

2018 ONE SHOW – FINALISTS

BRANDED ENTERTAINMENT

BY CATEGORY



Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 7–11.

BROADCAST – SHORT FORM – SINGLE

180LA / Los Angeles + University of Phoenix / Phoenix + Hornet / Culver City + Beacon Street Studios / Venice	University of Phoenix	We Can Do IT
BBDO / New York + biscuit filmworks / Los Angeles	Mars Petcare / Pedigree	General Howe's Dog
CP+B / Los Angeles + Rattling Stick / Santa Monica	Jose Cuervo	Last Days
FCB West / San Francisco	Clorox	Clean Matters :60
FCB West / San Francisco	Levi Strauss & Co.	Levi's Circles :60
Furlined / Santa Monica + Apple / Cupertino	Apple	Barbers
Jung von Matt / Hamburg	Netto Marken-Discount & Co.	Netto - Easter Surprise

BROADCAST – SHORT FORM – CAMPAIGN

Smuggler / Los Angeles + The Martin Agency / Richmond	Geico	Penguin Migration, Star Captain, Game Night
The Directors Bureau / Los Angeles + Riff Raff / London	MailChimp	MailChimp

BROADCAST – LONG FORM – SINGLE

AKQA / São Paulo	Netflix	Stranger Broadcast
Grey / London + PULSE Films / London + GPS / London + Hogarth WW / London	Volvo UK	Music in the Mind- Human Made Stories
Hearts & Science / New York + BBDO / New York + Egami Consulting Group / New York + Barefoot Proximity / Cincinnati	P&G	P&G My Black is Beautiful The Talk
MRM//McCann / Madrid	Banco Santander	Beyond Money

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ONLINE – SHORT FORM – SINGLE

BBDO / New York + Smuggler	Sandy Hook Promise	Tomorrow's News
BBDO / New York + The Corner Shop / New York	P&G	The Talk
FCB West / San Francisco	Clorox	Clean Matters :90
FCB West / San Francisco	Levi Strauss & Co.	Levi's Circles :90
Hustle / Los Angeles	Beats by Dr. Dre	Above the Noise
JohnXHannes / New York + Squarespace / New York + Smuggler / New York + Work Editorial / New York	Squarespace	John Malkovich's Journey
Leo Burnett / Chicago + MJZ / Los Angeles + Moving Picture Company / Los Angeles	Samsung	Ostrich
Ig2 / Montreal	Agropur - Natrel	Intolerance: A Lactose Story
Mekanism / New York + HBO Productions / New York + Cutting Room / New York	HBO	HBO Like a Mother
MRM//McCann / Madrid	Banco Santander	Beyond Money
TBWA\Media Arts Lab / London + Partizan / Paris + OMD / London	Apple	Détour
TBWA\Media Arts Lab / Los Angeles + Apple / Cupertino	Apple	Appocalypse
TBWA\Melbourne / Melbourne	ANZ	ANZ #HOLDTIGHT
Tool / Santa Monica + Gatorade / Chicago + TBWA\Chiat\Day / Los Angeles	Gatorade	#SistersInSweat
Tool / Santa Monica + Saatchi & Saatchi / New York + National Down Syndrome Society / New York	National Down Syndrome Society	C21 Restaurant
Wieden+Kennedy / New York + O Postitive / New York	The Atlantic	Typecast
Young & Rubicam / New York	KIND Snacks	More Than Nice

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ONLINE – SHORT FORM – CAMPAIGN

BBDO Paris / Boulogne Billancourt	CARE France	Stories from the other side of the world
Clemenger BBDO / Melbourne	Airbnb	Until We All Belong
DDB Canada / Vancouver	Milk West	Snack Time
McCann Worldgroup Italy / Milan + Craft / London + MRM//McCann / Milan + Think Cattleya / Milan	Ubrew	Responsibly the beer
Ogilvy / Germany	European Anti-Bullying Network (EAN)	Escalating GIFs
Ogilvy / Johannesburg	Kimberly-Clark (Huggies)	The World's First Baby Marathon
TBWA\Media Arts Lab / London + Partizan / Paris + OMD / London	Apple	Détour
VML South Africa / Cape Town	Pernod Ricard	Absolut One Source

ONLINE – LONG FORM – SINGLE

Anomaly / New York + Park Pictures / New York + Arcade Edit / New York	Dick's Sporting Goods	reVision FC
BBDO / Toronto	Take Note	Notes
Google Brand Studio / San Francisco	Google	An Eye Fit for Liberty
Innocean Worldwide / Seoul	Hyundai Motor Company	Shackleton's Return
Intel / Santa Clara	Intel	Above The Artic: An Intel Drone Expedition
JohnXHannes / New York + Park Pictures / Los Angeles + Cartel / Los Angeles	Beats By Dre	AboveTheNoise
Jung von Matt / Hamburg + Sterntag / Hamburg + MJZ / London	Edeka Zentrale & Co.	Christmas 2117
Ogilvy / New York	IKEA	Oddly IKEA
Ogilvy & Mather / Singapore + Hogarth & Ogilvy / Singapore + Joinery / Los Angeles	Alliance Française de Singapour	Pitching French Films To Hollywood
ROSAPARK / Paris	Monoprix	Label of Love

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ONLINE – LONG FORM – SINGLE (CONT.)

TBWA\RAAD / Dubai + Made in Saudi / Jeddah	Nissan Saudi Arabia	#SheDrives
Very Agency / Copenhagen + Shoot Happens / Copenhagen	Volkswagen / Beetle	Generations
Y&R New Zealand / Auckland + Kraft Heinz Australia / Melbourne + Assembly / Auckland	Kraft Heinz Australia	Geoff

ONLINE – LONG FORM – CAMPAIGN

Giant Spoon / Los Angeles, New York	HP	The Wolf
Google Brand Studio / San Francisco	Google	Search On Stories
GreenLight Media & Marketing / Los Angeles + Live Nation / New York	Hilton	Music Happens Here
Ogilvy & Mather / Singapore + Hogarth & Ogilvy / Singapore + Joinery / Los Angeles	Alliance Française de Singapour	Pitching French Films To Hollywood
Spotify In-House / New York	Spotify	I'm With The Banned

ONLINE – LIVE WEBCAST

BBDO / New York + BBDO Studios / New York	Downtown Records	Live Looper
Choojai and Friends / Bangkok + The Film Factory / Bangkok	Advanced Wireless Network	Facebook Live Stunt
Courageous Studios / New York + CNN / New York + Grey / New York + Mindshare / New York	Volvo	Racing the Sun
DDB / Chicago + Starcom / Chicago + Mediacom / Chicago + Olson / Chicago	Mars Wrigley Confectionery	Exclusive the Rainbow live event

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FEATURE LENGTH – FICTION / NARRATIVE

The Directors Bureau / Los Angeles + Landia / Brazil + Think Cattleya / Italy	Francis Ford Coppola Winery	The Red Stain - La Macchia Rossa
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FEATURE LENGTH – NON-FICTION / DOCUMENTARY

Dirty Robber & Nat Geo Studios / Los Angeles, New York	Nike	Breaking 2
Google / São Paulo	Google	I Am Amazon
Spotify In-House / New York	Spotify	I'm With The Banned

LOCATION-SPECIFIC VIDEO

McCann / Lima	Sodimac Homecenter	Hijacked Highway
TBWA\Media Arts Lab / Los Angeles + Apple / Cupertino	Apple	Appocalypse

MUSIC VIDEOS

BBDO / New York + BBDO Studios / New York	Downtown Records	Live Looper
FP7/BEY / Beirut + Clandestino films / Beirut	Mashrou' Leila	An Ode to Arab Feminism
FP7/CAI / Cairo + Good People Content / Cairo + Good People Films / Cairo	Orange	Now or Never
Le Cube / São Paulo + Not To Scale / London + BBH / London	Refuge	Frances - Grow
Pomp&Clout / Brooklyn	Atlantic Records	Young Thug - Wyclef Jean
Smuggler / New York + S. Carter Enterprises / New York + Roc Nation / New York + Work Editorial / New York	Jay-Z	Smile
VML South Africa / Cape Town	Pernod Ricard	Absolut One Source

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MOBILE APPS

Colenso BBDO / Auckland	Mars	Pedigree Selfie STIX
Deutsch / Los Angeles	Volkswagen of America	Rule The Road
Jung von Matt/Limmat / Zurich + Jingle Jungle / Zurich + Swiss Development / Zurich	NordSued Publishing House	The Soundbook App
McCann Worldgroup Italy / Milan + MRM//McCann / Milan + NoHup / San Giorgio di Nogaro (UD) + SDM Interactive Passion / Milan	Fondazione Nemo	My Voice
Ogilvy & Mather Japan GK / Tokyo	Sony Music Labels (Japan)	Make It Metal
VML / New York + The ZOO / Mountain View + MediaMonks / Hilversum	LEGOLAND Florida	Quest to LEGOLAND

GAMING

J. Walter Thompson New Zealand / Auckland	Vice New Zealand	Battle To The Beehive
McCann / New York + MRM//McCann / New York + Weber Shandwick / New York + Momentum WW / New York	U.S. Army	White Hats Wanted
Ogilvy & Mather Polska / Warsaw	Greenpeace Poland	To The Last Tree Standing
Wieden+Kennedy / Portland	Hair Nah	Hair Nah
Wieden+Kennedy / Portland	Travel Oregon	Travel Oregon: The Game

EXPERIENTIAL – VIRTUAL REALITY (VR)

Host/Havas / Sydney	Defence Force Recruiting	VRcruitment
McCann / Lima	Sodimac Homecenter	Hijacked Highway
Spinifex Group / Torrance	Sir Elton John	Elton John - Farewell Yellow Brick Road Global Launch

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EXPERIENTIAL – AUGMENTED REALITY (AR)

B-Reel / London	Gorillaz	Gorillaz App
DAVID / São Paulo	Faber-Castell	The Never-Ending Forest App
J. Walter Thompson / San Francisco	Treasury Wine Estates	19 Crimes Augmented Reality App
Saatchi & Saatchi / London + Mediacom / Dusseldorf + Proud Robinson / Brighton	Deutsche Telekom	Magenta Unleashed

EXPERIENTIAL – LIVE EVENTS

BBDO / Atlanta + Spitfire Studios / Atlanta	Street Grace	Suburban Horror Story
BBDO / New York + BBDO Studios / New York	Monica Lewinsky	In Real Life
BBDO / New York + Obscura Digital	GE	Unseen Stars
Carrefour / Massy	Carrefour	Black Supermarket
Courageous Studios / New York + CNN / New York + Grey / New York + Mindshare / New York	Volvo	Racing the Sun
Forsman & Bodenfors / Gothenburg	Volvo Trucks	Unboxing
Jung von Matt / Hamburg + Markenfilm Crossing / Hamburg + 2wei Music / Hamburg + Nordmeister / California	Edeka Zentrale & Co.	The most German supermarket
Kolle Rebbe / Hamburg	Bischöfliches Hilfswerk MISEREOR	Bischöfliches Hilfswerk MISEREOR "Misereor Micro Meals"
McCann / New York + Visbal Sculpture / Delaware + Traction Creative / New York	State Street Global Advisors	Fearless Girl
Ogilvy & Social.Lab Belgium / Brussels + Sculpture Events Europe / Beerzel	Visit Flanders	The Mud Soldier
R/GA / New York	Ad Council	Fans of Love
Spinifex Group / Torrance + Spinifex Group / Palos Verdes Estates	Sir Elton John	Elton John - Farewell Yellow Brick Road Global Launch
TBWA / Helsinki + KLOK / Helsinki	Finavia	#LIFEINHEL

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EXPERIENTIAL – LIVE EVENTS (CONT.)

TBWA\HAKUHODO / Tokyo + Tohokushinsha Film Corporation / Tokyo	adidas Japan	Green Light Run
TBWA\Helsinki / Helsinki	VR (National Railways)	Escape Train
The Cyranos // McCann / Barcelona + Landia / Madrid	Cinemes Texas	Two Guys Go To Cinema
Wieden+Kennedy / Portland	KFC	World's Smallest KFC
Wieden+Kennedy / Portland	KFC	Zinger Launch

USER-GENERATED CONTENT

Apple / Cupertino + TBWA\Media Arts Lab / Los Angeles	Apple	Welcome to @Apple
Edelman / San Francisco + Adobe / San Jose	Adobe	Adobe Make The Cut
McCann / London + MRM/McCann / London + Craft/McCann / London	Microsoft	Xbox Design Lab Originals: The Fanchise Model
Ogilvy One / Dubai + Memac Ogilvy / Dubai	UNHCR	Reimagine Zahra's World
We Are Unlimited / Chicago + Golin / Chicago + DDB / New York	McDonalds Corporation	Szechuan Sauce Returns.

INNOVATION IN BRANDED ENTERTAINMENT

adam&eveDDB / London	FIFA	More Than A Game
AKQA / Portland + Amazon / Seattle	Amazon	Echo Escape
BBDO / New York + BBDO Studios / New York	Downtown Records	Live Looper
BBDO / New York + Obscura Digital	GE	Unseen Stars
DDB Group New Zealand / Auckland	Netsafe	Re:scam
Dirty Robber / Los Angeles + National Geographic Studios / New York + Uncle Toad's Media Group / Los Angeles	Nike	Breaking 2

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Droga5 / New York + PHD / New York	MailChimp	Did You Mean MailChimp?
FF / Paris	Libération	Libé des réfugiés
Intel / Santa Clara	Intel	Intel Drone Light Show at The Olympics
J. Walter Thompson / São Paulo	Instituto AzMina	More Than 70%
King James Group / Cape Town	Sanlam	Uk'shona Kwelanga - a WhatsApp Drama series
MRM//McCann / Madrid	Banco Santander	Beyond Money
Ogilvy / Johannesburg	KFC	KFC Suppertime Stories
Ogilvy / New York	IKEA	Oddly IKEA
TBWA\Media Arts Lab / London + Partizan / Paris + OMD / London	Apple	Détour
VML / New York + The ZOO / Mountain View + MediaMonks / Hilversum	LEGOLAND Florida	Quest to LEGOLAND
Wieden+Kennedy / Portland	KFC	Zinger Launch