

Inaugural One Show Entertainment finalists announced

US: The first-ever [finalists for the inaugural One Show Entertainment Awards](#), which honours creativity in branded entertainment that goes beyond typical product placement and recognises this rapidly-growing segment in advertising, were announced yesterday, Monday, 15 September 2008. Finalists will compete for Gold, Silver and Bronze Pencils, awarded to the best in branded entertainment by an all-star lineup of judges and celebrity presenters at the Paley Center in Beverly Hills, California, on 7 October. This is the first time in 33 years that any One Show event has taken place outside of New York City.

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