

# 2017 ONE SHOW – FINALISTS

## INTELLECTUAL PROPERTY

### BY CATEGORY



Includes Gold, Silver, Bronze Pencils and Merit winners.

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

### PHYSICAL PRODUCT

360i / New York + Axios NYC / New York	Christopher & Dana Reeve Foundation	Adaptoys
Ache / Mexico + Exposure / New York + Culture Collide / Los Angeles	Hangar 1	Hangar 1 Fog Point
Anomaly / New York	hmbldt	hmbldt
Cheil / Hong Kong	Hello Angel	Nappy Notes
Clemenger BBDO / Wellington	KiwiRail	The Conscious Crossing
FCB Inferno / London	Change Please and the Big Issue	Change Please
J. Walter Thompson / Bangkok	Thai Samsung Electronics / Thai Association of The Blind	Touchable Ink
J. Walter Thompson Colombia / Bogota	Casa Luker	Lifesaver Backpack
Leo Burnett India / Mumbai	Bajaj Auto	The Nation's Bike
Marcel / Sydney	Tiger Beer	Air-Ink
Ogilvy / New York	IBM	The Cognitive Dress
Ogilvy & Mather / Mumbai	ITC Savlon	Savlon Healthy Hands Chalk Sticks
PlayPallets International / Brooklyn	PlayPallets International	PlayPallets: Basketball
TBWA\Hakuhodo / Tokyo + TYO / Tokyo + Birdman / Tokyo	Nissan Motor Company	Intelligent Parking Chair

### DIGITAL PRODUCT

AKQA / New York	AKQA	The Snow Fox
Leo Burnett / Melbourne + Studio Pancho / Melbourne	Headspace	Reword
OgilvyOne / London + Ogilvy PR / London	Volvo Cars	Roam Delivery
The Monkeys / Sydney + Qantas / Sydney	Qantas	Qantas Out of Office Travelogue

# 2017 ONE SHOW – FINALISTS

## INTELLECTUAL PROPERTY

BY CATEGORY



Includes Gold, Silver, Bronze Pencils and Merit winners.

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

### INTEGRATED DIGITAL & PHYSICAL PRODUCT

DigitasLBI / Chicago	Whirlpool	Care Counts
Goodby Silverstein & Partners / San Francisco	Tostitos	The Breathalyzer Bag
Interone BBDO / Munich	Buchhandlung Heinrich Hugendubel	Buchhandlung Heinrich Hugendubel – "Smartbon"
Leo Burnett / Tokyo + Beacon / Tokyo	East Japan Railway Company	Delicious Supplement
Ogilvy & Mather / Singapore + The Prosecution Film Company / Singapore	Singapore Telecommunications Limited	Singtel Data Exstream
Rethink / Toronto, Montreal, Vancouver + Vapor RMW / Toronto + Alter Ego / Toronto + Wingman / Toronto	COSTI Immigrant Services	Ahlan Bear
Serviceplan / Munich + Serviceplan Austria / Vienna + Zwupp / Vienna	Ötztal Tourismus	Save me – the ski pass that saves lives
Serviceplan / Munich + Serviceplan Korea / Seoul + Dot Incorporation / Seoul + Plan.Net / Munich	Dot Incorporation	DOT. The first Braille Smartwatch.