

All the ADC 2019 winners!

The colours of the 711 winners of the 98th global ADC Annual Awards were revealed on the first evening of the One Club for Creativity's Creative Week, held on 6 May 2018 at Metropolitan West in New York, with a Merit Award coming home to SA, for Grid Worldwide's #HopeJoanna, for client First Rand Bank as a social media series under the photography discipline - fitting ahead of local election day!

The One Club for Creativity, as producer of the One Show, ADC Annual Awards, Creative Week and Portfolio Night, is the world's foremost non-profit organisation recognising creative excellence in advertising and design.

The ADC Annual Awards honours the best work across all disciplines, including Advertising, Interactive, Design and Motion. Creative Week takes place in New York City every May and is the preeminent festival celebrating the intersection of advertising and the arts.

The ADC 98th Annual Awards increased 11% over the previous year. These were received from 48 countries, with 76 ADC Gold Cubes presented, 107 Silver Cubes, 152 Bronze Cubes and 376 Merits for work from 34 countries.



5 Apr 2019



All the 2018 ADC Award winners!

8 May 2018



TBWA agencies won big on the night, with *The New York Times* “The Truth Is Worth It” taking Black Cube for Best of Show, TBWA\Hakuhodo leading with eight Golds as well as this year’s Agency of the Year title, while TBWA Worldwide was named as Network of the Year.

Best of the best at ADC 2019

ADC 98th Annual Awards Black Cube for Best of Show went to Final Cut New York and Furlined Santa Monica with Droga5 New York for “The Truth Is Worth It,” on behalf of *The New York Times*. The stellar work also received Best of Disciplines honours in both Advertising and Motion/Film Craft, as well as three Gold Cubes in Advertising and a Gold and Bronze in Motion/Film Craft.



Screen grab from ADC 98th Annual Awards' Black Cube for Best of Show winner, “The Truth Is Worth It,” on behalf of *The New York Times*, awarded to Final Cut New York and Furlined Santa Monica with Droga5 New York.

This year’s top honours, based upon cumulative ADC Cubes and Merits won across all disciplines and categories, were:

- Agency of the Year — **TBWA\Hakuhodo** Tokyo
- Network of the Year — **TBWA Worldwide**
- Boutique Agency of the Year — **Akestam Holst** Stockholm
- Design Studio of the Year — **The New York Times Magazine** New York
- Production Company of the Year — **Furlined** Santa Monica
- Brand of the Year — **AIG**

Agency tally-wise, TBWA\Hakuhodo Tokyo won the most ADC Gold Cubes this year with eight, and was named ADC Agency of the Year based upon cumulative scores across all disciplines. All of the agency’s Gold Cubes were for “Pride Jersey” on behalf of AIG, including three Golds in Product Design, two each in Advertising and Fashion Design, and one in Brand/Communication Design. The work also picked up three Best of Discipline honours, in Brand/Communication Design,

Best of discipline winners, by discipline:

ADC 98th Annual Awards Best of Discipline winners are as follows:

- **Advertising:** **Furlined** Santa Monica with **Droga5 New York** with “The Truth Is Worth It” for *The New York Times*
- **Brand/Communication Design:** **TBWA\Hakuhodo** Tokyo “Pride Jersey” for AIG
- **Experiential Design:** **BBDO Atlanta** “Stop Traffick” for Street Grace
- **Fashion Design:** **TBWA\Hakuhodo** Tokyo “Pride Jersey” for AIG
- **Illustration:** **Nora Krug** Brooklyn “Belonging: A German Reckons with History and Home” for Scribner
- **Integrated:** **DDB Chicago** “Broadway the Rainbow “ for Mars Wrigley Confectionery
- **Interactive:** **Akestam Holst** Stockholm “Billboards Beyond Borders” for Reporters Beyond Borders
- **Motion/Film Craft:** **Final Cut** New York with **Significant Others** New York, **Furlined** Santa Monica and **Droga5** New York for “The Truth Is Worth It” for *The New York Times*
- **Packaging Design:** **TBWA\Chiat\Day** New York with **Design by Disruption** New York “Unboxing the Truth” for Thomson Reuters
- **Photography:** *The New York Times Magazine* New York “Losing Earth” for *The New York Times Magazine*
- **Product Design:** **TBWA\Hakuhodo** Tokyo “Pride Jersey” for AIG
- **Publication Design:** **TBWA\Chiat\Day** New York with **Design by Disruption** New York and **Rebel & Rogue** New York “The Fake News Stand” for *Columbia Journalism Review*
- **Spatial Design:** **Studio Cadena** Brooklyn “Masa Cafe & Bakery” for Masa
- **Typography:** **TBWA\Chiat\Day** New York with **Design by Disruption** New York and **Rebel & Rogue** New York “The Fake News Stand” for *Columbia Journalism Review*

The **ADC Designism** Award for work that best promotes social good went to McCann New York for “Planet or Plastic” on behalf of National Geographic.

Other significant winners include **Serviceplan Munich** with four ADC Gold Cubes, all for Dot Incorporation “Dot Mini. The First Smart Media Device for the Visually Impaired”, and *The New York Times Magazine* with four Golds, two each in Publication Design and Photography.

Also noteworthy was work by Brooklyn illustrator **Tim O’Brien**, who with *TIME Magazine* won a Gold, a Silver and a Bronze Cube for three different *TIME* cover illustrations.

Cube winner tally, by discipline:

All ADC 98th Annual Awards Gold Cube winners by discipline are listed below.

Advertising — 18 Gold, 31 Silver, 32 Bronze, 62 Merit

Best in Discipline: **Furlined** Santa Monica and **Droga5 New York** with “The Truth Is Worth It” for *The New York Times*:

ADC Gold Cube winners in Advertising:

- **DDB Chicago** “Broadway The Rainbow” for Mars Wrigley Confectionery in Innovation, Branded Content/Entertainment
- **DDB Group Germany** Düsseldorf “Highlight the Remarkable” for Stabilo International in Out-of-Home, Print/Electronic Billboard – Campaign
- **DDB Group Germany** Düsseldorf “Highlight the Remarkable” for Stabilo International in Press, Magazine – Campaign
- **Furlined** Santa Monica with **Droga5 New York** “The Truth Is Worth It” for *The New York Times* in Craft in Video, Direction - Campaign
- **Furlined** Santa Monica with **Droga5 New York** “The Truth Is Worth It” for *The New York Times* in Craft in Writing, Television/Film/Video – Campaign
- **Furlined** Santa Monica with **Droga5 New York** “The Truth Is Worth It” for The New York Times in Television/Film/Online Video, Online - Campaign
- **McCann New York** with **March For Our Lives** Parkland “Price on Our Lives” March For Our Lives” in Direct, Wildcard – Single
- **MPC** London with **adam&eveDDB** London and **Academy Films** London “The Boy and the Piano” for John Lewis & Partners in Craft in Video, Special Effects – Single
- **Ogilvy Hong Kong** “Hot & Spicy” for Birdland Hong Kong in Out-of-Home, Poster - Campaign
- **Ogilvy Hong Kong** “Hot & Spicy” for Birdland Hong Kong in Press, Magazine - Campaign
- **Ogilvy Hong Kong** “Hot & Spicy” for Birdland Hong Kong in Art Direction - Press, Poster Advertising - Campaign
- **TBWA\Hakuhodo** Tokyo “Pride Jersey” for AIG in Innovation, Promotional Materials
- **TBWA\Hakuhodo** Tokyo “Pride Jersey” for AIG in Promotional Materials, Dimensional Campaign
- **TBWA\Media Arts Lab** Los Angeles with **OMD Worldwide** Los Angeles “Welcome Home” for Apple in Craft in Video, Cinematography - Single
- **TBWA\Media Arts Lab** Los Angeles with **OMD Worldwide** Los Angeles “Welcome Home” for Apple in Craft in Video, Direction - Single

- **TBWA\Media Arts Lab** Los Angeles with **OMD Worldwide** Los Angeles “Welcome Home” for Apple in Craft in Video, Special Effects - Single
- **TBWA\Media Arts Lab** Los Angeles with **OMD Worldwide** Los Angeles “Welcome Home” for Apple in Television/Film/Online Video, Online – Single

Brand/Communication Design: 3 Gold, 8 Silver, 11 Bronze, 38 Merit

Best in Discipline: **TBWA\Hakuhodo** Tokyo with “Pride Jersey” for AIG:

ADC Gold Cube winners in Brand/Communication Design:

- **BETC** Paris “Save Our Species” for Lacoste in Promotions. Apparel – Series
- **Sid Lee** Montréal with **Maison Mère** Baie Saint-Paul “Visual Identity” for Maison Mère in Branding, Branding Systems/Identities – Integrated
- **TBWA\Hakuhodo** Tokyo “Pride Jersey” for AIG in Promotional, Apparel – Single

Experiential: 4 Gold, 4 Silver, 5 Bronze, 31 Merit

Best in Discipline: **BBDO Atlanta** with “Stop Traffick” for Street Grace:

ADC Gold Cube winners in Experiential:

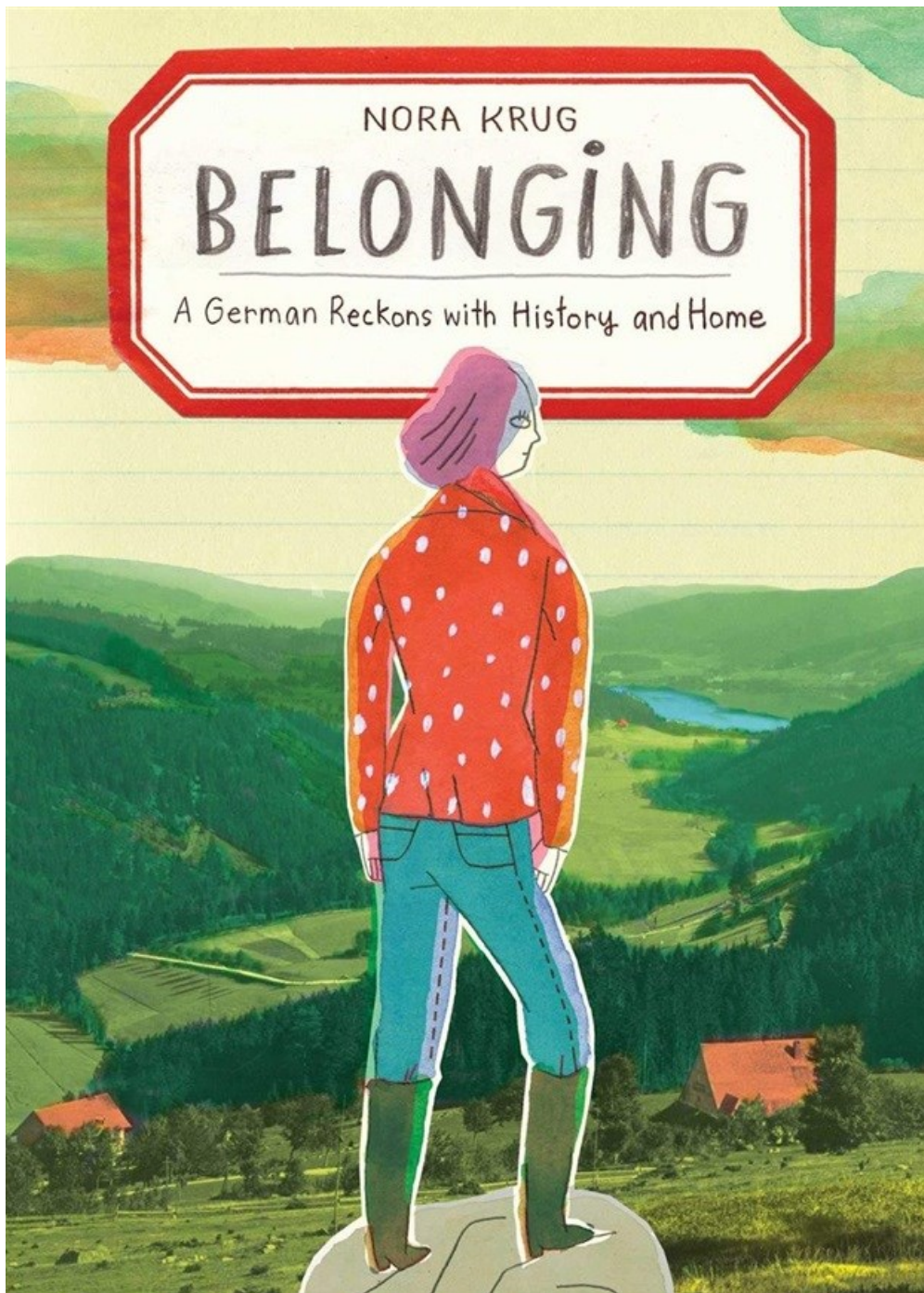
- **BBDO Atlanta** “Stop Traffick” for Street Grace in Experiential Design, Guerrilla/Stunt
- **BBDO Atlanta** “Stop Traffick” for Street Grace in Experiential Design, Live Event
- **Philipp und Keuntje** Hamburg with **Goldeimer** Hamburg “Shitty Paper - Made from Hate” for Goldeimer Gemeinnützige in Experiential Design, Guerrilla/Stunt
- **We Are Unlimited** Chicago with **We Are Unlimited/The Marketing Store** Chicago, **DDB** New York and **DDB Canada** Vancouver “The Flip” for McDonald’s in Experiential Design, Installations - Single

Fashion Design: no Gold, 1 Silver, 2 Bronze, 1 Merit

Best in Discipline: TBWA\Hakuhodo Tokyo with “Pride Jersey” for AIG:

Illustration: 3 Gold, 5 Silver, 10 Bronze, 34 Merit

Best in Discipline: Nora Krug Brooklyn with “Belonging: A German Reckons with History and Home” for Scribner:



"Belonging: A German Reckons with History and Home" for Scribner, by Nora Krug.

ADC Gold Cube winners in Illustration:

- **Giant Ant** Vancouver with **lululemon** Vancouver "lululemon: 20 Years" for lululemon in Animation, Series
- **Nora Krug** Brooklyn "Belonging: A German Reckons with History and Home" for Scribner in Book, Series
- **Tim O'Brien** Brooklyn with **Time Magazine** New York "Stormy" for *Time Magazine* in Editorial, Front Page – Single



#OneShow2019: David Tshabalala and Sarah Waiswa's online judging panel insights

Leigh Andrews 2 May 2019



Integrated: 3 Gold, 5 Silver, 6 Bronze, 5 Merit

Best in Discipline: DDB Chicago with "Broadway the Rainbow " for Mars Wrigley Confectionery:

ADC Gold Cube winners in Integrated:

- **DDB Chicago** “Broadway The Rainbow” for Mars Wrigley Confectionery in Innovation, Integrated
- **Leo Burnett** Chicago “Legal-ade” for Kraft Heinz Country Time Lemonade in Integrated - Branding, Campaign
- **Spotify** New York “2018 Wrapped” for Spotify in Integrated - Digital, Campaign



#OneShow2019: Jenny Ehlers' interactive and integrated judging panel insights

Leigh Andrews 30 Apr 2019



Interactive: 9 Gold, 15 Silver, 17 Bronze, 35 Merit

Best in Discipline: Akestam Holst Stockholm with “Billboards Beyond Borders” for Reporters Beyond Borders:

ADC Gold Cube winners in Interactive:

- **BBDO New York** with **O Positive** and **Dini Von Mueffling Communications** “#DefyTheName” for Monica Lewinsky in Social Media, Twitter – Single
- **DDB Paris** with **Henry Paris**, **Schmooze/Ballad Paris** and **Mikros MPC Paris** “The Baptism” for Ubisoft in Video, Online Video - Single
- **DDB Paris** with **Make Me Pulse Paris**, **Studio Press Play On Tape Paris** and **THE Paris** “NPC” for Ubisoft in Social Media, Instagram - Feed
- **Dentsu Tokyo** with **Nissin Foods Holdings Tokyo** and **Geek Pictures Tokyo** “Akuma no Kimura (Demonically Spicy Ramen)” for Nissin Food Holdings in Social Media, Wildcard - Single
- **Hakuhodo Tokyo** with **Hakuhodo Products Tokyo** and **Hakuhodo i-studio Tokyo** “Brain Drool 2016 Archive” for Hakuhodo in Craft in Online/Mobile, Art Direction - Single
- **McCann Italy Milan** with **MRM/McCann Milan**, **Think Cattleya Milan** and **NoHup San Giorgio di Nogaro** “The Voice of Voices” for Fondazione Serena Onlus, Centro Clinico NeMo in Craft in Online/Mobile, Sound Design - Single
- **Publicis Pixelpark Erlangen and Hamburg** “9.58 Seconds – The World's Fastest Annual Report” for Puma SE in Data Visualization, Single
- **Serviceplan Germany Munich** with **Serviceplan Korea Seoul** “Dot Mini - The First Smart Media Device for the Visually Impaired” for Dot Incorporation, Interactive
- **Spotify New York** “2018 Wrapped” for Spotify in Craft in Online/ Mobile, Art Direction

Motion/Film Craft: 9 Gold, 9 Silver, 14 Bronze, 30 Merit

Best in Discipline: Final Cut New York, **Significant Others New York**, **Furlined Santa Monica** and **Droga5 New York** with “The Truth Is Worth It” for *The New York Times*:

ADC Gold Cube winners in Motion/Film Craft:

- **AlmapBBDO São Paulo** “Endless Stories” for Getty Images in Motion/Film, Narrative
- **Art Camp Brooklyn New York** “Mitski - A Pearl” for Spotify in Craft in Motion/Film, Animation - Single or Series
- **Final Cut New York** with **Significant Others New York**, **Furlined Santa Monica** and **Droga5 New York** “The Truth Is Worth It” for The New York Times in Craft in Motion/Film, Editing - Single or Series
- **Gentilhomme Montréal** “Whack World” for Tierra Whack in Motion/Film, Music Video - Single
- **Giant Ant Vancouver** with **The Sequence Group Vancouver** “The Game That Never Was” for Censored in Motion/Film, Unpublished - Single
- **Kolle Rebbe Hamburg** with **Demodern Hamburg** “Eye to Eye” for PETA Deutschland in Craft in Motion/Film, VR/AR - Single or Series
- **MPC London** with **adam&eveDDB London** and **Academy Films London** “The Boy and the Piano” for John Lewis &

Partners in Craft in Motion/Film, Special Effects - Single

- **TBWA\Media Arts Lab** Los Angeles with **OMD Worldwide** Los Angeles “Welcome Home” for Apple in Craft in Innovation, Motion / Film Craft
- **Ways & Means** Los Angeles “Hilma af Klint Paintings for the Future” for Ways & Means in Motion/Film, Documentary

Packaging Design: 4 Gold, 2 Silver, 6 Bronze, 22 Merit

Best in Discipline: **TBWA\Chiat\Day** New York with **Design by Disruption** New York “Unboxing the Truth” for Thomson Reuters:

ADC Gold Cube winners in Packaging Design:

- **HEIMAT** Berlin “Flowers Talking” for Bloomy Days in Specialty Product/Wildcard, Series
- **Kobza and The Hungry Eyes (KTHE)** Vienna “Bieder & Maier Vienna Coffee” for Bieder & Maier - M2 Kaffeemanufaktur und Vertriebsges in Food/Beverage, Beverage – Series
- **LIA Diagnostics** Philadelphia “Lia: The Flushable, Biodegradable Pregnancy Test” for LIA Diagnostics in Pharma/Health/Wellness, Single or Series
- **TBWA\Chiat\Day** New York with **Design by Disruption** New York “Unboxing the Truth” for Thomson Reuters in Fashion/Apparel/Accessories, Single or Series

Photography: 3 Gold, 7 Silver, 18 Bronze, 29 Merit

Best in Discipline: *The New York Times Magazine* New York with “Losing Earth” for *The New York Times Magazine*:



"Losing Earth" for *The New York Times Magazine*

ADC Gold Cube winners in Photography:

- **BBDO Group Germany** Düsseldorf with **Proximity** Düsseldorf and **BBDO Düsseldorf** Düsseldorf "Remember Me" for Alzheimer Research Initiative in Product/Commercial, Series
- **The New York Times Magazine** New York "Great Performers" for *The New York Times Magazine* in Portraiture, Series
- **The New York Times Magazine** New York "Losing Earth" for *The New York Times Magazine* in Landscape, Series

Grid Worldwide's #HopeJoanna was awarded a merit certificate for client First Rand Bank as a social media series:



#NewCampaign: Gimme #HopeJoanna
 Jessica Tennant 9 May 2018



#HopeJoanna, 'When we have hope, we have everything'
 Grid Worldwide 30 Apr 2018



Product Design: 8 Gold, 5 Silver, 5 Bronze, 5 Merit

Best in Discipline: TBWA\Hakuhodo Tokyo with "Pride Jersey" for AIG:

ADC Gold Cube winners in Product Design:

- **BETC** Paris “Save our Species” for Lacoste in Design for Good, Product Design – Series
- **Cheil Worldwide** Seoul with **Junpasang Production** Seoul, **Bounce Creative** Seoul and **Yonggamhan Production** Seoul “Firevase” for Samsung Fire & Marine Insurance in Interior Design, Decorative - Single or Series
- **Serviceplan Germany** Munich with **Serviceplan Korea** Seoul “Dot Mini - The First Smart Media Device for the Visually Impaired” for Dot Incorporation, Product Design
- **Serviceplan Germany** Munich with **Serviceplan Korea** Seoul “Dot Mini - The First Smart Media Device for the Visually Impaired” for Dot Incorporation, Product Design, Innovation
- **Serviceplan Germany** Munich with **Serviceplan Korea** Seoul “Dot Mini - The First Smart Media Device for the Visually Impaired” for Dot Incorporation, Product Design - Single or Series
- **TBWA\Hakuhodo** Tokyo “Pride Jersey” for AIG in Design for Good, Product Design - Single
- **TBWA\Hakuhodo** Tokyo “Pride Jersey” for AIG in Innovation, Product Design
- **TBWA\Hakuhodo** Tokyo “Pride Jersey” for AIG in Wildcard, Single or Series

Publication Design: 5 Gold, 9 Silver, 13 Bronze, 34 Merit

Best of Discipline: **TBWA\Chiat\Day** New York, **Design by Disruption** New York and **Rebel & Rogue** New York with “The Fake News Stand” for *Columbia Journalism Review*.

ADC Gold Cube winners in Publication Design:

- **McCann New York** with **National Geographic** New York “Planet or Plastic” for National Geographic in Design for Good, Publication Design – Single
- **Minmin Qu & Qian Jiang** Nanjing “Yu-ichi Inoue/ Shiko Munakata/Kazuo Yagi” for The Commercial Press in Books, Text Driven – Single
- **The New York Times Magazine** New York “If You Were Me” for *The New York Times Magazine* in Newspapers, Full Issue – Single
- **The New York Times Magazine** New York “The New York Times For Kids: Halloween Cover Series” for *The New*

York Times Magazine in Newspapers, Front Page – Series

- **Thijs Verbeek graphic design** Amsterdam “Book Burnings: An Anthology” for Yuri Veerman in Books, TextDriven – Single

Spatial Design: 1 Gold, 5 Silver, 6 Bronze, 26 Merit

Best in Discipline: Studio Cadena Brooklyn with “Masa Cafe & Bakery” for Masa:



“Masa Cafe & Bakery”

ADC Gold Cube winner in Spatial Design:

- **Studio Cadena** Brooklyn “Masa Cafe & Bakery” for Masa in Spatial Design, Commercial Building

Typography: 1 Gold, 2 Silver, 6 Bronze, 24 Merit

Best of Discipline: TBWA\Chiat\Day New York with **Design by Disruption** New York and **Rebel & Rogue** New York with “The Fake News Stand” for *Columbia Journalism Review*.



“The Fake News Stand” for *Columbia Journalism Review*

ADC Gold Cube winner in Typography:

- **TBWA\Chiat\Day** New York with **Design by Disruption** New York and **Rebel & Rogue** New York “The Fake News Stand” for *Columbia Journalism Review* in Wildcard, Single

The ADC 98th Annual Awards ceremony is part of The One Club for Creativity’s Creative Week, taking place 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 One Show over two nights, 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.

A word on the 98th ADC sponsors

Sponsors for the ADC 98th Annual Awards include Shutterstock, Facebook, Pinterest and Musicbed, with Snapchat serving as a sponsor of a pair of ADC 98th Annual Awards submission categories: Interactive-AR/VR and Experiential Design-Digital Experiences. New ADC Annual Awards subcategories were also created this year for Snapchat single and campaign entries for posts, ads or campaigns using the platform’s individual qualities and strengths.

Lou Weiss, CMO of Shutterstock, commented:

“ *Shutterstock is proud to be a long-time sponsor of the ADC Annual Awards and other One Club programming. Our shared goal of nurturing and propelling the global creative community forward makes this partnership a natural fit, and we look forward to working with the organisation to produce programming that identifies and elevates excellence in creative storytelling.* ”



Five Africans selected for ADC Awards jury

10 Jan 2019



[Click here to download](#) the complete list of the 98th ADC Annual Awards’ Gold, Silver, Bronze Cube and Merit winners. Also click through to our [One Show special section](#) for all the latest updates on The One Club for Creativity’s Creative Week 2019!

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