

2017 ONE SHOW – FINALISTS

SOCIAL INFLUENCER MARKETING

BY CATEGORY



Includes Gold, Silver, Bronze Pencils and Merit winners.

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

SINGLE CHANNEL

BETC / Paris	Addict Aide	Like my addiction
Black Hand Cinema / Los Angeles	Apple	Taylor vs treadmill
Droga5 / New York + 7 Bucks Productions / Los Angeles + Modern Assembly / New York	Project Rock	Rock Clock
Portal A / San Francisco + Weber Shandwick / New York	Lenovo	Moto Mods + YouTube Heroes
The Pub / New York + Spielbergs / Los Angeles	E! Entertainment	E!'s LIVE 'Lewks' for Less
Ubisoft and Branded Entertainment Network (BEN) / San Francisco	Ubisoft	Tom Clancy's The Division: Agent Origins

MULTI-CHANNEL

Doner / Los Angeles + Reach / Los Angeles + Weber Shandwick / Chicago + Metavision Media / New York	DIGIORNO®	Rise to the Occasion - A DiGiorno Pizza Anthem
Epic Signal / New York	Amazon Fire	Amazon's This Week On Fire
Epic Signal / New York	Mountain Dew	Mountain Dew Green Label MCN
McCann Worldgroup / Hong Kong + MRM//McCann / Shanghai	Cathay Pacific Airways	Marriage in the Air – Cathay Pacific and Cathay Dragon
theAmplify / Culver City + Automat / Montreal + COTY (COVERGIRL brand) / New York	COTY (COVERGIRL brand)	Influencer Chatbot, KalaniBot, for COVERGIRL
Weber Shandwick / London	Action Aid UK	Brutal Cut

EPISODIC

Epic Signal / New York	Amazon	Amazon's This Week On Fire
Epic Signal / New York	Great Big Story	Great Big Story Influencer Content
Epic Signal / New York + Creative Live / Seattle	Starbucks Doubleshot	Starbucks Doubleshot Presents: Uploaded
Fred & Farid / Paris	HP	True Memories
Fullscreen Brandworks / Playa Vista + INE Entertainment / Studio City + Wondros / Los Angeles	AT&T	AT&T Hello Lab: A Year-Long Social Influencer Content Program