

# First night results!

The first of two award nights for One Show 2019 is done and dusted, having taken place at the Ziegfeld Ballroom earlier on Wednesday, 8 May, with Africa bringing home 1 gold and 4 bronze pencils.



Scenes from SA's Pencil-winning work from the first night of #OneShow2019.

The One Show 2019, is The One Club for Creativity's global awards programme celebrating excellence in creativity of ideas and quality of execution.

For this first night of The One Show 2019, 296 Pencils, classified as 85 Gold, 92 Silver and 99 Bronzes, were awarded for work from 23 countries. That's out of a total of 19,445 pieces entered this year, from 73 countries.

## SA's winners on the first night of the One Show Awards 2019

A gold Pencil was awarded to **TBWA\Hunt\Lascaris** for "Breaking Ballet" on behalf of Joburg Ballet under 'short-form video - campaign/series/episodic' in the branded entertainment discipline.



## #NewCampaign: TBWA, Joburg Ballet launch series of little ballets inspired by big social stories

Jessica Tennant 6 Oct 2017



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SA work was also awarded four bronze Pencils on the night:

**Joe Public** and **Romance Films** won two Bronze Pencils in the discipline of moving image craft for Chicken Licken's "Sbu 2.0", one each for 'direction – single' and 'use of music – licensed/adapted music'.



## How Joe Public taps into the zeitgeist of AI in advertising for Africa

Leigh Andrews 25 Apr 2019



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**Net#work BBDO** Johannesburg was awarded Bronze for "Return to Chapman's Peak" for client Mercedes-Benz, under 'long-form video: single' in the branded entertainment discipline.



## #NewCampaign: Mercedes-Benz returns to Chapman's Peak w/ Net#work BBDO

Jessica Tennant 30 May 2018



**Ogilvy South Africa** Johannesburg also won Bronze, for “#ShaveToRemember” on behalf of Philips and The Nelson Mandela Foundation, under ‘branding – brand installations’ under the discipline of design.

The SA Pencil winners are all listed in full below...

### SA's One Show 2019 Pencil winners, part 1

| PENCIL COLOUR | PRIMARY COMPANY                  | ENTRY TITLE              | CLIENT                                  | DISCIPLINE            | CATEGORY                                        |
|---------------|----------------------------------|--------------------------|-----------------------------------------|-----------------------|-------------------------------------------------|
| Bronze        | Joe Public JHB, Romance Films CT | Sbu 2.0                  | Chicken Licken                          | Moving Image Craft    | Direction - Single                              |
| Bronze        | Joe Public JHB, Romance Films CT | Sbu 2.0                  | Chicken Licken                          | Moving Image Craft    | Use of Music - Licensed / Adapted Music         |
| Bronze        | Net#work BBDO Johannesburg       | Return to Chapman's Peak | Mercedes-Benz                           | Branded Entertainment | Long Form Video - Single                        |
| Bronze        | Ogilvy South Africa Johannesburg | #ShaveToRemember         | Philips & The Nelson Mandela Foundation | Design                | Branding - Brand Installations                  |
| Gold          | TBWA/Hunt/Lascaris Johannesburg  | Breaking Ballet          | Joburg Ballet                           | Branded Entertainment | Short Form Video - Campaign / Series / Episodic |

Merit certificates were also awarded to the following SA finalists on the night:

- **FCB Joburg** for South African Tourism's Africa's Travel Indaba, under Design: Branding – Identity System
- **FCB Joburg** for South African Tourism's Africa's Travel Indaba, under Design: Branding – Logo
- **King James Group Cape Town** for Sanlam's The 200 Year Old, under Branded Entertainment: Audio
- **King James Group Cape Town** for Sanlam's The 200 Year Old, under Radio & Audio: Online – Branded Podcast
- **M&C Saatchi Abel Cape Town** for Nando's South Africa's #rightmyname, under Creative Effectiveness: Creative Effectiveness – Single Country or Region
- **M&C Saatchi Abel Cape Town** for Nando's South Africa's #rightmyname, under Public Relations: Brand Voice
- **Ogilvy South Africa: Cape Town** for Ab-InBev Africa's Carling Black Label Soccer Song for Change, under Radio & Audio: Craft – Use of Music
- **Ogilvy South Africa: Cape Town** for Ab-InBev Africa's Carling Black Label Soccer Song for Change, under Public Relations: Events & Experiential
- **TBWA\Hunt\Lascaris Johannesburg** for Flight Centre Youth and Adventure's World Gone Mad, under Radio & Audio: Craft – Writing – Campaign
- **TBWA Hunt Lascaris Johannesburg** for Joburg Ballet's Breaking Ballet, under Public Relations: Current Event Response

## Best of the rest: One Show 2019 global winners, special awards

The top Gold Pencil winner on the first night of The One Show 2019 was **adam&eveDDB** London with **Campaign Against Living Miserably (CALM)** London and **This Morning ITV** London with eight, all for “Project 84” for CALM.

The One Show **Green Pencil**, recognising the single most environmentally conscious creative work for the year, was awarded to **BETC** Paris for “Save Our Species”, on behalf of Lacoste.



#OneShow2019: Kelly Woh's judging pick of the day

1 Apr 2019



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“Dream Crazy” for Nike by **Wieden+Kennedy** Portland with **Park Pictures** Los Angeles and **Joint** Portland won the Gold One Show **Cultural Driver Award**, recognising influential ideas and executions that had a major impact in their respective cultures and environments, and exist outside the traditional categories in advertising and design.



#FairnessFirst: How Nike inspires others to 'just do it' with commodity activism

Leigh Andrews 17 Sep 2018



#FairnessFirst: Nike 'dreams crazier' with Caster and Serena

Leigh Andrews 4 Mar 2019



**Best of discipline winners for the first night of The One Show 2019**

**Branded Entertainment: DDB Chicago** “Broadway the Rainbow” for Mars Wrigley Confectionery

**Creative Effectiveness: Wieden+Kennedy** Portland “Dream Crazy” for Nike

**Design: The New York Public Library** New York with Mother New York “Insta Novels” for The New York Public Library

**Health Wellness & Pharma: AMVBBDO** London “Viva La Vulva” for Essity

**Intellectual Property: FCB Inferno** London “Story Sign” for Huawei

**Moving Image Craft:** **Sra Rushmore SA** Madrid with **Blur Films** Madrid “Hope” for International Committee of the Red Cross

**Public Relations:** **Leo Burnett** Chicago “Legal-ade” for Kraft Heinz Country Time Lemonade

**Radio & Audio:** **BWM Dentsu** Sydney “Project Revoice” for The ALS Association

The One Show awards are part The One Club for Creativity's Creative Week, from 6 to 10 May 2019 in New York.

As the preeminent festival showcasing the intersection of advertising, innovation and creative thinking, Creative Week also includes the ADC 98th Annual Awards, the dynamic Young Ones Education Festival, inspiring sessions with some of the biggest names in the industry at the Creative Summit and the exclusive Executive Creative Summit, open to a limited number of top-level leaders.



### #OneShow2019: All the ADC 2019 winners!

7 May 2019



The second night of The One Show takes place on Friday, 10 May 2019 at Cipriani Wall Street in New York, awarding work in Creative Use of Data, Digital Craft, Direct Marketing, Experiential & Immersive, Film, Integrated, Interactive & Online, Mobile, Print & Outdoor, Social Influencer Marketing, and Social Media.

Special awards such as Best of Show, Agency of the Year, CMO Pencil and Penta Pencil, will also be presented.



### #OneShow2019: All the SA finalists!

11 Apr 2019



For a complete list of all first night One Show 2019 Pencil winners, including Merit winners, visit [this download link](#). Also click through to our [One Show special section](#) for all the latest updates on The One Club for Creativity's Creative Week 2019!

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- Twitter search: [One Show Creative Week](#)
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