

# 2017 ONE SHOW – FINALISTS

## SOCIAL MEDIA

### BY CATEGORY



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

### SOCIAL MEDIA PAGE BY A BRAND

Droga5 / New York	HBO	Into HBO
Droga5 / New York + Under Armour / Baltimore + O Positive / New York	Under Armour	#BreakTheGame
FCB New Zealand / Auckland	Water Safety New Zealand	The Swim Reaper

### BRANDED SOCIAL POST – SINGLE

ALMA DDB / Miami	Netflix - Narcos	Episode Leak
BBDO / New York	Bacardi	InstantDJ
BBDO / New York	Lowe's	In-a-Snap
BBDO India / Mumbai	P&G India	Dads #ShareTheLoad
KING / Stockholm	Ministry for Foreign Affairs	Free The Speech
Ogilvy Brasil / São Paulo + Conspiração Filmes / Rio de Janeiro + Sonido / Rio de Janeiro + Croacia / Rio de Janeiro	Rio 2016	The Mindchanger Workout
Red Tettemer O'Connell + Partners / Philadelphia	Reyka Vodka	Holiday Wishes
Rothco / Dublin	Defence Forces	Female Recruitment
TBWA\Chiat\Day / Los Angeles	Gatorade	Serena Williams' Match Point   Gatorade
TBWA\NEBOKO / Amsterdam + Vidiboko / Amsterdam	Holland Casino	Holland Casino Tram Roulette

### BRANDED SOCIAL CAMPAIGN

ALMA DDB / Miami	Netflix - Narcos	Spanish Lessons
BBDO / New York	Lowe's	Social Innovation Campaign
Clemenger BBDO / Melbourne	Mars Chocolate Australia	Hungerithm
DDB Group Germany / Berlin	Pink Ribbon Deutschland	Check it before it's removed: naked breasts on Facebook against breast cancer.
DigitasLBI / New York	Lost-n-Found Youth	The Future of Hate: Stop HB757
Droga5 / New York + Under Armour / Baltimore + O Positive / New York	Under Armour	#BreakTheGame
Goodby Silverstein & Partners / San Francisco	Cheetos	Cheetos Museum
Google Brand Studio / San Francisco	Google	Olympics News Lab at Google
J. Walter Thomson Canada / Toronto	Hotels.com	Winter Swear Jar
Juniper Park\TBWA / Toronto	Project Consent	Project Consent
Leo Burnett / Chicago	Brooks Running	Rule40
Leo Burnett / Chicago	Procter & Gamble	Girl Emojis
Ogilvy & Mather / London	Amnesty	Outrage Is Not Enough

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### BRANDED SOCIAL CAMPAIGN (CONT.)

R/GA / London	Unilever - Signal	The Adventures of Little Brush Big Brush
Shackleton / Barcelona	Durex	Orgasm for all
TBWA / Sydney + Eleven / Sydney	M.J. Bale	Uncrushable
The Martin Agency / Richmond + MediaMonks / New York	Land O' Lakes	DeleteToFeed
W3haus / São Paulo	NGO Criola	Mirrors of Racism

### BRANDED SOCIAL POST – REAL-TIME RESPONSE

BETC / Paris	CANAL+	Amen
Clemenger BBDO / Melbourne	Mars Chocolate Australia	Hungerithm
Droga5 / New York + Under Armour / Baltimore + O Positive / New York	Under Armour	#BreakTheGame
Google Brand Studio / San Francisco	Google	Olympics News Lab at Google
J. Walter Thompson Canada / Toronto	Hotels.com	Winter Swear Jar
Leo Burnett / Chicago	Procter & Gamble	Girl Emojis
Ogilvy & Mather / London	Amnesty	Outrage Is Not Enough
Publicis / New York	Doctors of the World	I'm Moving to Canada
Saatchi & Saatchi / New York	Tide	Bradshaw Stain
SapientRazorfish / New York	Dove	Dove: Dear Media
Spotify In-House / New York	Spotify	President of Playlists
VML / Kansas City	Wendy's	Twitter Beef
VML South Africa / Cape Town	PASSOP	Twitter Refugees
Zimmerman Advertising / Fort Lauderdale	Jamba Juice	Swishy Chug: The Fake Brand That Led to Real Results

### SOCIAL ENGAGEMENT – USER-GENERATED CONTENT

360i / New York	HBO	#BallersIntroContest
BWM Dentsu / Sydney	BabyLove	Premmie Proud
DAVID The Agency / Buenos Aires	Burger King	Snap King
DAVID The Agency / Miami	Burger King	Whopper Sign
Goodby Silverstein & Partners / San Francisco	Cheetos	Cheetos Museum
J. Walter Thompson / São Paulo	Atados	Donate the Bars
Leo Burnett / Melbourne + Studio Pancho / Melbourne	Headspace	Reword
Leo Burnett Germany / Frankfurt	Samsung	Design your time
Ogilvy / Paris	Netflix France	The Unbreakable Preview
The Monkeys / Sydney + Qantas / Sydney	Qantas	Qantas Out of Office Travelogue

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### SOCIAL ENGAGEMENT – COMMUNITY BUILDING

&Co. / NoA / Copenhagen + Bacon / Copenhagen + Radius / Copenhagen + BEOn Nordics part of AOL / Copenhagen	momondo	The DNA Journey
ALMA DDB / Miami	Netflix - Narcos	Spanish Lessons
BETC / Paris	Addict Aide	Like my addiction
DDB Group Germany / Berlin	Pink Ribbon Deutschland	Check it before it's removed: naked breasts on Facebook against breast cancer.
Edelman / San Francisco	Adobe	PS "There's Magic Inside"
FamousGrey / Groot-Bijgaarden + Famous Relations / Groot-Bijgaarden + Mediafin / Brussel	De Tijd / Lecho	#DiningForBrussels
FigliuloandPartners / New York	Macy's	Santa Project
Goodby Silverstein & Partners / San Francisco	Doritos	Doritos No Choice
Host / Sydney	Host	#redefinewomen
iris / London	adidas neo	#MYNEOLABEL
J. Walter Thompson / New York	Black Lives Matter	Unsafety Check
Joe Public United / Johannesburg	Nedbank	Meet Sandile
Kolle Rebbe / Hamburg	Netflix	Narcos Manhunt
LatinWorks / Austin	Major League Baseball	Ponle Acento
Leo Burnett / Chicago	Procter & Gamble	Girl Emojis
McCann / Sydney	The Hunger Project Australia	A Table to End Hunger
Ogilvy / New York	NASCAR	The Hashtag 500
Push / Orlando + Deeb Studios / Orlando	The Orlando Community	Keep Dancing Orlando
TBWA\Istanbul / Istanbul	Amnesty International	Gay Turtle

### CRAFT – WRITING

BBDO India / Mumbai	P&G India	Dads #ShareTheLoad
Leo Burnett / Chicago	Brooks Running	Rule40
Spotify In-House / New York	Spotify	President of Playlists

### CRAFT – USE OF VISUALS

BETC / Paris	Addict Aide	Like my addiction
Carrot Creative / Brooklyn + Netflix / Los Gatos	Netflix	Netflix: The OA
Droga5 / New York	HBO	Into HBO
Edelman / San Francisco	Adobe	PS "There's Magic Inside"
Google Brand Studio / San Francisco	Google	Olympics News Lab at Google

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### CRAFT – USE OF VISUALS (CONT.)

Havas Canada / Toronto	Havas Canada	Graffiti Alley InstaTour
Heimat / Berlin	Legacy	#Paintback
Ogilvy & Mather / Chicago	Morton Salt	The One Moment

### INNOVATION IN SOCIAL MEDIA

BBDO / New York	Bacardi	InstantDJ
Dentsu Indonesia / Jakarta	Safe News Indonesia	Safe News
Deutsch / New York	WATERisLIFE	Venmo Micro Hack
DM9DDB / São Paulo	Tok&Stok	Pinlist
FCB / Chicago	Valspar Corporation	Valspar's Pinterest Analyzer
J. Walter Thompson / São Paulo	Atados	Donate the Bars
Leo Burnett / Melbourne + Studio Pancho / Melbourne	Headspace	Reword
TBWA\Chiat\Day / Los Angeles	Gatorade	Serena Williams' Match Point   Gatorade