

THE ONE SHOW SHORTLIST



1ST QUARTER & 2ND QUARTER

We are pleased to announce the first shortlisted entries of the 2017 One Show. These are the entries from the 1st and 2nd Quarters that have made it past the first round of judging and will be considered in the final round where winners will be determined.

Please note that not all shortlisted entries are guaranteed a Pencil or a Merit Award. Finalists (award winners) will be released in April 2017.

The deadline to enter the 3rd Quarter of The One Show is Friday, December 2.

Disciplines in this release:

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Remaining disciplines' shortlists will be released after 3rd Quarter and 4th Quarter judging.

BRANDED ENTERTAINMENT

Artsy / New York	Online – Short Form – Campaign Financial	UBS	The Art Market (in Four Parts)
BBDO / New York	Mobile Consumer Packaged Goods	Mars Chocolate North America / M&M'S	Remix with M
BBDO / New York	Mobile Retail	Lowe's	In-a-Snap
BBDO / New York	Experiential – Virtual Reality (VR) Retail	Lowe's	Made In A Minute
BBDO / New York	Mobile Retail	Lowe's	Social Innovation Campaign
BBDO / New York	Innovation in Branded Entertainment Retail	Lowe's	Social Innovation Campaign
BBDO / New York	Online – Short Form – Campaign Technology Software	GE	Unimpossible Films
Buck / Los Angeles + The Butler Bros / Austin	Online – Short Form – Single CSR	Clif Bar Family Foundation	Seed Matters
CP+B / Miami + Nickel Media / Halifax + Caviar / Los Angeles	User-Generated Content Technology Software	letgo	Commercializer
Dirty Robber / Los Angeles	Online – Short Form – Campaign Sports & Fitness	Nike	Unlimited
Dirty Robber / Los Angeles	Online – Short Form – Single Sports & Fitness	Nike	Unlimited Pursuit
Dirty Robber / Los Angeles	Online – Short Form – Single Sports & Fitness	Nike	Unlimited Scout Bassett

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BRANDED ENTERTAINMENT (CONT.)

Droga5 / New York + Under Armour / Baltimore + Optimum Sports / New York + NBA 2K / San Francisco	Innovation in Branded Entertainment Sports & Fitness	Under Armour	Game Changer
Fancy Content / Los Angeles	Online – Short Form – Single Technology Hardware	ProForm	Emmanuel
FCB / Zürich	Innovation in Branded Entertainment Sports & Fitness	Hockey Club Davos	Rink Bingo
McCann / New York + Framestore / New York	Experiential – Virtual Reality (VR) CSR	Lockheed Martin	The Field Trip to Mars
McCann / New York + Framestore / New York	Experiential – Live Events CSR	Lockheed Martin	The Field Trip to Mars
McCann / New York + Framestore / New York	Innovation in Branded Entertainment CSR	Lockheed Martin	The Field Trip to Mars
McCann / New York + Hungry Man / New York + Union Editorial / New York	Online – Short Form – Single CSR	Microsoft	#MakeWhatsNext
Red Lion Canada / Toronto	Mobile Non-Profit	Toronto Silent Film Festival	Escape Room
TBWA\Media Arts Lab / Los Angeles	Online – Short Form – Single Technology Hardware	Apple	Dillan's Voice

CROSS-PLATFORM

CP+B / Boulder + Caviar / Los Angeles + Hill+Knowlton Strategies / New York + Plus Productions / Boulder	Integrated Branding Tourism & Travel	Hotels.com	Captain Obvious Runs for President
DDB / New York	Integrated Branding Non-Profit	WCFF	Endangered Love
FCB Inferno / London	Integrated Branding – Online CSR	Pearson	Project Literacy
FCB Inferno / London	Craft – Animation – Campaign CSR	Pearson	Project Literacy
Marc USA / Chicago + Cinema Libertad / Chicago	Experiential – Guerilla Non-Profit	KnowNo Project	KnowNo.us Sexual Consent Awareness Experiential and Social Campaign
McCann / New York + Framestore / New York	Experiential – Events & Competitions CSR	Lockheed Martin	The Field Trip to Mars
McCann / New York + Framestore / New York	Experiential – Installations CSR	Lockheed Martin	The Field Trip to Mars

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CROSS-PLATFORM (CONT.)

McCann / New York + Framestore / New York	Innovation in Cross-Platform – Experiential CSR	Lockheed Martin	The Field Trip to Mars
Zulu Alpha Kilo / Toronto	Experiential – Installations Automotive	Harley-Davidson	1903 A Harley-Davidson Café

FILM

360i / New York + Axios NYC / New York	Online Films & Video – Short Form – Single Non-Profit	Christopher & Dana Reeve Foundation	Adaptoys
72andSunny / Los Angeles	Television – Short Form – Single Non-Profit	truth initiative	#CATmageddon
72andSunny / Los Angeles + M ssg P eces / Los Angeles	Online Films & Video – Short Form – Campaign Sports & Fitness	adidas	I'm Here To Create
72andSunny / New York + Epoch / New York + Cut N Run / New York	Online Films & Video – Long Form – Single Beverages – Alcoholic	Smirnoff	Chris Fonseca Keep It Moving Smirnoff Ice
ACNE / Stockholm + IKEA Creative Hub / Malmö	Online Films & Video – Short Form – Single Durable Consumer Goods	IKEA	Let's Relax
Akestam Holst / Stockholm + Bacon / Copenhagen	Television – Short Form – Single Retail	IKEA	Every Other Week
BBDO / New York	Online Films & Video – Short Form – Single Financial	American Family Insurance	Judo Kid
BBDO / New York	Television – Long Form – Single Beverages – Alcoholic	Bacardi / Grey Goose Vodka	La Pursuit
BBDO / New York	Television – Short Form – Single Beverages – Non-Alcoholic	PepsiCo / Mountain Dew Kickstart	Freak Chain
BBDO / New York	Television – Short Form – Single Consumer Packaged Goods	Mars Chocolate North America / Snickers Bites	Unfamous
BBDO / New York	Online Films & Video – Long Form – Single CSR	AT&T	The Unseen
BBDO / New York	Online Films & Video – Short Form – Single Pet Products	Mars Petcare / Pedigree	Dark to Light
BBDO / New York	Television – Long Form – Single Retail	Lowe's	House Love
BBDO / New York	Innovation in Film – Online Retail	Lowe's	In-a-Snap
BBDO / New York	Innovation in Film – Online Retail	Lowe's	Made In A Minute

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FILM (CONT.)

BBDO / New York	Television – Long Form – Single Self-Promotion & Internal or Corporate Comm.	GE	Raining Octopuses
BBDO / New York	Television – Short Form – Campaign Technology Software	AT&T	Ticket Twosdays
BBDO / New York	Online Films & Video – Short Form – Campaign Technology Software	GE	Unimpossible Films
Binder / Rio de Janeiro + Saigon / São Paulo + Soundzilla / São Paulo	Online Films & Video – Short Form – Campaign Self-Promotion & Internal or Corporate Comm.	Sesc – Serviço Social do Comercio	People Change People
BJL / Manchester	Television – Long Form – Single Household Goods	Sherwin Williams	#RonsealAdBreak
BJL / Manchester	Innovation in Film – Television / Cinema Household Goods	Sherwin Williams	#RonsealAdBreak
Bravo / Miami + Parana Films / Los Angeles + VaporPost / Miami + Mokoh Music / Berlin	Online Films & Video – Short Form – Single Non-Profit	We Save Lives	Reflections From Inside
CP+B / London + Smuggler / London + Work / London	Online Films & Video – Short Form – Single Tourism & Travel	Hotels.com	Skipping Ads
CP+B / London + Smuggler / London + Work / London	Innovation in Film – Online Tourism & Travel	Hotels.com	Skipping Ads
DDB / New York	Television – Short Form – Campaign Technology Software	Time Warner Cable	Changing for Good
DDB / New York + Lobo / São Paulo + Beacon Street Studios / Venice	Cinema Advertising Non-Profit	WCFF	Endangered Love
Decoded Advertising / New York	Online Films & Video – Short Form – Single Non-Profit	Penn State University	The World That You Can Build
Dentsu / Tokyo + Spoon / Tokyo	Online Films & Video – Short Form – Single Automotive	Toyota Motor Corporation	The World is One
Droga5 / New York	Online Films & Video – Short Form – Campaign Consumer Packaged Goods	Johnsonville	Made the Johnsonville Way
Droga5 / New York	Online Films & Video – Short Form – Single Consumer Packaged Goods	Johnsonville	Made the Johnsonville Way – New Neighbors by Melissa
Droga5 / New York + Georgia-Pacific Quilted Northern / Atlanta	Television – Short Form – Single Cosmetics & Toiletries	Quilted Northern	Rustic Weave
Droga5 / New York + Google Android / Mountain View + Nexus / London	Television – Long Form – Single Technology Hardware	Google Android	Rock, Paper, Scissors
Droga5 / New York + Google Android / Mountain View + Reset / Santa Monica	Television – Long Form – Single Technology Hardware	Google Android	Monotune

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FILM (CONT.)

Droga5 / New York + Johnsonville / Sheboygan Falls + Arts & Sciences / Los Angeles	Television – Long Form – Single Consumer Packaged Goods	Johnsonville	Made the Johnsonville Way – Jeff and His Forest Friends
Droga5 / New York + Johnsonville / Sheboygan Falls + Arts & Sciences / Los Angeles	Television – Long Form – Single Consumer Packaged Goods	Johnsonville	Made the Johnsonville Way – New Neigh- bors by Melissa
Droga5 / New York + Johnsonville / Sheboygan Falls + Arts & Sciences / Los Angeles	Online Films & Video – Short Form – Single Consumer Packaged Goods	Johnsonville	Made the Johnsonville Way – Jeff and His Forest Friends by Jeff
Droga5 / New York + Johnsonville / Sheboygan Falls + Arts & Sciences / Los Angeles	Television – Long Form – Single Consumer Packaged Goods	Johnsonville	Made The Johnsonville Way – Regular Speed Chase by Brett
Droga5 / New York + Johnsonville Sausage / Sheboygan Falls + Arts & Sciences / Los Angeles	Television – Long Form – Campaign Consumer Packaged Goods	Johnsonville Sausage	Made the Johnsonville Way
Droga5 / New York + Moët Hennessy USA / New York + Anonymous Somesuch / London	Television – Long Form – Single Beverages – Alcoholic	Moët Hennessy USA	The Piccards
Droga5 / New York + Moët Hennessy USA / New York + Anonymous Somesuch / London	Online Films & Video – Short Form – Single Beverages – Alcoholic	Moët Hennessy USA	The Piccards
Droga5 / New York + Mondelez International – Honey Maid / East Hanover	Online Films & Video – Short Form – Single Consumer Packaged Goods	Honey Maid	Love Day
Droga5 / New York + Mondelez International – Honey Maid / East Hanover + Public Record / New York	Online Films & Video – Short Form – Campaign Consumer Packaged Goods	Honey Maid	Acceptance
Droga5 / New York + NBTY MET-Rx / Ronkonkoma + Furlined / Los Angeles	Television – Long Form – Single Health & Safety	NBTY – MET-Rx	Love the Monster
Droga5 / New York + NBTY Pure Protein / Ronkonkoma + Caviar / Brussels	Television – Short Form – Campaign Consumer Packaged Goods	NBTY – Pure Protein	Derailers
Droga5 / New York + Under Armour / Baltimore + Epoch Films / New York	Television – Long Form – Single Sports & Fitness	Under Armour	Michael Phelps
Droga5 / New York + Under Armour / Baltimore + Epoch Films / New York	Online Films & Video – Short Form – Single Sports & Fitness	Under Armour	Michael Phelps
Droga5 / New York + Under Armour / Baltimore + Epoch Films / New York	Television – Long Form – Single Sports & Fitness	Under Armour	USA Women's Gymnastics

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FILM (CONT.)

Druga5 / New York + Under Armour / Baltimore + Epoch Films / New York	Online Films & Video – Short Form – Single Sports & Fitness	Under Armour	USA Women's Gymnastics
ds+p / Toronto + The Video Store / Toronto	Online Films & Video – Short Form – Single Automotive	Honda Canada / Ontario Honda Dealers Association	Honda Kog
El Cuartel Creativo / Málaga	Television – Long Form – Single Restaurants	DunkinCoffee	Hari Takuma, The Oshiya
FCB / Zürich + Ehrenberg Kommunikation / Hamburg	Innovation in Film – Online Non-Profit	Flüchtlinge Willkommen	Search Racism. Find Truth.
FCB Inferno / London	Online Films & Video – Short Form – Single CSR	Pearson	Project Literacy
Innocean USA / Huntington Beach	Television – Short Form – Single Automotive	Hyundai Motor America	Fishing Trip
Mad Dogs & Englishmen / Oakland	Online Films & Video – Short Form – Single Cosmetics & Toiletries	Nadkins	Whistle
McCann / New York + Hungry Man / New York + Union Editorial / New York	Online Films & Video – Short Form – Single CSR	Microsoft	#MakeWhatsNext
McCann / New York + Tool of North America / New York + Spot Welders / New York + Company 3 / New York	Online Films & Video – Short Form – Single Non-Profit	Girls Who Code	Boobs
McCann / New York + Tool of North America / New York + Spot Welders / New York + Company 3 / New York	Online Films & Video – Short Form – Single Non-Profit	Girls Who Code	Girls Can't Code
McCann / New York + Tool of North America / New York + Spot Welders / New York + Company 3 / New York	Online Films & Video – Short Form – Campaign Non-Profit	Girls Who Code	Girls Can't Code
McCann / New York + Tool of North America / New York + Spot Welders / New York + Company 3 / New York	Online Films & Video – Short Form – Single Non-Profit	Girls Who Code	Menses
Mercado McCann / Buenos Aires	Online Films & Video – Long Form – Single Publications & Media	Tyc Sports	Converts
Mercado McCann / Buenos Aires	Television – Long Form – Single Sports & Fitness	TyC Sports	Trump
Nikextension / Copenhagen + Kuhl & Solvstrom / Copenhagen + Barkas / Copenhagen	Online Films & Video – Short Form – Single Durable Consumer Goods	IKEA	IKEA + HAY – a design collaboration
Park Pictures / New York, Los Angeles	Online Films & Video – Short Form – Single Non-Profit	One Love Foundation	Love Labyrinth
Reingold / Alexandria + roster.LA / Los Angeles	Online Films & Video – Short Form – Single Non-Profit	U.S. Department of Veterans Affairs Suicide Preven- tion Program	I'm Good. But are you ready to listen?

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FILM (CONT.)

Rothco / Dublin + Red Rage Films / Dublin	Television – Long Form – Single Tourism & Travel	Failte Ireland	Ireland's Ancient East Bed Time Stories
Rothco / Dublin + Red Rage Films / Dublin	Online Films & Video – Short Form – Single Tourism & Travel	Failte Ireland	Ireland's Ancient East Bed Time Stories
Saatchi & Saatchi Canada / Toronto	Online Films & Video – Short Form – Single Publications & Media	The Canadian Marketing Association	I Am A Storyteller
TBWA\Media Arts Lab / Los Angeles	Online Films & Video – Short Form – Single Technology Hardware	Apple	Dillan's Voice
TBWA\Media Arts Lab / Los Angeles	Television – Long Form – Single Technology Hardware	Apple	The Human Family
Wieden+Kennedy / London + Somesuch / London + Trim / London + Time Based Arts / London	Television – Long Form – Single Consumer Packaged Goods	Lurpak	Game On, Cooks
Wieden+Kennedy / London + Somesuch / London + Trim / London + Time Based Arts / London	Online Films & Video – Short Form – Single Consumer Packaged Goods	Lurpak	Game On, Cooks
Zulu Alpha Kilo / Toronto	Online Films & Video – Short Form – Single Financial	Interac Association	Pets with Credit
Zulu Alpha Kilo / Toronto	Cinema Advertising Financial	Interac Association	The Surprise

INTERACTIVE

360i / New York + Axios NYC / New York	Gaming Non-Profit	Christopher & Dana Reeve Foundation	Adaptoys
360i / New York + Axios NYC / New York	Innovation in Interactive – Ambient / Immersive Non-Profit	Christopher & Dana Reeve Foundation	Adaptoys
Anton & Irene / Brooklyn	Websites Technology Hardware	Zumtobel	A lighting company synonymous with innovation and superior design
BBDO / New York	Websites Consumer Packaged Goods	Mars Chocolate North America / M&M'S	Remix with M
BBDO / New York	Craft – Music / Sound Consumer Packaged Goods	Mars Chocolate North America / M&M'S	Remix with M
BBDO / New York	Online Advertising – Interactive Video Retail	Lowe's	In-a-Snap
BBDO / New York	Online Advertising – Interactive Video Retail	Lowe's	Made In A Minute



INTERACTIVE (CONT.)

CP+B / Boulder + Caviar / Los Angeles + Hill+Knowlton Strategies / New York + Plus Productions / Boulder	Online Advertising – Interactive Video Tourism & Travel	Hotels.com	Captain Obvious Runs for President
Daniel Portuga / São Paulo + Vinil Lab / São Paulo	Self-Promotion Self-Promotion & Internal or Corporate Comm.	Daniel Portuga	The Smiles Hunter :)
denkwerk / Köln	Websites Non-Profit	YOU Stiftung ? Bildung für Kinder in Not	New Baraka ? the first online shop for hope
Deutsch / New York	Innovation in Interactive – Online Non-Profit	WATERisLIFE	Venmo Micro Hack
Droga5 / New York + Under Armour / Baltimore	Innovation in Interactive – Online Sports & Fitness	Under Armour	Game Changer
FCB / Zürich	Ambient / Immersive – Digital Installations Sports & Fitness	Hockey Club Davos	Rink Bingo
FCB / Zürich	Innovation in Interactive – Ambient / Immersive Sports & Fitness	Hockey Club Davos	Rink Bingo
FCB Brasil / São Paulo	Online Advertising – Banners CSR	Estadao Digital	Songs of Violence
Holler / Sydney	Websites Automotive	Audi Australia	Audi R8 Blink
Holler / Sydney	Craft – Dynamic Data Visualization Automotive	Audi Australia	Audi R8 Blink
J. Walter Thompson / New York	Ambient / Immersive – Digital Installations Entertainment & Games	Tribeca Film Festival	Tribeca Film ReActor
J. Walter Thompson / New York	Innovation in Interactive – Ambient / Immersive Fashion & Clothing	Puma	Puma Beatbot
McCann / New York + Framestore / New York	Ambient / Immersive – Virtual Reality (VR) CSR	Lockheed Martin	The Field Trip to Mars
McCann / New York + Framestore / New York	Ambient / Immersive – Digital Installations CSR	Lockheed Martin	The Field Trip to Mars
McCann / New York + Framestore / New York	Craft – Visual Effects / Animation CSR	Lockheed Martin	The Field Trip to Mars
McCann / New York + Framestore / New York	Craft – Dynamic Data Visualization CSR	Lockheed Martin	The Field Trip to Mars
McCann / New York + Framestore / New York	Innovation in Interactive – Ambient / Immersive CSR	Lockheed Martin	The Field Trip to Mars
McCann / Stockholm + Colony / Stockholm + Giants & Toys / Stockholm + MediaMonks / Stockholm	Ambient / Immersive – Virtual Reality (VR) Non-Profit	UR (The Swedish Educational Broadcast Company)	Let Us Bully You – In Virtual Reality
MRM//McCann / Stockholm	Online Advertising – Banners Durable Consumer Goods	Vattenfall	The Banner Ad That Can See What You See
Plusing / Taipei + Fablab Dynamic / Taipei	Ambient / Immersive – Digital Installations Sports & Fitness	Nike Taiwan	The Hoops Proving Ground

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INTERACTIVE (CONT.)

Triangulaire / Paris	Websites Non-Profit	Action contre la Faim	Bangui, a forgotten crisis
Weber Shandwick / Chicago + Droga5 / New York	Websites Consumer Packaged Goods	Honey Maid	Wholesome Button
Zulu Alpha Kilo / Toronto	Self-Promotion Self-Promotion & Internal or Corporate Comm.	Zulu Alpha Kilo	Zulu Alpha Kilo Website

MOBILE

Akestam Holst / Stockholm	Innovation in Mobile Non-Profit	Refugee Phones	Broadcast without Borders
Akestam Holst / Stockholm	Mobile Advertising Retail	Pause Home Entertainment	Discount is King!
BBDO / New York	Gaming Consumer Packaged Goods	Mars Chocolate North America / M&M'S	Remix with M
BBDO / New York	Use of Technology – Augmented Reality Consumer Packaged Goods	Mars Chocolate North America / M&M'S	Remix with M
BBDO / New York	Craft – Music / Sound Consumer Packaged Goods	Mars Chocolate North America / M&M'S	Remix with M
BBDO / New York	Mobile Advertising Retail	Lowe's	FlipSide
BBDO / New York	Mobile Advertising Retail	Lowe's	In-a-Snap
CP+B / Miami + Nickel Media / Halifax + Caviar / Los Angeles	Utility Technology Software	letgo	Commercializer
Deutsch / New York	Mobile Advertising Non-Profit	WATERisLIFE	Venmo Micro Hack
Deutsch / New York	Innovation in Mobile Non-Profit	WATERisLIFE	Venmo Micro Hack
FCB / Zürich	Use of Technology Sports & Fitness	Hockey Club Davos	Rink Bingo
FCB / Zürich	Use of Technology – Physical Product & Mobile Integration Sports & Fitness	Hockey Club Davos	Rink Bingo
FCB / Zürich	Innovation in Mobile Sports & Fitness	Hockey Club Davos	Rink Bingo
FCB Brasil / São Paulo	Mobile Advertising CSR	Estadao Digital	Songs of Violence

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MOBILE (CONT.)

Havas Life / São Paulo	Craft – Music / Sound Health & Safety	Teva Neuroscience	Parkinsounds
McCann / Lima + La Esquina / Lima	Use of Technology Non-Profit	Peruvian Red Cross	Hashtags for life.
McCann / Lima + La Esquina / Lima	Craft – Dynamic Data Visualization Non-Profit	Peruvian Red Cross	Hashtags for life.
MRM//McCANN / Singapore + McCann Health / Singapore	Applications Non-Profit	Singapore Red Cross Society	Red Cross Connection
Red Lion Canada / Toronto	Mobile Advertising Non-Profit	Toronto Silent Film Festival	Escape Room
Red Lion Canada / Toronto	Gaming Non-Profit	Toronto Silent Film Festival	Escape Room
Red Lion Canada / Toronto	Use of Technology Non-Profit	Toronto Silent Film Festival	Escape Room

RADIO

Akestam Holst / Stockholm	Experiential Radio Non-Profit	Refugee Phones	Broadcast without Borders
Akestam Holst / Stockholm	Innovation in Radio Non-Profit	Refugee Phones	Broadcast without Borders
Bates CHI Indonesia / Jakarta + Fuse Adventures In Audio / Singapore	Craft – Direction – Single Non-Profit	IMI-School of Creative Arts (SOCA)	Make Sense Of Music
DDB / Chicago	Broadcast – Any Length – Campaign Consumer Packaged Goods	Mars, Inc. (Skittles)	Blank The Rainbow
DDB South Africa / Johannesburg	Craft – Direction – Single Consumer Packaged Goods	Wrigley	Psychic
DDB South Africa / Johannesburg	Craft – Writing – Single Consumer Packaged Goods	Wrigley	Psychic
DDB South Africa / Johannesburg	Broadcast – Any Length – Campaign Consumer Packaged Goods	Wrigley	Taste the Rainbow
mullenlowe Vietnam / Ho Chi Minh City + Noisy Neighbors / Manila + Optimedia / Ho Chi Minh City	Broadcast – Any Length – Single Consumer Packaged Goods	Perfetti Van Melle	Ten Dollar Bill
mullenlowe Vietnam / Ho Chi Minh City + Noisy Neighbors / Manila + Optimedia / Ho Chi Minh City	Broadcast – Any Length – Single Consumer Packaged Goods	Perfetti Van Melle	The Cotton Ball
Rothco / Dublin + Raygun / Dublin	Craft – Writing – Single Household Goods	Rentokil	Smells like a Underpants

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RADIO (CONT.)

Rothco / Dublin + Raygun / Dublin	Broadcast – Any Length – Single Household Goods	Rentokil	Smells like a Zombie
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RESPONSIVE ENVIRONMENTS

Grow / Norfolk	User Activation Non-Profit	Grow	Transparent Seas
Holler / Sydney	User Activation Health & Safety	Blackmores	Mindful Ocean
McCann / New York + Framestore / New York	User Activation CSR	Lockheed Martin	The Field Trip to Mars
McCann / New York + Framestore / New York	Use of Technology – Virtual Reality (VR) CSR	Lockheed Martin	The Field Trip to Mars
McCann / New York + Framestore / New York	Craft – Storytelling CSR	Lockheed Martin	The Field Trip to Mars
McCann / New York + Framestore / New York	Craft – Dynamic Data Visualization CSR	Lockheed Martin	The Field Trip to Mars
McCann / New York + Framestore / New York	Innovation in Responsive Environments CSR	Lockheed Martin	The Field Trip to Mars
Plusing / Taipei + Fablab Dynamic / Taipei	User Activation Sports & Fitness	Nike Taiwan	The Hoops Proving Ground
Plusing / Taipei + Fablab Dynamic / Taipei	Use of Technology Sports & Fitness	Nike Taiwan	The Hoops Proving Ground
WMcCann / Rio de Janeiro	Craft – Dynamic Data Visualization Non-Profit	The Salvation Army	The thermometer that gets cold
WMcCann / Rio de Janeiro	Innovation in Responsive Environments Non-Profit	The Salvation Army	The thermometer that gets cold

SOCIAL MEDIA

BBDO / New York	Branded Social Post – Single Retail	Lowe's	In-a-Snap
BBDO / New York	Innovation in Social Media Retail	Lowe's	In-a-Snap



SOCIAL MEDIA (CONT.)

BBDO / New York	Craft – Use of Visuals Retail	Lowe's	Made In A Minute
BBDO / New York	Branded Social Campaign Retail	Lowe's	Social Innovation Campaign
BBDO / New York	Social Engagement – Community Building Retail	Lowe's	Social Innovation Campaign
BBDO / New York	Innovation in Social Media Retail	Lowe's	Social Innovation Campaign
CP+B / Miami + Nickel Media / Halifax + Caviar / Los Angeles	Innovation in Social Media Technology Software	letgo	Commercializer
Deutsch / New York	Branded Social Campaign Non-Profit	WATERisLIFE	Venmo Micro Hack
Deutsch / New York	Innovation in Social Media Non-Profit	WATERisLIFE	Venmo Micro Hack
Droga5 / New York + Quilted Northern / Atlanta	Branded Social Post – Single Cosmetics & Toiletries	Quilted Northern	Rustic Weave
Droga5 / New York + Under Armour / Baltimore + Optimum Sports / New York + NBA 2K / San Francisco	Branded Social Post – Real-Time Response Sports & Fitness	Under Armour	Game Changer
FCB Mayo / Lima + La Contra / Lima	Social Engagement – Community Building Non-Profit	USAID	Vultures Warn
McCann / Lima + La Esquina / Lima	Innovation in Social Media Non-Profit	Peruvian Red Cross	Hashtags for life.
McCann / Stockholm + Colony / Stockholm + Giants & Toys / Stockholm + MediaMonks / Stockholm	Social Engagement – Community Building Non-Profit	UR (The Swedish Educational Broadcast Company)	Let Us Bully You – In Virtual Reality
Red Lion Canada / Toronto	Innovation in Social Media Non-Profit	Toronto Silent Film Festival	Escape Room
Rothco / Dublin	Branded Social Post – Single Non-Profit	Defence Forces	Female Recruitment
Zimmerman Advertising / Fort Lauderdale	Branded Social Post – Real-Time Response Beverages – Non-Alcoholic	Jamba Juice	Swishy Chug: The Fake Brand That Led to Real Results

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UX / UI

Anton & Irene / Brooklyn	Web – User Experience Technology Hardware	Zumtobel	A lighting company synonymous with innovation and superior design
BBDO / New York	Web – User Experience Consumer Packaged Goods	Mars Chocolate North America / M&M'S	Remix with M
BBDO / New York	Mobile – User Experience Consumer Packaged Goods	Mars Chocolate North America / M&M'S	Remix with M
BBDO / New York	Innovation in UX / UI – Cross-Channel Retail	Lowe's	Social Innovation Campaign
denkwerk / Cologne	Digital / Physical Cross-Channel Fashion & Clothing	SKARV-Fashion GbR	SKARV ? a wearable you actually want to wear
denkwerk / Cologne	Craft – Interface Design Fashion & Clothing	SKARV-Fashion GbR	SKARV ? a wearable you actually want to wear
denkwerk / Cologne	Innovation in UX / UI – Single Channel Fashion & Clothing	SKARV-Fashion GbR	SKARV ? a wearable you actually want to wear
FCB Mayo / Lima + La Contra / Lima	Digital / Physical Cross-Channel Non-Profit	USAID	Vultures Warn
FCB Mayo / Lima + La Contra / Lima	Innovation in UX / UI – Cross-Channel Non-Profit	USAID	Vultures Warn