

2017 ONE SHOW – FINALISTS

MOBILE

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
AlmapBBDO / São Paulo	HP	Magic Words - The Unwritten Stories
Clemenger BBDO / Melbourne	Mars Chocolate Australia	Hungerithm
Impact BBDO / Dubai	La Libanaise Des Jeux	Skip Friday 13
Interone BBDO / Munich	Euraxess - Researchers in Motion	Science4Refugees - ResearchBuddies
Leo Burnett / Chicago	Donate Life America	Your Name Saves
Wieden+Kennedy / Portland + Driftlab Interactive / St. Louis	Travel Oregon	Oregon Weather Compass

APPLICATIONS

BETC / Paris + BETC Digital / Paris	Air France	Cinema to go
Cheil Worldwide / Seoul + Cheil Germany / Frankfurt + Cheil MEA / Dubai + Cheil Russia / Moscow	Samsung Electronics	#BeFearless
Dentsu / Tokyo + Google Zoo / Tokyo + Coconoe / Okayama + Birdman / Tokyo	Ezaki Glico Company	Glicode
Dentsu / Tokyo + Tohokushinsha Film Corporation / Tokyo	IMC Group / Samsung Electronics	Digital Goldfish Scooping
KING / Stockholm	Berättarministeriet	Read to unlock
Leo Burnett / Sydney	Samsung Australia	Pocket Patrol
Sid Lee / Montreal	Reno-Dépôt	Live Swatches
Work & Co / Brooklyn	Virgin America	Virgin America's New App

UTILITY

Deutsch / Los Angeles	Taco Bell	TacoBot
Droga5 / New York	Project Rock	Rock Clock
J. Walter Thompson / São Paulo	Atados	Donate the Bars
Kärnhuset / Stockholm	Stockholmståg	The Train Brain Project
Leo Burnett / Sydney + The Pool Collective / Sydney + Starcom MediaVest Group / Sydney + Edelman / Sydney	Samsung Australia	brainBAND
OgilvyOne / London + Ogilvy PR / London	Volvo Cars	Roam Delivery
The Monkeys / Sydney + Qantas / Sydney	Qantas	Qantas Out of Office Travelogue

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MOBILE ADVERTISING

180LA / Los Angeles + MediaMonks / Los Angeles	UNICEF	Unfairly Tales
BBDO / New York	Lowe's	In-a-Snap
BETC / Paris	Addict Aide	Like my addiction
Bimm / Toronto	WD-40	Haunted Door
DDB Group Germany / Berlin	Pink Ribbon Deutschland	Check it before it's removed: naked breasts on Facebook against breast cancer.
Deutsch / New York	WATERisLIFE	Venmo Micro Hack
Droga5 / New York + Somesuch/Anonymous Content / London + Epoch Films / New York + The Director's Bureau / Los Angeles	Google	Made By Google
FCB Brasil / São Paulo	Estadao Digital	Songs of Violence
INGO / Stockholm + Grey PR&Activation / New York + Cohn&Wolfe / Stockholm	Swedish Tourist Association	The Swedish Number
J. Walter Thompson / New York	Vice Media	Don't Skip Your Prostate
KBS / New York + Serviceplan / Munich	BMW	Eyes on Gigi
R/GA / New York	Samsung	Can't Stop

PUBLICATIONS

J. Walter Thompson / India	The Hindu	A Tale of Two Cities
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GAMING

F/Nazca Saatchi & Saatchi / São Paulo	Alpargatas - Mizuno	It's Time To Shine Challenge
R/GA / New York	Samsung	ANTIdiaRy
Saatchi & Saatchi / London + BUF / Paris	Deutsche Telekom	Sea Hero Quest
TBWA\Chiat\Day / Los Angeles	Gatorade	Serena Williams' Match Point Gatorade

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USE OF TECHNOLOGY

AKQA / New York	AKQA	The Snow Fox
BBDO / Duesseldorf	Dr. August Oetker Nahrungsmittel KG	Dr. Oetker Baking App
FCB / Zürich	Hockey Club Davos	Rink Bingo
J. Walter Thompson / São Paulo	Atados	Donate the Bars
Leo Burnett / Sydney + The Pool Collective / Sydney + Starcom MediaVest Group / Sydney + Edelman / Sydney	Samsung Australia	brainBAND
Leo Burnett Colombia / Bogota	Davivienda	Concepción
Leo Burnett Germany / Frankfurt	Samsung	Design your time
M&C Saatchi / London	Public Health England - Change 4 Life	Public Health England - Change 4 Life - Sugar Smart
Narrative_ / New York + House of Narrative_ / New York	VISA Rushcard	Change Perspective
Ogilvy & Mather / Singapore + The Prosecution Film Company / Singapore + Songzu / Singapore	Singapore Telecommunications Limited	Singtel Data Exstream
OgilvyOne / London + Ogilvy PR / London	Volvo Cars	Roam Delivery
Publicis Romania / Publicis One / Bucharest + Nurun Romania / Publicis One / Bucharest	The Automobile Club of Romania & The FIA (Fédération Internationale de l'Automobile)	Mr. Bear Driver
Saatchi & Saatchi / Sydney	Toyota Motor Corporation Australia	LandCruiser Emergency Network
Sid Lee / Montreal	Réno-Dépôt	Live Swatches

USE OF TECHNOLOGY – AUGMENTED REALITY

Leo Burnett / Sydney	Samsung Australia	Pocket Patrol
The Zoo at Google / New York + MediaMonks / Hilversum + The Walt Disney Company / Los Angeles	The Walt Disney Company	Dragon Spotting for Disney's Pete's Dragon

USE OF TECHNOLOGY – PHYSICAL PRODUCT & MOBILE INTEGRATION

BBDO / Bangkok	Thai Health Promotion Foundation	HELPMET
Cheil Worldwide / Seoul + Cheil Germany / Frankfurt + Cheil MEA / Dubai + Cheil Russia / Moscow	Samsung Electronics	#BeFearless
Cheil Worldwide / Spain	Samsung	Blind Cap
Dentsu / Tokyo	Toyota	Smile Lock Outlet
Dentsu / Tokyo + Google Zoo / Tokyo + Coconoe / Okayama + Birdman / Tokyo	Ezaki Glico Company	Glicode
FCB / Zürich	Hockey Club Davos	Rink Bingo

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USE OF TECHNOLOGY – PHYSICAL PRODUCT & MOBILE INTEGRATION (CONT.)

Leo Burnett / Sydney + The Pool Collective / Sydney + Starcom MediaVest Group / Sydney + Edelman / Sydney	Samsung Australia	brainBAND
Leo Burnett Tailor Made / São Paulo	Samsung	Galaxy Surfboard
Ogilvy & Mather / Singapore + The Prosecution Film Company / Singapore + Songzu / Singapore	Singapore Telecommunications Limited	Singtel Data Exstream
OgilvyOne / London + Ogilvy PR / London	Volvo Cars	Roam Delivery
Saatchi & Saatchi / Sydney	Toyota Motor Corporation Australia	LandCruiser Emergency Network
Serviceplan / Munich + Serviceplan Austria / Vienna + Plan.Net / Munich	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.
TBWA\Hakuhodo / Tokyo	Tourism Australia	GIGA Selfie

SELF-PROMOTION

AKQA / New York	AKQA	The Snow Fox
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CRAFT – VISUAL EFFECTS / ANIMATION

180LA / Los Angeles + MediaMonks / Los Angeles	UNICEF	Unfairytale
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
R/GA / Sydney	Google	Through the Dark

CRAFT – MUSIC / SOUND

Havas Life / São Paulo	Teva Neuroscience	Parkinsounds
WCRS / London + MEC / London + Carat / London	The Royal Air Force	Sound Skills

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CRAFT – DYNAMIC DATA VISUALIZATION

BETC / Paris + BETC Digital / Paris	Ubisoft	The end of society simulator
Leo Burnett / Sydney + The Pool Collective / Sydney + Starcom MediaVest Group / Sydney + Edelman / Sydney	Samsung Australia	brainBAND
YesYesNo / New York + Google Data Arts Team / San Francisco	Google Data Arts Team	Land Lines

INNOVATION IN MOBILE

BETC / Paris + BETC Digital / Paris	Air France	Cinema to go
INGO / Stockholm + Grey PR&Activation / New York + Cohn&Wolfe / Stockholm	Swedish Tourist Association	The Swedish Number
Saatchi & Saatchi / Sydney	Toyota Motor Corporation Australia	LandCruiser Emergency Network
Serviceplan / Munich + Serviceplan Korea / Seoul + Dot Incorporation / Seoul + Plan.Net / Munich	Dot Incorporation	DOT. The first Braille Smartwatch.
YesYesNo / New York + Google Data Arts Team / San Francisco	Google Data Arts Team	Land Lines