

2017 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



&CO. / NOA / COPENHAGEN + BACON / COPENHAGEN + RADIUS / COPENHAGEN + BEON NORDICS PART OF AOL / COPENHAGEN

Branded Entertainment Tourism & Travel Online – Long Form – Campaign	momondo	The DNA Journey	Gold
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180LA / SANTA MONICA

Cultural Driver CSR	Boost Mobile	Boost Your Voice	Silver
Print & Outdoor CSR Innovation in Print & Outdoor – Ambient Media	Boost Mobile	Boost Your Voice	Bronze
Branded Entertainment CSR Experiential – Virtual Reality	Expedia	Expedia Dream Adventures	Silver
Responsive Environments CSR Architecture Enhancement	Expedia	Expedia Dream Adventures	Bronze
Moving Image Technology Hardware Use of Licensed / Adapted Music	Hewlett Packard	Awaken Your Force	Silver

180LA / SANTA MONICA + HOUSE OF COLORS / LOS ANGELES + CONSULADO / SÃO PAULO + BUBBA'S CHOP SHOP, GILLES + CECILIE STUDIO / PARIS

Branded Entertainment Non-Profit Online – Short Form – Campaign	UNICEF	Unfairy Tales	Bronze
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4CREATIVE / LONDON + BLINK / LONDON

Moving Image Non-Profit Direction	Channel 4 / Rio Paralympics	We're The Superhumans	Gold
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72ANDSUNNY / LOS ANGELES + GOOGLE BRAND STUDIO / MOUNTAIN VIEW + HECHO EN 72 / LOS ANGELES

Design Technology Software Motion Graphics – Single	Google	Year In Search 2016	Gold
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WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

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**72ANDSUNNY / NEW YORK +
EPOCH / NEW YORK +
CUT N RUN / NEW YORK**

Moving Image Beverages – Alcoholic Sound Design	Smirnoff	Chris Fonseca Keep It Moving Smirnoff Ice	Gold
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AD&D / TOKYO

Design Self-Promo & Internal or Corp. Comm. Promotional – Posters – Series	Bihaku Watanabe	Bihaku Watanabe	Silver
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**ADAM&EVEDDB / LONDON +
MEDIACOM / LONDON +
CAIN&ABEL / LONDON +
KING HENRY / LONDON**

Print & Outdoor Food / Beverage Promotional Items – Single or Campaign	Mars – Skittles	Give the Rainbow	Gold
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**ADAM&EVEDDB / LONDON +
MEDIACOM / LONDON +
SOMESUCH / LONDON +
FINAL CUT / LONDON**

Moving Image Automotive Visual Effect	Volkswagen	Alien	Bronze
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**ADAM&EVEDDB / LONDON +
THE DIRECTORS BUREAU & RIFF RAFF / LONDON +
FINAL CUT / LONDON +
THE MILL / LONDON**

Moving Image Fashion & Clothing Direction	H&M	Come Together	Silver
Moving Image Fashion & Clothing Cinematography – Single	H&M	Come Together	Bronze

2017 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



AKESTAM HOLST NOA / STOCKHOLM

Direct Marketing Retail Digital – Websites, Mobile, & Banners	IKEA	IKEA Retail Therapy	Silver
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ALMA DDB. / MIAMI

Branded Entertainment Entertainment & Games Online – Short Form – Campaign	Netflix – Narcos	Spanish Lessons	Bronze
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ALMAPBDO / SÃO PAULO

Print & Outdoor Consumer Services Publishing – Newspaper – Campaign	Getty Images	Endless Possibilities	Gold
Print & Outdoor Consumer Services Publishing – Trade Publication – Single or Campaign	Getty Images	Endless Possibilities	Gold
Print & Outdoor Consumer Services Promotional / Collateral – Posters – Campaign	Getty Images	Endless Possibilities	Gold
Print & Outdoor Consumer Services Craft – Art Direction or Campaign	Getty Images	Endless Possibilities	Gold
Moving Image Consumer Services Editing – Single	Getty Images	Endless Possibilities	Bronze
Responsive Environments Technology Hardware Craft – Storytelling	HP	Magic Words – The Unwritten Stories	Silver
Print & Outdoor Automotive Ambient Media – P.O.P. & In-Store – Campaign	Volkswagen do Brasil	Maps	Bronze

AMVBBDO / LONDON

Moving Image Health & Safety Cinematography – Single	SCA Bodyform	Blood	Silver
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ANTFOOD / NEW YORK

Moving Image Technology Software Innovation in Moving Image Craft – Audio	Google	Google Earth VR Tours	Silver
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ARGONAUT / SAN FRANCISCO + BLUR / CULVER CITY + RESET / SANTA MONICA

Moving Image Digital Gaming Visual Effect	Electronic Arts/ Respawn Entertainment	Titanfall 2	Silver
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B-REEL / LOS ANGELES

Design Technology Hardware Innovation in Design – Digital Design	Google	Pixel Live Wallpapers	Bronze
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BBDO / NEW YORK

Moving Image Pet Products Sound Design	Mars Petcare / Pedigree	Dark to Light	Gold
Branded Entertainment Non-Profit Film / Cinema – Fiction	Sandy Hook Promise	Evan	Gold
Branded Entertainment Non-Profit Online – Short Form – Single	Sandy Hook Promise	Evan	Gold
Moving Image Non-Profit Direction	Sandy Hook Promise	Evan	Silver

BBDO INDIA / MUMBAI

Moving Image Household Goods Writing	P&G India	Dads #ShareTheLoad	Bronze
Public Relations Household Goods Brand Voice	P&G India	Dads #ShareTheLoad	Bronze

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WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

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BBH / SINGAPORE + PARTY / NEW YORK + BIRDMAN / TOKYO + JACK MORTON / SINGAPORE

Branded Entertainment Fashion & Clothing Experiential – Live Events	Nike	Nike Unlimited Stadium	Silver
Design Fashion & Clothing Data Visualization – Dynamic	Nike	Nike Unlimited Stadium	Silver
Direct Marketing Fashion & Clothing Ambient – Immersive / Installations	Nike	Nike Unlimited Stadium	Silver
Print & Outdoor Fashion & Clothing Innovation in Print & Outdoor – Ambient Media	Nike	Nike Unlimited Stadium	Silver
Responsive Environments Fashion & Clothing Architecture Enhancement	Nike	Nike Unlimited Stadium	Silver
Design Fashion & Clothing Branding – Brand Installations	Nike	Nike Unlimited Stadium	Bronze

BETC / PARIS

Public Relations Non-Profit Community Building	Addict Aide	Like my addiction	Silver
Direct Marketing Non-Profit Digital – Social Media & Viral Marketing	Addict Aide	Like my addiction	Bronze
Direct Marketing Non-Profit Innovation in Direct	Addict Aide	Like my addiction	Bronze

BRUNNER / PITTSBURGH + SANCTUARY / LOS ANGELES + FIXER PARTNERS / NEW YORK + FINAL CUT / NEW YORK

Branded Entertainment Retail Online – Long Form – Single	84 Lumber	The Journey	Bronze
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BUCK / NEW YORK

Design Publications & Media Craft – Animation – Single or Series	Hulk Limbo	Spectacle of the Real	Gold
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WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

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BUZZMAN / PARIS + PRODUCTMAN / PARIS + LES IMPRODUCTIBLES / PARIS + NEUVIÈME PAGE / PARIS

Branded Entertainment Entertainment & Games Innovation in Branded Entertainment	Ubisoft	Nosulus Rift	Silver
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BWM DENTSU / MELBOURNE

Direct Marketing Retail Ambient – Live Events	Chadstone	Tailor Made Store	Silver
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BWM DENTSU / SYDNEY

Public Relations CSR Community Building	BabyLove	Premmie Proud	Bronze
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CASA REX / SÃO PAULO

Design Publications & Media Editorial – Book Layout Design	Ateliê Editorial	Macunaíma	Bronze
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CHEIL / HONG KONG

Design Non-Profit Immersive / Environmental – Outdoor Spaces	Samsung	#BeTheirEyes	Bronze
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Print & Outdoor Non-Profit Ambient Media – Installations & Immersive – Single	Samsung	#BeTheirEyes	Bronze
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CHEIL WORLDWIDE / SEOUL + JUNPASANG PRODUCTION / SEOUL + BOUNCE CREATIVE / SEOUL

Print & Outdoor Fashion & Clothing Promotional Items – Single or Campaign	UNIQLO	Heat Tech Window	Silver
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CJ WORX / BANGKOK

Branded Entertainment CSR Experiential – Live Events	AP Thailand	The Unusual Football Field Project	Bronze
Design CSR Branding – Brand Installations	AP Thailand	The Unusual Football Field Project	Bronze
Public Relations CSR Events & Experiential	AP Thailand	The Unusual Football Field Project	Bronze

CLEMENGER BBDO / MELBOURNE

Branded Entertainment Consumer Packaged Goods Mobile	Mars Chocolate Australia	Hungerithm	Silver
Direct Marketing Consumer Packaged Goods Digital – Websites, Mobile, & Banners	Mars Chocolate Australia	Hungerithm	Silver
Direct Marketing Consumer Packaged Goods Craft – Data-Driven Personalization	Mars Chocolate Australia	Hungerithm	Bronze
Branded Entertainment Fashion & Clothing Online – Short Form – Campaign	Pacific Brands Underwear Group (Australia)	The Boys	Gold
Print & Outdoor Fashion & Clothing Ambient Media – Dynamic Billboards or Transit	Pacific Brands Underwear Group (Australia)	The Boys	Bronze
Print & Outdoor Non-Profit Ambient Media – Installations & Immersive – Single	Transport Accident Commission (Victoria)	Meet Graham	Gold / Best of Discipline
Direct Marketing Non-Profit Ambient – Immersive / Installations	Transport Accident Commission (Victoria)	Meet Graham	Silver
Public Relations Non-Profit Integrated Campaign	Transport Accident Commission (Victoria)	Meet Graham	Silver

CLEMENGER BBDO / WELLINGTON + FLARE / WELLINGTON

Design CSR Innovation in Design – Immersive Design	KiwiRail	The Conscious Crossing	Bronze
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WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



COLENZO BBDO / AUCKLAND

Print & Outdoor Beverages – Non-Alcoholic Innovation in Print & Outdoor – Ambient Media	Fonterra Brands NZ, Anchor	X-Ray Casts	Bronze
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COLLINS / NEW YORK

Design Non-Profit Typography – Typeface Design	COLLINS	Kernit Display	Bronze
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CONACO / LOS ANGELES + TURNER / ATLANTA

Branded Entertainment Entertainment & Games Online – Long Form – Single	Universal Pictures	CONAN Remote: Ride Along 2 with Kevin Hart and Ice Cube	Gold
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CP+B / BOULDER + KETCHUM / NEW YORK

Direct Marketing Fashion & Clothing Print – Flat & Dimensional	Fruit of the Loom	The Professionals Collection	Bronze
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DAVID / MIAMI

Direct Marketing Restaurants Ambient – Immersive / Installations	Burger King	Scariest BK	Bronze
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Print & Outdoor Consumer Packaged Goods Ambient Media – Installations & Immersive – Single	Burger King	Scariest BK	Bronze
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DDB / DUBAI

Print & Outdoor Non-Profit Craft – Illustration – Single or Campaign	UN Women	Finding Her	Silver
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Print & Outdoor Non-Profit Publishing – Magazine – Campaign	UN Women	Finding Her	Bronze
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WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



DDB / NEW YORK

Print & Outdoor Non-Profit Publishing – Magazine – Campaign	Gun by Gun	Documents	Gold
Print & Outdoor Non-Profit Promotional / Collateral – Posters – Campaign	Gun by Gun	Documents	Silver
Design Non-Profit Motion Graphics – Single	Wildlife Conservation Film Festival	Dream	Gold
Design Non-Profit Craft – Animation – Single or Series	Wildlife Conservation Film Festival	Dream	Silver

DDB / PARIS

Moving Image Entertainment & Games Animation – Single	Ubisoft	The Thin Red Path	Bronze
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DDB GROUP GERMANY / BERLIN

Direct Marketing Non-Profit Digital – Social Media & Viral Marketing	Pink Ribbon Deutschland	Check it before it's removed: naked breasts on Facebook against breast cancer.	Silver
Public Relations Non-Profit Media Relations	Pink Ribbon Deutschland	Check it before it's removed: naked breasts on Facebook against breast cancer.	Silver

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WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



DENTSU / TOKYO

Design Non-Profit Craft – Printing & Paper Craft	Beatink / Opal	Cannes Creativity Through Machine Intelligence: A Conversation with Brian Eno	Bronze
Design Non-Profit Craft – Art Direction or Series	Dentsu Advertising Awards Selection Council	The Study of Human Being	Gold
Design Non-Profit Promotional – Posters – Series	Dentsu Advertising Awards Selection Council	The Study of Human Being	Silver
Design Tourism & Travel Craft – Photography – Single or Series	East Japan Railway Company	Get Back, Tohoku.	Silver
Design Non-Profit Promotional Items – Single or Series	Nikkei Inc.	An Experiment of the Imagination	Bronze
Design Self-Promo & Internal or Corp. Comm. Packaging – Specialty	Panasonic Corporation	Life is electric	Gold
Design Self-Promo & Internal or Corp. Comm. Promotional – Posters – Series	Panasonic Corporation	Life is electric	Silver
Design Self-Promo & Internal or Corp. Comm. Craft – Art Direction or Series	Panasonic Corporation	Life is electric	Silver
Design Self-Promo & Internal or Corp. Comm. Craft – Illustration – Single or Series	Panasonic Corporation	Life is electric	Silver

DENTSU / TOKYO + ADBRAIN / TOKYO + AMANA / TOKYO

Design Non-Profit Promotional – Posters – Series	Nihon University College of Art	New Angle, New World.	Bronze
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BY AGENCY



DENTSU / TOKYO + MORI / TOKYO

Design Automotive Branding – Identity System	Honda Motor Company	Honda. Great Journey.	Gold
Design Automotive Promotional – Posters – Series	Honda Motor Company	Honda. Great Journey.	Bronze
Design Automotive Branding – Collateral Item – Single	Honda Motor Company	Honda. Great Journey. Travel sticker scrapbook	Bronze
Design Automotive Craft – Illustration – Single or Series	Honda Motor Company	Honda. Great Journey. Travel sticker scrapbook	Bronze

DENTSU / TOKYO + MORI / TOKYO + MAP PROJECT OFFICE / LONDON + OGLE MODELS & PROTOTYPES / UK

Design Automotive Craft – Printing & Paper Craft	Honda Motor Company	Honda. Great Journey.	Gold
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DENTSU / TOKYO + MORI / TOKYO + PEN. / TOKYO + CREATIVE POWER UNIT / TOKYO

Design Automotive Branding – Brand Books / Identity Guidelines	Honda Motor Company	Honda. Great Journey.	Bronze
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DENTSU / TOKYO + TOHOKUSHINSHA FILM CORPORATION / TOKYO + DIJITAL EGG / TOKYO

Design Non-Profit Motion Graphics – Single	Nihon University College of Art	New Angle. New World.	Bronze
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2017 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



DESIGN ARMY / WASHINGTON D.C.

Design Fashion & Clothing Craft – Art Direction or Series	Georgetown Optician	The Eye Ball	Bronze
Design Non-Profit Branding – Annual Reports & Corporate Sustainability Reports	Human Rights Campaign	HRC 2016 Annual Report	Bronze

DEUTSCH / LOS ANGELES + WONDROS / LOS ANGELES

Branded Entertainment Retail Broadcast – Short Form – Single	Target	Target Creates First Ever Live Music Video with Gwen Stefani	Bronze
Branded Entertainment Retail Music Videos	Target	Target Creates First Ever Live Music Video with Gwen Stefani	Bronze

DIGITASLBI / CHICAGO + KETCHUM / CHICAGO

Public Relations CSR Community Building	Whirlpool	Care Counts	Gold
Public Relations CSR Events & Experiential	Whirlpool	Care Counts	Silver

DIGITASLBI / NEW YORK

Direct Marketing Non-Profit Print – Flat & Dimensional	Lost-n-Found Youth	The Future of Hate: Stop HB757	Bronze
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DROGA5 / NEW YORK + GOOGLE / MOUNTAIN VIEW

Design Technology Hardware Motion Graphics – Series	Google	Made By Google	Silver
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WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



**DROGA5 / NEW YORK +
HBO / NEW YORK +
PET GORILLA / LOS ANGELES**

Design Entertainment & Games Digital – Game Design	HBO	Into HBO	Silver
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**DROGA5 / NEW YORK +
MOËT HENNESSY USA / NEW YORK +
ANONYMOUS | SOMESUCH / LONDON**

Moving Image Beverages – Alcoholic Visual Effect	Moët Hennessy USA	The Piccards	Bronze
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**DROGA5 / NEW YORK +
UNDER ARMOUR / BALTIMORE +
EPOCH FILMS / NEW YORK**

Moving Image Sports & Fitness Cinematography – Single	Under Armour	Michael Phelps	Gold
Moving Image Sports & Fitness Cinematography – Single	Under Armour	USA Women's Gymnastics	Bronze

**FACTORY / LONDON +
DON'T PANIC / LONDON +
STINK / LONDON**

Moving Image Non-Profit Sound Design	Save The Children	Still The Most Shocking Second A Day	Silver
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FANCY SHOT, VERSUS PICTURES, GREAT GUNS

Branded Entertainment Entertainment & Games Music Videos	Leningrad	Kolshik	Bronze
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WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



FCB / CHICAGO

Direct Marketing Durable Consumer Goods Ambient – Immersive / Installations	Kolcraft	The Baby Stroller Test-Ride by Contours	Gold
Print & Outdoor Durable Consumer Goods Ambient Media – P.O.P. & In-Store – Single	Kolcraft	The Baby Stroller Test-Ride by Contours	Gold
Print & Outdoor Durable Consumer Goods Ambient Media – Installations & Immersive – Single	Kolcraft	The Baby Stroller Test-Ride by Contours	Silver

FCB BRASIL / SÃO PAULO

Print & Outdoor Non-Profit Craft – Printing / Production – Single or Campaign	Clube de Criação	Stone Milk	Bronze
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FCB CANADA / TORONTO

Direct Marketing Non-Profit Craft – Data-Driven Personalization	Canadian Down Syndrome Society	Down Syndrome Answers	Silver
Direct Marketing Non-Profit Digital – Social Media & Viral Marketing	Canadian Down Syndrome Society	Down Syndrome Answers	Bronze

FINAL CUT / LONDON + 4CREATIVE / LONDON + BLINK / LONDON

Moving Image CSR Editing – Single	Channel 4 / Rio Paralympics	We're The Superhumans	Silver
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FINCH / SYDNEY

Moving Image Entertainment Writing	St. Kilda Film Festival	Every Second Counts	Gold
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FITZGERALD & CO / ATLANTA + UPROXX STUDIOS / LOS ANGELES

Cultural Driver Restaurants Cultural Driver	Checkers & Rally's	Buy Back the Block	Bronze
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WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



FOXP2 / CAPE TOWN + THEY / JOHANNESBURG + THEWORKROOM / CAPE TOWN

Public Relations Entertainment & Games Brand Voice	Ster-Kinekor	#OpenEyes	Bronze
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GLOBAL BRAND & CREATIVE STUDIO / SAN FRANCISCO

Design Publications & Media Craft – Photography – Single or Series	Twitter	It's What's Happening: #InMemoriam	Bronze
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GOODBY SILVERSTEIN & PARTNERS / SAN FRANCISCO + ANONYMOUS CONTENT / LOS ANGELES + STITCH / SANTA MONICA + LIME STUDIOS / SANTA MONICA

Public Relations CSR Integrated Campaign	Tostitos	The Breathalyzer Bag	Bronze
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GOODBY SILVERSTEIN & PARTNERS / SAN FRANCISCO + GOODBY SILVERSTEIN & PARTNERS / ELEVEL / SAN FRANCISCO

Design Non-Profit Typography – Static	Tipping Point Community	Poverty Line Prices	Bronze
Design Non-Profit Promotional – Posters – Series	Tipping Point Community	Poverty Line Prices	Bronze

GOOGLE BRAND STUDIO / SAN FRANCISCO + STINK DIGITAL / NEW YORK + GHOST ROBOT / NEW YORK

Moving Image Non-Profit Innovation in Moving Image Craft – Visual	National Parks Service + Google	Google presents: The Hidden Worlds of the National Parks	Gold
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WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



GOOGLE CREATIVE LAB / LONDON + FRAMESTORE / LONDON + GRAND CENTRAL RECORDING STUDIOS / LONDON

Branded Entertainment Technology Software Experiential – Virtual Reality	Google Arts & Culture	Back to Life in Virtual Reality: Rhomaleosaurus & Giraffatitan	Gold
Responsive Environments Technology Software Use of Technology – Virtual Reality	Google Arts & Culture	Back to Life in Virtual Reality: Rhomaleosaurus & Giraffatitan	Gold

GREY / NEW YORK + SUPPLY & DEMAND / NEW YORK + RIVAL SCHOOL PICTURES / NEW YORK + TOWNHOUSE / NEW YORK

Direct Marketing Non-Profit Ambient – Non-Broadcast Video	States United To Prevent Gun Violence	Gun Crazy	Bronze
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GREY / NEW YORK + TOWNHOUSE / NEW YORK

Direct Marketing Technology Ambient – Live Events	Canon	Unknowns	Bronze
Public Relations Cosmetics & Toiletries Brand Voice	P&G / Coty	Coverboy	Bronze

GREY CANADA / TORONTO

Public Relations Non-Profit Events & Experiential	Salvation Army	Open House	Silver
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HAKUHODO / TOKYO

Design Entertainment & Games Promotional – Posters – Series	Comexposium Japan K.K.	face	Silver
Design Fashion & Clothing Craft – Printing & Paper Craft	RC Corp. France-Japon	The Washi Lingerie Poster	Gold
Design Self-Promo & Internal or Corp. Comm. Craft – Printing & Paper Craft	Shoei	Print Trial	Silver

2017 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



HAKUHODO / TOKYO + TOHOKUSHINSHA FILM CORPORATION / TOKYO

Moving Image Entertainment & Games Direction	Sony Interactive Entertainment	Gravity Cat	Gold
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HAPPINESS / FCB / BRUSSELS + HAPPINESS / FCB / SAIGON

Print & Outdoor Non-Profit Craft – Printing / Production – Single or Campaign	Unicef Global	#NoFilter	Bronze
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HAVAS / NEW YORK + RADICAL MEDIA / SANTA MONICA + STARCOM MEDIAVEST GROUP / NEW YORK + EDELMAN / NEW YORK

Public Relations Beverages – Alcoholic Media Relations	Heineken / Dos Equis	Adios Amigo	Gold
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HEIMAT / BERLIN

Design Retail Immersive / Environmental – Outdoor Spaces	Legacy	#Paintback	Silver
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Moving Image Retail Animation – Single	Otto	The Most Precious Gift	Gold
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HELLO MONDAY / NEW YORK

Design Entertainment & Games Digital – Website Design	Residente	Residente	Gold
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HUNT LASCARIS / JOHANNESBURG

Print & Outdoor Publications & Media Promotional / Collateral – Posters – Campaign	The Times	The News You Should Be Following	Bronze
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WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



IART / BASEL + CHRIST & GANTENBEIN / BASEL

Responsive Environments Non-Profit Architecture Enhancement	Construction and Transport Department of the Canton of Basel- Stadt, Städtebau & Architektur, Hochbauamt	Kunstmuseum Basel Light Frieze	Gold / Best of Discipline
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IMPACT BBDO / DUBAI

Design Non-Profit Typography – Static	Law Andak Dam	Kol Nokta Btefrek	Gold
Design Non-Profit Typography – Static	Sydxlexia	Making Sense of Dyslexia	Gold
Design Non-Profit Promotional – Posters – Series	Sydxlexia	Making Sense of Dyslexia	Gold

INGO / STOCKHOLM + GREY PR&ACTIVATION / NEW YORK + COHN&WOLFE / STOCKHOLM

Direct Marketing Tourism & Travel Digital – Websites, Mobile, & Banners	Swedish Tourist Association	The Swedish Number	Gold / Best of Discipline
Direct Marketing Tourism & Travel Digital – Social Media & Viral Marketing	Swedish Tourist Association	The Swedish Number	Gold
Direct Marketing Tourism & Travel Innovation in Direct	Swedish Tourist Association	The Swedish Number	Gold
Branded Entertainment Tourism & Travel User-Generated Content	Swedish Tourist Association	The Swedish Number	Silver

INTEL / SANTA CLARA

Branded Entertainment Technology Hardware Innovation in Branded Entertainment	Intel	Super Bowl Halftime Show: Intel Drones + Lady Gaga	Silver
Branded Entertainment Entertainment & Games Innovation in Branded Entertainment	Intel	400 Years in the Making – Intel takes Shakespeare's "The Tempest" Digital	Bronze

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WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



IYAMA DESIGN / TOKYO

Design Durable Consumer Goods Immersive / Environmental – Indoor Spaces	Kamoi kakoshi	mt ex 3331	Gold
Design Durable Consumer Goods Immersive / Environmental – Indoor Spaces	Kamoi kakoshi	mt x vitra	Silver
Design Durable Consumer Goods Immersive / Environmental – Indoor Spaces	Kamoi kakoshi	Okayama Destination Campaign	Bronze

J. WALTER THOMPSON / AMSTERDAM

Print & Outdoor Financial Innovation in Print & Outdoor – Ambient Media	ING Nederland	The Next Rembrandt	Gold
Print & Outdoor Financial Ambient Media – Installations & Immersive – Single	ING Nederland	The Next Rembrandt	Silver
Direct Marketing Financial Ambient – Immersive / Installations	ING Nederland	The Next Rembrandt	Bronze

J. WALTER THOMPSON / BANGKOK

Design Durable Consumer Goods Innovation in Design – Print Design	Thai Samsung Electronics / Thai Association of The Blind	Touchable Ink	Gold
Direct Marketing Technology Hardware Innovation in Direct	Thai Samsung Electronics / Thai Association of The Blind	Touchable Ink	Silver

J. WALTER THOMPSON / LONDON

Moving Image Non-Profit Visual Effect	WWF	Tiger In Suburbia	Bronze
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J. WALTER THOMPSON / NEW YORK + CURRENT STUDIOS / NEW YORK

Responsive Environments Entertainment & Games User Activation	Tribeca Film Institute	Tribeca Film ReActor	Bronze
Design Entertainment & Games Branding – Brand Installations	Tribeca Film Institute	Tribeca Film ReActor	Bronze

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WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



J. WALTER THOMPSON / SÃO PAULO + J. WALTER THOMPSON / NEW YORK

Direct Marketing Non-Profit Digital – Websites, Mobile, & Banners	Atados	Donate the Bars	Bronze
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J. WALTER THOMPSON COLOMBIA / BOGOTA

Design CSR Promotional Items – Single or Series	Casa Luker	Lifesaver Backpack	Silver
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JOE PUBLIC UNITED / JOHANNESBURG

Print & Outdoor Beverages – Non-Alcoholic Ambient Media – P.O.P. & In-Store – Single	Clover	Drought Pack	Bronze
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JOHANNES LEONARDO / NEW YORK + SQUEAK E CLEAN / LOS ANGELES + RSA FILMS / LOS ANGELES + EXILE / LOS ANGELES

Moving Image Fashion & Clothing Use of Original Music – Single	adidas Originals	adidas Originals – Future	Silver
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JONES KNOWLES RITCHIE / NEW YORK

Design Beverages – Alcoholic Branding – Rebranding	Bud Light	Bud Light	Gold
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KINETIC / SINGAPORE + HOLYCRAP.SG / SINGAPORE

Design Self-Promo & Internal or Corp. Comm. Editorial – Magazine Layout Design	HOLYCRAP.SG	Rubbish Famzine. In The Name Of The Father	Silver
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Design Self-Promo & Internal or Corp. Comm. Craft – Printing & Paper Craft	HOLYCRAP.SG	Rubbish Famzine. In The Name Of The Father	Bronze
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2017 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



KITCHEN LEO BURNETT / OSLO

Branded Entertainment Fashion & Clothing Online – Short Form – Campaign	Fretex, Salvation Army	The Man Who Lived At Fretex	Silver
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LA COMUNIDAD / BUENOS AIRES

Print & Outdoor Consumer Packaged Goods Craft – Illustration – Single or Campaign	Ferrero Rocher Argentina	3 Pretty Playful Minutes	Bronze
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LAPIZ / CHICAGO

Branded Entertainment Tourism & Travel Online – Short Form – Single	Mexico Tourism Board	Doppelgängers Tourist	Bronze
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LELAND MUSIC / LONDON + 4CREATIVE / LONDON + BLINK / LONDON + FACTORY / LONDON

Moving Image Sports & Fitness Use of Licensed / Adapted Music	Channel 4 / Rio Paralympics	We're The Superhumans	Gold / Best of Discipline
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LEO BURNETT MEXICO / MEXICO CITY

Direct Marketing Publications & Media Digital – Websites, Mobile, & Banners	4Pelagatos	MashiMachine	Silver
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LEO BURNETT / BEIRUT

Public Relations Non-Profit Events & Experiential	KAFA (enough) Violence & Exploitation	Kafa "Legally Bride"	Gold
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2017 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



LEO BURNETT / CHICAGO

Branded Entertainment Non-Profit Experiential – Live Events	Art Institute of Chicago	Van Gogh BnB	Gold
Direct Marketing Non-Profit Ambient – Immersive / Installations	Art Institute of Chicago	Van Gogh BnB	Gold
Direct Marketing Non-Profit Digital – Social Media & Viral Marketing	Art Institute of Chicago	Van Gogh BnB	Gold
Print & Outdoor Tourism & Travel Ambient Media – Installations & Immersive – Single	Art Institute of Chicago	Van Gogh BnB	Gold
Print & Outdoor Tourism & Travel Innovation in Print & Outdoor – Ambient Media	Art Institute of Chicago	Van Gogh BnB	Gold
Design Tourism & Travel Immersive / Environmental – Indoor Spaces	Art Institute of Chicago	Van Gogh BnB	Bronze
Public Relations Sports & Fitness Proactive Communications	Brooks Running	Rule40	Silver
Public Relations Sports & Fitness Integrated Campaign	Brooks Running	Rule40	Silver
Print & Outdoor Non-Profit Publishing – Newspaper – Single	Donate Life America	Elizabeth Williams	Silver
Print & Outdoor Non-Profit Publishing – Newspaper – Single	Donate Life America	Frederick Jones	Silver
Print & Outdoor Non-Profit Ambient Media – Billboards or Transit – Single	Donate Life America	Elizabeth Williams	Bronze
Print & Outdoor Non-Profit Ambient Media – Billboards or Transit – Single	Donate Life America	Frederick Jones	Bronze

LEO BURNETT / MELBOURNE + STUDIO PANCHO / MELBOURNE

Design CSR Innovation in Design – Digital Design	Headspace	Reword	Silver
Direct Marketing Non-Profit Digital – Websites, Mobile, & Banners	Headspace	Reword	Bronze

2017 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



LEO BURNETT / MUMBAI

Public Relations Technology Software Community Building	OLX	Reuniting Memories from 1947	Silver
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LEO BURNETT / SYDNEY

Direct Marketing CSR Craft – Use of Digital Technolog	Samsung Australia	brainBAND	Bronze
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LEO BURNETT / SYDNEY + LEO BURNETT / CHICAGO

Moving Image Technology Hardware Use of Licensed / Adapted Music	Samsung	The Anthem	Bronze
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LEO BURNETT / TORONTO

Direct Marketing Retail Print – Flat & Dimensional	IKEA	IKEA: Cook This Page	Gold
Design Retail Promotional Items – Single or Series	IKEA	IKEA: Cook This Page	Silver
Direct Marketing Retail Ambient – P.O.P. & In-Store – Campaign	IKEA	IKEA: Cook This Page	Silver
Direct Marketing Retail Craft – Printing / Production – Single or Campaign	IKEA	IKEA: Cook This Page	Silver
Direct Marketing Retail Innovation in Direct	IKEA	IKEA: Cook This Page	Silver
Print & Outdoor Retail Promotional Items – Single or Campaign	IKEA	IKEA: Cook This Page	Bronze

LEO BURNETT GERMANY / FRANKFURT

Design Non-Profit Packaging – Specialty	Reporters Without Borders	Latest news from Turkey	Silver
Design Non-Profit Promotional Items – Single or Series	Reporters Without Borders	Latest news from Turkey	Bronze

2017 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



LYFT / SAN FRANCISCO + BROAD REACH PICTURES / LOS ANGELES + CHROMOSPHERE / LOS ANGELES

Moving Image Tourism & Travel Animation – Single	Lyft	June: Life is Better When You Share the Ride	Silver
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MARCEL / PARIS

Print & Outdoor Retail Ambient Media – P.O.P. & In-Store – Single	Intermarché	Sugar Detox	Bronze
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MCCANN / MELBOURNE

Design Sports & Fitness Branding – Brand Installations	YMCA	Playnasium	Silver
Design Sports & Fitness Immersive / Environmental – Outdoor Spaces	YMCA	Playnasium	Bronze
Print & Outdoor Sports & Fitness Ambient Media – Installations & Immersive – Campaign	YMCA	Playnasium	Bronze

2017 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



MCCANN / NEW YORK + FRAMESTORE / NEW YORK

Branded Entertainment CSR Experiential – Virtual Reality	Lockheed Martin	The Field Trip to Mars	Gold
Branded Entertainment CSR Innovation in Branded Entertainment	Lockheed Martin	The Field Trip to Mars	Gold
Design CSR Branding – Brand Installations	Lockheed Martin	The Field Trip to Mars	Gold
Design CSR Innovation in Design – Immersive Design	Lockheed Martin	The Field Trip to Mars	Gold
Direct Marketing CSR Ambient – Immersive / Installations	Lockheed Martin	The Field Trip to Mars	Gold
Direct Marketing CSR Craft – Use of Digital Technolog	Lockheed Martin	The Field Trip to Mars	Gold
Direct Marketing CSR Innovation in Direct	Lockheed Martin	The Field Trip to Mars	Gold
Print & Outdoor CSR Ambient Media – Installations & Immersive – Single	Lockheed Martin	The Field Trip to Mars	Gold
Print & Outdoor CSR Craft – Use of Digital Technolog	Lockheed Martin	The Field Trip to Mars	Gold
Public Relations CSR Events & Experiential	Lockheed Martin	The Field Trip to Mars	Gold
Public Relations CSR Innovation in Public Relations	Lockheed Martin	The Field Trip to Mars	Gold
Responsive Environments CSR Use of Technology – Virtual Reality	Lockheed Martin	The Field Trip to Mars	Gold
Responsive Environments CSR Craft – Storytelling	Lockheed Martin	The Field Trip to Mars	Gold
Responsive Environments CSR Innovation in Responsive Environments	Lockheed Martin	The Field Trip to Mars	Silver

2017 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



MCCANN / NEW YORK + GIRLS WHO CODE / NEW YORK + TOOL / SANTA MONICA

Moving Image Non-Profit Writing	Girls Who Code	Why Can't Girls Code	Silver
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MCCANN / STOCKHOLM + COLONY / STOCKHOLM + GIANTS & TOYS / STOCKHOLM + MEDIAMONKS / STOCKHOLM

Public Relations Non-Profit Innovation in Public Relations	UR (The Swedish Educational Broadcast Company)	Let Us Bully You – In Virtual Reality	Silver
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MCCANN / TOKYO + AOI PRO. / TOKYO + OFFICE SAKU / TOKYO

Design Non-Profit Branding – Brand Installations	The END ALS Association	Still Life	Silver
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MCCANN / TOKYO + TYO DRIVE / TOKYO + WOW / TOKYO

Design Retail Branding – Brand Installations	Amazon Japan	Amazon Fashion Week Tokyo 2017 S/S Opening Act	Silver
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Design Retail Immersive / Environmental – Indoor Spaces	Amazon Japan	Amazon Fashion Week Tokyo 2017 S/S Opening Act	Silver
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MCCANN WORLD GROUP INDIA / MUMBAI

Design Non-Profit Editorial – Book Layout Design	Maharashtra Dyslexia Association	The Dancing Letters	Bronze
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2017 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



MCCANN WORLDGROUP / BOGOTÁ

Public Relations Non-Profit Media Relations	Ministry of National Education	The Bulletpen	Gold
Public Relations Non-Profit Reputation Management	Ministry of National Education	The Bulletpen	Bronze

MILL+ / NEW YORK + THE MILL / NEW YORK + FALL ON YOUR SWORD / BROOKLYN

Design Non-Profit Motion Graphics – Title Sequences	Mill+	OFFF By Night 2016	Bronze
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MORI / TOKYO + DRILL / TOKYO + DELTR0 / TOKYO + MORIMORI / TOKYO

Design Technology Software Motion Graphics – Single	Sansan	Eight: Business Cards	Silver
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MULLEN LOWE / JOHANNESBURG

Design Restaurants Promotional – Booklets & Brochures	Nando's	Nando's Peri Thread Book	Bronze
Design CSR Branding – Identity System	South African National Blood Services	South African National Blood Services CI	Bronze

MULLENLOWE / BOSTON

Public Relations Retail Brand Voice	American Greetings	Analog	Silver
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2017 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



MULLENLOWE / NEW YORK

Public Relations Tourism & Travel Reputation Management	JetBlue	FlyBabies	Silver
Direct Marketing Tourism & Travel Ambient – Live Events	JetBlue	FlyBabies	Bronze

NEIGHBORHOOD WATCH FILMS / BROOKLYN + ARTSY / NEW YORK + UBS / NEW YORK

Moving Image Publications & Media Editing – Single	Artsy	The Art Market (in Four Parts) – Auctions	Gold
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OGILVY / GERMANY

Print & Outdoor Non-Profit Publishing – Magazine – Campaign	Amnesty International	Switch it off.	Bronze
Print & Outdoor Non-Profit Ambient Media – Billboards or Transit – Campaign	Amnesty International	Switch it off.	Bronze
Print & Outdoor Non-Profit Craft – Art Direction or Campaign	Amnesty International	Switch it off.	Bronze
Print & Outdoor Non-Profit Craft – Photography – Single or Campaign	Amnesty International	Switch it off.	Bronze
Direct Marketing Non-Profit Print – Flat & Dimensional	Gesicht zeigen! An association encouraging people to stand against racism in Germany	The tear-open-mailing for "Mein Kampf – against racism"	Silver
Direct Marketing Non-Profit Craft – Printing / Production – Single or Campaign	Gesicht zeigen! An association encouraging people to stand against racism in Germany	The tear-open-mailing for " Mein Kampf – against racism"	Bronze

OGILVY / NEW YORK

Design Non-Profit Branding – Logo	Amnesty International	The Refugee Nation	Gold / Best of Discipline
Branded Entertainment Technology Hardware Online – Long Form – Single	Qualcomm Snapdragon	Lifeline	Gold / Best of Discipline
Design Consumer Services Typography – Dynamic / In Motion	Webby Awards	Typevoice	Silver

2017 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



OGILVY & MATHER / CHICAGO

Branded Entertainment CSR Music Videos	Morton Salt	The One Moment	Bronze
Design Non-Profit Promotional – Posters – Series	Steppenwolf Theatre	Steppenwolf Series I	Gold
Design Non-Profit Promotional – Posters – Single	Steppenwolf Theatre	Of Mice and Men	Silver
Design Non-Profit Promotional – Posters – Single	Steppenwolf Theatre	A Raisin in the Sun	Bronze
Design Non-Profit Promotional – Posters – Single	Steppenwolf Theatre	Ghost in the Machine	Bronze
Public Relations Non-Profit Innovation in Public Relations	The Brady Foundation	Zero Minutes of Fame	Gold / Best of Discipline
Public Relations Non-Profit Media Relations	The Brady Foundation	Zero Minutes of Fame	Bronze

OGILVY & MATHER / SINGAPORE

Branded Entertainment Financial User-Generated Content	Allianz	Amateur Replay	Gold
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OGILVY GROUP THAILAND / BANGKOK

Print & Outdoor Non-Profit Ambient Media – P.O.P. & In-Store – Single	People for the Ethical Treatment of Animals	Behind the leather	Silver
Branded Entertainment Non-Profit Experiential – Live Events	People for the Ethical Treatment of Animals	Behind the leather	Bronze
Direct Marketing Non-Profit Craft – Art Direction or Campaign	People for the Ethical Treatment of Animals	Behind the leather	Bronze

OPENCO – THE OPEN COLLABORATION / JOHANNESBURG

Design Beverages – Alcoholic Packaging – Specialty	Soweto Gold	Marked by Bravery	Bronze
Design Beverages – Alcoholic Typography – Static	Soweto Gold	Soweto Gold '76	Bronze

2017 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



PARTY / TOKYO + DENTSU / TOKYO + BIRDMAN / TOKYO + TAIYO KIKAKU / TOKYO

Moving Image Self-Promo & Internal or Corp. Comm. Innovation in Moving Image Craft – Visual	Google	PPAP Live @ YouTube Fanfest	Bronze
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PEREIRA & O'DELL / NEW YORK + SAVILLE PRODUCTIONS / LOS ANGELES

Branded Entertainment Technology Software Broadcast – Long Form – Single	NETSCOUT	Lo & Behold: Reveries of the Connected World	Gold
Branded Entertainment Entertainment Film / Cinema – Non-Fiction / Documentary	NETSCOUT	Lo & Behold: Reveries of the Connected World	Gold

PRETTYBIRD / CULVER CITY

Branded Entertainment Entertainment & Games Music Videos	Beyoncé	Beyoncé – "Formation"	Gold
Cultural Driver Entertainment & Games Cultural Driver	Beyoncé	Beyoncé – "Formation"	Gold
Moving Image Entertainment Visual Effect	Coldplay	Coldplay – "Up&Up"	Gold
Branded Entertainment Entertainment & Games Music Videos	Coldplay	Coldplay – "Up&Up"	Silver

PUBLICIS / LONDON

Print & Outdoor Tourism & Travel Ambient Media – Installations & Immersive – Campaign	Tourism Ireland	Doors Of Thrones	Silver
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PUBLICIS / MEXICO + UN MARIACHI CGI+RETOUCH / BRAZIL

Print & Outdoor Health & Safety Promotional / Collateral – Posters – Single	Liomont / Analgen Forte	iPain	Bronze
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2017 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



PUBLICIS BRASIL / SÃO PAULO + PUBLICIS ITALY / MILAN – ITALY + HUNGRY MAN / SÃO PAULO

Branded Entertainment Beverages – Alcoholic Experiential – Live Events	Heineken	The Cliché	Bronze
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Q / TOKYO + GRANDPA / TOKYO + BOAT / TOKYO

Design Fashion & Clothing Craft – Art Direction or Series	Issey Miyake	100 Graphics by Homme Plisse Issey Miyake	Bronze
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R/GA / BUENOS AIRES

Design Non-Profit Digital – Game Design	PowerChair Football Argentina	VR Power Trainer	Bronze
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SAATCHI & SAATCHI / SYDNEY

Responsive Environments Automotive Use of Technology	Toyota Motor Corporation Australia	LandCruiser Emergency Network	Silver
Direct Marketing Automotive Craft – Use of Digital Technolog	Toyota Motor Corporation Australia	LandCruiser Emergency Network	Bronze
Direct Marketing Automotive Innovation in Direct	Toyota Motor Corporation Australia	LandCruiser Emergency Network	Bronze
Print & Outdoor Automotive Innovation in Print & Outdoor – Ambient Media	Toyota Motor Corporation Australia	LandCruiser Emergency Network	Bronze

SAATCHI & SAATCHI FRANCE / PARIS + SAATCHI & SAATCHI UK / LONDON

Print & Outdoor Tourism & Travel Ambient Media – Installations & Immersive – Single	HomeAway	Eiffel Tower All Yours	Silver
Print & Outdoor Tourism & Travel Innovation in Print & Outdoor – Ambient Media	HomeAway	Eiffel Tower All Yours	Silver

2017 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



SCHOLZ & FRIENDS / BERLIN + SALON ALPIN / VIENNA

Design Fashion & Clothing Craft – Animation – Single or Series	Montblanc	Discover the Magic of Craft	Silver
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SERVICEPLAN / MUNICH + SERVICEPLAN KOREA / SEOUL + DOT INCORPORATION / SEOUL + PLAN.NET / MUNICH

Design Technology Hardware Innovation in Design – Digital Design	Dot Incorporation	DOT. The first Braille Smartwatch.	Gold
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SHACKLETON / BARCELONA

Public Relations CSR Internal Communications	Almirall	Shared Skin Initiative	Silver
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SHISEIDO / TOKYO

Design Cosmetics & Toiletries Craft – Photography – Single or Series	Shiseido	Aging=Passage of Time	Silver
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SID LEE / MONTREAL + NONFICTION UNLIMITED / SANTA MONICA

Moving Image Fashion & Clothing Use of Licensed / Adapted Music	The North Face	Question Madness Anthem	Bronze
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SPOTIFY / NEW YORK

Public Relations Entertainment & Games Proactive Communications	Spotify	President of Playlists	Gold
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Print & Outdoor Entertainment & Games Promotional / Collateral – Posters – Campaign	Spotify	Thanks, 2016. It's been weird.	Silver
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Print & Outdoor Entertainment & Games Ambient Media – Billboards or Transit – Campaign	Spotify	Thanks, 2016. It's been weird.	Silver
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2017 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



TBWA\CHIAT\DAY / LOS ANGELES

Branded Entertainment Beverages – Non-Alcoholic Gaming	Gatorade	Serena Williams' Match Point Gatorade	Bronze
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TBWA\HAKUHODO / TOKYO

Agency Name	Client Name	Entry Title	
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TBWA\HAKUHODO / TOKYO

Print & Outdoor Tourism & Travel Craft – Use of Digital Technolog	Tourism Australia	GIGA Selfie	Silver
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TBWA\NEBOKO / AMSTERDAM

Moving Image Restaurants Use of Original Music – Single	McDonald's	The Maestro	Bronze
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TBWA\RAAD / DUBAI

Print & Outdoor Household Goods Promotional Items – Single or Campaign	Pril	One-Drop Bottle	Bronze
Print & Outdoor Durable Consumer Goods Ambient Media – P.O.P. & In-Store – Single	Pril	One-Drop Bottle	Bronze

TBWA\THAILAND / BANGKOK

Print & Outdoor Restaurants Craft – Photography – Single or Campaign	McDonald's	Loving the night	Silver
Print & Outdoor Restaurants Publishing – Magazine – Campaign	McDonald's	Loving the night	Bronze
Print & Outdoor Restaurants Promotional / Collateral – Posters – Campaign	McDonald's	Loving the night	Bronze
Print & Outdoor Restaurants Publishing – Magazine – Single	McDonald's	Loving the night 1	Bronze
Print & Outdoor Restaurants Promotional / Collateral – Posters – Single	McDonald's	Loving the night 1	Bronze

2017 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



TECHNICOLOR / BURBANK

Moving Image Automotive Sound Design	Audi USA	Duel	Bronze
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THE ALTERNATIVE FACTS GAME / AMERICA

Design Entertainment & Games Self-Promotion	The Alternative Facts Game	The Alternative Facts Game	Bronze
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THE MARTIN AGENCY / RICHMOND + FURLINED / LOS ANGELES

Branded Entertainment Non-Profit Online – Short Form – Single	Donate Life	The World's Biggest Asshole	Gold
Branded Entertainment Non-Profit Film / Cinema – Fiction	Donate Life	The World's Biggest Asshole	Silver
Direct Marketing Non-Profit Digital – Social Media & Viral Marketing	Donate Life	The World's Biggest Asshole	Silver

THE WOOLSHED COMPANY / MELBOURNE

Branded Entertainment Self-Promo & Internal or Corp. Comm. Self-Promotion	The Woolshed Company	The Viral Experiment	Gold
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TOPPAN PRINTING / TOKYO

Design Self-Promo & Internal or Corp. Comm. Craft – Printing & Paper Craft	Toppan Printing	Specimens of Crossing	Silver
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TRY / OSLO

Print & Outdoor Automotive Ambient Media – Installations & Immersive – Single	Volkswagen	The Reversed Trailer	Gold
Print & Outdoor Automotive Innovation in Print & Outdoor – Ambient Media	Volkswagen	The Reversed Trailer	Gold
Direct Marketing Automotive Digital – Social Media & Viral Marketing	Volkswagen	The Reversed Trailer	Bronze

2017 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



**TRY / OSLO +
BACON / OSLO +
APT / OSLO**

Direct Marketing Automotive Ambient – Live Events	Volkswagen	The Reversed Trailer	Silver
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**VENABLES BELL AND PARTNERS / SAN FRANCISCO +
MJZ / LOS ANGELES +
FINAL CUT EDITORIAL / LOS ANGELES +
740 SOUND / LOS ANGELES**

Branded Entertainment Automotive Innovation in Branded Entertainment	Audi of America	Audi and Airbnb Live to Drive	Silver
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**VENABLES BELL AND PARTNERS / SAN FRANCISCO +
RATTLING STICK / LOS ANGELES +
WORK EDITORIAL / LOS ANGELES +
WOODWORK MUSIC / LOS ANGELES**

Moving Image Automotive Editing – Single	Audi of America	Duel	Bronze
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**VENABLES BELL AND PARTNERS / SAN FRANCISCO +
SOMESUCH +
ANONYMOUS CONTENT / LOS ANGELES +
WORK EDITORIAL / LOS ANGELES +
HUMAN / LOS ANGELES**

Moving Image Automotive Writing	Audi of America	Daughter	Gold
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2017 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



WE BELIEVERS / NEW YORK

Design CSR Packaging – Mass-market	Saltwater Brewery	Edible Six Pack Rings	Gold
Direct Marketing CSR Ambient – P.O.P. & In-Store – Single	Saltwater Brewery	Edible Six Pack Rings	Gold
Public Relations CSR Reputation Management	Saltwater Brewery	Edible Six Pack Rings	Gold
Design CSR Innovation in Design – Print Design	Saltwater Brewery	Edible Six Pack Rings	Silver

WIEDEN+KENNEDY / DELHI

Moving Image Sports & Fitness Use of Original Music – Single	Nike, India	Da Da Ding	Bronze
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WIEDEN+KENNEDY / NEW YORK + DOOMSDAY / LOS ANGELES

Moving Image Sports & Fitness Use of Original Music – Single	Nike and Jordan Brand	Unlimited Together	Gold
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WIEDEN+KENNEDY / PORTLAND + JOINT EDITORIAL / PORTLAND

Moving Image Cosmetics & Toiletries Editing – Single	Procter & Gamble	Strong	Bronze
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WIEDEN+KENNEDY / PORTLAND + PRETTYBIRD / CULVER CITY

Moving Image Sports & Fitness Direction	Nike	Unlimited You	Bronze
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XIAO MAGE & CHENG ZI / BEIJING

Design Publications & Media Editorial – Book Layout Design	China Architecture & Building Press	XX	Gold
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2017 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY



Y&R / DUBAI

Design Fashion & Clothing Craft – Photography – Single or Series	The Cartel	Be Seen	Bronze
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Y&R / PRAGUE + STUDIO CARIOCA / BUCHAREST

Print & Outdoor Publications & Media Publishing – Magazine – Campaign	Forbes	The World Needs more billionaires	Silver
Print & Outdoor Publications & Media Craft – Art Direction or Campaign	Forbes	The World Needs more billionaires	Silver

YOUNG & RUBICAM POLAND / WARSAW

Print & Outdoor Consumer Packaged Goods Promotional Items – Single or Campaign	Mila	The Live Fish Pack	Silver
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ZIMMERMAN ADVERTISING / FORT LAUDERDALE + FINN PARTNERS / SAN FRANCISCO

Public Relations Beverages – Non-Alcoholic Proactive Communications	Jamba Juice	Swishy Chug: The Fake Brand That Led to Real Results	Gold
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2017 ONE SHOW – FINALISTS

WEDNESDAY – GOLD / SILVER / BRONZE PENCILS

BY AGENCY

