

THE ONE SHOW SHORTLIST



1ST QUARTER & 2ND QUARTER

We are pleased to announce the first shortlisted entries of the 2018 One Show. These are the entries from the 1st and 2nd Quarters that have made it past the first round of judging and will be considered in the final round where winners will be determined.

Please note that not all shortlisted entries are guaranteed a Pencil or a Merit Award.

The deadline to enter the 3rd Quarter of The One Show is Thursday, November 30.

Disciplines in this release:

Branded Entertainment.....	1	Mobile	8
Cross-Platform.....	2	Radio	8
Film.....	3	Social Media.....	10
Interactive	6	UX / UI	10

Remaining disciplines will be judged after the 3rd Quarter and final One Show deadlines.

BRANDED ENTERTAINMENT

BBDO / New York + biscuit filmworks / Los Angeles	Broadcast – Short Form – Single Pet Products	Mars Petcare / Pedigree	General Howe's Dog
BBDO / New York + Bullitt / West Hollywood	Online – Short Form – Single Technology Software	GE	Can't Unring a Bell
BBDO / New York + Here Be Dragons / Los Angeles	Experiential – Virtual Reality (VR) Technology Software	GE	Fighting Fire with Fire
BBDO / New York + So Far So Good / Lyon	User-Generated Content Consumer Packaged Goods	Mars Chocolate North America / M&Ms	Bite-Size Beats
BBDO / New York + The Corner Shop / New York	Online – Short Form – Single CSR	P&G	The Talk
Droga5 / New York + PHD / New York	Innovation in Branded Entertainment Technology Software	MailChimp	Did You Mean MailChimp?
FCB / Lisbon + BRO Cinema / Lisbon + Bio Boards / Lisbon + O Menino Grava / Lisbon	Innovation in Branded Entertainment Entertainment	FUEL TV	Cobblestone Riders
J. Walter Thompson Costa Rica / San José	User-Generated Content CSR	Teletica	Costa Nica
McCann / Lima	Location-Specific Video Consumer Products	Sodimac Homecenter	Hijacked Highway

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BRANDED ENTERTAINMENT (CONT.)

McCann / New York + Cosmo Street Editorial / New York + Beacon Street Studios / New York + Tool of North America / New York	Online – Long Form – Single Technology Hardware	Microsoft	See What's Next
McCann / New York + MRM//McCann / New York + Weber Shandwick / New York + Momentum WW / New York	Gaming CSR	U.S. Army	White Hats Wanted
McCann / New York + Visbal Sculpture / Delaware + Traction Creative / New York	Experiential – Live Events CSR	State Street Global Advisors	Fearless Girl
TBWA\RAAD / Dubai	Broadcast – Long Form – Single Automotive	Nissan	Camelpower

CROSS-PLATFORM

72andSunny / Los Angeles + Hungry Man Productions / Los Angeles + Rock Paper Scissors / Santa Monica + JAMM / Santa Monica	Brand Transformation Restaurants	Carl Karcher Enterprises (CKE)	Carl Hardee Sr Returns
Droga5 / New York + PHD / New York	Innovation in Cross-Platform – Integrated Branding Technology Software	MailChimp	Did You Mean MailChimp?
Droga5 / New York + PHD / New York	Integrated Branding Technology Software	MailChimp	Did You Mean MailChimp?
Droga5 / New York + Second Child / New York + Chromista / Los Angeles	Integrated Branding CSR	New York Times	The Truth is Hard to Find
Droga5 / New York + Second Child / New York + Chromista / Los Angeles	Brand Transformation CSR	New York Times	The Truth is Hard to Find

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CROSS-PLATFORM (CONT.)

GOOD / Moscow + Hype production / Moscow + Dentsu Smart / Moscow + Segmento / Moscow	Integrated Branding Banking & Financial	Sberbank of Russia	Neighborhoods
HAYMAKER / Los Angeles + MPC / Los Angeles	Craft – Animation Consumer Services	23andMe	Genetically Me
McCann / New York + Cosmo Street Editorial / New York + Beacon Street Studios / New York + Tool of North America / New York	Innovation in Cross-Platform – Experiential Technology Hardware	Microsoft	See What's Next
McCann / New York + Cosmo Street Editorial / New York + Beacon Street Studios / New York + Tool of North America / New York	Innovation in Cross-Platform – Integrated Branding Technology Hardware	Microsoft	See What's Next
TBWA\RAAD / Dubai	Innovation in Cross-Platform – Integrated Branding Automotive	Nissan	Camelpower

FILM

Arnold Worldwide / Boston	Under 100K Budget Sports & Fitness	New England Revolution	It Started Here
Bain & Bunkell / Johannesburg	Television – Long Form – Single Banking & Financial	Citadel Wealth Management	Remarkable Life
BBDO / New York + biscuit filmworks / Los Angeles	Television – Short Form – Single Consumer Packaged Goods	Mars Chocolate North America / Twix	Undertaker
BBDO / New York + biscuit filmworks / Los Angeles	Television – Long Form – Single Pet Products	Mars Petcare / Pedigree	General Howe's Dog
BBDO / New York + biscuit filmworks / Los Angeles	Television – Long Form – Single Pet Products	Mars Petcare / Pedigree	Pick Me
BBDO / New York + Bob Industries / Santa Monica	Television – Long Form – Single CSR	GE	The Real Celebrities

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FILM (CONT.)

BBDO / New York + O Positive /	Television – Short Form – Single Consumer Packaged Goods	Mars Chocolate North America / Snickers	#1 Fantasy
BBDO / New York + O Positive /	Television – Short Form – Single Consumer Packaged Goods	Mars Chocolate North America / Snickers	Fantasy Night
BBDO / New York + O Positive /	Television – Short Form – Single Consumer Packaged Goods	Mars Chocolate North America / Snickers	Recovery Room
BBDO / New York + Park Pictures /	Television – Long Form – Single Technology Software	GE	Shortcuts
BBDO / New York + The Corner Shop / New York	Television – Long Form – Single CSR	P&G	The Talk
BBDO / New York + The Corner Shop / New York	Online Films & Video – Long Form – Single CSR	P&G	The Talk
CP+B / Boulder	Online Films & Video – Long Form – Single Consumer Packaged Goods	Kraft Heinz	Swear Like a Mother
CP+B / Boulder + Bob Industries / Los Angeles + Plus Productions / Los Angeles	Television – Short Form – Campaign Consumer Products	Otterbox	Peyton Manning Overprotective
CP+B / Boulder + Bob Industries / Los Angeles + SpotWelders / Venice + Method Studios / Los Angeles	Television – Short Form – Single Consumer Products	Otterbox	Ultra Bear Proof
CP+B / Los Angeles + Rattling Stick / Santa Monica	Television – Long Form – Single Beverages – Alcoholic	Jose Cuervo	Last Days
CP+B / Miami	Television – Varying Length Campaign Consumer Services	letgo	It's Really Time to letgo
Droga5 / New York + Agile Films / London	Online Films & Video – Varying Length Campaign Fashion & Clothing	Under Armour	Unlike Any
Droga5 / New York + Arts & Sciences / West Hollywood	Online Films & Video – Long Form – Single Consumer Packaged Goods	Johnsonville	Guess The Price of That Food by Cole – Made the Johnsonville Way
Droga5 / New York + Chromista / Los Angeles	Online Films & Video – Long Form – Campaign CSR	New York Times	The Truth is Hard to Find
Droga5 / New York + Chromista / Los Angeles	Under 100K Budget CSR	New York Times	The Truth is Hard to Find
Droga5 / New York + Chromista / Los Angeles	Television – Long Form – Single CSR	New York Times	The Truth is Hard to Find – Bryan Denton

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FILM (CONT.)

Droga5 / New York + Chromista / Los Angeles	Online Films & Video – Long Form – Single CSR	New York Times	The Truth is Hard to Find – Bryan Denton
Droga5 / New York + Chromista / Los Angeles	Online Films & Video – Long Form – Single CSR	New York Times	The Truth is Hard to Find – Daniel Berehulak
Droga5 / New York + Chromista / Los Angeles	Television – Long Form – Single CSR	New York Times	The Truth is Hard to Find – Tyler Hicks
Droga5 / New York + Chromista / Los Angeles	Online Films & Video – Long Form – Single CSR	New York Times	The Truth is Hard to Find – Tyler Hicks
Droga5 / New York + MJZ / New York	Television – Short Form – Campaign Consumer Packaged Goods	Johnsonville	Made the Johnsonville Way
Droga5 / New York + MJZ / New York	Online Films & Video – Short Form – Campaign Consumer Packaged Goods	Johnsonville	Made the Johnsonville Way
Droga5 / New York + MJZ / New York	Online Films & Video – Long Form – Single Restaurants	Pizza Hut	The Everyman
Droga5 / New York + MJZ / New York	Television – Long Form – Single Restaurants	Pizza Hut	The Everyman
Droga5 / New York + MJZ / New York	Television – Varying Length Campaign Restaurants	Pizza Hut	The Everyman
Droga5 / New York + Prettybird / Culver City	Television – Long Form – Single Technology Software	Ancestry	Declaration Descendants
Droga5 / New York + Prettybird / Culver City	Online Films & Video – Long Form – Single Technology Software	Ancestry	Declaration Descendants
JCP Nordic / Oslo	Online Films & Video – Long Form – Single Self-Promotion	JCP Nordic	The Logo Donation Project
McCann / New York + Framestore / New York + Cut + Run / New York	Television – Long Form – Single Household Goods	Lysol	Protect Like A Mother
McCann / New York + MRM//McCann / New York + Weber Shandwick / New York + Momentum WW / New York	Innovation in Film – Television / Cinema CSR	U.S. Army	White Hats Wanted
McCann / New York + Park Pictures / New York + Exile Edit East / New York	Television – Short Form – Single Technology Software	Qualcomm	Ignore This – Bavarian Dance
McCann / New York + Park Pictures / New York + Exile Edit East / New York	Television – Short Form – Single Technology Software	Qualcomm	Ignore This – Beatbox

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FILM (CONT.)

McCann / New York + Untitled / Santa Monica + Framestore / New York + Big Sky Editorial / New York	Television – Long Form – Single Beverages – Non-Alcoholic	Nespresso	Comin' Home
McCann Worldgroup / Bangkok	Online Films & Video – Long Form – Single Health & Safety	Verena International	Capture
TBWA\RAAD / Dubai	Online Films & Video – Short Form – Single Technology Software	Connect	The Last Ice Bucket Challenge
Zulu Alpha Kilo / Toronto	Television – Long Form – Single Banking & Financial	Interac Association	Mysterious Man
Zulu Alpha Kilo / Toronto	Online Films & Video – Long Form – Single CSR	Whirlpool Canada	Sama's Lunchbox

INTERACTIVE

AKQA / Portland + Media Monks / The Netherlands	Experiential – Digital Installations Sports & Fitness	Nike	Trial Zone
BBDO / New York + So Far So Good / Lyon	Craft – Music / Sound Consumer Packaged Goods	Mars Chocolate North America / M&Ms	Bite-Size Beats
GOOD / Moscow + Hype production / Moscow + Dentsu Smart / Moscow + Segmento / Moscow	Online Advertising – Banners Banking & Financial	Sberbank of Russia	Neighborhoods
Google Creative Lab / London	Innovation in Interactive – Online Technology Hardware	Google	Speak To Go
HAYMAKER / Los Angeles + MPC / Los Angeles	Websites Consumer Services	23andMe	Genetically Me
Jam3 / Toronto + Warner Brothers / Los Angeles	Gaming Entertainment	Warner Brothers	Dunkirk WebVR
Jam3 / Toronto + Warner Brothers / Los Angeles	Innovation in Interactive – Gaming Entertainment	Warner Brothers	Dunkirk WebVR

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INTERACTIVE (CONT.)

McCann / New York + Cosmo Street Editorial / New York + Beacon Street Studios / New York + Tool of North America / New York	Innovation in Interactive – Experiential Technology Hardware	Microsoft	See What's Next
McCann / New York + Cosmo Street Editorial / New York + Beacon Street Studios / New York + Tool of North America / New York	Experiential – Virtual Reality (VR) Technology Hardware	Microsoft	See What's Next
McCann / New York + MRM//McCann / New York	Websites – Utility Technology Hardware	Microsoft	Course IQ
McCann / New York + MRM//McCann / New York	Craft – Dynamic Data Visualization Technology Hardware	Microsoft	Course IQ
McCann / New York + MRM//McCann / New York + Weber Shandwick / New York + Momentum WW / New York	Gaming CSR	U.S. Army	White Hats Wanted
McCann / New York + MRM//McCann / New York + Weber Shandwick / New York + Momentum WW / New York	Innovation in Interactive – Gaming CSR	U.S. Army	White Hats Wanted
McCann / New York + MRM//McCann / New York + Weber Shandwick / New York + Momentum WW / New York	Innovation in Interactive – Online CSR	U.S. Army	White Hats Wanted
Potion / New York + Cleveland Museum of Art / Cleveland + Zenith / Cleveland	Innovation in Interactive – Experiential Non-Profit	Cleveland Museum of Art	ARTLENS Exhibition

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MOBILE

BBDO / New York + BBDO Studios / New York	Use of Technology Entertainment	Columbia Records	RPM: Russ Per Minute
BBDO / New York + BBDO Studios / New York	Craft – Music / Sound Entertainment	Columbia Records	RPM: Russ Per Minute
BBDO / New York + BBDO Studios / New York	Innovation in Mobile Entertainment	Columbia Records	RPM: Russ Per Minute
Google Creative Lab / London	Websites Technology Hardware	Google	Speak to Go
Jam3 / Toronto + Warner Brothers / Los Angeles	Gaming Entertainment	Warner Brothers	Dunkirk WebVR
Jam3 / Toronto + Warner Brothers / Los Angeles	Use of Technology – Virtual Reality (VR) Entertainment	Warner Brothers	Dunkirk WebVR
McCann / Lima	Use of Technology – Virtual Reality (VR) Consumer Products	Sodimac Homecenter	Hijacked Highway

RADIO

BBDO / New York	Broadcast – Any Length – Single Beverages – Non-Alcoholic	Pepsi	Break Out the Pepsi
BBDO / New York	Craft – Writing – Single Beverages – Non-Alcoholic	Pepsi	Break Out the Pepsi
BBDO / New York	Broadcast – Any Length – Single Beverages – Non-Alcoholic	Pepsi / Mountain Dew	Poor Parched Mouth
BBDO / New York	Broadcast – Any Length – Single Beverages – Non-Alcoholic	Pepsi / Mountain Dew	Texts from Neighbors
BBDO / New York	Craft – Writing – Single Beverages – Non-Alcoholic	Pepsi / Mountain Dew	Texts from Neighbors
BBDO / New York + Caviar Content / London	Broadcast – Any Length – Single Non-Profit	BBDO New York	Put Her on the Map

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RADIO (CONT.)

FCB / Lisbon + Jamute / Curitiba + O Menino Grava / Lisbon	Craft – Writing – Single Health & Safety	Beiersdorf	Disclaimer
FCB / Lisbon + Jamute / Curitiba + O Menino Grava / Lisbon	Broadcast – Any Length – Single Health & Safety	Beiersdorf	Disclaimer
FCB / Warsaw	Innovation in Radio Banking & Financial	AXA Polska	Smart Bell
Marketforce / Perth + Brainestorm / Perth	Broadcast – Any Length – Single Lifestyle	St Ives Homecare	The Pitch
Marketforce / Perth + Soundbyte / Perth	Broadcast – Any Length – Single Household Goods	Dawsons Garden World	Kill The Romance
Marketforce / Perth + Soundbyte / Perth	Broadcast – Any Length – Campaign CSR	Western Australian Electoral Commission	Darklord
McCann Worldgroup Philippines / Taguig City + Loudbox Studios / Makati City	Broadcast – Any Length – Campaign Consumer Packaged Goods	Nestle Philippines	Maggi "DIM DADS" Campaign
McCann Worldgroup Philippines / Taguig City + Hit Productions / Makati City	Broadcast – Any Length – Campaign Retail	Fully Booked Philippines	Fully Booked "Lives" Campaign
McCann Worldgroup Philippines / Taguig City + Hit Productions / Makati City	Craft – Writing – Campaign Retail	Fully Booked Philippines	Fully Booked "Lives" Campaign
McCann Worldgroup Philippines / Taguig City + LoudBox Studios / Makati City	Broadcast – Any Length – Campaign Automotive	Xenon Philippines	Xenon "Clairvoyance" Campaign

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SOCIAL MEDIA

Bain & Bunkell / Johannesburg	Branded Social Campaign Beverages – Non-Alcoholic	Sir Fruit	Knighthood
BBDO / New York + EG+ / New York	Branded Social Channel Consumer Packaged Goods	Campbell's	Pinterest Intercept
BBDO / New York + EG+ / New York	Social Engagement – Community Building Consumer Packaged Goods	Campbell's	Recipe Reality Check
McCann / New York + Cosmo Street Editorial / New York + Beacon Street Studios / New York + Tool of North America / New York	Social Engagement – Community Building Technology Hardware	Microsoft	See What's Next
McCann / New York + Visbal Sculpture / Delaware + Traction Creative / New York	Social Engagement – Community Building CSR	State Street Global Advisors	Fearless Girl
Weber Shandwick / New York	Branded Social Post – Single Health & Safety	GSK Consumer Healthcare, Excedrin	The Debate Headache

UX / UI

Druga5 / New York + PHD / New York + Resn / Wellington	Digital / Physical Cross-Channel Technology Software	MailChimp	Did You Mean MailChimp?
Google Creative Lab / London	Innovation in UX / UI – Single Channel Technology Hardware	Google	Speak to Go
McCann / New York + MRM//McCann / New York	Innovation in UX / UI – Single Channel Technology Hardware	Microsoft	Course IQ
McCann / New York + MRM//McCann / New York	Web – Utility Technology Hardware	Microsoft	Course IQ
McCann / New York + MRM//McCann / New York + Weber Shandwick / New York + Momentum WW / New York	Innovation in UX / UI – Single Channel CSR	U.S. Army	White Hats Wanted