

2018 ONE SHOW – FINALISTS

PRINT & OUTDOOR

BY CATEGORY



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

PUBLISHING – NEWSPAPER – SINGLE

| | | |
|-----------------------------------|---------------------------|----------------------------|
| AlmapBBDO / São Paulo | MAN Latin America | Grey Gate |
| AlmapBBDO / São Paulo | MAN Latin America | White Gate |
| d4 MCCANN / Guatemala | PASMO | Vive Condoms Space Shuttle |
| d4 MCCANN / Guatemala | PASMO | Vive Condoms Surf |
| Ogilvy & Mather Colombia / Bogotá | Baskin Robbins / Colombia | Ice Cream Cakes Blue |
| Ogilvy & Mather Colombia / Bogotá | Baskin Robbins / Colombia | Ice Cream Cakes Pink |
| Ogilvy & Mather Colombia / Bogotá | Baskin Robbins / Colombia | Ice Cream Cakes Yellow |
| Ogilvy Group Thailand / Bangkok | DKSH (Thailand) | Astronaut |
| Ogilvy Group Thailand / Bangkok | DKSH (Thailand) | Firefighter |
| Ogilvy Group Thailand / Bangkok | DKSH (Thailand) | Rockstar |

PUBLISHING – NEWSPAPER – CAMPAIGN

| | | |
|--|---------------------------|--|
| AlmapBBDO / São Paulo | Mars Pet | Halo |
| Cheil Worldwide / Hong Kong + Illusion / Bangkok | JBL | Block Out the Chaos: Babies / Dogs / Wife & Daughter |
| DAVID / Miami | Burger King | Burning Stores |
| DAVID / Miami + Sterling Cooper Draper Pryce / New York + Domo Produções / São Paulo | The Kraft Heinz | Pass The Heinz |
| HEIMAT / Berlin | German Cancer Aid | Melanoma Campaign |
| Ogilvy & Mather / Chicago | SC Johnson | Kiwi Portraits Completed (1) |
| Ogilvy & Mather / Chicago | SC Johnson | Kiwi Portraits Completed (2) |
| Ogilvy & Mather Colombia / Bogota | Baskin Robbins / Colombia | Ice Cream Cakes |
| Ogilvy & Mather Mexico / Ciudad de Mexico | Aeromexico | Borders |
| Ogilvy Group Thailand / Bangkok | DKSH (Thailand) | Build the future |
| TBWA\Chiat\Day / New York + Gloss / New York + TBWA\Paris / Paris | Michelin | When It Matters The Most |

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PUBLISHING – MAGAZINE – SINGLE

| | | |
|---|----------------------|--------------------------------------|
| Akestam Holst / Stockholm | IKEA Sweden | IKEA Pee Ad |
| DARK SIDE / Buenos Aires + The Community / Miami | Nutcase | History - Dragon |
| DARK SIDE / Buenos Aires + The Community / Miami | Nutcase | History - Lion |
| DARK SIDE / Buenos Aires + The Community / Miami | Nutcase | History - Octopus |
| DDB Argentina / Buenos Aires | Volkswagen Argentina | Distance - Sauna |
| DDB Argentina / Buenos Aires | Volkswagen Argentina | Distance - Urinals |
| La Comunidad / Buenos Aires | City of Buenos Aires | Quill |
| La Comunidad / Buenos Aires | City of Buenos Aires | Telegraph |
| La Comunidad / Buenos Aires | City of Buenos Aires | Typewriter |
| Ogilvy & Mather Japan GK / Tokyo | Sagawa Shoyu | The Soy Sauce Prints - Flounder Fish |
| Ogilvy Group Thailand / Bangkok | DKSH (Thailand) | Astronaut |
| Ogilvy Group Thailand / Bangkok | DKSH (Thailand) | Firefighter |
| Ogilvy Group Thailand / Bangkok | DKSH (Thailand) | Rockstar |

PUBLISHING – MAGAZINE – CAMPAIGN

| | | |
|---|-------------------------|---|
| AlmapBBDO / São Paulo | Alpargatas | Made of Brazilian Summer |
| Cheil Worldwide / Hong Kong + Illusion / Bangkok | JBL | Block Out the Chaos: Babies / Dogs / Wife & Daughter |
| Colenso BBDO / Auckland | Mars | The Pedigree Child Replacement Programme |
| DARK SIDE / Buenos Aires + The Community / Miami | Nutcase | History |
| DAVID / Miami | Burger King | Burning Stores |
| DDB Group Germany / Berlin | Volkswagen AG | Hiding Kids |
| DDB Group Germany / Berlin | Volkswagen AG | Lives way more interesting than yours. |
| J. Walter Thompson / São Paulo | The Womanity Foundation | Don't Blame the Clothes |
| La Comunidad / Buenos Aires | City of Buenos Aires | Don't Text and Drive |
| Ogilvy & Mather Japan GK / Tokyo | Sagawa Shoyu | The Soy Sauce Prints |
| Ogilvy & Mather Mexico / Ciudad de Mexico | Aeromexico | Borders |

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PUBLISHING – MAGAZINE – CAMPAIGN (CONT.)

| | | |
|--|-----------------|-----------------------|
| Ogilvy Brasil / São Paulo + Estúdio Notan / São Paulo | Forbes Brasil | Women |
| Ogilvy Group Thailand / Bangkok | DKSH (Thailand) | Build the future |
| TBWA (Thailand) / Bangkok + Le Photographe / Bangkok + Visionary Bangkok / Bangkok | McDonald's | Loving Bangkok Night |
| TBWA\Media Arts Lab / Los Angeles | Apple | Portrait Mode Covers |
| Y&R / Prague | Newsweek | Some News Need a Week |

PUBLISHING – TRADE PUBLICATION

| | | |
|------------------------------|--------------|------------------|
| DDB Argentina / Buenos Aires | Getty Images | The Worst Photos |
|------------------------------|--------------|------------------|

PROMOTIONAL / COLLATERAL – POSTERS – SINGLE

| | | |
|--|-------------------------|---------------------------------------|
| Ogilvy & Mather / Chicago | SC Johnson | Kiwi Portraits Completed: Chandos |
| Ogilvy & Mather / Chicago | SC Johnson | Kiwi Portraits Completed: Leonardo |
| Ogilvy & Mather / Chicago | SC Johnson | Kiwi Portraits Completed: Matisse |
| Ogilvy & Mather / Chicago | SC Johnson | Kiwi Portraits Completed: Raphael |
| Ogilvy & Mather / Chicago | SC Johnson | Kiwi Portraits Completed: Rembrandt |
| Ogilvy & Mather / Chicago | SC Johnson | Kiwi Portraits Completed: Renoir |
| Ogilvy & Mather / Chicago | SC Johnson | Kiwi Portraits Completed: Van Gogh |
| Ogilvy & Mather / Chicago | SC Johnson | Kiwi Portraits Completed: Vermeer |
| Ogilvy & Mather Japan GK / Tokyo | Sagawa Shoyu | The Soy Sauce Posters - Flounder Fish |
| Ogilvy & Mather Japan GK / Tokyo | Sagawa Shoyu | The Soy Sauce Posters - Mackerel |
| Ogilvy & Mather Japan GK / Tokyo | Sagawa Shoyu | The Soy Sauce Posters - Mushroom |
| Ogilvy & Mather Japan GK / Tokyo | Sagawa Shoyu | The Soy Sauce Posters - Octopus |
| Ogilvy Group Thailand / Bangkok | DKSH (Thailand) | Astronaut |
| Ogilvy Group Thailand / Bangkok | DKSH (Thailand) | Firefighter |
| Ogilvy Group Thailand / Bangkok | DKSH (Thailand) | Rockstar |
| VML / New York + LEGOLAND Florida Resort / Winter Haven | LEGOLAND Florida Resort | Tug of War - Boy |
| VML / New York + LEGOLAND Florida Resort / Winter Haven | LEGOLAND Florida Resort | Tug of War - Girl |

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PROMOTIONAL / COLLATERAL – POSTERS – CAMPAIGN

| | | |
|--|-------------------------------------|--|
| AlmapBBDO / São Paulo | Alpargatas | Made of Brazilian Summer |
| Cheil Worldwide / Hong Kong + Illusion / Bangkok | JBL | Block Out the Chaos: Babies / Dogs / Wife & Daughter |
| Colenso BBDO / Auckland | Mars | The Pedigree Child Replacement Programme |
| Dentsu / Tokyo | Shochiku Minami-za | Eating Kabuki with your fingers. |
| FCB / Chicago | Radio Flyer | Travel Posters |
| Ogilvy & Mather / Chicago | Americans for Responsible Solutions | Bulletproof Posters |
| Ogilvy & Mather Japan GK / Tokyo | Sagawa Shoyu | The Soy Sauce Posters |
| Ogilvy Group Thailand / Bangkok | DKSH (Thailand) | Build the future |
| Y&R / Prague | Newsweek | Some News Need a Week |

PROMOTIONAL ITEMS

| | | |
|-----------------------|------------|-------------------|
| FF / Paris | Libération | Libé des réfugiés |
| MullenLowe / New York | JetBlue | Office Souvenirs |

AMBIENT MEDIA – P.O.P. & IN-STORE – SINGLE

| | | |
|-----------------------------------|------------------------------------|------------------|
| Contrapunto BBDO / Madrid | Mercedes-Benz España, S.A. (Smart) | Chameleon |
| Ogilvy & Mather Colombia / Bogota | SOVIP | BALD |
| Sancho BBDO / Bogotá | Postobón S.A. | Placemat for Two |

AMBIENT MEDIA – P.O.P. & IN-STORE – CAMPAIGN

| | | |
|---|---|--------------------------|
| AlmapBBDO / São Paulo | Alpargatas | Made of Brazilian Summer |
| AlmapBBDO / São Paulo | Mars Pet | Halo |
| Amber China / Shanghai + Illusion / Bangkok | ASD Ammeloo Chef's Edition Knife series | ChopChop 2.0 Campaign |
| DDB Group Germany / Berlin | Volkswagen AG | Hiding Kids |

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PRINT & OUTDOOR

BY CATEGORY



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AMBIENT MEDIA – P.O.P. & IN-STORE – CAMPAIGN (CONT.)

| | | |
|---|-----------------------|--------------------------------|
| Impact BBDO / Dubai + Illusion / Bangkok | Visa | The Holiday |
| Memac Ogilvy / Dubai | Coca-Cola Middle East | Bubbles |
| Wieden+Kennedy / Portland | Nike | Nike Equality: The Swoosh Vote |

AMBIENT MEDIA – BILLBOARDS & TRANSIT – SINGLE

| | | |
|---|----------------------|--------------------|
| DDB Argentina / Buenos Aires | Volkswagen Argentina | Distance - Sauna |
| DDB Argentina / Buenos Aires | Volkswagen Argentina | Distance - Urinals |
| DPZ&T / São Paulo | McDonald's | Drive-Thru |
| Hakuhodo Kettle / Tokyo + Hakuhodo / Tokyo | Yahoo Japan | It Was This High |

AMBIENT MEDIA – BILLBOARDS & TRANSIT – CAMPAIGN

| | | |
|--|----------------------------------|-------------------------------|
| AlmapBBDO / São Paulo | Alpargatas | Made of Brazilian Summer |
| Cheil Worldwide Germany / Schwalbach am Taunus + Cheil Worldwide / Hong Kong | 3M Hong Kong | The Earworm Billboards |
| Cossette / Toronto + Cossette / Montreal | McDonald's Restaurants of Canada | Follow The Arches |
| DARK SIDE / Buenos Aires + The Community / Miami | Nutcase | History |
| DAVID / Miami + Sterling Cooper Draper Pryce / New York + Domo Produções / São Paulo | The Kraft Heinz | Pass The Heinz |
| DDB Argentina / Buenos Aires | Getty Images | The Worst Photos |
| Grabarz & Partner Werbeagentur / Hamburg | IKEA | Small Space Sitting |
| Mori / Tokyo + TYMOTE / Tokyo + TYO drive / Tokyo | Red Bull | Red Bull Music Festival Tokyo |
| Ogilvy & Mather / Chicago | SC Johnson | Kiwi Portraits Completed |
| Ogilvy & Mather Japan GK / Tokyo | Sagawa Shoyu | The Soy Sauce Posters |
| Ogilvy & Mather Mexico / Ciudad de Mexico | Aeromexico | Borders |

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AMBIENT MEDIA – BILLBOARDS & TRANSIT – CAMPAIGN (CONT.)

| | | |
|---|---------------|--------------------------|
| Ogilvy Brasil / São Paulo + Estúdio Notan / São Paulo | Forbes Brasil | Women |
| TBWA\Chiat\Day / New York + Gloss / New York + TBWA\Paris / Paris | Michelin | When It Matters The Most |
| thjnk / Zürich | Edelweiss Air | Nonstop Posters |

AMBIENT MEDIA – DYNAMIC BILLBOARDS & TRANSIT

| | | |
|--|-----------------------|--|
| BBDO / Berlin | Daimler / smart | smart - Full stop |
| KBS / New York + 1One Production / Montreal | Monster.com | Always Be Working |
| McCann / Lima | Sodimac Homecenter | Hijacked Highway |
| mcgarrybowen / New York | United Airlines | United EWR Real Time Data Taxi Top Campaign |
| space150 / Minneapolis | The Coca-Cola Company | Coca-Cola Times Square Billboard |

AMBIENT MEDIA – EXPERIENTIAL & INSTALLATIONS – SINGLE

| | | |
|--|--|-----------------------------------|
| Carrefour / Massy | Carrefour | Black Supermarket |
| DPZ&T / São Paulo | McDonald's | Drive-Thru |
| Energy BBDO / Chicago | Bayer Aspirin | HeroSmiths |
| Energy BBDO / Chicago | National Safety Council | Prescribed to Death |
| FCB / Chicago | Illinois Council Against Handgun Violence | Teddy Gun |
| FCB / Chicago | Radio Flyer | Travel Agency for the Imagination |
| Grabarz & Partner Werbeagentur / Hamburg | Burger King Deutschland | Loving "It" |
| Halo Advertising / Johannesburg + Bioscope / Johannesburg | Jacaranda FM | More Music You Love |
| McCann / New York + Visbal Sculpture / Delaware + Traction Creative / New York | State Street Global Advisors | Fearless Girl |
| Sid Lee / Paris | Honda | #hondanextdoor |
| TBWA Chiat Day / Los Angeles | Recording Academy of Los Angeles | Play the City |

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AMBIENT MEDIA – EXPERIENTIAL & INSTALLATIONS – SINGLE (CONT.)

| | | |
|---|-------------------|-----------------------------|
| TBWA\HAKUHODO / Tokyo + Tohokushinsha Film Corporation / Tokyo | adidas Japan | Green Light Run |
| Voskhod Creative Agency / Ekaterinburg | SM Polis | Car Curling |
| We Believers / New York | Volvo North Miami | Volvo Survivor Sales Agents |

AMBIENT MEDIA – EXPERIENTIAL & INSTALLATIONS – CAMPAIGN

| | | |
|--|---|-----------------------------|
| CHE Proximity / Australia | Swann Insurance | Inconvenience Stores |
| J. Walter Thompson / São Paulo | Bapantol Baby | Poosters |
| Serviceplan France / Courbevoie + Trinity Films / Courbevoie + Comptoir du Son / Paris | Driea / Parisian Road Safety Authority | The Virtual Crash Billboard |

EXTENDED CAMPAIGN – POSTERS & AMBIENT MEDIA

| | | |
|---|------------|-------------------------------|
| Mori / Tokyo + TYMOTE / Tokyo + TYO drive / Tokyo | Red Bull | Red Bull Music Festival Tokyo |
| Ogilvy & Mather / Chicago | SC Johnson | Kiwi Portraits Completed |

USER-GENERATED CAMPAIGN

| | | |
|--|---|--|
| Clemenger BBDO / Melbourne | Transport Accident Commission (Victoria) | Break Point |
| McCann / London + MRM/McCann / London + Craft/McCann / London + Ayzenberg / Seattle | Microsoft | Xbox Design Lab Originals: The Fanchise Model |

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CRAFT – ART DIRECTION

| | | |
|--|---|--|
| AlmapBBDO / São Paulo | Alpargatas | Made of Brazilian Summer |
| AlmapBBDO / São Paulo | Alpargatas | Made of Brazilian Summer |
| AlmapBBDO / São Paulo | Kiss FM | The Book of Rock |
| Cheil Worldwide / Hong Kong + Illusion / Bangkok | JBL | Block Out the Chaos: Babies / Dogs / Wife & Daughter |
| Cossette / Toronto + Cossette / Montreal | McDonald's Restaurants of Canada | Follow The Arches |
| Cossette / Vancouver | Ronald McDonald House | Fun, Any Way You Look At It |
| DARK SIDE / Buenos Aires + The Community / Miami | Nutcase | History |
| DDB / Paris | Hasbro | In the world of Play-Doh |
| DDB Group Germany / Berlin | Global 2000 | Death Penalty |
| Dentsu / Tokyo | Dentsu Advertising Awards Selection Council | Each flow, each way |
| Energy BBDO / Chicago | Wm. Wrigley Jr. Company | The Curious Afterlife of a Tin |
| Energy BBDO / Chicago | Wm. Wrigley Jr. Company | The Curious Afterlife of a Tin - Esther's Tin |
| F/Nazca Saatchi & Saatchi / São Paulo | Leica | Hostage of Memory |
| Impact BBDO / Dubai + Illusion / Bangkok | Visa | The Holiday |
| La Comunidad / Buenos Aires | City of Buenos Aires | Don't Text and Drive |
| Memac Ogilvy / Dubai | Coca-Cola Middle East | Cup |
| Ogilvy & Mather Japan GK / Tokyo | Sagawa Shoyu | The Soy Sauce Posters |
| Ogilvy Group Thailand / Bangkok | DKSH (Thailand) | Build the future |
| Y&R / Prague | Newsweek | Some News Need a Week |

CRAFT – WRITING

| | | |
|---------------------------------------|---|--|
| 360i / New York | New Orleans Tourism Marketing Corporation | Letter to Texas |
| Arnold Worldwide / Boston | Jack Daniel's | London Underground |
| DDB / Paris | Volkswagen | Up |
| DDB Group Germany / Berlin | Volkswagen AG | Lives way more interesting than yours. |
| F/Nazca Saatchi & Saatchi / São Paulo | Leica | Hostage of Memory |

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CRAFT – ILLUSTRATION

| | | |
|--|---|--|
| AlmapBBDO / São Paulo | Kiss FM | The Book of Rock |
| Amber China / Shanghai | ASD Ammeloo Chef's Edition Knife series | ChopChop1.0_AtomicBombPig |
| Amber China / Shanghai | ASD Ammeloo Chef's Edition Knife series | ChopChop1.0_DynamicCow |
| Cheil Worldwide / Hong Kong + Illusion / Bangkok | JBL | Block Out the Chaos: Babies / Dogs / Wife & Daughter |
| DARK SIDE / Buenos Aires + The Community / Miami | Nutcase | History |
| DDB / Paris | Hasbro | In the world of Play-Doh |
| DDB Group Germany / Berlin | Global 2000 | Death Penalty |
| Dentsu / Nagoya | Tokai Polytechnic College | Study Opposite Styles |
| FCB / Chicago | Radio Flyer | Travel Posters |
| Impact BBDO / Dubai + Illusion / Bangkok | Visa | The Holiday |
| La Comunidad / Buenos Aires | City of Buenos Aires | Don't Text and Drive |
| Ogilvy & Mather / Chicago | SC Johnson | Kiwi Portraits Completed |
| Ogilvy & Mather Japan GK / Tokyo | Sagawa Shoyu | The Soy Sauce Posters |
| The Community / London | British Beer and Pub Alliance | Beer and Food. Good Together |

CRAFT – PHOTOGRAPHY

| | | |
|------------------------------|---|--|
| 360i / New York | New Orleans Tourism Marketing Corporation | Leave With A Story |
| DDB Group Germany / Berlin | Volkswagen AG | Hiding Kids |
| DDB South Africa / Bryanston | Commission for Gender Equality | HeShe |
| Dentsu / Tokyo | East Japan Railway Company | Get Back, Tohoku. |
| Energy BBDO / Chicago | Wm. Wrigley Jr. Company | The Curious Afterlife of a Tin |
| Energy BBDO / Chicago | Wm. Wrigley Jr. Company | The Curious Afterlife of a Tin - Esther's Tin |
| Energy BBDO / Chicago | Wm. Wrigley Jr. Company | The Curious Afterlife of a Tin - Nikolas's Tin |
| Shiseido / Tokyo | Shiseido | Makeup Tools |

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CRAFT – PHOTOGRAPHY

| | | |
|--|------------|----------------------|
| TBWA (Thailand) / Bangkok + Le Photographe / Bangkok + Visionary Bangkok / Bangkok | McDonald's | Loving Bangkok Night |
| TBWA\Media Arts Lab / Los Angeles | Apple | Portrait Mode Covers |

CRAFT – TYPOGRAPHY

| | | |
|---|----------|-------------------------------|
| Mori / Tokyo + TYMOTE / Tokyo + TYO drive / Tokyo | Red Bull | Red Bull Music Festival Tokyo |
|---|----------|-------------------------------|

CRAFT – PRINTING / PRODUCTION

| | | |
|---------------------------|--|--------------------------|
| Akestam Holst / Stockholm | IKEA Sweden | IKEA Pee Ad |
| Ogilvy & Mather / Chicago | Americans for Responsible Solutions | Bulletproof Posters |
| Wieden+Kennedy / Portland | Old Spice | Old Spice - Paper Blazer |

CRAFT – USE OF DIGITAL TECHNOLOGY

| | | |
|-------------------------------|---------------------------------------|--|
| Contrapunto BBDO / Madrid | Mercedes-Benz España, S.A. (Smart) | Chameleon |
| J. Walter Thompson / New York | Northwell Health | Connected Room |
| mcgarrybowen / New York | United Airlines | United EWR Real Time Data Taxi Top Campaign |

INNOVATION IN PRINT & OUTDOOR – PRINT

| | | |
|--|-------------|-------------|
| AC mcgarrybowen / Mexico City + Americhip / Mexico City | Samsonite | Weight Tag |
| Akestam Holst / Stockholm | IKEA Sweden | IKEA Pee Ad |

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INNOVATION IN PRINT & OUTDOOR – AMBIENT MEDIA

| | | |
|---|---|---|
| Area 23, An FCB Health Network Agency / New York + FCB Health / New York | Anonymous Client | The Anti-Trafficking Exam |
| Grabarz & Partner Werbeagentur / Hamburg | Burger King Deutschland | Loving "It" |
| Heye / Munich + Mediaplus / Munich | BMW | The world's first public search engine for parking spots |
| Intel / Santa Clara | Intel | Intel Drone Light Show at The Olympics |
| McCann / New York + Visbal Sculpture / Delaware + Traction Creative / New York | State Street Global Advisors | Fearless Girl |
| Ogilvy & Mather / Chicago | Americans for Responsible Solutions | Bulletproof Posters |
| Ogilvy Brasil / São Paulo + Bando Studio / São Paulo + Banda Sonora / São Paulo + Inpress Brodeur Partners / São Paulo | IBM | The Voice of Art |
| Ogilvy Brasil / São Paulo + Sonido / São Paulo + Vetor Films / São Paulo + Shutterstock / USA | Hermes Pardini | VR Vaccine |
| Serviceplan France / Courbevoie + Trinity Films / Courbevoie + Comptoir du Son / Paris | Driea / Parisian Road Safety Authority | The Virtual Crash Billboard |
| We Believers / New York | Volvo North Miami | Volvo Survivor Sales Agents |