

2017 ONE SHOW – FINALISTS

INTERACTIVE

BY CATEGORY



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

WEBSITES

AlmapBBDO / São Paulo	Getty Images	Endless Possibilities
Clemenger BBDO / Melbourne	Transport Accident Commission (Victoria)	Meet Graham
FiveHundred / New York + i am OTHER / New York	i am OTHER	Pharrell Williams Personal Website
Fred & Farid / Shanghai	Diesel	The Responsible lookbook
Google Brand Studio / San Francisco	National Parks Service + Google	Google presents: The Hidden Worlds of the National Parks
Hello Monday / New York	National Geographic	A Bear's-Eye View of Yellowstone
Hello Monday / New York	Residente	Residente
J. Walter Thompson / Amsterdam	ING Nederland	The Next Rembrandt
Leo Burnett / Chicago	Donate Life America	Your Name Saves
No Fixed Address / Toronto	Boom 97.3	Mixtape Of You
Preacher / Austin	Squarespace	Playing Lynch
SID LEE / Paris	Ubisoft	Predictive World
Uncle Grey / Denmark + MediaMonks / Hilversum + Weber / Global	Weber	Weber Genesis II

WEBSITES – UTILITY

Deutsch / Los Angeles	Taco Bell	TacoBot
FamousGrey / Groot-Bijgaarden + Klara / Brussel	Klara	Klarafy
J. Walter Thompson / New York	Black Lives Matter	Unsafe Check
Ogilvy / New York	Webby Awards	Typevoice
Sid Lee / Toronto + Sid Lee Studio / Toronto	Netflix	Netflix Netflip
UncleGrey / Copenhagen + MEC / Århus + WM Creative Labs / Copenhagen	Wao	Donate your data
We Are Social / Milan	Netflix	Speak like the Patrón

ONLINE ADVERTISING – BANNERS

Colenso BBDO / Auckland	Amnesty International	Amnesty Unblocker
FCB Brasil / São Paulo	Estadao Digital	Songs of Violence
Mother / London + MediaMonks / Amsterdam	IKEA	Passport Challenge
Publicis Pixelpark / Hamburg, Cologne + Sternenberg Films / Cologne	Renault	Periscope Parking Drama
TBWA\RAAD / Dubai	Go Sport	Champion's Hijack
UncleGrey / Copenhagen + WM Creative Labs / Copenhagen	Cheapflights	Drag, drop and go

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ONLINE ADVERTISING – INTERACTIVE VIDEO

BBDO / New York	Lowe's	In-a-Snap
Impact BBDO / Dubai	Mars	Stop the Hunger
iris / London	adidas neo	#MYNEOLABEL
Ogilvy & Mather / Johannesburg + Gloo@Ogilvy / South Africa	KFC	Shakin' Shakin'

AMBIENT / IMMERSIVE – VIRTUAL REALITY (VR)

Dentsu / Tokyo	One Little Indian Records	Making of Björk Digital
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
McCann / Stockholm + Colony / Stockholm + Giants & Toys / Stockholm + MediaMonks / Stockholm	UR (The Swedish Educational Broadcast Company)	Let Us Bully You - In Virtual Reality
R/GA / Buenos Aires	Nike	NIKEiD VR Studio
R/GA / Buenos Aires	PowerChair Football Argentina	VR Power Trainer

AMBIENT / IMMERSIVE – DIGITAL INSTALLATIONS

180LA / Santa Monica	Expedia	Expedia Dream Adventures
BBH / Singapore	Nike	Nike Unlimited Stadium
BWM Dentsu / Melbourne	Chadstone	Tailor Made Store
Clemenger BBDO / Melbourne	Transport Accident Commission (Victoria)	Meet Graham
J. Walter Thompson / New York	Tribeca Film Festival	Tribeca Film ReActor
McCann / New York + Framestore / New York	Lockheed Martin	The Field Trip to Mars

AMBIENT / IMMERSIVE – DIGITAL INSTALLATIONS (CONT.)

Ogilvy & Mather / Singapore	Allianz	Amateur Replay
TBWA / Stockholm + B-Reel / Stockholm	Scania	The Scania Clock
TBWA\Hakuhodo / Tokyo + TYO / Tokyo + Birdman / Tokyo	Nissan Motor Company	Intelligent Parking Chair

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GAMING

BETC / Paris + BETC Digital / Paris	Ubisoft	The end of society simulator
Garbergs / Stockholm	Stockholm Pride	Los Santos Pride
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
Wieden+Kennedy / Portland + MediaMonks / Amsterdam	Old Spice	Youland

SELF-PROMOTION

BBDO / Duesseldorf	CraftWork	The Soundlounge Poster
DigitasLBI / New York	Lost-n-Found Youth	The Future of Hate: Stop HB757
FCB Inferno / London	Change Please and the Big Issue	Change Please
Resn / Wellington	Resn	Resn
Round & Round / Stockholm	Round & Round	The Great Trump Escape

CRAFT – VISUAL EFFECTS / ANIMATION

180LA / Los Angeles + MediaMonks / Amsterdam	UNICEF	Unfairly Tales
AlmapBBDO / São Paulo	Getty Images	Endless Possibilities
DDB / Paris	Ubisoft	Scars
Enjin / Tokyo + Birdman / Tokyo + Kirameki / Tokyo + All Nippon Airways / Tokyo	All Nippon Airways	Museum in the Cloud
Framestore / London	Warner Bros	Fantastic Beasts and Where to Find Them
Google Creative Lab / London + Framestore / London + Grand Central Recording Studios / London	Google Arts & Culture	Back to Life in Virtual Reality: Rhomaleosaurus & Giraffatitan

CRAFT – VISUAL EFFECTS / ANIMATION (CONT.)

McCann / New York + Framestore / New York	Lockheed Martin	The Field Trip to Mars
R/GA / Sydney	Google	Through the Dark
Scholz & Friends / Berlin + Salon Alpin / Vienna	Montblanc	Discover the Magic of Craft

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CRAFT – MUSIC / SOUND

DigitasLBI / New York + Accenture / New York	Accenture	Symphonologie
Ogilvy & Mather New Zealand / Auckland	Auckland City Council	A Kauri Cries
Proximity / Madrid	Bijoux Indiscrets	Orgasm Sound Library

CRAFT – DYNAMIC DATA VISUALIZATION

BETC / Paris + BETC Digital / Paris	Ubisoft	The end of society simulator
DigitasLBI / New York + Accenture / New York	Accenture	Symphonologie
J. Walter Thompson / Amsterdam	ING Nederland	The Next Rembrandt
McCann / New York + Framestore / New York	Lockheed Martin	The Field Trip to Mars
SID LEE / Paris	Ubisoft	Predictive World

INNOVATION IN INTERACTIVE – ONLINE

Deutsch / Los Angeles	Taco Bell	TacoBot
Deutsch / New York	WATERisLIFE	Venmo Micro Hack
Droga5 / New York + Under Armour / Baltimore	Under Armour	Game Changer
Google Data Arts Team / San Francisco	Google Data Arts Team	Virtual Art Sessions
Leo Burnett / Melbourne + Studio Pancho / Melbourne	Headspace	Reword
YesYesNo / New York + Google Data Arts Team / San Francisco	Google Data Arts Team	Land Lines

INNOVATION IN INTERACTIVE – AMBIENT / IMMERSIVE

BBH / Singapore	Nike	Nike Unlimited Stadium
Bleublancrouge / Montreal + Qu4treCentQu4tre / Montreal + North Strategic / Montreal + Tone production / Montreal	Ubisoft Canada	Watch Dogs 2
Buzzman / Paris + Productman / Paris + Les Improductibles / Paris + Neuvième Page / Paris	Ubisoft	Nosulus Rift
Clemenger BBDO / Melbourne	Transport Accident Commission (Victoria)	Meet Graham
McCann / New York + Framestore / New York	Lockheed Martin	The Field Trip to Mars
Ogilvy & Mather / Singapore + The Prosecution Film Company / Singapore	Singapore Telecommunications Limited	Singtel Data Exstream

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INNOVATION IN INTERACTIVE – AMBIENT / IMMERSIVE (CONT.)

OgilvyOne / London + Ogilvy PR / London	Volvo Cars	Roam Delivery
TBWA\Hakuhodo / Tokyo + TYO / Tokyo + Birdman / Tokyo	Nissan Motor Company	Intelligent Parking Chair
TBWA\NEBOKO / Amsterdam	McDonald's	McTrax

INNOVATION IN INTERACTIVE – GAMING

215 McCann / San Francisco + Twitter / San Francisco	Microsoft Xbox	#TwitterHaloWars
360i / New York + Axios NYC / New York	Christopher & Dana Reeve Foundation	Adaptoys
CP+B / Los Angeles + Frost Motion / Denver	NBA2K	2K Boost
Garbergs / Stockholm	Stockholm Pride	Los Santos Pride
Saatchi & Saatchi / London + BUF / Paris	Deutsche Telekom	Sea Hero Quest
TBWA\Chiat\Day / Los Angeles	Gatorade	Serena Williams' Match Point Gatorade