

2017 ONE SHOW – FINALISTS

PRINT & OUTDOOR

BY CATEGORY



Includes Gold, Silver, Bronze Pencils and Merit winners.

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

PUBLISHING – NEWSPAPER – SINGLE

adam&eveDDB / London + Mediacom / London + cain&abel / London + Stanley's King Henry / London	Mars - Skittles	Give the Rainbow
AlmapBBDO / São Paulo	Getty Images	Charles
AlmapBBDO / São Paulo	Getty Images	Francis
Hakuhodo Indonesia / Jakarta	PT. United Family Food	Sour-Faced Woman
Hakuhodo Indonesia / Jakarta	PT. United Family Foods	Sour-Faced Man
Hunt Lascaris / Johannesburg	Flight Centre	Babe vs Mom
Hunt Lascaris / Johannesburg	Flight Centre	Dude vs Pensioner
Leo Burnett / Chicago	Donate Life America	Elizabeth Williams
Leo Burnett / Chicago	Donate Life America	Frederick Jones
Ig2 / Quebec City	Farnham Ale & Lager	Pregnancy Test
Ig2 / Quebec City	Farnham Ale & Lager	Transvestite
MullenLowe / Singapore + MullenLowe / London	Unilever (Breeze)	Wool
Scholz & Friends / Berlin	Verlag Der Tagesspiegel	Newspaper Stack - Trump

PUBLISHING – NEWSPAPER – CAMPAIGN

AKQA / São Paulo	Netflix	Hunt on the News
AlmapBBDO / São Paulo	Getty Images	Endless Possibilities
Contrapunto BBDO / Spain	Mercedes-Benz España	Park at the Front Door
Hunt Lascaris / Johannesburg	Flight Centre	Holiday Packing
Ig2 / Quebec City	Farnham Ale & Lager	A bit bitter
McCann World Group India / Mumbai	World For All	World For All (Pet Adoption)
MullenLowe / Singapore + MullenLowe / London	Unilever (Breeze)	Textile

PUBLISHING – MAGAZINE – SINGLE

adam&eveDDB / London + Mediacom / London + cain&abel / London + Stanley's King Henry / London	Mars - Skittles	Give the Rainbow
Dentsu / Singapore	Regional Environmental Awareness Cameron Highlands	Boy
Havas / New York	Heineken / Dos Equis	Adios Amigo
La Comunidad / Buenos Aires	Ferrero Rocher, Argentina	Pinball
La Comunidad / Buenos Aires	Ferrero Rocher, Argentina	Roller Coaster
La Comunidad / Buenos Aires	Ferrero Rocher, Argentina	Skate Park
Ogilvy & Mather / Bogota	Pfizer	Instructions / Car chair

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PUBLISHING – MAGAZINE – SINGLE (CONT.)

Ogilvy & Mather / Bogota	Pfizer	Instructions / Cradle
Ogilvy & Mather / Bogota	Pfizer	Instructions / Doll's House
Publicis / Mexico + Un Mariachi CGI+Retouch / Brazil	Liomont / Analgen Forte	iPain
Publicis / Mexico + Un Mariachi CGI+Retouch / Brazil	Liomont / Analgen Forte	Judgment
TBWA\THAILAND / Bangkok	McDonald's	Loving the night 1
TBWA\THAILAND / Bangkok	McDonald's	Loving the night 2

PUBLISHING – MAGAZINE – CAMPAIGN

ALMA DDB / Miami	Kingsford - Clorox	Predators
AlmapBBDO / São Paulo	Visa	Flags
DDB / Dubai	UN Women	Finding Her
DDB / New York	Gun by Gun	Documents
La Comunidad / Buenos Aires	Ferrero Rocher, Argentina	3 Pretty Playful Minutes
Leo Burnett Germany / Frankfurt	Fiat Professional	Hate Going Twice
Ogilvy / Germany	Amnesty International	Switch it off.
Ogilvy & Mather / Cape Town	Volkswagen	Technically
TBWA\THAILAND / Bangkok	McDonald's	Loving the night
Y&R / Prague + Studio Carioca / Bucharest	Forbes	The World Needs More Billionaires
Young & Rubicam / São Paulo	Freddo	Flavor

PUBLISHING – TRADE PUBLICATION – SINGLE OR CAMPAIGN

AlmapBBDO / São Paulo	Getty Images	Endless Possibilities
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PROMOTIONAL / COLLATERAL – POSTERS – SINGLE

AlmapBBDO / São Paulo	Getty Images	Charles
AlmapBBDO / São Paulo	Getty Images	Francis
FCB / Chicago	Copic	Cyclops
FCB / Chicago	Copic	Strong Man
MullenLowe / Singapore + MullenLowe / London	Unilever (Breeze)	Wool
Publicis / Mexico + Un Mariachi CGI+Retouch / Brazil	Liomont / Analgen Forte	iPain
Scholz & Friends / Berlin	Verlag Der Tagesspiegel	Newspaper Stack - Refugees
Scholz & Friends / Berlin	Verlag Der Tagesspiegel	Newspaper Stack - Trump

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PROMOTIONAL / COLLATERAL – POSTERS – SINGLE (CONT.)

TBWA\THAILAND / Bangkok	McDonald's	Loving the night 1
TBWA\THAILAND / Bangkok	McDonald's	Loving the night 2
TBWA\THAILAND / Bangkok	McDonald's	Loving the night 3

PROMOTIONAL / COLLATERAL – POSTERS – CAMPAIGN

AlmapBBDO / São Paulo	Getty Images	Endless Possibilities
BBH / New York	Seamless	How New York Eats
Bleublancrouge / Montreal + Bell Média/Chom / Montreal	Bell Média / Chom	Headbang
DDB / Dubai	UN Women	Finding Her
DDB / New York	Gun by Gun	Documents
Dentsu / Singapore	Regional Environmental Awareness Cameron Highlands	Floods
Dentsu / Tokyo + Mori / Tokyo + Creative Power Unit / Tokyo + Pen. / Tokyo	Honda Motor Company	Honda. Great Journey.
Hunt Lascaris / Johannesburg	The Times	The News You Should Be Following
McCann World Group India / Mumbai	World For All	World For All (Pet Adoption)
MullenLowe / Singapore + MullenLowe / London	Unilever (Breeze)	Textile
Scholz & Friends / Berlin	Verlag Der Tagesspiegel	Newspaper Stack
Spotify In-House / New York	Spotify	Thanks, 2016. It's been weird.
TBWA\THAILAND / Bangkok	McDonald's	Loving the night
The Nine / Shanghai	Amnesty International	Prison of the Head

PROMOTIONAL ITEMS – SINGLE OR CAMPAIGN

adam&eveDDB / London + Mediacom / London + cain&abel / London + Stanley's King Henry / London	Mars - Skittles	Give the Rainbow
Cheil Worldwide / Seoul + Junpasang Production / Seoul + Bounce Creative / Seoul	UNIQLO	Heat Tech Window
Dentsu / Tokyo + Pen. / Tokyo + Creative Power Unit / Tokyo + TYO Drive / Tokyo	Panasonic Corporation	Life is electric
Geometry Global / Cape Town + Ogilvy & Mather / Cape Town	Iziko Museums of South Africa	The Slave Calendar
J. Walter Thompson Japan / Tokyo	Daitan Holdings (Fuji Soba) and 230 Soba Street Promotion Committee	Soba Allergy Tattoo Checker

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PROMOTIONAL ITEMS – SINGLE OR CAMPAIGN (CONT.)

Leo Burnett / Toronto + Jungle Media / Toronto	IKEA	IKEA: Cook This Page
McCann World Group India / Mumbai	Maharashtra Dyslexia Association	The Dancing Letters
Ogilvy / New York	Amnesty International	The Refugee Nation
TBWA\RAAD / Dubai	Pril	One-Drop Bottle
Young & Rubicam Poland / Warsaw	Mila	The Live Fish Pack

AMBIENT MEDIA – P.O.P. & IN-STORE – SINGLE

DM9DDB / São Paulo	Tok&Stok	Pinlist
FCB / Chicago	Kolcraft	The Baby Stroller Test-Ride by Contours
Joe Public United / Johannesburg	Clover	Drought Pack
Marcel / Paris	Intermarché	Sugar Detox
Ogilvy Group Thailand / Bangkok	People for the Ethical Treatment of Animals	Behind the leather
TBWA\RAAD / Dubai	Pril	One-Drop Bottle

AMBIENT MEDIA – P.O.P. & IN-STORE – CAMPAIGN

303 Mullen Lowe / Perth	Royal Life Saving WA	Passwords With A Purpose
AlmapBBDO / São Paulo	Volkswagen do Brasil	Maps
Hunt Lascaris / Johannesburg	Flight Centre	Holiday Packing
Ogilvy & Mather / Cape Town	Volkswagen	Technically
Ogilvy & Mather Chile / Santiago	Getty Images	80.000.000 Images
Ogilvy & Mather Chile / Santiago	Unicef	Dads

AMBIENT MEDIA – BILLBOARDS OR TRANSIT – SINGLE

Leo Burnett / Chicago	Donate Life America	Elizabeth Williams
Leo Burnett / Chicago	Donate Life America	Frederick Jones
Publicis / Mexico + Un Mariachi CGI+Retouch / Brasil	Liomont / Analgen Forte	iPain
Publicis / Mexico + Un Mariachi CGI+Retouch / Brasil	Liomont / Analgen Forte	Judgment
Rosapark / Paris	Fruits and Wine	Picnic Blanket

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AMBIENT MEDIA – BILLBOARDS OR TRANSIT – CAMPAIGN

ALMA DDB / Miami	Kingsford - Clorox	Predators
BBH / New York	Seamless	How New York Eats
Grey / London	Tate	BP 500 Years of Stories
Ogilvy / Germany	Amnesty International	Switch it off.
Spotify In-House / New York	Spotify	Thanks, 2016. It's been weird.
TBWA\Chiat\Day / New York + TBWA / London	Airbnb	Animals
the community / Miami	City of Buenos Aires	Don't Act Like a Pedestrian
Twitter - Brand and Creative Studio / San Francisco	Twitter	It's What's Happening: #InMemoriam

AMBIENT MEDIA – DYNAMIC BILLBOARDS OR TRANSIT

adam&eveDDB / London + Mediacom / London + cain&abel / London + Stanley's King Henry / London	Mars - Skittles	Give the Rainbow
Akestam Holst NOA / Stockholm	Apotek Hjärtat	The Coughing Billboard
Clemenger BBDO / Melbourne	Pacific Brands Underwear Group (Australia)	The Boys
Demner, Merlicek & Bergmann / Vienna + fm studio / Vienna + Vienna Sound Vienna Light / Vienna	BMW Austria	Animal Detecting Billboards
Doner LA / Los Angeles + LoganTV / Los Angeles	Netflix	Netflix Originals: "Thrillboards" Grab Attention for "Santa Clarita Diet"
Droga5 / New York + Somesuch/Anonymous Content / London + Epoch Films / New York + The Director's Bureau / Los Angeles	Google	Made By Google
McCann / Melbourne	University Of Melbourne	Made Possible By Melbourne

AMBIENT MEDIA – INSTALLATIONS & IMMERSIVE – SINGLE

180LA / Santa Monica	Expedia	Expedia Dream Adventures
BBH / Singapore	Nike	Nike Unlimited Stadium
BETC / Paris	Orangina	The upside down can
Cheil / Hong Kong	Samsung	#BeTheirEyes
CJ Worx / Bangkok	AP Thailand	The Unusual Football Field Project : Football field that breaks through the rectangular boundary
Clemenger BBDO / Melbourne	Transport Accident Commission (Victoria)	Meet Graham
Commonwealth//McCann / Detroit + Carat / Detroit	Chevrolet	Lego Batman
DAVID The Agency / Miami	Burger King	Scariest BK
FCB / Chicago	Kolcraft	The Baby Stroller Test-Ride by Contours

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AMBIENT MEDIA – INSTALLATIONS & IMMERSIVE – SINGLE (CONT.)

Grey / New York + Townhouse / New York + 1stAveMachine / Brooklyn + Mindshare / New York	Volvo	Highway Robbery
J. Walter Thompson / Amsterdam	ING Nederland	The Next Rembrandt
J. Walter Thompson / New York	Tribeca Film Festival	Tribeca Film ReActor
Leo Burnett / Chicago	Art Institute of Chicago	Van Gogh BnB
McCann / New York + Framestore / New York	Lockheed Martin	The Field Trip to Mars
POL / Oslo	NRK TV-aksjonen & IKEA	25m2 Syria
Saatchi & Saatchi France / Paris + Saatchi & Saatchi UK / London	HomeAway	Eiffel Tower All Yours
TBWA\Hakuhodo / Tokyo	Tourism Australia	GIGA Selfie
TRY / Oslo + Bacon / Oslo + APT / Oslo	Volkswagen	The Reversed Trailer

AMBIENT MEDIA – INSTALLATIONS & IMMERSIVE – CAMPAIGN

Fred & Farid / New York	New York Ethical Society	No more black target
Leo Burnett / Toronto + Jungle Media / Toronto	Yellow Pages	The Lemonade Stand
McCann / Melbourne	YMCA	Playnasium
NBS / Rio de Janeiro + Pixel / Rio de Janeiro + Beat / Rio de Janeiro	Akzo Nobel	Unexpected Courts
Publicis / London	Tourism Ireland	Doors Of Thrones

SELF-PROMOTION

Havas / New York	Havas New York	#CanalNotes
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CRAFT – ART DIRECTION – SINGLE OR CAMPAIGN

AlmapBBDO / São Paulo	Getty Images	Endless Possibilities
AlmapBBDO / São Paulo	Visa	Flags
DDB / Dubai	UN Women	Finding Her
Dentsu / Singapore	Regional Environmental Awareness Cameron Highlands	Floods
Dentsu / Tokyo	Dentsu Advertising Awards Selection Council	The Study of Human Being
Dentsu / Tokyo + Mori / Tokyo + Creative Power Unit / Tokyo + Pen. / Tokyo	Honda Motor Company	Honda. Great Journey.

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CRAFT – ART DIRECTION – SINGLE OR CAMPAIGN (CONT.)

FCB / Chicago	The Boeing Company	Boeing Flypaper
Hunt Lascaris / Johannesburg	Flight Centre	Holiday Packing
Impact BBDO / Dubai	Johnson & Johnson	Save Their Tears
Leo Burnett / Chicago	Donate Life America	Elizabeth Williams
Ogilvy / Germany	Amnesty International	Switch it off.
Ogilvy Group Thailand / Bangkok	Seub Nakhasathien Foundation	One Cut Kill All
Publicis / London	Tourism Ireland	Doors Of Thrones
TBWA\Hakuhodo / Tokyo + Hakuhodo Products / Tokyo	Takashimaya	Kimono Wearing the Rain
TBWA\THAILAND / Bangkok	McDonald's	Loving the night
Y&R / Prague Studio Carioca / Bucharest	Forbes	The World Needs more billionaires

CRAFT – WRITING – SINGLE OR CAMPAIGN

adam&eveDDB / London + Mediacom / London + cain&abel / London + Stanley's King Henry / London	Mars - Skittles	Give the Rainbow
Ig2 / Toronto	Rethink Breast Cancer	The Give-A-Care Collection
Spotify In-House / New York	Spotify	Thanks, 2016. It's been weird.

CRAFT – ILLUSTRATION – SINGLE OR CAMPAIGN

BBDO / Duesseldorf	Wrigley	Wrigley - Classics Last Longer
DDB / Dubai	UN Women	Finding Her
Dentsu / Tokyo + Mori / Tokyo + Creative Power Unit / Tokyo + Pen. / Tokyo	Honda Motor Company	Honda. Great Journey.-Travel sticker scrapbook
J. Walter Thompson / Shanghai	SAKURA	Shower Battle
La Comunidad / Buenos Aires	Ferrero Rocher Argentina	3 Pretty Playful Minutes
La Comunidad / Buenos Aires	Ferrero Rocher Argentina	Roller Coaster
Ogilvy & Mather India / Gurgaon	Yum Restaurant Marketing	You Eat. They Eat.
Publicis / London	Tourism Ireland	Doors Of Thrones
TBWA\Chiat\Day / New York + TBWA\London / London	Airbnb	Animals

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CRAFT – PHOTOGRAPHY – SINGLE OR CAMPAIGN

Dentsu / Tokyo + Creative Power Unit / Tokyo	East Japan Railway Company	Get Back, Tohoku.
Leo Burnett Germany / Frankfurt	Fiat Professional	Hate Going Twice
Ogilvy / Germany	Amnesty International	Switch it off.
Ogilvy & Mather / Bogota	Carulla Cooking School	Unworthy Meals / Crab
Ogilvy & Mather / Bogota	Carulla Cooking School	Unworthy Meals / Snails
TBWA\THAILAND / Bangkok	McDonald's	Loving the night
Y&R / Dubai	The Cartel	Be Seen
Y&R / Prague + GPS Production / Prague	UNHCR	We were the refugees once

CRAFT – TYPOGRAPHY – SINGLE OR CAMPAIGN

Leo Burnett / Chicago	Donate Life America	Elizabeth Williams
Leo Burnett / Chicago	Donate Life America	Frederick Jones
MullenLowe / Singapore + MullenLowe / London	Unilever (Breeze)	Textile

CRAFT – PRINTING / PRODUCTION – SINGLE OR CAMPAIGN

FCB Brasil / São Paulo	Clube de Criação	STONE MILK
FCBHappiness / Brussels + FCBHappiness / Saigon	Unicef Global	#NoFilter
Leo Burnett / Toronto + Jungle Media / Toronto	IKEA	IKEA: Cook This Page
McCann / London + Momentum Worldwide / London	Microsoft / Xbox	Zombie Christmas: The Real-World Trailer

CRAFT – USE OF DIGITAL TECHNOLOGY – SINGLE OR CAMPAIGN

Akestam Holst NOA / Stockholm	Apotek Hjärtat	The Coughing Billboard
J. Walter Thompson / New York	Puma	Puma Beatbot
McCann / New York + Framestore / New York	Lockheed Martin	The Field Trip to Mars
TBWA\Hakuhodo / Tokyo	Tourism Australia	GIGA Selfie

INNOVATION IN PRINT & OUTDOOR – PRINT

Impact BBDO / Dubai	Sydney	Making Sense of Dyslexia
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INNOVATION IN PRINT & OUTDOOR – AMBIENT MEDIA

180LA / Santa Monica	Boost Mobile	Boost Your Voice
BBH / Singapore	Nike	Nike Unlimited Stadium
Colenso BBDO / Auckland	Fonterra Brands NZ, Anchor	X-Ray Casts
DAVID The Agency / Miami	Burger King	Scariest BK
Geometry Global / Johannesburg + Ogilvy & Mather / Johannesburg	South African Breweries	The SAB Spike Detector Coaster
Havas / Sydney + Red Agency / Sydney + FINCH / Sydney	Steve Waugh Foundation	The Riderless Bike
J. Walter Thompson / Amsterdam	ING Nederland	The Next Rembrandt
Leo Burnett / Chicago	Art Institute of Chicago	Van Gogh BnB
McCann / Melbourne	YMCA	Playnasium
Ogilvy & Mather / Singapore	Allianz	Amateur Replay
Saatchi & Saatchi / Sydney	Toyota Motor Corporation Australia	LandCruiser Emergency Network
Saatchi & Saatchi France / Paris + Saatchi & Saatchi UK / London	HomeAway	Eiffel Tower All Yours
Spotify In-House / New York	Spotify	Thanks, 2016. It's been weird.
TRY / Oslo + Bacon / Oslo + APT / Oslo	Volkswagen	The Reversed Trailer