

THE ONE SHOW SHORTLIST



3RD QUARTER

We are pleased to announce the 3rd Quarter shortlist for the 2017 One Show. These are the entries 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 final deadline to enter The One Show is Friday, January 27.

Disciplines in this release:

Branded Entertainment	1	Moving Image Craft	8
Cross-Platform	2	Public Relations	12
Film	3	Radio	13
Intellectual Property.....	5	Responsive Environments.....	14
Interactive.....	6	Social Media.....	14
Mobile	7	UX / UI	15

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

BRANDED ENTERTAINMENT

AlmapBBDO / São Paulo	Film / Cinema – Non-Fiction / Documentary Technology Hardware	HP	Magic Words - The Documentary
BBDO / New York + BBDO Studios / New York	Broadcast – Short Form – Single Pet Products	Mars Petcare - Pedigree	A Vote for Good
BBDO / New York + BBDO Studios / New York	Online – Short Form – Single Pet Products	Mars Petcare - Pedigree	A Vote for Good
BBDO / New York + Public Record / New York	Online – Short Form – Single Pet Products	Mars Petcare - Pedigree	By My Side
DDB / New York	Online – Short Form – Single Non-Profit	Wildlife Conservation Film Festival	Dream
DDB Group / Singapore	Online – Short Form – Single Non-Profit	Society for the Prevention of Cruelty to Animals (SPCA)	Do You See That Doggie in the Shelter?
DDB Group / Singapore	Music Videos Non-Profit	Society for the Prevention of Cruelty to Animals (SPCA)	Do You See That Doggie in the Shelter?
Droga5 / New York + Active Theory / Venice + Plan8 / Stockholm	Online – Live Webcast Entertainment & Games	Android	Paper Planes
Droga5 / New York + Active Theory / Venice + Plan8 / Stockholm	Mobile Entertainment & Games	Android	Paper Planes
J Walter Thompson / New York	User-Generated Content Entertainment & Games	Tribeca Film Festival	Tribeca Film ReActor
J Walter Thompson / New York	Gaming Entertainment & Games	Tribeca Film Festival	Tribeca ReActor
MC ² / Chestnut Ridge	Experiential – Live Events Automotive	Toyota Motor Corporation	Toyota Injector at Daytona International Speedway
Ogilvy & Mather / Singapore	Online – Live Webcast Financial	Allianz	Amateur Replay



BRANDED ENTERTAINMENT (CONT.)

Ogilvy & Mather / Singapore	User-Generated Content Financial	Allianz	Amateur Replay
Postvisual / Seoul + Weno / Seoul + Drone Orange / Seoul + People Do Media Art / Seoul	Experiential – Virtual Reality (VR) Cosmetics & Toiletries	innisfree	[Jeju Flying Bike] VR
Publicis Pixelpark / Hamburg, Cologne + Sternberg Films / Cologne	Online – Live Webcast Automotive	Renault	Periscope Parking Drama
Roundhouse / Portland	Self-Promotion Self-Promo & Internal or Corp. Comm.	Roundhouse	Living Off The Brands
The Monkeys / Sydney + Bombora Films / Sydney	Broadcast – Long Form – Single Financial	UBank	The ALL I NEED PROJECT
The Monkeys / Sydney + Bombora Films / Sydney	Online – Long Form – Single Financial	UBank	The ALL I NEED PROJECT
The Monkeys / Sydney + Qantas / Sydney	User-Generated Content Tourism & Travel	Qantas	Qantas Out of Office Travelogue
The Monkeys / Sydney + Qantas / Sydney	Innovation in Branded Entertainment Tourism & Travel	Qantas	Qantas Out of Office Travelogue
Vulcan Productions / Seattle + Show of Force / New York + Warrior Poets / New York	Online – Short Form – Campaign CSR	Vulcan Productions	We the Voters: 20 Films for the People
We Are Social / Milan	Mobile Entertainment & Games	Netflix	Speak like the Patrón

CROSS-PLATFORM

AlmapBBDO / São Paulo	Integrated Branding Consumer Services	Getty Images	Endless Possibilities
AlmapBBDO / São Paulo	Craft – Art Direction – Campaign Consumer Services	Getty Images	Endless Possibilities
AlmapBBDO / São Paulo	Integrated Branding Technology Hardware	HP	Magic Words - The Unwritten Stories
AlmapBBDO / São Paulo	Craft – Art Direction – Campaign Technology Hardware	HP	Magic Words - The Unwritten Stories
Cheil / Hong Kong	Innovation in Cross-Platform – Experiential Non-Profit	Samsung	#BeTheirEyes
CP+B / Boulder	Integrated Branding – Online Consumer Packaged Goods	Kraft Heinz	World's Largest Blind Taste Test
CP+B / Boulder	Brand Transformation Consumer Packaged Goods	Kraft Heinz	World's Largest Blind Taste Test



CROSS-PLATFORM (CONT.)

KING / Stockholm	Integrated Branding Tourism & Travel	Taxi Stockholm	Taxitranslators
NBS / Rio de Janeiro	Integrated Branding – Online CSR	Houaiss Dictionary	What Family Means
Ogilvy & Mather / Singapore	Experiential – Installations Financial	Allianz	Amateur Replay

FILM

AlmapBBDO / São Paulo	Online Films & Video – Short Form – Single Consumer Services	Getty Images	Endless Possibilities
BBDO / New York + BBDO Studios / New York	Television – Long Form – Single Pet Products	Mars Petcare - Pedigree	A Vote for Good
BBDO / New York + BBDO Studios / New York	Online Films & Video – Long Form – Single Pet Products	Mars Petcare - Pedigree	A Vote for Good
BBDO / New York + BBDO Studios / New York	Under 100K Budget Pet Products	Mars Petcare - Pedigree	A Vote for Good
BBDO / New York + Park Pictures / New York + Widescope Production / New York	Television – Long Form – Single Consumer Packaged Goods	Mars Chocolate North America - Dove	Each and Every Day
BBDO / New York + Smuggler / New York	Online Films & Video – Short Form – Campaign Technology Software	Yahoo	Win at Football
BBDO / New York + Arts & Sciences / New York	Online Films & Video – Short Form – Campaign Technology Hardware	AT&T	Ticket Twosdays
BBDO / New York + Corner Shop / New York	Online Films & Video – Long Form – Single Retail	Lowe's	Ginger Deer
BBDO / New York + O Positive / New York	Online Films & Video – Short Form – Campaign Retail	Foot Locker	Week of Greatness V
BBDO / New York + Smuggler / New York	Television – Short Form – Single Technology Software	Yahoo	Crush
Bensimon Byrne / Toronto	Television – Long Form – Single Financial	Scotiabank Hockey	Hockey Dreams
CR Moberg / Ottawa	Online Films & Video – Short Form – Single Publications & Media	Goose Lane Editions	Into The Current Trailer
DDB / New York	Cinema Advertising Non-Profit	Wildlife Conservation Film Festival	Dream
DDB / New York	Online Films & Video – Short Form – Single Non-Profit	Wildlife Conservation Film Festival	Dream

THE ONE SHOW SHORTLIST



3RD QUARTER



FILM (CONT.)

Droga5 / New York	Online Films & Video – Short Form – Campaign Cosmetics & Toiletries	Clearasil	We Know Acne But We Don't Know You
Droga5 / New York	Television – Short Form – Campaign Health & Safety	Nature's Bounty	Better Off Healthy
Droga5 / New York	Television – Long Form – Single Sports & Fitness	Under Armour	It Comes From Below (Bryce Harper) - Numbers
Droga5 / New York	Online Films & Video – Short Form – Single Sports & Fitness	Under Armour	It Comes From Below (Cam Newton) - Prince With A Thousand Enemies
Droga5 / New York	Television – Long Form – Single Fashion & Clothing	Uniqlo	Science of LifeWear "Why do we get dressed?"
J Walter Thompson / London	Online Films & Video – Short Form – Single Non-Profit	Computers 4 Africa	The Computer With Potential
J Walter Thompson / London	Online Films & Video – Long Form – Single Non-Profit	Victim Support and The National Centre for Domestic Violence	Break the Routine
J Walter Thompson / London	Television – Short Form – Single Non-Profit	WWF	Tiger In Suburbia
J Walter Thompson / London	Online Films & Video – Short Form – Single Non-Profit	WWF	Tiger In Suburbia
KC Strategies / Austin + Steve Mims Films / Austin	Television – Long Form – Single Non-Profit	Gerald Daugherty Campaign	Please Re-Elect Gerald...Please!
Mad Dogs & Englishmen / Oakland + Post Panic / Amsterdam	Online Films & Video – Short Form – Single Non-Profit	UC Berkeley	Piano
Mekanism / San Francisco	Television – Short Form – Single Beverages – Non-Alcoholic	Muscle Milk	Lean on Me
motive / New York + Whitehouse Post Productions / New York + Mr.Bronx Audio Post / New York	Online Films & Video – Short Form – Single Consumer Services	Getty Images	In Search of Great
nova/sb / Brasília + Vetor Zero / Lobo / São Paulo	Cinema Advertising Non-Profit	Caixa Economica Cultural	Emotions Factory - Theater Announcement
Ogilvy & Mather Group HK / Hong Kong	Online Films & Video – Short Form – Campaign Publications & Media	Shutterstock	Fake Study
Saatchi & Saatchi / Düsseldorf + Acne / Berlin + Chimney / Berlin + henanX / Berlin	Under 100K Budget Financial	Toyota Deutschland	Everlasting Love
Serviceplan / Munich	Online Films & Video – Long Form – Single Fashion & Clothing	Strellson	Strellson: Make yourself unstoppable
TBWA\Media Arts Lab / Los Angeles	Television – Long Form – Single Technology Hardware	Apple	Balloons
TBWA\Media Arts Lab / Los Angeles	Online Films & Video – Short Form – Single Technology Hardware	Apple	Timer: Behind the Scenes

THE ONE SHOW SHORTLIST



3RD QUARTER



FILM (CONT.)

The Core Agency / Sydney + Goodoil Films / Sydney + Blackbird / Sydney + Sonar Music / Sydney	Television – Short Form – Single Consumer Services	RSVP	Hallelujah! Moments
The Core Agency / Sydney + Goodoil Films / Sydney + Blackbird / Sydney + Sonar Music / Sydney	Television – Short Form – Campaign Consumer Services	RSVP	Hallelujah! Moments
The Monkeys / Sydney + Plaza / Sydney	Television – Short Form – Single Consumer Packaged Goods	Meat and Livestock Australia	Spring Lamb
The Monkeys / Sydney + Plaza / Sydney	Online Films & Video – Short Form – Single Consumer Packaged Goods	Meat and Livestock Australia	Spring Lamb
TRY / Oslo + Bacon / Oslo + APT / Oslo	Online Films & Video – Short Form – Single Automotive	Volkswagen	The Reversed Trailer

INTELLECTUAL PROPERTY *INCLUDES 1ST, 2ND & 3RD QUARTER ENTRIES

FCB Mayo / Lima + La Contra / Lima	Experimental / Internal Projects / R&D Non-Profit	USAID	Vultures Warn
FCB Inferno / London	Physical Product Non-Profit	Change Please and the Big Issue	Change Please
Serviceplan / Munich + Serviceplan Austria / Vienna + Zwupp / Vienna	Integrated Digital & Physical Product Tourism & Travel	Ötztal Tourismus	Save me – the ski pass that saves lives
Serviceplan / Munich + Serviceplan Korea / Seoul + Dot Incorporation / Seoul	Integrated Digital & Physical Product Technology Hardware	Dot Incorporation	DOT. The first Braille Smartwatch.
McCann / New York + Framestore / New York	Integrated Digital & Physical Product CSR	Lockheed Martin	The Field Trip to Mars
360i / New York + Axios NYC / New York	Physical Product Non-Profit	Christopher & Dana Reeve Foundation	Adaptoys
Cheil / Hong Kong	Physical Product Cosmetics & Toiletries	Hello Angel	Nappy Notes
The Monkeys / Sydney + Qantas / Sydney	Digital Product Tourism & Travel	Qantas	Qantas Out of Office Travelogue
Ogilvy & Mather / Singapore	Integrated Digital & Physical Product Financial	Allianz	Amateur Replay

THE ONE SHOW SHORTLIST



3RD QUARTER



INTERACTIVE

AlmapBBDO / São Paulo	Websites Consumer Services	Getty Images	Endless Possibilities
AlmapBBDO / São Paulo	Craft – Visual Effects / Animation Consumer Services	Getty Images	Endless Possibilities
AlmapBBDO / São Paulo	Websites – Utility Technology Hardware	HP	Magic Words - The Unwritten Stories
AlmapBBDO / São Paulo	Innovation in Interactive – Online Technology Hardware	HP	Magic Words - The Unwritten Stories
artless / Tokyo	Craft – Music / Sound CSR	Kyowa Hakko Kirin	10 Sounds of Life Science
Colenso BBDO / Auckland	Online Advertising – Banners Non-Profit	Amnesty International	Amnesty Unblocker
DigitasLbi / Copenhagen, Stockholm, Amsterdam	Ambient / Immersive – Virtual Reality (VR) Technology Hardware	OnePlus	The Loop: A VR Experience from OnePlus
Droga5 / New York + Active Theory / Venice + Plan8 / Stockholm	Ambient / Immersive – Digital Installations Entertainment & Games	Android	Paper Planes
Droga5 / New York + Active Theory / Venice + Plan8 / Stockholm	Craft – Dynamic Data Visualization Entertainment & Games	Android	Paper Planes
Droga5 / New York + Active Theory / Venice + Plan8 / Stockholm	Innovation in Interactive – Ambient / Immersive Entertainment & Games	Android	Paper Planes
Droga5 / New York + Deeplocal / Pittsburgh + Plan8 / Stockholm + Active Theory / Venice	Ambient / Immersive – Digital Installations Technology Hardware	Android	Paint Party
Droga5 / New York + Deeplocal / Pittsburgh + Plan8 / Stockholm + Active Theory / Venice	Innovation in Interactive – Ambient / Immersive Technology Hardware	Android	Paint Party
FCB Inferno / London	Self-Promotion Non-Profit	Change Please and the Big Issue	Change Please
J Walter Thompson / New York	Gaming Entertainment & Games	Tribeca Film Festival	Tribeca Film ReActor
KING / Stockholm	Websites – Utility Tourism & Travel	Taxi Stockholm	Taxitranslators
Ogilvy & Mather / Singapore	Ambient / Immersive – Digital Installations Financial	Allianz	Amateur Replay
Postvisual / Seoul + Weno / Seoul + Drone Orange / Seoul + People Do Media Art / Seoul	Ambient / Immersive – Virtual Reality (VR) Cosmetics & Toiletries	innisfree	[Jeju Flying Bike] VR
Publicis Pixelpark / Hamburg, Cologne + Sternberg Films / Cologne	Online Advertising – Banners Automotive	Renault	Periscope Parking Drama



INTERACTIVE (CONT.)

Serviceplan / Munich + KBS / New York + Plan.Net / Munich	Online Advertising – Interactive Video Automotive	BMW Group	Eyes On Gigi
The Monkeys / Sydney + Qantas / Sydney	Innovation in Interactive – Online Tourism & Travel	Qantas	Qantas Out of Office Travelogue
We Are Social / Milan	Websites – Utility Entertainment & Games	Netflix	Speak like the Patrón

MOBILE

AlmapBBDO / São Paulo	Websites Consumer Services	Getty Images	Endless Possibilities
AlmapBBDO / São Paulo	Websites Technology Hardware	HP	Magic Words - The Unwritten Stories
Cheil / Hong Kong	Use of Technology Non-Profit	Samsung	#BeTheirEyes
Droga5 / New York + Active Theory / Venice + Plan8 / Stockholm	Use of Technology – Physical Product & Mobile Integration Entertainment & Games	Android	Paper Planes
KING / Stockholm	Applications Non-Profit	Berättarministeriet	Read to unlock
KING / Stockholm	Mobile Advertising Non-Profit	Berättarministeriet	Read to unlock
KING / Stockholm	Use of Technology Non-Profit	Berättarministeriet	Read to unlock
Ogilvy & Mather / Singapore	Use of Technology – Physical Product & Mobile Integration Financial	Allianz	Amateur Replay
Ogilvy & Mather / Singapore + The Prosecution Film Company / Singapore + Songzu / Singapore	Use of Technology Technology Software	Singtel	Singtel Data Exstream
Ogilvy & Mather / Singapore + The Prosecution Film Company / Singapore + Songzu / Singapore	Use of Technology – Physical Product & Mobile Integration Technology Software	Singtel	Singtel Data Exstream
Ogilvy & Mather / Singapore + The Prosecution Film Company / Singapore + Songzu / Singapore	Innovation in Mobile Technology Software	Singtel	Singtel Data Exstream
Plan.Net / Munich + Serviceplan / Munich	Utility Non-Profit	Plan.Net	WhatsGerman

THE ONE SHOW SHORTLIST



3RD QUARTER



MOBILE (CONT.)

Serviceplan / Munich + Serviceplan Austria / Vienna + Plan.Net / Munich	Use of Technology – Physical Product & Mobile Integration Tourism & Travel	Ötztal Tourismus	Save me – the ski pass that saves lives
Serviceplan / Munich + Serviceplan Korea / Seoul + Dot / Seoul + Plan.Net / Munich	Use of Technology – Physical Product & Mobile Integration Technology Hardware	Dot Incorporation	DOT. The first Braille Smartwatch.
Serviceplan / Munich + Serviceplan Korea / Seoul + Dot / Seoul + Plan.Net / Munich	Innovation in Mobile Technology Hardware	Dot Incorporation	DOT. The first Braille Smartwatch.
The Monkeys / Sydney + Qantas / Sydney	Utility Tourism & Travel	Qantas	Qantas Out of Office Travelogue
The Monkeys / Sydney + Qantas / Sydney	Use of Technology Tourism & Travel	Qantas	Qantas Out of Office Travelogue
The Monkeys / Sydney + Qantas / Sydney	Innovation in Mobile Tourism & Travel	Qantas	Qantas Out of Office Travelogue

MOVING IMAGE CRAFT *INCLUDES 1ST, 2ND & 3RD QUARTER ENTRIES

72andSunny / New York + Epoch / New York + Cut N Run / New York	Editing – Single Beverages – Alcoholic	Smirnoff	Chris Fonseca Keep It Moving Smirnoff Ice
72andSunny / New York + Epoch / New York + Cut N Run / New York	Sound Design – Single Beverages – Alcoholic	Smirnoff	Chris Fonseca Keep It Moving Smirnoff Ice
AlmapBBDO / São Paulo	Editing – Single Consumer Services	Getty Images	Endless Possibilities
BBDO / New York	Direction – Single Financial	American Family Insurance	Judo Kid
BBDO / New York	Editing – Single Financial	American Family Insurance	Judo Kid
BBDO / New York	Direction – Single CSR	AT&T	The Unseen
BBDO / New York	Editing – Single CSR	AT&T	The Unseen
BBDO / New York	Cinematography – Single CSR	AT&T	The Unseen
BBDO / New York	Cinematography – Single Beverages – Alcoholic	Bacardi / Grey Goose Vodka	La Pursuit

THE ONE SHOW SHORTLIST



3RD QUARTER



MOVING IMAGE CRAFT (CONT.) *INCLUDES 1ST, 2ND & 3RD QUARTER ENTRIES

BBDO / New York	Visual Effects – Single Beverages – Alcoholic	Bacardi / Grey Goose Vodka	La Pursuit
BBDO / New York	Use of Original Music – Single Beverages – Alcoholic	Bacardi / Grey Goose Vodka	La Pursuit
BBDO / New York	Direction – Single Self-Promo & Internal or Corp. Comm.	GE	Raining Octopuses
BBDO / New York	Cinematography – Single Self-Promo & Internal or Corp. Comm.	GE	Raining Octopuses
BBDO / New York	Visual Effects – Single Self-Promo & Internal or Corp. Comm.	GE	Raining Octopuses
BBDO / New York	Sound Design – Single Pet Products	Mars Petcare / Pedigree	Dark to Light
BBDO / New York + Reset Content / New York	Visual Effects – Single Beverages – Alcoholic	Bacardi - Grey Goose	Lumiere
BBDO / New York + Smuggler / New York	Visual Effects – Single Financial	American Family Insurance	Free to Dream
Bensimon Byrne / Toronto	Editing – Single Financial	Scotiabank Hockey	Hockey Dreams
Bensimon Byrne / Toronto	Sound Design – Single Financial	Scotiabank Hockey	Hockey Dreams
Clemenger BBDO / Brisbane + Clemenger BBDO / Melbourne	Use of Original Music – Single Retail	BCF - Boating Camping Fishing	A BCing Musical
DDB / New York	Direction – Single Non-Profit	Wildlife Conservation Film Festival	Dream
DDB / New York	Animation – Single Non-Profit	Wildlife Conservation Film Festival	Dream
DDB / New York	Use of Licensed / Adapted Music – Single Non-Profit	Wildlife Conservation Film Festival	Dream
DDB / New York + Lobo / São Paulo + Beacon Street Studios / Venice	Use of Licensed / Adapted Music – Single Non-Profit	WCFF	Endangered Love
DDB Group / Singapore	Use of Licensed / Adapted Music – Single Non-Profit	Society for the Prevention of Cruelty to Animals (SPCA)	Do You See That Doggie in the Shelter?
Decoded Advertising / New York	Writing – Single Non-Profit	Penn State University	The World That You Can Build
Droga5 / New York	Direction – Single Beverages – Alcoholic	Hennessy	VS The Piccards
Droga5 / New York	Direction – Single Consumer Packaged Goods	Johnsonville	Made the Johnsonville Way - Regular Speed Chase by Brett
Droga5 / New York	Direction – Single Sports & Fitness	Under Armour	UA Training Gymnastics
Droga5 / New York + Google Android / Mountain View + Nexus / London	Animation – Single Technology Hardware	Google Android	Rock, Paper, Scissors



MOVING IMAGE CRAFT (CONT.) *INCLUDES 1ST, 2ND & 3RD QUARTER ENTRIES

Droga5 / New York + Johnsonville Sausage / Sheboygan Falls + Arts & Sciences / Los Angeles	Writing – 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	Writing – Single Consumer Packaged Goods	Johnsonville	Made the Johnsonville Way - Jeff and His Forest Friends by Jeff
Droga5 / New York + Moët Hennessy USA / New York + Anonymous Somesuch / London	Editing – Single Beverages – Alcoholic	Moët Hennessy USA	The Piccards
Droga5 / New York + Moët Hennessy USA / New York + Anonymous Somesuch / London	Cinematography – Single Beverages – Alcoholic	Moët Hennessy USA	The Piccards
Droga5 / New York + Moët Hennessy USA / New York + Anonymous Somesuch / London	Visual Effects – Single Beverages – Alcoholic	Moët Hennessy USA	The Piccards
Droga5 / New York + Moët Hennessy USA / New York + Anonymous Somesuch / London	Sound Design – Single Beverages – Alcoholic	Moët Hennessy USA	The Piccards
Droga5 / New York + Under Armour / Baltimore + Epoch Films / New York	Direction – Single Sports & Fitness	Under Armour	Michael Phelps
Droga5 / New York + Under Armour / Baltimore + Epoch Films / New York	Cinematography – Single Sports & Fitness	Under Armour	Michael Phelps
Droga5 / New York + Under Armour / Baltimore + Epoch Films / New York	Use of Licensed / Adapted Music – Single Sports & Fitness	Under Armour	Michael Phelps
Droga5 / New York + Under Armour / Baltimore + Epoch Films / New York	Editing – Single Sports & Fitness	Under Armour	USA Women's Gymnastics
Droga5 / New York + Under Armour / Baltimore + Epoch Films / New York	Cinematography – Single Sports & Fitness	Under Armour	USA Women's Gymnastics
Droga5 / New York + Under Armour / Baltimore + Epoch Films / New York	Use of Licensed / Adapted Music – Single Sports & Fitness	Under Armour	USA Women's Gymnastics
FCB Inferno / London	Animation – Single CSR	Pearson	Project Literacy
FCB Inferno / London	Use of Licensed / Adapted Music – Single CSR	Pearson	Project Literacy
Hudson Rouge / New York	Use of Licensed / Adapted Music – Single Automotive	Lincoln Motor Company	Ensemble
Hudson Rouge / New York	Cinematography – Single Automotive	Lincoln Motor Company	Midnight



MOVING IMAGE CRAFT (CONT.) *INCLUDES 1ST, 2ND & 3RD QUARTER ENTRIES

J Walter Thompson / London	Direction – Single Non-Profit	Victim Support and The National Centre for Domestic Violence	Break the Routine
J Walter Thompson / London	Cinematography – Single Non-Profit	Victim Support and The National Centre for Domestic Violence	Break the Routine
J Walter Thompson / London	Use of Original Music – Single Non-Profit	Victim Support and The National Centre for Domestic Violence	Break the Routine
J Walter Thompson / London	Visual Effects – Single Non-Profit	WWF	Tiger In Suburbia
McCann / Tokyo + Tohokushinsha Film Corporation / Tokyo	Cinematography – Single Fashion & Clothing	Casio Computer	G-Shock Bonsai
Neighborhood Watch Films / Brooklyn + Artsy / New York + UBS / New York + Found Objects Music Production / Brooklyn	Editing – Single Publications & Media	Artsy	The Art Market (in Four Parts) - Auctions
Nikextension / Copenhagen + Kuhl & Solvstrom / Copenhagen + Barkas / Copenhagen	Animation – Single Durable Consumer Goods	IKEA	IKEA + HAY - a design collaboration
Park Pictures / New York, Los Angeles	Direction – Single Non-Profit	One Love Foundation	Love Labyrinth
Park Pictures / New York, Los Angeles	Writing – Single Non-Profit	One Love Foundation	Love Labyrinth
Park Pictures / New York, Los Angeles	Editing – Single Non-Profit	One Love Foundation	Love Labyrinth
Park Pictures / New York, Los Angeles	Cinematography – Single Non-Profit	One Love Foundation	Love Labyrinth
Saatchi & Saatchi Canada / Toronto	Writing – Single Publications & Media	The Canadian Marketing Association	I Am A Storyteller
Serviceplan / Munich + Neverest / Munich + nhb / Berlin	Direction – Single Fashion & Clothing	Strellson	Strellson: Make yourself unstoppable
Serviceplan / Munich + Neverest / Munich + nhb / Berlin	Use of Licensed / Adapted Music – Single Fashion & Clothing	Strellson	Strellson: Make yourself unstoppable
TBWA\Media Arts Lab / Los Angeles	Cinematography – Single Technology Hardware	Apple	Midnight
TBWA\Media Arts Lab / Los Angeles	Use of Licensed / Adapted Music – Single Technology Hardware	Apple	Midnight
TBWA\Media Arts Lab / Los Angeles	Writing – Single Technology Hardware	Apple	Timer
TBWA\Media Arts Lab / Los Angeles	Use of Licensed / Adapted Music – Single Technology Hardware	Apple	Timer
TBWAMedia Arts Lab / Los Angeles	Direction – Single Technology Hardware	Apple	Midnight

THE ONE SHOW SHORTLIST



3RD QUARTER



PUBLIC RELATIONS *INCLUDES 1ST, 2ND & 3RD QUARTER ENTRIES

360i / New York + Axios NYC / New York	Events & Experiential Non-Profit	Christopher & Dana Reeve Foundation	Adaptoys
BBDO / Toronto	Internal Communications CSR	BBDO Toronto	Change the Work Climate
BBDO / Toronto	Media Relations Consumer Packaged Goods	PepsiCo Foods	Doritos Ketchup Roses
Cheil / Hong Kong	Community Building Non-Profit	Samsung	#BeTheirEyes
Commonwealth//McCann / Detroit + Carat / Detroit + FleishmanHillard / Detroit	Proactive Communications Automotive	General Motors	Prince Tribute "Little Red Corvette"
CP+B / Boulder	Integrated Campaign Consumer Packaged Goods	Kraft Heinz	World's Largest Blind Taste Test
FCB Inferno / London	Brand Voice Non-Profit	Change Please and the Big Issue	Change Please
FCB Mayo / Lima + La Contra / Lima	Community Building Non-Profit	USAID	Vultures Warn
McCann / New York + Framestore / New York	Events & Experiential CSR	Lockheed Martin	The Field Trip to Mars
McCann / New York + Framestore / New York	Brand Voice CSR	Lockheed Martin	The Field Trip to Mars
McCann / New York + Framestore / New York	Innovation in Public Relations CSR	Lockheed Martin	The Field Trip to Mars
McCann / Stockholm + Colony / Stockholm + Giants & Toys / Stockholm + MediaMonks / Stockholm	Community Building Non-Profit	UR (The Swedish Educational Broadcast Company)	Let Us Bully You – In Virtual Reality
McCann / Stockholm + Colony / Stockholm + Giants & Toys / Stockholm + MediaMonks / Stockholm	Innovation in Public Relations Non-Profit	UR (The Swedish Educational Broadcast Company)	Let Us Bully You – In Virtual Reality
McCann Worldgroup / Bogotá	Media Relations Non-Profit	Ministry of National Education	The Bulletpen
McCann Worldgroup / Bogotá	Reputation Management Non-Profit	Ministry of National Education	The Bulletpen
McCann Worldgroup / Bogotá	Innovation in Public Relations Non-Profit	Ministry of National Education	The Bulletpen
NBS / Rio de Janeiro	Community Building CSR	Houaiss Dictionary	What Family Means
NBS / Rio de Janeiro	Innovation in Public Relations CSR	Houaiss Dictionary	What Family Means
Ogilvy & Mather / Singapore + We Wear Glasses / Singapore	Community Building Technology Software	Singtel	Singtel Firecracker



PUBLIC RELATIONS (CONT.) *INCLUDES 1ST, 2ND & 3RD QUARTER ENTRIES

Tencent / Shenzhen	Reputation Management CSR	Tencent	QQ Alert: Turning Social Network Into A Missing Children Alert
Weber Shandwick / Mumbai + Responsible Films / Mumbai	Events & Experiential CSR	Daughter of Mother India	Igniting a Movement of Hope and Change
Weber Shandwick / Mumbai + Responsible Films / Mumbai	Media Relations CSR	Daughter of Mother India	Igniting a Movement of Hope and Change
Weber Shandwick / New York + BBDO / San Francisco	Media Relations Fashion & Clothing	Mattel	Barbie Evolve the Doll
Weber Shandwick / New York + BBDO / San Francisco	Brand Voice Fashion & Clothing	Mattel	Barbie Evolve the Doll
Weber Shandwick / New York + BBDO / San Francisco	Proactive Communications Fashion & Clothing	Mattel	Barbie Evolve the Doll
WMcCann / Rio de Janeiro	Reputation Management Cosmetics & Toiletries	L'Oréal Paris	My First Women's Day
Zimmerman Advertising / Fort Lauderdale	Proactive Communications Beverages – Non-Alcoholic	Jamba Juice	Swishy Chug: The Fake Brand That Led to Real Results There is an ongoing brief for a team to monitor event

RADIO

Bates CHI Indonesia / Jakarta + Fuse Adventures In Audio / Singapore	Craft – Direction – Single Non-Profit	IMI - School of Creative Arts (SOCA)	Make Sense Of Music: Singers
BBDO / Toronto	Broadcast – Any Length – Single Consumer Packaged Goods	Mars Canada	Hungry Reporter
BBDO / Toronto	Craft – Direction – Single Consumer Packaged Goods	Mars Canada	Hungry Reporter
BBDO / Toronto	Craft – Writing – Single Consumer Packaged Goods	Mars Canada	Hungry Reporter
Eardrum / Sydney	Broadcast – Any Length – Campaign Consumer Services	Commercial Radio Australia	The Box You Can't Beat
McCann / Paris + MRM//McCANN / Clichy	Innovation in Radio Non-Profit	Mouvement du Nid	Girls of Paradise
Ogilvy & Mather Group HK / Hong Kong	Broadcast – Any Length – Single Tourism & Travel	Expedia	Lonely Lovers Latex Hand Grip
Ogilvy & Mather Group HK / Hong Kong	Broadcast – Any Length – Single Tourism & Travel	Expedia	Odorized Electric Boyfriend Blanket
Ogilvy & Mather Group HK / Hong Kong	Broadcast – Any Length – Campaign Tourism & Travel	Expedia	Relationship Savings
Ogilvy & Mather Group HK / Hong Kong	Broadcast – Any Length – Campaign Automotive	Volkswagen HK	Honestly Good Prices



RESPONSIVE ENVIRONMENTS

AlmapBBDO / São Paulo	Craft – Storytelling Technology Hardware	HP	Magic Words - The Unwritten Stories
Bluecadet / Philadelphia	Craft – Storytelling Non-Profit	Art Institute of Chicago	Van Gogh's Bedrooms
J Walter Thompson / New York	User Activation Entertainment & Games	Tribeca Film Institute	Tribeca Film ReActor
Ogilvy & Mather / Singapore	User Activation Financial	Allianz	Amateur Replay
Ogilvy & Mather / Singapore	Use of Technology – Integration with Social Platforms Financial	Allianz	Amateur Replay
Thinkingbox / Vancouver	Use of Technology – Virtual Reality (VR) Tourism & Travel	United Airlines	United Polaris VR Activation

SOCIAL MEDIA

Baldwin& / Raleigh + Tractenberg & Co. / New York + AKQA / San Francisco + Hone / New York	Social Engagement – User-Generated Content CSR	Burt's Bees	Burt's Bees - A Big Message from Burt's Bees
BBDO / New York	Social Engagement – Community Building Beverages – Alcoholic	Bacardi	Incognito Tickets
BBDO Guerrero / Makati City	Social Engagement – User-Generated Content Tourism & Travel	The Philippine Department of Tourism	Photofails in Paradise
Cheil / Hong Kong	Social Engagement – User-Generated Content Non-Profit	Samsung	#BeTheirEyes
Droga5 / New York	Branded Social Campaign Cosmetics & Toiletries	Clearasil	We Know Acne But We Don't Know You
Droga5 / New York	Social Media Page by a Brand Entertainment & Games	HBO	Into HBO
Droga5 / New York	Craft – Use of Visuals Entertainment & Games	HBO	Into HBO
Droga5 / New York + Under Armour / Baltimore + O POSITIVE / New York	Social Media Page by a Brand Sports & Fitness	Under Armour	#BreakTheGame
Droga5 / New York + Under Armour / Baltimore + O POSITIVE / New York	Branded Social Campaign Sports & Fitness	Under Armour	#BreakTheGame
Droga5 / New York + Under Armour / Baltimore + O POSITIVE / New York	Branded Social Post – Real-Time Response Sports & Fitness	Under Armour	#BreakTheGame



SOCIAL MEDIA (CONT.)

Grey Canada / Toronto	Branded Social Post – Single Non-Profit	Salvation Army	Poverty Isn't Always Easy To See
Grey Canada / Toronto	Craft – Use of Visuals Non-Profit	Salvation Army	Poverty Isn't Always Easy To See
NBS / Rio de Janeiro	Social Engagement – Community Building CSR	Houaiss Dictionary	What Family Means
Ogilvy & Mather / Singapore	Social Engagement – User-Generated Content Financial	Allianz	Amateur Replay
Tencent / Shenzhen	Innovation in Social Media CSR	Tencent	QQ Alert: Turning Social Network Into A Missing Children Alert
The Monkeys / Sydney + Qantas / Sydney	Social Engagement – User-Generated Content Tourism & Travel	Qantas	Qantas Out of Office Travelogue
The Monkeys / Sydney + Qantas / Sydney	Innovation in Social Media Tourism & Travel	Qantas	Qantas Out of Office Travelogue
W3haus / São Paulo	Innovation in Social Media Non-Profit	NGO Criola	Mirrors of Racism

UX / UI

AlmapBBDO / São Paulo	Digital / Physical Cross-Channel Technology Hardware	HP	Magic Words - The Unwritten Stories
Ogilvy & Mather / Singapore	Digital / Physical Cross-Channel Financial	Allianz	Amateur Replay
Plan.Net / Munich + Serviceplan / Munich	Mobile – Utility Non-Profit	Plan.Net	WhatsGerman
The Monkeys / Sydney + Qantas / Sydney	Digital Cross-Channel Tourism & Travel	Qantas	Qantas Out of Office Travelogue
The Monkeys / Sydney + Qantas / Sydney	Innovation in UX / UI – Single Channel Tourism & Travel	Qantas	Qantas Out of Office Travelogue
The Monkeys / Sydney + Qantas / Sydney	Innovation in UX / UI – Cross-Channel Tourism & Travel	Qantas	Qantas Out of Office Travelogue