

2017 ONE SHOW – FINALISTS

BRANDED ENTERTAINMENT

BY CATEGORY



Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 8–12.

BROADCAST – SHORT FORM – SINGLE

BBDO / New York	Mars Petcare - Pedigree	A Vote for Good
Deutsch / Los Angeles + Wondros / Los Angeles	Target	Target Creates First Ever Live Music Video with Gwen Stefani
Intel / Santa Clara + Official Productions / Los Angeles + Resolution Media / Worldwide	Intel	Super Bowl Halftime Show: Intel Drones + Lady Gaga
J. Walter Thompson Canada / Toronto	Alzheimer Society of Toronto	Slip Up
Grey / London	Volvo	Human Made Stories
Wieden+Kennedy / Portland + Anonymous Content / Culver City + Final Cut / Los Angeles + The Directors Bureau / Los Angeles	Secret Deodorant (P&G)	Stress Tested For Women
72andSunny / Los Angeles + Biscuit / Los Angeles + Method Studios / Los Angeles + Cut & Run / Los Angeles	Target	The Toycracker: A Mini-Musical Spectacular
Amusement Park Entertainment / Los Angeles + Berman Productions / Santa Monica + Mondelēz International / East Hanover	Mondelēz International / Stride Gum	Stride Gum Presents Heaven Sent
J. Walter Thompson / San Juan	Triple S	38 Years Later
Pereira & O'Dell / New York + Saville Productions / Los Angeles	NETSCOUT	Lo & Behold: Reveries of the Connected World

FILM / CINEMA – FICTION

BBDO / New York	Sandy Hook Promise	Evan
Commonwealth//McCann / Detroit + Carat / Detroit	Chevrolet	Lego Batman
Publicis Conseil / Paris	SNSM - National Maritime Rescue Organization	The Mermaid
The Martin Agency / Richmond + Furlined / Los Angeles	Donate Life	The World's Biggest Asshole

FILM / CINEMA – NON-FICTION / DOCUMENTARY

Farm League / Venice	Patagonia	Unbroken Ground
FoxP2 / Cape Town	Ster-Kinekor	#OpenEyes
hasan & partners Oy / Helsinki + Cocoa Mediaproductions / Helsinki + Dagmar / Helsinki + The Honey Partnership / Reading	Valio Oy	Gefilus - The lick-hiker's guide to inner strenght
Omelet / Los Angeles	A Better Los Angeles	License to Operate
Pereira & O'Dell / New York + Saville Productions / Los Angeles	NETSCOUT	Lo & Behold: Reveries of the Connected World

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ONLINE – SHORT FORM – SINGLE

&Co. / NoA / Copenhagen + Moland Film Company / Copenhagen	TV2	All that we share
180LA / Santa Monica + Consulado / São Paulo	UNICEF	Unfair Tales - Ivine And Pillow
215 McCann / San Francisco	Hulu	Lying To Get The Part
Anomaly / Amsterdam + Jouzour Film Production / Berlin	Johnnie Walker	Ode To Lesbos
BBDO / New York	Sandy Hook Promise	Evan
DDB / New York	Wildlife Conservation Film Festival	Dream
Dentsu / Tokyo + Goodfeeling / Tokyo + Blurb Media / Tokyo + Dentsu Tec / Tokyo	Tottori Prefecture Western Region Promotion Council	Tottori West -Family Time Test-
DigitasLBI / Chicago	Whirlpool	Care Counts
Energy BBDO / Chicago	Off The Street Club	The Toughest Letter
FP7/CAI / Cairo	Coca Cola	The Line Up Song
LAPIZ / Chicago	Mexico Tourism Board	Doppelgängers Tourist
Leo Burnett / Beirut	KAFA (enough) Violence & Exploitation	Kafa "Legally Bride"
Leo Burnett / Chicago	Brooks Running	The Runday
Ig2 / Montréal + 1one / Montréal + Apollo / Montréal + Touché! / Montréal	Tourisme Québec	Blind Love
McCann / New York + Hungry Man / New York + Union Editorial / New York	Microsoft	#MakeWhatsNext
SapientRazorfish / Berlin + Stink / Berlin + Sehsucht / Hamburg	Audi	Audi - The Comeback
Station Film / New York	Motion Poems	How Do You Raise A Black Child
TBWA\Media Arts Lab / Los Angeles	Apple	Dylan's Voice
The Martin Agency / Richmond + Furlined / Los Angeles	Donate Life	The World's Biggest Asshole
Wieden+Kennedy / New York + Dommsday / LA	Nike and Jordan Brand	Unlimited Together

ONLINE – SHORT FORM – CAMPAIGN

180LA / Santa Monica	UNICEF	Unfair Tales
adam&eveDDB / London + Mediacom / London + unit9 / London + cain&abel / London	Volkswagen	Motability
ALMA DDB / Miami	Netflix - Narcos	Spanish Lessons
Artsy / New York City	UBS	The Art Market (in Four Parts)
BBDO / New York	GE	Unimpossible FILms

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Clemenger BBDO / Melbourne	Pacific Brands Underwear Group (Australia)	The Boys
Droga5 / New York	Johnsonville	Sausage Dome
Kitchen Leo Burnett / Oslo	Fretex, Salvation Army	The Man Who Lived At Fretex
Uproxx Media / Los Angeles + MillerCoors / New York + Initiative / New York	Coors Light	humanLIMITS
Viacom Velocity / Los Angeles + 20th Century Fox / Los Angeles	20th Century Fox	From Deadpool With Love

ONLINE – LONG FORM – SINGLE

adam&eveDDB / London + The Directors Bureau & Riff Raff / London + Final Cut / London + The Mill / London	H&M	Come Together
Brunner / Pittsburgh + Sanctuary / Los Angeles + Fixer Partners / New York + Final Cut / New York	84 Lumber	The Journey
Conaco / Los Angeles + Turner / Atlanta	Universal Pictures	CONAN Remotes: Ride Along 2 with Kevin Hart and Ice Cube
Geisel Productions / New York + Anonymous Content / Los Angeles	BMW	The Escape
Lyft / San Francisco	Lyft	June: Life is Better When You Share the Ride
Ogilvy / New York	Qualcomm Snapdragon	Lifeline
Van's General Store / New York	Cadillac	Indomitable
Very Agency / Copenhagen + New Land / Copenhagen	Ford Denmark	The Family

ONLINE – LONG FORM – CAMPAIGN

&Co. / NoA / Copenhagen + Bacon / Copenhagen + Radius / Copenhagen + BEOn Nordics part of AOL / Copenhagen	momondo	The DNA Journey
Publicis / Seattle	Visit Seattle	Been There, Made That
Ubisoft and Branded Entertainment Network (BEN) / Sherman Oaks	Ubisoft	Ubisoft & Branded Entertainment Network (BEN) - Tom Clancy's The Division: Agent Origins
Wieden+Kennedy / Portland + RSA Films / Los Angeles	NikeWomen	Margot vs. Lily

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ONLINE – LIVE WEBCAST

adam&eveDDB / London + Manning Gottlieb OMD / London + Stink / London + The Quarry / London	Waitrose	Spring
Amusement Park Entertainment / Los Angeles + Berman Productions / Santa Monica + Mondelēz International / East Hanover	Mondelēz International / Stride Gum	Stride Gum Presents Heaven Sent
BBDO / New York	Mars Chocolate North America - Snickers	Snickers Live Super Bowl Extension
MUH-TAY-ZIK HOF-FER / San Francisco + Tencue / Berkeley + Showdown / San Francisco	Audi of America	24 Hours of Le Forza
TBWA / Sydney + Eleven / Sydney	M.J. Bale	Uncrushable
TBWA\Chiat\Day / Los Angeles	Airbnb	Airbnb's National Parks Backyards

MUSIC VIDEOS

Deutsch / Los Angeles + Wondros / Los Angeles	Target	Target Creates First Ever Live Music Video with Gwen Stefani
Fancy Shot / London + Versus Pictures / London + Great Guns / London	Leningrad	Kolshik
Ogilvy & Mather / Chicago	Morton Salt	The One Moment
Prettybird / Culver City	Beyoncé	Beyoncé - "Formation"
Prettybird / Culver City	Coldplay	Coldplay - "Up&Up"
Universal /Republic Records In Association With Intel / Los Angeles + Great Guns / London	Universal /Republic Records In Association With Intel	False Alarm

MOBILE

BBDO Bangkok / Bangkok + 1moby / Bangkok + Klack Film / Bangkok	LMG Insurance	SAFE&SOUND Music Player
Clemenger BBDO / Melbourne	Mars Chocolate Australia	Hungerithm
Leo Burnett / Chicago	Samsung	Voices of Life
Leo Burnett / Dubai	Samsung	Samsung Safety Screen
Leo Burnett / Sydney	Samsung Australia	Pocket Patrol
Memac Ogilvy / Dubai + Ogilvy One / Dubai	Nestlé Middle East	Tummyfish
R/GA / Sydney	Google	Through the Dark
We Are Social / Milan	Netflix	Speak like the Patrón

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GAMING

Deutsch / New York	WATERisLIFE	Hidden Dangers
Garbergs / Stockholm	Stockholm Pride	Los Santos Pride
J. Walter Thompson / New York	Tribeca Film Festival	Tribeca Film ReActor
MUH-TAY-ZIK HOF-FER / San Francisco + Tencue / Berkeley + Showdown / San Francisco	Audi of America	24 Hours of Le Forza
TBWA\Chiat\Day / Los Angeles	Gatorade	Serena Williams' Match Point Gatorade

EXPERIENTIAL – VIRTUAL REALITY (VR)

180LA / Santa Monica	Expedia	Expedia Dream Adventures
Cheil France / Paris	Samsung Electronics France	Samsung Life Changer
Cheil Germany / Schwalbach am Taunus	Samsung Electronics	DISCOVER The World
Deutsch / New York	WATERisLIFE	Hidden Dangers
Google Creative Lab / London + Framestore / London + Grand Central Recording Studios / London	Google Arts & Culture	Back to Life in Virtual Reality: Rhomaleosaurus & Giraffatitan
McCann / New York + Framestore / New York	Lockheed Martin	The Field Trip to Mars
R/GA / Buenos Aires	PowerChair Football Argentina	VR Power Trainer
Redline Interactive / Calgary	Canadian Labour Congress	Fairness Works: Refugee Crisis

EXPERIENTIAL – LIVE EVENTS

BBH / Singapore	Nike	Nike Unlimited Stadium
BWM Dentsu / Melbourne	Chadstone	Tailor Made Store
BWM Dentsu / Melbourne	Dr Oetker	Remote Ristorante
CJ Worx / Bangkok	AP Thailand	The Unusual Football Field Project : Football field that breaks through the rectangular boundary
DAVID The Agency / Miami	Burger King	Scariest BK
Heimat / Berlin	Hornbach Baumarkt	Project Germany
Intel / Santa Clara + Official Productions / Los Angeles + Resolution Media / Worldwide	Intel	Super Bowl Halftime Show: Intel Drones + Lady Gaga
Leo Burnett / Beirut	KAFA (enough) Violence & Exploitation	Kafa "Legally Bride"
Leo Burnett / Chicago	Art Institute of Chicago	Van Gogh BnB
McCann / Tokyo + AOI / Tokyo + Office SAKU / Tokyo	The END ALS Association	Still Life
Ogilvy Group Thailand / Bangkok	People for the Ethical Treatment of Animals	Behind the leather
Publicis / London	Tourism Ireland	Doors Of Thrones

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Publicis Brasil / São Paulo + Publicis Italy / Milan - Italy + Hungry Man / São Paulo	Heineken	The Cliché
Saatchi & Saatchi France / Paris + Saatchi & Saatchi UK / London	HomeAway	Eiffel Tower All Yours
Wieden+Kennedy / New York + Smuggler / New York	Bud Light	Bud Light Dive Bar Tour

USER-GENERATED CONTENT

360i / New York	HBO	#BallersIntroContest
Barton F Graf / New York	The Scotts Miracle-Gro Company	Tomcat: Facebook Not Live Event
CP+B / Miami + Nickel Media / Halifax + Caviar / Los Angeles	letgo	Commercializer
Fred & Farid / New York	New York Ethical Society	No more black target
INGO / Stockholm + Grey PR&Activation / New York + Cohn&Wolfe / Stockholm	Swedish Tourist Association	The Swedish Number
J. Walter Thompson / New York	Tribeca Film Festival	Tribeca Film ReActor
Leo Burnett Germany / Frankfurt	Samsung	Design your time
Ogilvy & Mather / Singapore	Allianz	Amateur Replay
The Monkeys / Sydney + Qantas / Sydney	Qantas	Qantas Out of Office Travelogue

SELF-PROMOTION

Roundhouse / Portland	Roundhouse	Living Off The Brands
The Woolshed Company / Melbourne	The Woolshed Company	The Viral Experiment

INNOVATION IN BRANDED ENTERTAINMENT

AlmapBBDO / São Paulo	HP	Magic Words - The Documentary
BBH / New York + Stillking / Prague + The Slaughterhouse at BBH / New York + The Mill / New York	Sony PlayStation	Search for Greatness
Buzzman / Paris + Productman / Paris + Les Improductibles / Paris + Neuvième Page / Paris	Ubisoft	Nosulus Rift
CJ Worx / Bangkok	AP Thailand	The Unusual Football Field Project : Football field that breaks through the rectangular boundary

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Droga5 / New York + Under Armour / Baltimore + Optimum Sports / New York + NBA 2K / San Francisco	Under Armour	Game Changer
FCB / Zürich	Hockey Club Davos	Rink Bingo
Goodby Silverstein & Partners / San Francisco	Tostitos	The Breathalyzer Bag
Intel / Santa Clara	Intel	400 Years in the Making - Intel takes Shakespeare's 'The Tempest?' Digital
Intel / Santa Clara + Official Productions / Los Angeles + Resolution Media / Worldwide	Intel	Super Bowl Halftime Show: Intel Drones + Lady Gaga
Intel Agency Inside / Santa Clara + Prettybird / Culver City + Greenlight / Hollywood + OMD / Worldwide	Intel	The Lady Gaga + Intel Experience
J. Walter Thompson / Amsterdam	ING Nederland	The Next Rembrandt
Leo Burnett / Chicago	Art Institute of Chicago	Van Gogh BnB
Les Gaulois / Puteaux + HRCLS (Hercules) / Puteaux	Transavia	#HolidaysOnDemand
McCann / New York + Framestore / New York	Lockheed Martin	The Field Trip to Mars
Ogilvy / New York	IBM	The Cognitive Dress
Ogilvy & Mather / Chicago	Morton Salt	The One Moment
Ogilvy & Mather / Singapore	Allianz	Amateur Replay
R/GA / New York	Samsung	Can't Stop
TBWA\Chiat\Day / Los Angeles	Gatorade	Serena Williams' Match Point Gatorade
TBWA\NEBOKO / Amsterdam	McDonald's	McTrax
The Monkeys / Sydney + Qantas / Sydney	Qantas	Qantas Out of Office Travelogue
Venables Bell and Partners / San Francisco + MJZ / Los Angeles	Audi of America	Audi Desolation and Airbnb