

Nellie Kim's judging pick of the day

Figuring out the most commonly Googled phrases online then renaming the products you sell as responses to those SEO searches is a clever move. That's how Nellie Kim, partner, VP and creative director at LG2 Toronto and ADC digital juror, introduced the entry that was a delight for her to watch.

The One Show and Art Directors' Club's judging is taking place on location on Bermuda. In order to keep the rest of the world intrigued and informed, they'll be sharing selected judges' Picks of the Day throughout the judging process.

Kim explains why Ikea Sweden's Retail Therapy speaks to her in the video embedded below:

You can view this and other Art Directors' Club and One Show entries by browsing [this year's entries](#) and don't miss the 96th Annual ADC Awards on 8 May 2017 and the One Show Creative Week Festival from 8 to 12 May 2017, in New York – visit our [One Show special section](#) for all the latest updates.

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