

2017 ONE SHOW – FINALISTS

RADIO

BY CATEGORY



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

BROADCAST – ANY LENGTH – SINGLE

DDB / Dubai	Henkel	Love At First Wash - Barking Puppy
DDB / Dubai	Henkel	Love At First Wash - Date Night
Grabarz & Partner / Hamburg	Volkswagen	Berlin
Grabarz & Partner / Hamburg	Volkswagen	Cologne
Grabarz & Partner / Hamburg	Volkswagen	Hamburg
Grabarz & Partner / Hamburg	Volkswagen	Song Inspection
Havas / New York	Heineken / Dos Equis	Adios Amigo
Impact BBDO / Dubai	Johnson & Johnson	Sweet Dreams
Ogilvy & Mather Group / Hong Kong	Volkswagen HK	Keith
Scholz & Friends / Hamburg	ADAM Opel AG	Opel Follow Assist

BROADCAST – ANY LENGTH – CAMPAIGN

F/Nazca Saatchi & Saatchi / São Paulo	D&AD Next Awards	Every Pixel Counts (spots seq 1)
Grabarz & Partner / Hamburg	Volkswagen	Countdown.
Grabarz & Partner / Hamburg	Volkswagen	Song Inspection
Hunt Lascaris / Johannesburg + Produce Sound / Johannesburg	Flight Centre	Travel before its not fun anymore
Ogilvy & Mather / Johannesburg	KFC	The Everyman Meal
Ogilvy & Mather / Johannesburg	Vodacom	You Should Have Called
Ogilvy & Mather Group / Hong Kong	Volkswagen HK	Honestly Good Prices
OpenCo - The Open Collaboration / Johannesburg	BMW South Africa	BMW Original Parts

ONLINE – STREAMING AUDIO – SINGLE OR CAMPAIGN

Grabarz & Partner / Hamburg	Volkswagen	Countdown.
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ONLINE – BRANDED PODCAST

BBDO / New York	GE	GE Podcast Theater Presents: life. af/ter
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ONLINE – BRAND OR PRODUCT INTEGRATION INTO STORYLINE

AKQA / São Paulo	Netflix	Escobar Frequency
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CUSTOM CONTENT

BBDO / New York	Mars Chocolate North America - Snickers Crisper	Starving Artists
Ogilvy / New York	IBM	Not Easy

EXPERIENTIAL RADIO

Akestam Holst / Stockholm	Refugee Phones	Broadcast without Borders
DM9DDB / São Paulo	89 FM	Truth Detector
Goodby Silverstein & Partners / San Francisco	Rock the Vote	Election FM
Grey Group India / Gurgaon	Radio City 91.1 FM	Candy Class
McCann / Bucharest	Radio XXI	Go Mono
R/GA / New York	Samsung	Can't Stop

CRAFT – DIRECTION – SINGLE

Bates CHI Indonesia / Jakarta + Fuse Adventures In Audio / Singapore	IMI - School of Creative Arts (SOCA)	Make Sense Of Music: Singers
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CRAFT – WRITING – SINGLE

F/Nazca Saatchi & Saatchi / São Paulo	D&AD Next Awards	Every Pixel Counts (Bunch)
Grabarz & Partner / Hamburg	Volkswagen	Cologne
Grabarz & Partner / Hamburg	Volkswagen	Hamburg
Havas / New York	Heineken / Dos Equis	Adios Amigo
Ogilvy & Mather / Johannesburg	KFC	The Everyman Meal - Cherry Lip Balm
Ogilvy & Mather / Johannesburg	KFC	The Everyman Meal - Claw Thing
Ogilvy & Mather / Johannesburg	KFC	The Everyman Meal - Coloured Weights
Ogilvy & Mather / Johannesburg	Vodacom	You Should Have Called - Double Blue Tick
Ogilvy & Mather / Johannesburg	Vodacom	You Should Have Called - Email
OpenCo - The Open Collaboration / Johannesburg + Howard Audio / Johannesburg	BMW South Africa	BMW Original Parts 'CEO'

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CRAFT – SOUND DESIGN – SINGLE

DDB / Dubai	Henkel	Love At First Wash - Date Night
DDB / Dubai	Henkel	Love At First Wash - Sunday Stroll
FCB / Johannesburg + Hey Papa Legend / Johannesburg	Netflorist	A War of Words - Anniversary Forgotten
Impact BBDO / Dubai	Johnson & Johnson	Sweet Dreams

INNOVATION IN RADIO

Akestam Holst / Stockholm	Refugee Phones	Broadcast without Borders
BBH India / Mumbai + Black Sheep Live / Mumbai	Abbott India	Alive Spots
DM9DDB / São Paulo	89 FM	Truth Detector
FamousGrey / Groot-Bijgaarden + Klara / Brussel	Klara	Klarafy
Grey Group India / Gurgaon	Radio City 91.1 FM	Candy Class
McCann Paris / Clichy + MRM//McCann / Clichy	Mouvement du Nid	Girls of Paradise
Ogilvy & Mather New Zealand / Auckland	Auckland City Council	A Kauri Cries