

2017 ONE SHOW – FINALISTS

CROSS-PLATFORM

BY CATEGORY



Includes Gold, Silver, Bronze Pencils and Merit winners.

Award details will be announced during Creative Week, May 8–12.

EXPERIENTIAL – EVENTS & COMPETITIONS

180LA / Santa Monica	Boost Mobile	Boost Your Voice
adam&eveDDB / London + Mediacom / London + cain&abel / London + Stanley's King Henry / London	Mars - Skittles	Give the Rainbow
Bleublancrouge / Montreal + Qu4treCentQu4tre / Montreal + North Strategic / Montreal + 1one production / Montreal	Ubisoft Canada	Watch Dogs 2
FCB / Chicago	Kolcraft	The Baby Stroller Test-Ride by Contours
TBWA / Stockholm + B-Reel / Stockholm	Scania	The Scania Clock
Wieden+Kennedy / New York + Smuggler / New York	Bud Light	Bud Light Dive Bar Tour

EXPERIENTIAL – INSTALLATIONS

BWM Dentsu / Melbourne	Chadstone	Tailor Made Store
FCB / Chicago	Kolcraft	The Baby Stroller Test-Ride by Contours
J. Walter Thompson / Amsterdam	ING Nederland	The Next Rembrandt
Leo Burnett / Chicago	Art Institute of Chicago	Van Gogh BnB
Ogilvy Group Thailand / Bangkok	People for the Ethical Treatment of Animals	Behind the leather
TBWA\Melbourne / Melbourne	ANZ	GAYNZ

EXPERIENTIAL – GUERRILLA

BBDO / New York	Mars Petcare - Pedigree	A Vote for Good
DAVID The Agency / Miami	Burger King	Scariest BK
Grey / New York + Townhouse / New York	Canon	Unknowns
Heimat / Berlin	Legacy	#Paintback
Leo Burnett / Beirut	KAFA (enough) Violence & Exploitation	Kafa "Legally Bride"
Nurun / Paris	Delamaison	Apartment Stores
Ogilvy / New York	Amnesty International	The Refugee Nation
Shackleton / Madrid	Sony Pictures Spain	No Metro

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EXPERIENTIAL – AUGMENTED REALITY

Leo Burnett / Sydney	Samsung Australia	Pocket Patrol
McCann / New York + Framestore / New York	Lockheed Martin	The Field Trip to Mars

INTEGRATED BRANDING

180LA / Santa Monica	Boost Mobile	Boost Your Voice
72andSunny / Los Angeles + HECHO EN 72 / Los Angeles	Google	Year In Search 2016
adam&eveDDB / London + Blink Productions / London + Manning Gottlieb OMD / London + Leland Music / London	John Lewis	Buster The Boxer
adam&eveDDB / London + Mediacom / London + cain&abel / London + Stanley's King Henry / London	Mars - Skittles	Give the Rainbow
Akestam Holst NOA / Stockholm + Bacon / Copenhagen	IKEA	Where Life Happens
AlmapBBDO / São Paulo	Getty Images	Endless Possibilities
Anomaly / Toronto	Labatt Brewing Company	#LightUpTheNation
BBDO / New York	Mars Chocolate North America - Snickers	Snickers Live
Clemenger BBDO / Melbourne	Pacific Brands Underwear Group (Australia)	The Boys
DAVID The Agency / Miami	Burger King	Whopper Sign
Droga5 / London	Rustlers	What A Time To Be Alive
Energy BBDO / Chicago	Wrigley, a Subsidiary of Mars	Extra Gum "Give Extra, get extra"
Grey / New York + Grey Malaysia / Kuala Lumpur + DeVries Global / New York + Townhouse / New York	Pantene	#DadDo
Heimat / Berlin	Legacy	#Paintback
Leo Burnett / Madrid + RCR / Madrid	Loterias y Apuestas del Estado	December 21st
Leo Burnett India / Mumbai	Bajaj Auto	The Nation's Bike
Ig2 / Toronto	Rethink Breast Cancer	The Give-A-Care Collection
Ogilvy Group Thailand / Bangkok	People for the Ethical Treatment of Animals	Behind the leather
Saatchi & Saatchi / New York	Tide	Bradshaw Stain
Taproot Dentsu / Mumbai	Adidas	Adidas Odds
Wieden+Kennedy / Portland	Powerade	Just A Kid Campaign
Wieden+Kennedy / Portland + Joint / Portland	Nike	Time Is Precious
Wieden+Kennedy / Portland + Joint / Portland	Nike	Unlimited Greatness Serena Williams

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INTEGRATED BRANDING – ONLINE

Barton F Graf / New York	The Scotts Miracle-Gro Company	Tomcat: Facebook Not Live - Integrated Campaign
CP+B / Boulder	Kraft Heinz	World's Largest Blind Taste Test
Energy BBDO / Chicago	Wrigley, a Subsidiary of Mars	Extra Gum "Give Extra, get extra"
FCB Inferno / London	Pearson	Project Literacy
Havas / New York	Heineken / Dos Equis	Introducing
King James Group / Cape Town	Sanlam	Conspicuous Savers - Integrated Online - National Savings Month
Leo Burnett / Chicago	Procter & Gamble	Girl Emojis
Leo Burnett / Melbourne + Studio Pancho / Melbourne	Headspace	Reword
Wieden+Kennedy / Portland + Prettybird / Los Angeles + Superprime / Los Angeles	Nike	Unlimited

BRAND TRANSFORMATION

Arnold Worldwide / Boston + Havas Media / Boston	National Association of Realtors	Real Estate Philos-osophies
BBDO India / Mumbai	P&G India	Dads #ShareTheLoad
Clemenger BBDO / Melbourne	Transport Accident Commission (Victoria)	Meet Graham
Cossette / Toronto	SickKids Foundation	SickKids VS
CP+B / Boulder	Kraft Heinz	World's Largest Blind Taste Test
Grey / New York + Concept 1 / Westport + Ketchum / New York + Townhouse / New York	P&G	Avengers
Grey / San Francisco + Helo / Venice + Beast Editorial / San Francisco + Norton / Mountain View	Norton	The Most Dangerous Town on the Internet - Where Cybercrime Goes to Hide
Marcel / Paris	Intermarché	Sugar Detox
The Martin Agency / Richmond + Furlined / Los Angeles	Donate Life	The World's Biggest Asshole

SELF-PROMOTION

AML Group / London	AML Group	Don'T Trump
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CRAFT – ART DIRECTION – CAMPAIGN

adam&eveDDB / London + Mediacom / London + cain&abel / London + Stanley's King Henry / London	Mars - Skittles	Give the Rainbow
AlmapBBDO / São Paulo	Getty Images	Endless Possibilities
Cossette / Toronto	SickKids Foundation	SickKids VS
Dentsu / Tokyo + Pen. / Tokyo + Creative Power Unit / Tokyo + TYO Drive / Tokyo	Panasonic Corporation	Life is electric
Goodby Silverstein & Partners / San Francisco	SONIC Drive-In	#SquareShakes

CRAFT – WRITING – CAMPAIGN

Ig2 / Toronto	Rethink Breast Cancer	The Give-A-Care Collection
Marcel / Sydney	ABC / Marcel	Art Breaks
Spotify In-House / New York	Spotify	2016 Wrapped
The Martin Agency / Richmond + Furlined / Los Angeles	Donate Life	The World's Biggest Asshole

CRAFT – ILLUSTRATION – CAMPAIGN

Fred & Farid / New York	New York Ethical Society	No more black target
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CRAFT – PHOTOGRAPHY – CAMPAIGN

Barkley / Kansas City	Russell Athletic	#SettleYourScore
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CRAFT – ANIMATION – CAMPAIGN

180LA / Santa Monica + House of Colors / Santa Monica + Consulado / São Paulo + Circle Of Sound / Los Angeles	UNICEF	Unfairy Tales
FCB Inferno / London	Pearson	Project Literacy
Proximity / Barcelona + Post23 / Barcelona	Audi Spain	The doll that chose to drive
TBWA\Chiat\Day / Los Angeles	Gatorade	Usain Bolt The Boy Who Learned to Fly Gatorade

CRAFT – SOUND – CAMPAIGN

McCann / Bucharest	Radio XXI	Go Mono
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INNOVATION IN CROSS-PLATFORM – EXPERIENTIAL

Bleublancrouge / Montreal + Qu4treCentQu4tre / Montreal + North Strategic / Montreal + 1one production / Montreal	Ubisoft Canada	Watch Dogs 2_arg
Intel / Santa Clara + Gramafilm / London + Envy / London + Royal Shakespeare Company / Straford-Upon-Avon	Intel	400 Years in the Making
Leo Burnett / Sydney	Samsung Australia	Pocket Patrol
McCann / London + Momentum Worldwide / London	Microsoft / Xbox	Zombie Christmas: The Real-World Trailer
McCann / New York + Framestore / New York	Lockheed Martin	The Field Trip to Mars

INNOVATION IN CROSS-PLATFORM – INTEGRATED BRANDING

BBDO / New York	Mars Chocolate North America - Snickers	Snickers Live
J. Walter Thompson / Amsterdam	ING Nederland	The Next Rembrandt