

2017 ONE SHOW – FINALISTS

PUBLIC RELATIONS

BY CATEGORY



Includes Gold, Silver, Bronze Pencils and Merit winners.

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

MEDIA RELATIONS

BMF / Sydney + Rumble Studios / Sydney + Frank PR / Sydney	Football Federation of Australia	You've Gotta Have a Team
Carmichael Lynch / Minneapolis	Subaru of America	#MakeADogsDay
DDB Group Germany / Berlin	Pink Ribbon Deutschland	Check it before it's removed: naked breasts on Facebook against breast cancer.
Havas / New York	Heineken / Dos Equis	Adios Amigo
Host / Sydney	Air New Zealand	Summer Wonderland
McCann / New York	Cigna	TV Doctors of America
McCann Paris / Clichy + Medialab Technology / Paris + MRM//McCann / Clichy + Capitaine Plouf / Paris	Mouvement du Nid	Girls of Paradise
McCann Worldgroup / Bogotá	Ministry of National Education	The Bulletpen
Ogilvy & Mather / Chicago	The Brady Foundation	Zero Minutes of Fame
Ogilvy Brasil / São Paulo + Conspiração Filmes / Rio de Janeiro + Sonido / Rio de Janeiro + Croacia / Rio de Janeiro	Rio 2016	The Mindchanger Workout
TBWA\Santiago Mangada Puno / Makati City	ABS CBN Foundation	Dirty Watercolor
Weber Shandwick / New York + BBDO / San Francisco	Mattel	Barbie Evolve the Doll

EVENTS & EXPERIENTIAL

Carmichael Lynch / Minneapolis	Subaru of America and REI	#MakeADogsBlackFriday
CJ Worx / Bangkok	AP Thailand	The Unusual Football Field Project : Football field that breaks through the rectangular boundary
DigitasLBI / Chicago + Ketchum / Chicago	Whirlpool	Care Counts
Eleven / San Francisco	Virgin America Airlines	The Virgin America First Class Shoe
GarnierBBDO / San José	Territorio de Zaguates	#LeyDeMierda (#ShitLaw)
Goodby Silverstein & Partners / San Francisco	Tostitos	The Breathalyzer Bag
Grey Canada / Toronto	Salvation Army	Open House
Heimat / Berlin	Legacy	#Paintback
J. Walter Thompson Japan / Tokyo + Onion / Tokyo + amana / Tokyo	Tanizawa	+MET PROJECT
Juniper Park\TBWA / Toronto	YWCA Canada	Blamé
Leo Burnett / Beirut	KAFA (enough) Violence & Exploitation	Kafa "Legally Bride"
McCann / Bucharest	Fundatia Renasterea	Brave Cut
McCann / New York	The Brady Campaign	Toddlers Kill

2017 ONE SHOW – FINALISTS

PUBLIC RELATIONS

BY CATEGORY



Includes Gold, Silver, Bronze Pencils and Merit winners.

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

EVENTS & EXPERIENTIAL (CONT.)

McCann / New York + Framestore / New York	Lockheed Martin	The Field Trip to Mars
MullenLowe / Boston	American Greetings	Analog
MullenLowe / Boston	American Greetings	Device Like No Other
Ogilvy Group Thailand / Bangkok	People for the Ethical Treatment of Animals	Behind the leather
TBWA\Melbourne / Melbourne	ANZ	GAYNZ

COMMUNITY BUILDING

BETC / Paris	Addict Aide	Like my addiction
BWM Dentsu / Sydney	BabyLove	Premmie Proud
Cheil / Hong Kong	Samsung	#BeTheirEyes
DigitasLBI / Chicago + Ketchum / Chicago	Whirlpool	Care Counts
Grey Canada / Toronto	Ovarian Cancer Canada	Ladyballs
J. Walter Thomson Canada / Toronto	White Ribbon	#20MinutesOfAction4Change
LatinWorks / Austin	Major League Baseball	Ponle Acento
Leo Burnett / Mumbai	OLX	Reuniting Memories from 1947
McCann / Stockholm + Colony / Stockholm + Giants & Toys / Stockholm + MediaMonks / Stockholm	UR (The Swedish Educational Broadcast Company)	Let Us Bully You - In Virtual Reality
NBS / Rio de Janeiro	Houaiss Dictionary	What Family Means
Ogilvy & Mather / Singapore + Ogilvy & Mather / Sydney + Hogarth & Ogilvy / Singapore	Ogilvy & Mather Singapore	The Cognitive Collection designed by Jason Grech + IBM Watson
R/GA / New York	McCormick & Company	Lost Recipes

INTERNAL COMMUNICATIONS

Shackleton / Barcelona	Almirall	Shared Skin Initiative
------------------------	----------	------------------------

BRAND VOICE

BBDO India / Mumbai	P&G India	Dads #ShareTheLoad
BMF / Sydney + Rumble Studios / Sydney + Frank PR / Sydney	Football Federation of Australia	You've Gotta Have a Team
FCB Inferno / London	Change Please and the Big Issue	Change Please
FoxP2 / Cape Town + they / Johannesburg + TheWorkRoom / Cape Town	Ster-Kinekor	#OpenEyes

2017 ONE SHOW – FINALISTS

PUBLIC RELATIONS

BY CATEGORY



Includes Gold, Silver, Bronze Pencils and Merit winners.

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

BRAND VOICE (CONT.)

Grey / New York + Grey Malaysia / Kuala Lumpur + DeVries Global / New York + Townhouse / New York	Pantene	#DadDo
Grey / New York + Townhouse / New York	Covergirl	Coverboy
Leo Burnett Mexico / Mexico City	Corona	Photo Without Borders
McCann / New York + Framestore / New York	Lockheed Martin	The Field Trip to Mars
MullenLowe / Boston	American Greetings	Analog
MullenLowe / New York	JetBlue	FlyBabies
Volt / Stockholm	New Yorkers Against Gun Violence	Sign Their Yearbook
Weber Shandwick / New York + BBDO / San Francisco	Mattel	Barbie Evolve the Doll

REPUTATION MANAGEMENT

McCann Worldgroup / Bogotá	Ministry of National Education	The Bulletpen
MullenLowe / New York	JetBlue	FlyBabies
We Believers / New York	Saltwater Brewery	Edible Six Pack Rings
WMcCann / Rio de Janeiro	L'Oréal Paris	My First Women's Day

CRISIS COMMUNICATIONS

180LA / Los Angeles + MediaMonks / Amsterdam	UNICEF	Unfair Tales
FamousGrey / Groot-Bijgaarden + Famous Relations / Groot-Bijgaarden + Mediafin / Brussel	De Tijd / Lecho	#DiningForBrussels

PROACTIVE COMMUNICATIONS

DigitasLBI / New York	Lost-n-Found Youth	The Future of Hate: Stop HB757
J. Walter Thompson Canada / Toronto	White Ribbon	#20MinutesOfAction4Change
Ketchum / Washington, D.C.	The Hershey Company	Creating Cupfusion
Leo Burnett / Chicago	Brooks Running	Rule40
Memac Ogilvy Advize / Amman	Royal Jordanian	TRUMP
Officer & Gentleman / Madrid	Pornhub	000HLYMPICS
Spotify In-House / New York	Spotify	President of Playlists
Zimmerman Advertising / Fort Lauderdale	Jamba Juice	Swishy Chug: The Fake Brand That Led to Real Results

2017 ONE SHOW – FINALISTS

PUBLIC RELATIONS

BY CATEGORY



Includes Gold, Silver, Bronze Pencils and Merit winners.

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

INTEGRATED CAMPAIGN

BDDO India / Mumbai	P&G India	Dads #ShareTheLoad
Clemenger BDDO / Melbourne	Transport Accident Commission (Victoria)	Meet Graham
CP+B / Boulder	Kraft Heinz	World's Largest Blind Taste Test
Goodby Silverstein & Partners / San Francisco	Tostitos	The Breathalyzer Bag
J. Walter Thompson Colombia / Bogota	Natalia Ponce de Leon Foundation	The Last Mask
King James Group / Cape Town	Sanlam	Conspicuous Savers - Integrated Online - National Savings Month
Leo Burnett / Chicago	Brooks Running	Rule40
Taproot Dentsu / Mumbai	Adidas	Adidas Odds

INNOVATION IN PUBLIC RELATIONS

Edelman Deportivo / Stockholm	Hövding	Give a Beep
J. Walter Thompson / Bangkok + Contract Advertising (Thailand) / Bangkok	Thai Samsung Electronics / Thai Association of The Blind	Touchable Ink
Leo Burnett / Bogota	Leo Burnett Colombia	Concepción
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
McCann Worldgroup / Bogotá	Ministry of National Education	The Bulletpen
Ogilvy & Mather / Chicago	The Brady Foundation	Zero Minutes of Fame