Abel / Cape Town
Design: Self-Promotion - Single or Series	Ogilvy & Mather Cape Town	Induction Box	Ogilvy & Mather Cape Town / Cape Town + Ogilvy PR / Cape Town + RedWorks / Cape Town
Direct: Direct Marketing - Ambient Media	The Haven Night Shelter on Napier	The Street Store	M&C Saatchi Abel / Cape Town
Direct: Direct Marketing - Dimensional Mailing	Land Rover	Bottle Cap	Y&R South Africa / Cape Town
Direct: Direct Marketing - Dimensional Mailing	Land Rover	Bottle Cap	Y&R South Africa / Cape Town
Film: Non-Broadcast - Offline	Design Indaba	Project Phoenix	FoxP2 / Cape Town
Film: Public Service - Video - Television - Single	Topsy Foundation	Kevin	Ogilvy & Mather Johannesburg / Johannesburg
Interactive: Websites - Social Networks / Community	The Haven Night Shelter on Napier	The Street Store	M&C Saatchi Abel / Cape Town
Print & Outdoor: Collateral - P.O.P. & In-Store - Single	Volkswagen South Africa	Terminal Velocity	Ogilvy & Mather Cape Town / Cape Town
Print & Outdoor: Collateral - Posters - Single	Volkswagen South Africa	Terminal Velocity	Ogilvy & Mather Cape Town / Cape Town
Print & Outdoor: Innovation in Outdoor - Single	The Haven Night Shelter on Napier	The Street Store	M&C Saatchi Abel / Cape Town
Print & Outdoor: Newspaper - Full Page or Spread - Single	Volkswagen South Africa	Terminal Velocity	Ogilvy & Mather Cape Town / Cape Town

Radio: Innovation in Radio - Single	Toyota South Africa Motors (Pty) Ltd	Precognition	FCB South Africa (PTY) LTD / Johannesburg
Radio: Radio - Consumer - Campaign	Volkswagen South Africa	Patience	Ogilvy & Mather Cape Town / Cape Town
Radio: Radio - Consumer - Campaign	Lucozade	Give Me Strength	Ogilvy & Mather Johannesburg / Johannesburg
Radio: Radio - Consumer - Campaign	Nissan South Africa	100% Silent	TBWAHuntLascaris - Johannesburg / Sandton
Radio: Radio - Consumer - Single	Suntory	Lucozade - Teleconference	Ogilvy & Mather Johannesburg / Johannesburg
Radio: Radio Craft - Scriptwriting	Suntory	Lucozade - Teleconference	Ogilvy & Mather Johannesburg / Johannesburg
Social Media: Social Media - Best Integrated Campaign Led by Social	Médecins Sans Frontières	Tough Decisions	TBWAHuntLascaris - Johannesburg / Sandton

By agency	Client	Title	Category
FCB South Africa (PTY) LTD / Johannesburg	Coca-Cola South Africa	Arainbow for the Rainbow Nation	Cross-Platform: Experiential Advertising - Installations
FCB South Africa (PTY) LTD / Johannesburg	Coca-Cola South Africa	Arainbow for the Rainbow Nation	Design: Experiences - Brand Installations
FCB South Africa (PTY) LTD / Johannesburg	Toyota South Africa Motors (Pty) Ltd	Precognition	Radio: Innovation in Radio - Single
FoxP2 / Cape Town	Design Indaba	Project Phoenix	Film: Non-Broadcast - Offline
FoxP2 / Cape Town + Giant Films / Cape Town	Design Indaba	Project Phoenix	Branded Entertainment: Documentaries - Film
Grid Worldwide Branding and Design / Johannesburg	ANTI-EST.	#UNLEARN	Design: Collateral Design - Posters - Series
Grid Worldwide Branding and Design / Johannesburg	ANTI-EST.	#UNLEARN	Design: Design Craft - Typography - Single or Series
Joe Public / Johannesburg	I Vote SA	Cinemark Experience App	Cross-Platform: Experiential Advertising - Events & Competitions
M&C Saatchi Abel / Cape Town	The Haven Night Shelter on Napier	The Street Store	Cross-Platform: Public Service - Experiential - Ambient & Guerilla
M&C Saatchi Abel / Cape Town	The Haven Night Shelter on Napier	The Street Store	Cross-Platform: Public Service - Experiential - Events, Competitions & Installations
M&C Saatchi Abel / Cape Town	The Haven Night Shelter on Napier	The Street Store	Design: Design for the Greater Good - Government / Non-Profit Initiated
M&C Saatchi Abel / Cape Town	The Haven Night Shelter on Napier	The Street Store	Design: Experiences - Brand Installations
M&C Saatchi Abel / Cape Town	The Haven Night Shelter on Napier	The Street Store	Design: Experiences - Outdoor Spaces
M&C Saatchi Abel / Cape Town	The Haven Night Shelter on Napier	The Street Store	Design: Public Service - Design - Collateral Design - Single or Series
M&C Saatchi Abel / Cape Town	The Haven Night Shelter on Napier	The Street Store	Direct: Direct Marketing - Ambient Media
M&C Saatchi Abel / Cape Town	The Haven Night Shelter on Napier	The Street Store	Interactive: Websites - Social Networks / Community
M&C Saatchi Abel / Cape Town	The Haven Night Shelter on Napier	The Street Store	Print & Outdoor: Innovation in Outdoor - Single
Ogilvy & Mather Cape Town / Cape Town	Volkswagen South Africa	Terminal Velocity	Print & Outdoor: Collateral - P.O.P. & In-Store - Single
Ogilvy & Mather Cape Town / Cape Town	Volkswagen South Africa	Terminal Velocity	Print & Outdoor: Collateral - Posters - Single
Ogilvy & Mather Cape Town / Cape Town	Volkswagen South Africa	Terminal Velocity	Print & Outdoor: Newspaper - Full Page or Spread - Single
Ogilvy & Mather Cape Town / Cape Town	Volkswagen South Africa	Patience	Radio: Radio - Consumer - Campaign
Ogilvy & Mather Cape Town / Cape Town + Ogilvy PR / Cape Town + RedWorks / Cape Town	Ogilvy & Mather Cape Town	Induction Box	Design: Self-Promotion - Single or Series
Ogilvy & Mather Johannesburg / Johannesburg	Topsy Foundation	Kevin	Film: Public Service - Video - Television - Single
Ogilvy & Mather Johannesburg / Johannesburg	Lucozade	Give Me Strength	Radio: Radio - Consumer - Campaign
Ogilvy & Mather Johannesburg / Johannesburg	Suntory	Lucozade - Teleconference	Radio: Radio - Consumer - Single
Ogilvy & Mather Johannesburg / Johannesburg	Suntory	Lucozade - Teleconference	Radio: Radio Craft - Scriptwriting
TBWAHuntLascaris - Johannesburg / Sandton	Nissan South Africa	100% Silent	Radio: Radio - Consumer - Campaign
TBWAHuntLascaris - Johannesburg / Sandton	Médecins Sans Frontières	Tough Decisions	Social Media: Social Media - Best Integrated Campaign Led by Social

The Jupiter Drawing Room (South Africa) Johannesburg / Rivonia	Absa	Make Think Did	Cross-Platform: Experiential Advertising - Events & Competitions
Y&R South Africa / Cape Town	Land Rover	Bottle Cap	Direct: Direct Marketing - Dimensional Mailing
Y&R South Africa / Cape Town	Land Rover	Bottle Cap	Direct: Direct Marketing - Dimensional Mailing

Individual category shortlist PDFs are available for download. These include branded entertainment, design, responsive environments, direct, mobile, interactive, radio print & outdoor, social media, UXUI, cross-platform, film, intellectual property, print outdoor, radio, social media and young ones.

Best you check the full list and 'pencil' your congratulations to all and sundry.

The awards take place in New York City, with the Pencil Presentations on 7 May and The One Show on 8 May.

[Click here for more.](#)

For more, visit: <https://www.bizcommunity.com>