

2017 ONE SHOW – FINALISTS

MOVING IMAGE CRAFT

BY CATEGORY



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

DIRECTION – SINGLE

4Creative / London + Blink / London	Channel 4 Paralympics	We're The Superhumans
adam&eveDDB / London + The Directors Bureau & Riff Raff / London + Final Cut / London + The Mill / London	H&M	Come Together
BBDO / New York	American Family Insurance	Judo Kid
BBDO / New York	Sandy Hook Promise	Evan
BBDO / New York + Knucklehead / London & Los Angeles	Visa	The Swim
BBDO India / Mumbai	P&G India	Dads #ShareTheLoad
Crazy Few Films / Mumbai	Samsung india	Samsung Cares
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
Hakuhodo / Tokyo + Tohokushinsha Film Corporation / Tokyo	Sony Interactive Entertainment	Gravity Cat
Leo Burnett / Madrid + RCR / Madrid	Loterias y Apuestas del Estado	December 21st
MJZ / LA	Kenzo	My Mutant Brain
Ogilvy & Mather / Chicago	Morton Salt	The One Moment
Saatchi & Saatchi / New York	CoorDown	How Do You See Me?
TBWA\Media Arts Lab / Los Angeles	Apple	Stroll
Venables Bell and Partners / San Francisco	Audi of America	Daughter
Venables Bell and Partners / San Francisco	Audi of America	Duel
Wieden+Kennedy / Portland + Prettybird / Culver City	Nike	Equality
Wieden+Kennedy / Portland + Prettybird / Culver City	Nike	Unlimited You

WRITING – SINGLE

180LA / Santa Monica	Expedia	Expedia Train
Bartle Bogle Hegarty / Los Angeles	E! Entertainment	Be Pop Cultured - Blac Chyna
BBDO / New York	Sandy Hook Promise	Evan
BBDO India / Mumbai	P&G India	Dads #ShareTheLoad
DDB / Paris	Doctors of the World	The Beauty of the World
FCB / Chicago	Clark Street Bridge	Looking Back
FINCH / Sydney	St. Kilda Film Festival	Every Second Counts
Park Pictures / New York, Los Angeles	One Love Foundation	Love Labyrinth
R/GA / New York	The Ad Council	We Are America

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WRITING – SINGLE (CONT.)

Saatchi & Saatchi / New York	CoorDown	How Do You See Me?
The Richards Group / Dallas	Ram	Praise
McCann / New York Tool / Santa Monica	Girls Who Code	Why Can't Girls Code
Venables Bell and Partners / San Francisco	Audi of America	Daughter
Venables Bell and Partners / San Francisco	Hillary Rodham Clinton	Captain Khan

EDITING – SINGLE

72andSunny / New York + Epoch / New York + Cut N Run / New York	Smirnoff	Chris Fonseca Keep It Moving Smirnoff Ice
AlmapBBDO / São Paulo	Getty Images	Endless Possibilities
AMVBDDO / London	SCA Redfit	Blood
BBDO / New York	American Family Insurance	Judo Kid
Druga5 / New York + Under Armour / Baltimore + Epoch Films / New York	Under Armour	USA Women's Gymnastics
Enjin / Tokyo + Kirameki / Tokyo + Thinka / Tokyo + Bascule / Tokyo	Japan National Tourism Organization	JAPAN - Where tradition meets the future
Final Cut / London + 4Creative / London + Blink / London	Channel 4 Paralympics	We're The Superhumans
J. Walter Thompson / Atlanta	Pennzoil	JOYRIDE Tundra
Neighborhood Watch Films / Brooklyn + Artsy / New York + UBS / New York + Found Objects Music Production / Brooklyn	Artsy	The Art Market (in Four Parts) - Auctions
Net#work BBDO / Johannesburg	Coronation Fund Managers	Money Maker
Net#work BBDO / Johannesburg	Diageo	Here's to Us
Venables Bell and Partners / San Francisco	Audi of America	Duel
Wieden+Kennedy / Portland + Joint Editorial / Portland	Procter & Gamble	Strong

CINEMATOGRAPHY – SINGLE

adam&eveDDB / London + The Directors Bureau & Riff Raff / London + Final Cut / London + The Mill / London	H&M	Come Together
AMVBDDO / London	SCA Redfit	Blood
Believe Media / Los Angeles + Doner / London	Huawei	Snapper or Shooter

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CINEMATOGRAPHY – SINGLE (CONT.)

Butler, Shine, Stern & Partners / Sausalito	Top Games USA	The Battle of Evony - Extended Cut
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
Enjin / Tokyo + Kirameki / Tokyo + Thinka / Tokyo + Bascule / Tokyo	Japan National Tourism Organization	JAPAN - Where tradition meets the future
Forsman & Bodenfors / Gothenburg	Volvo Cars	Made by Sweden
Forsman & Bodenfors / Gothenburg + Volvo Cars	Volvo Cars	The Get Away Car
Leo Burnett / Chicago	Brooks Running	The Runday
Leo Burnett / Chicago	Samsung	The Chant
Ogilvy & Mather / Chicago	Morton Salt	The One Moment
TBWA\Media Arts Lab / Los Angeles	Apple	Bulbs
TBWA\Media Arts Lab / Los Angeles	Apple	Midnight
The Martin Agency / Richmond + Maser Film / Los Angeles	Land O' Lakes	The Farmer

ANIMATION – SINGLE

adam&eveDDB / London + Manning Gottlieb OMD / London + Rogue Films / London + The Mill / London	Waitrose	Coming Home
Alt.vfx / Los Angeles + FCB / New York + MJZ + Home VFX / Los Angeles + Legacy FX / Los Angeles	FDA	Straw City
AMVBBDO / London	Sainsbury's	The Greatest Gift
DDB / New York	Wildlife Conservation Film Festival	Dream
DDB / Paris	Ubisoft	The Thin Red Path
FCB Inferno / London	Pearson	Project Literacy
Heimat / Berlin	Otto	The Most Precious Gift
Lyft / San Francisco	Lyft	June: Life is Better When You Share the Ride
Proximity / Barcelona + Post23 / Barcelona	Audi Spain	The doll that chose to drive
TBWA\Chiat\Day / Los Angeles	Gatorade	Usain Bolt The Boy Who Learned to Fly Gatorade

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VISUAL EFFECTS – SINGLE

adam&eveDDB / London + Manning Gottlieb OMD / London + Rogue Films / London + The Mill / London	Waitrose	Coming Home
adam&eveDDB / London + Mediacom / London + Somesuch / London + Final Cut / London	Volkswagen	Alien
Argonaut / San Francisco + Blur / Culver City + Reset / Santa Monica	Electronic Arts/ Respawn Entertainment	Titanfall 2
BETC / Paris	CANAL+	Kitchen
Dentsu / Tokyo	One Little Indian Records	Making of Björk Digital
Druga5 / New York + Moët Hennessy USA / New York + Anonymous Somesuch / London	Moët Hennessy USA	The Piccards
Energy BBDO / Chicago	LG Electronics	LG Electronics "World of Play"
J. Walter Thompson / London	WWF	Tiger In Suburbia
Prettybird / Culver City	Coldplay	Coldplay - "Up&Up"
Venables Bell and Partners / San Francisco	Audi of America	Duel

SOUND DESIGN – SINGLE

72andSunny / New York + Epoch / New York + Cut N Run / New York	Smirnoff	Chris Fonseca Keep It Moving Smirnoff Ice
AMVBDDO / London + 750mph / London	SCA Redfit	Blood
BBDO / New York	Mars Petcare / Pedigree	Dark to Light
Druga5 / New York + Moët Hennessy USA / New York + Anonymous Somesuch / London	Moët Hennessy USA	The Piccards
Enjin / Tokyo + Kirameki / Tokyo + Thinka / Tokyo + Bascule / Tokyo	Japan National Tourism Organization	JAPAN - Where tradition meets the future
Factory / London + Don't Panic / London + Stink / London	Save The Children	Still The Most Shocking Second A Day
J. Walter Thompson / Atlanta	Pennzoil	JOYRIDE Tundra
Leo Burnett / Chicago	Samsung	The Chant
Leo Burnett / Chicago	Samsung	Voices of Life
Net#work BBDO / Johannesburg	Diageo	Here's to Us
Saatchi & Saatchi / London + MJZ / London	VISA Europe	The Heart
Technicolor / Burbank + Venables Bell and Partners / San Francisco	Audi USA	Duel

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USE OF ORIGINAL MUSIC – SINGLE

DigitasLBI / New York + Accenture / New York	Accenture	Symphonologie
J. Walter Thompson / London	Victim Support and The National Centre for Domestic Violence	Break the Routine
Johannes Leonardo / New York + Squeak E Clean / Los Angeles + RSA Films / Los Angeles + Exile / Los Angeles	adidas Originals	adidas Originals - Future
Ogilvy & Mather New Zealand / Auckland	Auckland City Council	A Kauri Cries
TBWA\NEBOKO / Amsterdam	McDonald's	The Maestro
Überground / Hamburg	LIDL Stiftung & Co.	#SANTACLARA Christmasfilm
Wieden+Kennedy / Delhi	Nike, India	Da Da Ding
Wieden+Kennedy / New York + Doomsday / LA	Nike and Jordan Brand	Unlimited Together

USE OF LICENSED / ADAPTED MUSIC – SINGLE

180LA / Santa Monica	Hewlett Packard	Awaken Your Force
AMVBBDO / London	SCA Redfit	Blood
Anomaly / New York + Park Pictures / New York + Audio Engine / New York	YouTube Music	Afsa's Theme
Boys and Girls / Dublin + Windmill Lane / Dublin	Amnesty International	White Christmas
DDB / New York	Wildlife Conservation Film Festival	Dream
DDB Group / Singapore	Society for the Prevention of Cruelty to Animals (SPCA)	Do You See That Doggie in the Shelter?
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
Forsman & Bodenfors / Gothenburg + H&M InHouse / Stockholm	H&M	She's a Lady
Heimat / Berlin	Otto	The Most Precious Gift
Leland Music / London + 4creative / London + Blink / London + Factory / London	Channel 4 Paralympics	We're The Superhumans
Leo Burnett / Sydney + Leo Burnett / Chicago	Samsung	The Anthem
Sid Lee / Montreal + Nonfiction Unlimited / Santa Monica	The North Face	Question Madness Anthem

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INNOVATION IN MOVING IMAGE CRAFT – VISUAL

Google Brand Studio / San Francisco	National Parks Service + Google	Google presents: The Hidden Worlds of the National Parks
INNOCEAN USA / Huntington Beach	Hyundai Motor America	Operation Better
Leo Burnett Germany / Frankfurt	Frankfurt Zoo	Holoquarium
Ogilvy & Mather / Chicago	Morton Salt	The One Moment
Party / Tokyo + Dentsu / Tokyo + Birdman / Tokyo + Taiyo Kikaku / Tokyo	Google	PPAP LIVE @ YouTube Fanfest
R/GA / Sydney	Google	Through the Dark

INNOVATION IN MOVING IMAGE CRAFT – AUDIO

Antfood / New York	Google	Google Earth VR
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