

2017 ONE SHOW – FINALISTS

RESPONSIVE ENVIRONMENTS

BY CATEGORY



Includes Gold, Silver, Bronze Pencils and Merit winners.

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

ARCHITECTURE ENHANCEMENT

180LA / Santa Monica	Expedia	Expedia Dream Adventures
BBH / Singapore	Nike	Nike Unlimited Stadium
gart ag / Basel + Christ & Gantenbein / Basel	Construction and Transport Department of the Canton of Basel-Stadt, Städtebau & Architektur, Hochbauamt	Kunstmuseum Basel Light Frieze

USER ACTIVATION

BBDO / Duesseldorf	CraftWork - a brand of ad agency services	The Soundlounge Poster
BWM Dentsu / Melbourne	Chadstone	Tailor Made Store
J. Walter Thompson / New York	Tribeca Film Institute	Tribeca Film ReActor
Leo Burnett / Dubai	Samsung	Samsung Safety Screen
Ogilvy & Mather / Singapore	Allianz	Amateur Replay
R/GA / New York	Samsung	Hü: the spectrum of being

USE OF TECHNOLOGY

Ogilvy & Mather / Singapore + The Prosecution Film Company / Singapore	Singapore Telecommunications Limited	Singtel Data ExStream
Saatchi & Saatchi / Sydney	Toyota Motor Corporation Australia	LandCruiser Emergency Network

USE OF TECHNOLOGY – VIRTUAL REALITY (VR)

Cheil Germany / Schwalbach am Taunus	Samsung Electronics	DISCOVER The World
Google Creative Lab / London + Framestore / London + Grand Central Recording Studios / London	Google Arts & Culture	Back to Life in Virtual Reality: Rhomaleosaurus & Giraffatitan
McCann / New York + Framestore / New York	Lockheed Martin	The Field Trip to Mars
McKinney / New York + Cheil Worldwide / Seoul	Samsung Electronics	Samsung 4D VR Thrill Ride

USE OF TECHNOLOGY – INTEGRATION WITH SOCIAL PLATFORMS

i.d.e.a. / San Diego + The Character Shop / Simi Valley	Innovation Alliance	INO-V8
McCann / London + Momentum Worldwide / London	Microsoft / Xbox	Zombie Christmas: The Real-World Trailer

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CRAFT – STORYTELLING

AlmapBBDO / São Paulo	HP	Magic Words - The Unwritten Stories
Bluecadet / Philadelphia	Art Institute of Chicago	Van Gogh's Bedrooms
McCann / New York + Framestore / New York	Lockheed Martin	The Field Trip to Mars

CRAFT – DYNAMIC DATA VISUALIZATION

DigitasLBI / New York + Accenture / New York	Accenture	Symphonologie
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INNOVATION IN RESPONSIVE ENVIRONMENTS

J. Walter Thompson / India	The Hindu	A Tale of Two Cities
Leo Burnett / Sydney	Samsung Australia	Pocket Patrol
McCann / New York + Framestore / New York	Lockheed Martin	The Field Trip to Mars
Party / Tokyo + Birdman / Tokyo + Tasko / Tokyo + Geek Pictures / Tokyo	YKK AP	M.W.
Saatchi & Saatchi / Sydney	Toyota Motor Corporation Australia	LandCruiser Emergency Network
Todo Mundo + Unified Field, Interactive / New York + Eight VFX - VR Creation / New York + Pace Gallery / Menlo Park	Todo Mundo	The Institute Presents: Neurosociety / Media Design and Production