

International One Show Entertainment Awards announces finalists

SANTA MONICA, US: After weeks of intense judging by some of the best creative minds in advertising and entertainment - lead by Jury Chair Chris Bruss, vice president of branded entertainment at Funny or Die -The One Club has announced the finalists of its 4th annual One Show Entertainment.



The Gold, Silver and Bronze Pencil awards will be announced 13 June, when the advertising and the Hollywood entertainment communities gather for the awards presentation hosted by "Supersize Me" and "The Greatest Movie Ever Sold" filmmaker Morgan Spurlock at the new Museum of Flying in Santa Monica California.

Conceived and produced by [The One Club](#), One Show Entertainment is the first and only awards competition dedicated to honouring the agencies, production companies, network/cable TV channels, film studios and clients creating and producing branded entertainment. Since its launch in 2008, the awards competition has grown in industry popularity, this year more than doubling submissions, with entries received from 35 countries across the globe.

Top One Show Entertainment finalists by country ranking are:

- USA - 112
- Australia - 15
- Canada - 8
- UK - 8
- Germany - 6

Ogilvy Cape Town is a finalist in Innovation in Branded Content for its "Be the Coach" for SAB.

"Today's consumers are actively seeking out compelling and engaging branded entertainment," said Kevin Swanepoel, president and interim CEO at The One Club. "It makes perfect business sense that advertising agencies have adopted this new strategy and expanded their offerings, joining forces with media and entertainment companies to create and distribute more branded entertainment across devices, from TV and motion picture screens to mobile phones."

A complete list of all One Show Entertainment finalists can be found at www.oneclub.org, along with jury member bios and headshots.

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