

Film, cross-platform, direct and print & outdoor finalists announced

The One Club have announced the finalists for film, cross-platform, direct and print & outdoor for the 43rd Annual One Show Awards, the worldwide competition celebrating the year's best in all forms of advertising, design and marketing communications.

There are finalists from 40 countries with eight from South Africa.

Category finalists

[Cross-platform](#)

[Film](#)

[Print/Outdoor](#)

[Direct](#)

South African finalists

AWARDS SHOW	PRINT-READY CATEGORY NAME	PRIMARY COMPANY NAME	CLIENT	ENTRY TITLE	CITY	COUNTRY
Film	Consumer: Television – 20 Second & Under – Campaign	Y&R SA/ Cape Town	Jaguar Land Rover South Africa	Non-Genuine Animals	Cape Town	South Africa
Film	Consumer: Television – Budget Under \$100K – Single	Ogilvy & Mather / Cape Town	Volkswagen South Africa	Volkswagen "Moments"	Cape Town	South Africa
Film	Corporate Social Responsibility: Online Films & Video	King James Group / Cape Town	Sanlam	One Rand Family	Cape Town	South Africa
Print & Outdoor	Consumer: Magazine – Full Page or Spread – Campaign	Ogilvy & Mather / Cape Town	Volkswagen South Africa	Volkswagen "The Car That Takes You Places"	Cape Town	South Africa
Print & Outdoor	Corporate Social Responsibility: Publications	"Y&R SA/ Cape Town + Creative Y&R / Nairobi"	X News	Stories from the Congo	Cape Town	South Africa
Print & Outdoor	Non-Profit: Publications	OpenCo - The Open Collaboration / Johannesburg	Apartheid Museum	Make Sense Of The Present	Sandton	South Africa
Print & Outdoor	Non-Profit: Collateral	OpenCo - The Open Collaboration / Johannesburg	Apartheid Museum	Make Sense Of The Present	Sandton	South Africa
Print & Outdoor	Craft: Art Direction	OpenCo - The Open Collaboration / Johannesburg	Apartheid Museum	Make Sense Of The Present	Sandton	South Africa

See what the judges had to say:

For more information on the One Show 2016, visit www.oneshow.org.

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