

# 2018 ONE SHOW – FINALISTS

## INTELLECTUAL PROPERTY

### BY CATEGORY



Includes Gold, Silver, Bronze Pencils and Merit winners.  
Award details will be announced during Creative Week, May 7–11.

#### PHYSICAL PRODUCT

adam&eveDDB / London	Marmite	The Gene Project
Area 23, An FCB Health Network Agency / New York + FCB Health / New York	Anonymous Client	The Anti-Trafficking Exam
Cheil Worldwide / Hong Kong	Tesco	Safety Bags
Colenso BBDO / Auckland	DB Breweries / Heineken NZ	DB Export Beer Bottle Sand
Colenso BBDO / Auckland	Mars	Pedigree Selfie STIX Clip
Great Works / NoA / Stockholm + Åkestam Holst / NoA / Stockholm	IM Swedish Development Partner	The Humanium Metal Initiative
GTB Brasil / São Paulo	Ford Motor Company	Safe Cap
Hindustan Petroleum / Mumbai	Hindustan Petroleum	Roads That Honk
J. Walter Thompson / London	Shell	Gravity Light
J. Walter Thompson / New York	Northwell Health	The Fin
Jung von Matt / Hamburg	Berliner Verkehrsbetriebe (BVG)	BVG x adidas – The Ticket-Shoe
loved / Hamburg	ALI Getränke / Husumer Mineralbrunnen HMB & Co.	A statement for tolerance
McCann Worldgroup India / Mubai + McCann Health / Delhi	Ministry of Public Health, Afghanistan	The Immunity Charm
Wieden+Kennedy / Portland	KFC	H.A.R.L.A.N.D.

#### DIGITAL PRODUCT

Abby Priest / Stockholm	Adobe	The Original Brushes of Edvard Munch
DDB Group New Zealand / Auckland	Netsafe	Re:scam
Google Brand Studio / San Francisco	Google	Be Internet Awesome
McCann / London + Craft/McCann / London	Kayak	Desktop Escape
Ogilvy / New York	NewFest & NYC Pride	Type with Pride
Ogilvy Australia / Melbourne	AAMI	AAMI SmartPlates
R/GA / São Paulo	Banco Bradesco	next Bank
The Cyranos // McCann / Barcelona + Xavi's Lab // Glassworks / Barcelona + Oxígeno / Barcelona	EITB - Euskal Irrati Telebista	Journalist
Wieden+Kennedy / Portland	Old Spice	The Old Spice Gentleman

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#### INTEGRATED DIGITAL & PHYSICAL PRODUCT

AKQA / San Francisco	Activision	Destiny 2 Ghost Skill
Cheil / Amsterdam	Samsung Benelux	Samsung SmartSuit
Commonwealth//McCann / Detroit	Chevrolet	The Invisible Car
Droga5 / New York + PHD / New York	MailChimp	Did You Mean MailChimp?
F5 / Shanghai	Baidu	Know You Again
McCann / London + MRM/McCann / London + Craft/McCann / London	Microsoft	Xbox Design Lab Originals: The Fanchise Model

#### EXPERIMENTAL / INTERNAL PROJECTS / R&D

Hakuhodo / Tokyo + TBWA\HAKUHODO / Tokyo + Hakuhodo Products / Tokyo + 1-10design / Tokyo	Hakuhodo	ELI / Wearable English Teacher
J. Walter Thompson / London	Glasgow School of Art	Ash to Art
McCann / New York	Microsoft	Tactile
SapientRazorfish / Chicago	Ronald McDonald House Charities	Blink: A language of love through light