

2017 ONE SHOW – FINALISTS

FILM

BY CATEGORY



Includes Gold, Silver, Bronze Pencils and Merit winners.

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

TELEVISION – SHORT FORM – SINGLE

adam&eveDDB / London + Mediacom and Starcom / London + Outsider / London + The Mill / London	Skittles	Romance
Arnold Worldwide / Boston	Progressive	Mommeostasis
BBDO / Berlin	Daimler AG, smart	smart - radically open / First Date
BBDO / New York	FedEx	Passive Aggressive
BBDO / New York	Foot Locker Kids	Swap
The Martin Agency / Richmond + dummy. / Venice	GEICO	Flextacular
The Martin Agency / Richmond + RadicalMedia / New York	GEICO	Marco Polo
Wieden+Kennedy / Portland + MJZ / Los Angeles	Old Spice	Five Year Plan

TELEVISION – SHORT FORM – CAMPAIGN

BBDO / New York	AT&T	Ticket Twosdays
Clemenger BBDO / Melbourne	Pacific Brands Underwear Group (Australia)	The Boys
Deutsch / Los Angeles	Dr Pepper Snapple Group	Make Time For Snapple (2016 Campaign)
Ponce / Buenos Aires	Unilever	Nicknames
The Martin Agency / Richmond + dummy. / Venice	GEICO	More, More, More
The Martin Agency / Richmond + dummy. / Venice	GEICO	Soft Rejectors
The Martin Agency / Richmond + Hungry Man / New York	GEICO	It's What You Do
The Martin Agency / Richmond + Radical Media / New York	GEICO	It's Not Surprising
Wieden+Kennedy / Portland + Joint / Portland	Nike	Time Is Precious
Wieden+Kennedy / Portland + MJZ / Los Angeles	Old Spice	Smell 'Em Who's Boss
Wieden+Kennedy / Portland + Prettybird / Los Angeles	Nike	Unlimited Stories

TELEVISION – LONG FORM – SINGLE

4Creative / London + Blink / London	Channel 4 Paralympics	We're The Superhumans
72andSunny / Los Angeles + HECHO EN 72 / Los Angeles	Google	Year In Search 2016
72andSunny / New York + Pretty Bird / Los Angeles	Seventh Generation	#Comeclean - Vajingle

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adam&eveDDB / London + Blink Productions / London + Manning Gottlieb OMD / London + Leland Music / London	John Lewis	Buster The Boxer
Akestam Holst / Stockholm + Bacon / Copenhagen	IKEA	Every Other Week
AMVBDDO / London + Stink Films / London	SCA Redfit	Blood
Arnold Worldwide / Boston	Progressive	Parentamorphosis
Bartle Bogle Hegarty / London	PCUK	Coming of Age
Cossette / Toronto	SickKids Foundation	SickKids VS - Undeniable
Droga5 / New York + Moët Hennessy USA / New York + Anonymous Somesuch / London	Moët Hennessy USA	The Piccards
Droga5 / New York + Under Armour / Baltimore + Epoch Films / New York	Under Armour	Michael Phelps
Droga5 / New York + Under Armour / Baltimore + Epoch Films / New York	Under Armour	USA Women's Gymnastics
Grabarz & Partner / Hamburg	Volkswagen	Laughing Horses
Joint / London + HLA / London + Factory / London	Amazon	Imam & Priest
KC Strategies / Austin + Steve Mims Films / Austin	Gerald Daugherty Campaign	Please Re-Elect Gerald...Please!
Leo Burnett / Madrid + RCR / Madrid	Loterias y Apuestas del Estado	December 21st
TBWA\Media Arts Lab / Los Angeles	Apple	The Human Family
TBWA\Paris / Boulogne-Billancourt + TBWA\Else / Boulogne-Billancourt	Burns & Smiles	Halloween
Venables Bell and Partners / San Francisco	Audi of America	Duel
Wieden+Kennedy / Portland + Anonymous Content / Los Angeles	Nike	The Conductor
Wieden+Kennedy / Portland + Biscuit Filmworks and Revolver/Will O'Rourke / Los Angeles	Old Spice	Jungle Hero
Wieden+Kennedy / Portland + Biscuit Filmworks and Revolver/Will O'Rourke / Los Angeles	Old Spice	Whale
Wieden+Kennedy / Portland + Prettybird / Los Angeles	Nike	Unlimited You
Wieden+Kennedy / Portland + Rattling Stick / Los Angeles + Work Editorial / Los Angeles + The Mill / Los Angeles, London and New York	Nike	The Switch

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TELEVISION – LONG FORM – CAMPAIGN

Anomaly / New York	Kohl's	Oscars
Droga5 / New York + Johnsonville Sausage / Sheboygan Falls + Arts & Sciences / Los Angeles	Johnsonville Sausage	Made the Johnsonville Way
la chose / Paris	Sécurité Routière / Road safety	Shockwaves

TELEVISION – VARYING LENGTH CAMPAIGN

Anomaly / New York + Park Pictures / New York	YouTube	Youtube Music
Venables Bell and Partners / San Francisco	Hillary Rodham Clinton	Hillary Rodham Clinton

CINEMA ADVERTISING

72andSunny / Los Angeles + HECHO EN 72 / Los Angeles	Google	Year In Search 2016
adam&eveDDB / London + Zenith Optimedia / London + Indy8 / London + MPC / London	Harvey Nichols	Britalia
Anomaly / New York + Park Pictures / New York + Audio Engine / New York	YouTube Music	YouTube Music Launch
Cossette / Toronto	SickKids Foundation	SickKids VS - Undeniable
DDB / New York	Wildlife Conservation Film Festival	Dream
Grabarz & Partner / Hamburg	Volkswagen	Laughing Horses
Grey / New York + Supply & Demand / New York + Rival School Pictures / New York + Townhouse / New York	States United To Prevent Gun Violence	Gun Crazy
Joint / London + HLA / London + Factory / London	Amazon	Imam & Priest
Leo Burnett / Madrid + RCR / Madrid	Loterias y Apuestas del Estado	December 21st
Publicis Italy / Milano	Heineken	Jackie
TBWA\Chiat\Day / Los Angeles	Gatorade	Usain Bolt The Boy Who Learned to Fly Gatorade
Y&R South Africa / Cape Town	Western Cape Government	First Kiss

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ONLINE FILMS & VIDEO – SHORT FORM – SINGLE

215 McCann / San Francisco	Hulu	Lying To Get The Part
72andSunny / Los Angeles + HECHO EN 72 / Los Angeles	Google	Year In Search 2016
72andSunny / Los Angeles + Pony Show Entertainment / Los Angeles	Activision	Call of Duty®: Infinite Warfare - Teammate Talk with Danny McBride
72andSunny / New York + Pretty Bird / Los Angeles	Seventh Generation	#Comeclean - Vajingle
AlmapBBDO / São Paulo	Getty Images	Endless Possibilities
AMVBBD0 / London	SCA Redfit	Blood
BBDO / New York	American Family Insurance	Judo Kid
BBDO / New York	Mars Petcare / Pedigree	Dark to Light
BBDO / New York	Sandy Hook Promise	Evan
BBDO India / Mumbai	P&G India	Dads #ShareTheLoad
DAVID The Agency / Buenos Aires	MACMA	MANBOOBS4BOOBS
DDB / New York	Wildlife Conservation Film Festival	Dream
Droga5 / New York + Johnsonville / Sheboygan Falls + Arts & Sciences / Los Angeles	Johnsonville	Made the Johnsonville Way - Jeff and His Forest Friends by Jeff
Droga5 / New York + Moët Hennessy USA / New York + Anonymous Somesuch / London	Moët Hennessy USA	The Piccards
Droga5 / New York + Under Armour / Baltimore + Epoch Films / New York	Under Armour	Michael Phelps
Droga5 / New York + Under Armour / Baltimore + Epoch Films / New York	Under Armour	USA Women's Gymnastics
FCB Inferno / London	Pearson	Project Literacy
Grabarz & Partner / Hamburg	Volkswagen	Laughing Horses
Grey Group / Singapore	DanChurchAid (DCA)	#ClearThePitch
Johannes Leonardo / New York + RSA Films / Los Angeles + Exile / Los Angeles + Squeak E Clean / Los Angeles	adidas Originals	adidas Originals - Future
Park Pictures / New York, Los Angeles	One Love Foundation	Love Labyrinth
Saatchi & Saatchi / New York	CoorDown	How Do You See Me?
TBWA\Media Arts Lab / Los Angeles	Apple	Dillan's Voice
TBWA\Media Arts Lab / Los Angeles	Apple	Stroll
The Martin Agency / Richmond + Furlined / Los Angeles	Donate Life	The World's Biggest Asshole
The Martin Agency / Richmond + Park Pictures / New York	GEICO	Crushed, Bagpipes
The Martin Agency / Richmond + Park Pictures / New York	GEICO	Crushed, Grocery
The Martin Agency / Richmond + Park Pictures / New York	GEICO	Crushed, Massage

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ONLINE FILMS & VIDEO – SHORT FORM – SINGLE (CONT.)

The Martin Agency / Richmond + Park Pictures / New York	GEICO	Crushed, Pottery :30
The Martin Agency / Richmond + Park Pictures / New York	GEICO	Crushed, Racquetball
The Martin Agency / Richmond + Park Pictures / New York	GEICO	Crushed, Racquetball :30
Wieden+Kennedy / New York + Doomsday / LA	Nike and Jordan Brand	Unlimited Together
Wieden+Kennedy / Portland + Gifted Youth / Portland	Old Spice	Lean Times
Wieden+Kennedy / Portland + Iconoclast / Culver City	Powerade	The Corner

ONLINE FILMS & VIDEO – SHORT FORM – CAMPAIGN

180LA / Santa Monica	UNICEF	Unfair Tales
ALMA DDB / Miami	Netflix - Narcos	Spanish Lessons
BBDO / New York	AT&T	Ticket Twosdays
BBDO / New York	GE	Unimpossible Films
Droga5 / New York	Johnsonville	Made the Johnsonville Way
Droga5 / New York + PHD / New York + Riff Raff / London	MailChimp	Did You Mean MailChimp?
Goodby Silverstein & Partners / San Francisco	GRANDMA's Cookies	Are you my Grandma?
McCann / New York + Tool of North America / New York + Spot Welders / New York + Company 3 / New York	Girls Who Code	Girls Can't Code
The Martin Agency / Richmond + Park Pictures / New York	GEICO	Crushed
Y&R South Africa / Cape Town + 7Films / Cape Town	Surf Shack Surfing School	True Stories

ONLINE FILMS & VIDEO – LONG FORM – SINGLE

&Co. / NoA / Copenhagen + Bacon / Copenhagen + Radius / Copenhagen + BEOn Nordics part of AOL / Copenhagen	momondo	The DNA Journey
&Co. / NoA / Copenhagen + Moland Film Company / Copenhagen	TV2	All that we share
adam&eveDDB / London + Sonny London/MJZ / London + Factory / London + Glassworks / London	H&M	Road Trip

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adam&eveDDB / London + The Directors Bureau & Riff Raff / London + Final Cut / London + The Mill / London	H&M	Come Together
Anomaly / Amsterdam + Jouzour Film Production / Berlin	Johnnie Walker	Ode To Lesvos
BBDO / New York	AT&T	The Unseen
Brunner / Pittsburgh + Sanctuary / Los Angeles + Fixer Partners / New York + Final Cut / New York	84 Lumber	The Journey
Forsman & Bodenfors / Gothenburg + SK-II	SK-II	Marriage Market Takeover
Leo Burnett / Madrid + RCR / Madrid	Loterias y Apuestas del Estado	December 21st
Publicis Italy / Milano	Heineken	The Dilemma
R/GA / New York	The Ad Council	We Are America
TBWA\Paris / Boulogne-Billancourt + TBWA\Else / Boulogne-Billancourt	Burns & Smiles	Halloween

ONLINE FILMS & VIDEO – LONG FORM – CAMPAIGN

Barkley / Kansas City	Russell Athletic	#SettleYourScore
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UNDER 100K BUDGET

adam&eveDDB / London + PHD / London + Blink / London + The Mill / London	Virgin Atlantic	#GetOutOfOffice
adam&eveDDB / London + Zenith Optimedia / London + Indy8 / London + MPC / London	Harvey Nichols	Britalia
ALMA DDB / Miami	Netflix - Narcos	Spanish Lessons
DAVID The Agency / Buenos Aires	MACMA	MANBOOBS4BOOBS
Energy BBDO / Chicago	Off The Street Club	The Toughest Letter
Goodby Silverstein & Partners / San Francisco	The Hunting Ground C/O Chain Camera Pictures	Unacceptable Acceptance Letters
Mercado McCann / Buenos Aires	TyC Sports	TRUMP
MullenLowe / London + Burger / London + Unit / London	Inspiring the Future	Redraw the Balance
Saatchi & Saatchi Canada / Toronto	The Canadian Centre for Gender and Sexual Diversity	Fencing
Scholz & Friends / Hamburg	Adam Opel	Parking Thrillharmonics

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Station Film / New York	Motion Poems	How Do You Raise A Black Child
TBWA\Istanbul / Istanbul	Amnesty International	Gay Turtle
TBWA\Melbourne / Melbourne	ANZ	ANZ Pocket Money
TBWA\Santiago Mangada Puno / Makati City	Smart Communications	Snapchat Bug
The Cyranos // McCann / Barcelona + Primo / Madrid + Idea Sonora / Barcelona	EITB - Euskal Irrati Telebista: Sin Ir Más Lejos	EITB - Embarazados
The Cyranos // McCann / Barcelona + Primo / Madrid + Idea Sonora / Barcelona	EITB - Euskal Irrati Telebista: Sin Ir Más Lejos	EITB - Perrito
Venables Bell and Partners / San Francisco	Hillary Rodham Clinton	Hillary Rodham Clinton

USER-GENERATED CONTENT

J. Walter Thompson / São Paulo	Atados	Donate the Bars
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INNOVATION IN FILM – TELEVISION / CINEMA

BBDO / New York	Mars Chocolate North America - Snickers	Snickers Live Super Bowl Ad
Deutsch / Los Angeles + Wondros / Los Angeles	Target	Target Creates First Ever Live Music Video with Gwen Stefani
Saatchi & Saatchi / New York	Tide	Bradshaw Stain

INNOVATION IN FILM – ONLINE

Barton F Graf / New York	The Scotts Miracle-Gro Company	Tomcat: Facebook Not Live Event
BBDO / New York	Lowe's	In-a-Snap
BBDO / New York	Sandy Hook Promise	Evan
FCB / Zürich + Ehrenberg Kommunikation / Hamburg	Flüchtlinge Willkommen	Search Racism. Find Truth.
Impact BBDO / Dubai	Mars	Stop the Hunger
Ogilvy & Mather / Chicago	Morton Salt	The One Moment
Ogilvy & Mather / Johannesburg + Gloo@Ogilvy / South Africa	KFC	Shakin' Shakin'
R/GA / Sydney	Google	Through the Dark
The Martin Agency / Richmond + Park Pictures / New York	GEICO	Crushed