

# 2017 ONE SHOW – FINALISTS

## DIRECT MARKETING

### BY CATEGORY



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

### PRINT – FLAT & DIMENSIONAL

BBH / New York + Stillking / Prague + The Slaughterhouse at BBH / New York + The Mill / New York	Sony PlayStation	Search for Greatness
Cheil Worldwide / Seoul + Junpasang Production / Seoul + Bounce Creative / Seoul	UNIQLO	Heat Tech Window
CP+B / Boulder + Plus Productions / Boulder	Fruit of the Loom	The Professionals Collection
Dentsu / Tokyo + Pen. / Tokyo + Creative Power Unit / Tokyo	Panasonic Corporation	Life is electric
DigitasLBI / New York	Lost-n-Found Youth	The Future of Hate: Stop HB757
Geometry Global / Johannesburg + Ogilvy & Mather / Johannesburg	South African Breweries	The SAB Spike Detector Coaster
J. Walter Thompson Japan / Tokyo	Daitan Holdings (Fuji Soba) and 230 Soba Street Promotion Committee	Soba Allergy Tattoo Checker
Leo Burnett / Toronto + Jungle Media / Toronto	IKEA	IKEA: Cook This Page
Marcel / Sydney	Tiger Beer	Air-Ink
Memac Ogilvy / Dubai	IKEA Saudi Arabia	IKEA It's that affordable PRICE TAGs
MullenLowe Brindfors / Stockholm + Golin / Stockholm	Telenor Företag	Print Ad Blocker
Ogilvy / Germany	Gesicht zeigen! An association encouraging people to stand against racism in Germany	The tear-open-mailing for "Mein Kampf - against racism"
OgilvyOne / London	What 3 Words	Addressing The Problem

### AMBIENT – P.O.P. & IN-STORE – SINGLE

AKQA / São Paulo	Burger King	Whopper Exchange
BBDO / New York	Foot Locker	Foot Locker Audio Tours
Leo Burnett / Moscow	Uber	The Hidden Car Crash Wine Label
Marcel / Paris	Intermarché	Sugar Detox
Serviceplan / Munich	Metro	The Daily Catch
We Believers / New York	Saltwater Brewery	Edible Six Pack Rings

### AMBIENT – P.O.P. & IN-STORE – CAMPAIGN

DAVID The Agency / Miami	Burger King	Whopper Sign
Leo Burnett / Toronto + Jungle Media / Toronto	IKEA	IKEA: Cook This Page
Ogilvy & Mather Japan / Tokyo	Refugees International Japan	The Refugee Collection

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#### AMBIENT – BILLBOARDS & TRANSIT – SINGLE

Rosapark / Paris	Fruits and Wine	Picnic Blanket
W3haus / São Paulo	NGO Criola	Mirrors of Racism
WMcCann / Rio de Janeiro	Crystal	The Rainwater Drinking Fountain

#### AMBIENT – BILLBOARDS & TRANSIT – CAMPAIGN

Fred & Farid / Paris	Société Générale	Supporters all the way
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#### AMBIENT – IMMERSIVE / INSTALLATIONS

AlmapBBDO / São Paulo	HP	Magic Words - The Unwritten Stories
BBH / Singapore	Nike	Nike Unlimited Stadium
BWM Dentsu / Melbourne	Chadstone	Tailor Made Store
Clemenger BBDO / Melbourne	Transport Accident Commission (Victoria)	Meet Graham
Commonwealth//McCann / Detroit + Carat / Detroit	Chevrolet	Cages
DAVID The Agency / Miami	Burger King	Scariest BK
FCB / Chicago	Kolcraft	The Baby Stroller Test-Ride by Contours
Grey / New York + Townhouse / New York + 1stAveMachine / Brooklyn + Mindshare / New York	Volvo	Highway Robbery
Havas Worldwide / Shanghai	Global Road Safety Partnership	SMS Last Words
J. Walter Thompson / Amsterdam	ING Nederland	The Next Rembrandt
J. Walter Thompson / New York	Tribeca Film Institute	Tribeca Film ReActor
Leo Burnett / Chicago	Art Institute of Chicago	Van Gogh BnB
McCann / New York + Framestore / New York	Lockheed Martin	The Field Trip to Mars
Nurun / Paris	Delamaison	Apartment Stores
Ogilvy Group Thailand / Bangkok	People for the Ethical Treatment of Animals	Behind the leather
POL / Oslo	NRK TV-aksjonen & IKEA	25m2 Syria
TBWA\Melbourne / Melbourne	ANZ	GAYNZ

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### AMBIENT – LIVE EVENTS

BWM Dentsu / Melbourne	Chadstone	Tailor Made Store
FCB / Zürich	Hockey Club Davos	Rink Bingo
Grey / New York + Townhouse / New York	Canon	Unknowns
J. Walter Thompson / Amsterdam	ING Nederland	The Next Rembrandt
MullenLowe / New York	JetBlue	FlyBabies
Ogilvy Brasil / São Paulo + Hungry Man / São Paulo + Jamute / Curitiba	BandSports	Anti-Rival Vaccine
TBWA\Hakuhodo / Tokyo	Tourism Australia	GIGA Selfie
TRY / Oslo + Bacon / Oslo + APT / Oslo	Volkswagen	The Reversed Trailer

### AMBIENT – NON-BROADCAST VIDEO

Boys and Girls / Dublin + Mediavest / Dublin	Three Ireland	Tackle Homelessness
Grey / New York + Supply & Demand / New York + Rival School Pictures / New York + Townhouse / New York	States United To Prevent Gun Violence	Gun Crazy

### DIGITAL – WEBSITES, MOBILE, & BANNERS

360i / New York	A&E - HISTORY	#ReadingforROOTS
Akestam Holst NOA / Stockholm	IKEA	IKEA Retail Therapy
Clemenger BBDO / Melbourne	Mars Chocolate Australia	Hungerithm
FCB / Zürich	Hockey Club Davos	Rink Bingo
INGO / Stockholm + Grey PR&Activation / New York + Cohn&Wolfe / Stockholm	Swedish Tourist Association	The Swedish Number
J. Walter Thompson / São Paulo	Atados	Donate the Bars
Leo Burnet Mexico / Mexico City	4Pelagatos	MashiMachine
Leo Burnett / Chicago	Donate Life America	Your Name Saves
Leo Burnett / Melbourne + Studio Pancho / Melbourne	Headspace	Reword
Leo Burnett Colombia / Bogota	Special Olympics Colombia	Special Sponsors
Ogilvy & Mather / Chicago	The Brady Foundation	Zero Minutes of Fame
R/GA / London	Nike	Nike On Demand
SID LEE / Paris	PagesJaunes	Made by professionals
TBWA / Shanghai	China Association of the Deaf	Signemoji

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### DIGITAL – SOCIAL MEDIA & VIRAL MARKETING

ALMA DDB / Miami	Netflix - Narcos	Spanish Lessons
AlmapBBDO / São Paulo	Getty Images	Endless Possibilities
BBDO India / Mumbai	P&G India	Dads #ShareTheLoad
BETC / Paris	Addict Aide	Like my addiction
Buzzman / Paris + Iconoclast / Paris + The / Paris	Burger King	#WholsTheKing
Clemenger BBDO / Melbourne	Mars Chocolate Australia	Hungerithm
DDB Group Germany / Berlin	Pink Ribbon Deutschland	Check it before it's removed: naked breasts on Facebook against breast cancer.
FCB / Toronto	Canadian Down Syndrome Society	Down Syndrome Answers
Goodby Silverstein & Partners / San Francisco	The Hunting Ground C/O Chain Camera Pictures	Unacceptable Acceptance Letters
INGO / Stockholm + Grey PR&Activation / New York + Cohn&Wolfe / Stockholm	Swedish Tourist Association	The Swedish Number
J. Walter Thompson / São Paulo	Atados	Donate the Bars
J. Walter Thompson Canada / Toronto + Think Tank / Toronto + Saints / Toronto + Alter Ego / Toronto	Hotels.com	Winter Swear Jar
Leo Burnett / Chicago	Art Institute of Chicago	Van Gogh BnB
Leo Burnett / Chicago	Donate Life America	Your Name Saves
Leo Burnett / Madrid + RCR / Madrid	Loterias y Apuestas del Estado	December 21st
MullenLowe / New York	JetBlue	FlyBabies
Ogilvy / Paris	Netflix France	The Unbreakable Preview
Ogilvy & Mather / Johannesburg	Mondelez	Cadbury Pre Joy
Proximity / Barcelona + Post23 / Barcelona	Audi Spain	The doll that chose to drive
Saatchi & Saatchi / New York	Tide	Bradshaw Stain
Taproot Dentsu / Mumbai	Adidas	Adidas Odds
TBWA / Sydney + Eleven / Sydney	M.J. Bale	Uncrushable
The Martin Agency / Richmond + Furlined / Los Angeles	Donate Life	The World's Biggest Asshole
TRY / Oslo + Bacon / Oslo + APT / Oslo	Volkswagen	The Reversed Trailer

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### SELF-PROMOTION

BBDO / Toronto	BBDO Toronto	Change the Work Climate
Leo Burnett Colombia / Bogota	Davivienda	Concepción
Ig2 / Toronto	NABS	IT RAN
Round & Round / Stockholm	Round & Round	The Great Trump Escape

### CRAFT – ART DIRECTION – SINGLE OR CAMPAIGN

Fred & Farid / New York	New York Ethical Society	No more black target
Goodby Silverstein & Partners / San Francisco	Tostitos	The Breathalyzer Bag
Les Gaulois / Puteaux	Amgen	PorcelainBones
McCann / New York + Framestore / New York	Lockheed Martin	The Field Trip to Mars
Ogilvy Group Thailand / Bangkok	People for the Ethical Treatment of Animals	Behind the leather
Proximity / Barcelona + Post23 / Barcelona	Audi Spain	The doll that chose to drive

### CRAFT – WRITING – SINGLE OR CAMPAIGN

BBDO India / Mumbai	P&G India	Dads #ShareTheLoad
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### CRAFT – PRINTING / PRODUCTION – SINGLE OR CAMPAIGN

F/Nazca Saatchi & Saatchi / São Paulo	Ambev - Guaraná Antarctica	The Book Of Wara'ná
Hakuhodo / Tokyo	Takeo	Tokyo Deep Nights
Leo Burnett / Toronto + Jungle Media / Toronto	IKEA	IKEA: Cook This Page
Ogilvy / Germany	Gesicht zeigen! An association encouraging people to stand against racism in Germany	The tear-open-mailing for "Mein Kampf - against racism"

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### CRAFT – USE OF DIGITAL TECHNOLOGY – SINGLE OR CAMPAIGN

FCB / Zürich + Ehrenberg Kommunikation / Hamburg	Flüchtlinge Willkommen	Search Racism. Find Truth.
Goodby Silverstein & Partners / San Francisco	Tostitos	The Breathalyzer Bag
Heimat / Berlin	Hornbach Baumarkt	The First Analog Webstore
Leo Burnett / Sydney + The Pool Collective / Sydney + Starcom MediaVest Group / Sydney + Edelman / Sydney	Samsung Australia	brainBAND
McCann / New York + Framestore / New York	Lockheed Martin	The Field Trip to Mars
Ogilvy / New York	Webby Awards	Typevoice
Saatchi & Saatchi / Sydney	Toyota Motor Corporation Australia	LandCruiser Emergency Network
TBWA\Hakuhodo / Tokyo + TYO / Tokyo + Birdman / Tokyo	Nissan Motor Company	Intelligent Parking Chair
UncleGrey / Copenhagen + MEC / Århus + WM Creative Labs / Copenhagen	Wao	Donate your data

### CRAFT – DATA-DRIVEN PERSONALIZATION – SINGLE OR CAMPAIGN

Clemenger BBDO / Melbourne	Mars Chocolate Australia	Hungerithm
FCB / Toronto	Canadian Down Syndrome Society	Down Syndrome Answers
FCB / Zürich + Ehrenberg Kommunikation / Hamburg	Flüchtlinge Willkommen	Search Racism. Find Truth.
Leo Burnett Tailor Made / São Paulo	Jeep	Vigilant Wallpapers
McCann / New York + Framestore / New York	Lockheed Martin	The Field Trip to Mars
MRM//McCann / Stockholm	Vattenfall	The Suncell Guide
R/GA / New York	Jet.com	Careculator

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### INNOVATION IN DIRECT

BETC / Paris	Addict Aide	Like my addiction
Havas / Sydney + Red Agency / Sydney + FINCH / Sydney	Steve Waugh Foundation	The Riderless Bike
Heimat / Berlin	Hornbach Baumarkt	The First Analog Webstore
INGO / Stockholm + Grey PR&Activation / New York + Cohn&Wolfe / Stockholm	Swedish Tourist Association	The Swedish Number
J. Walter Thompson / Bangkok	Thai Samsung Electronics / Thai Association of The Blind	Touchable Ink
J. Walter Thompson Colombia / Bogota	Casa Luker	Lifesaver Backpack
J. Walter Thompson Japan / Tokyo + Onion / Tokyo + amana / Tokyo	Tanizawa	+MET PROJECT
Leo Burnett / Chicago	Art Institute of Chicago	Van Gogh BnB
Leo Burnett / Toronto + Jungle Media / Toronto	IKEA	IKEA: Cook This Page
McCann / New York + Framestore / New York	Lockheed Martin	The Field Trip to Mars
R/GA / London	Nike	Nike On Demand
Rethink / Toronto, Montreal, Vancouver + Vapor RMW / Toronto + Alter Ego / Toronto + Wingman / Toronto	COSTI Immigrant Services	Ahlan Bear
Saatchi & Saatchi / Sydney	Toyota Motor Corporation Australia	LandCruiser Emergency Network
TBWA\Hakuhodo / Tokyo	Tourism Australia	GIGA Selfie