

One Show: One Gold, two Silver Pencils for SA

NEW YORK, US: At the [2012 One Show](#) in New York City last night, Thursday, 10 May 2012, South Africa scooped one Gold Pencil and two Silvers. Best-of-Show went to Mother New York's "Little Marina" campaign for Target. (multimedia)

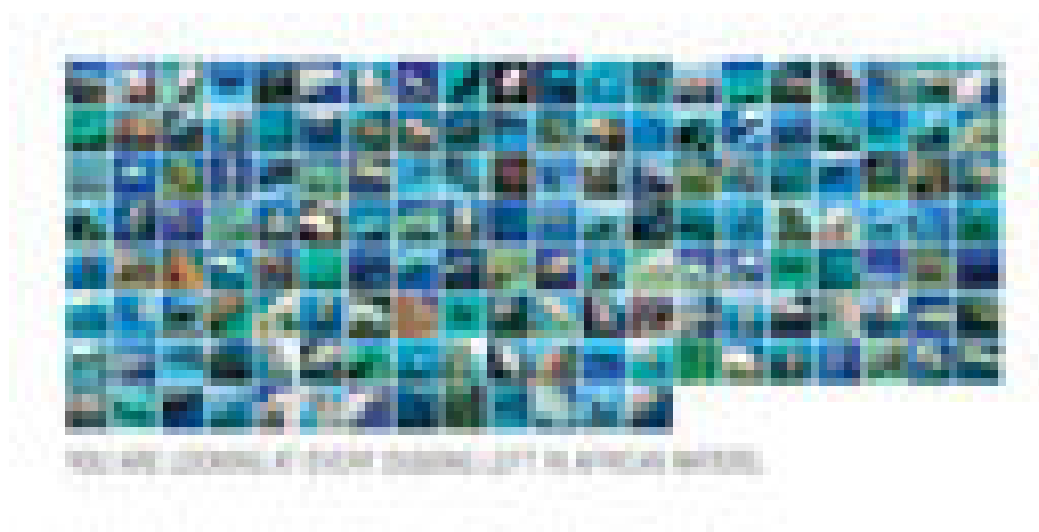


Almost 20 000 entry pieces from 64 countries around the world were received for this year's One Show award competition.

SA's One Show Pencils

Pencil	Category	Client	Entry title	Agency name
Gold	7B: Public Service - Newspaper or Magazine - Campaign	Endangered Wildlife Trust (EWT)	The Last Ones Left	TBWA\Hunt\Lascaris Johannesburg
Silver	7D: Public Service - Outdoor & Posters - Campaign	Endangered Wildlife Trust (EWT)	The Last Ones Left	TBWA\Hunt\Lascaris Johannesburg
Silver	8C: Public Service Radio - Single	Nelson Mandela Foundation	Nelson Mandela	Grey South Africa



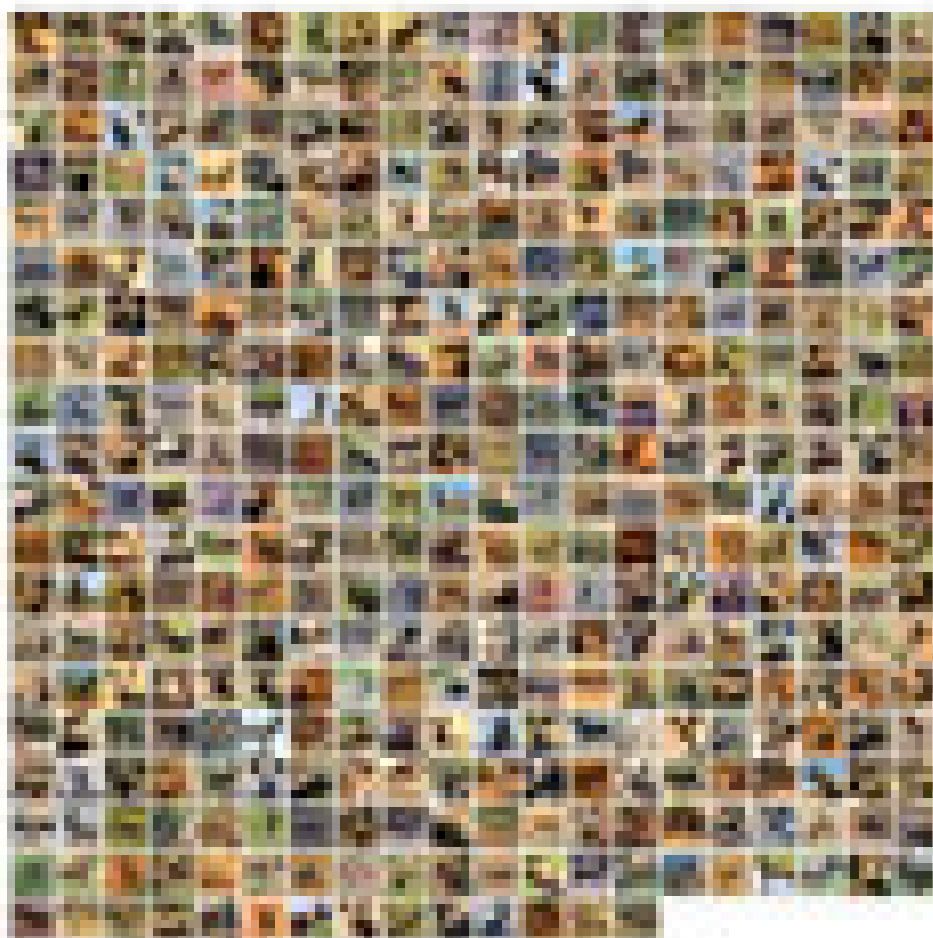




the set of colors of the color calibration chart (see Fig. 10.1)

the set of colors of the color calibration chart (see Fig. 10.1)





FROM LEFT: CLOTHING, STYLING, AND HAIR; JESSICA LUTZ; IN PHOTOGRAPHY; JESSICA LUTZ



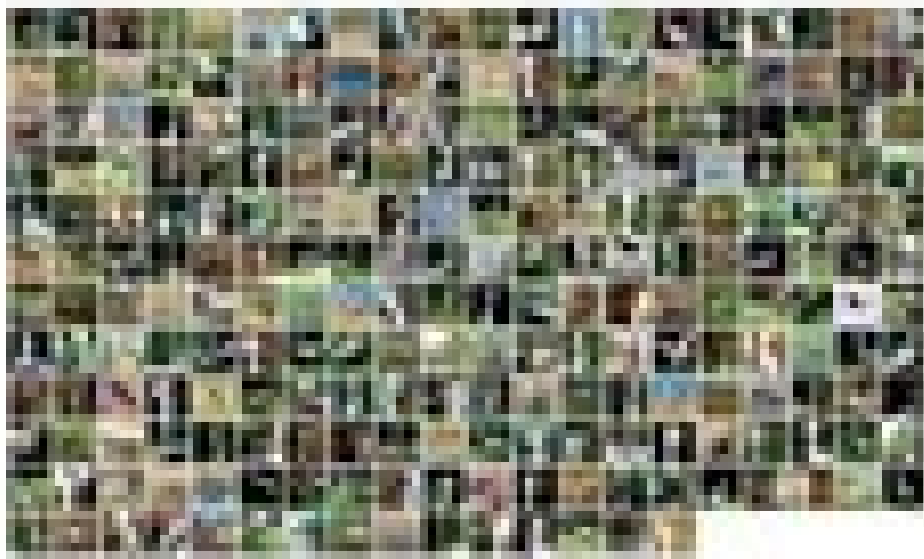
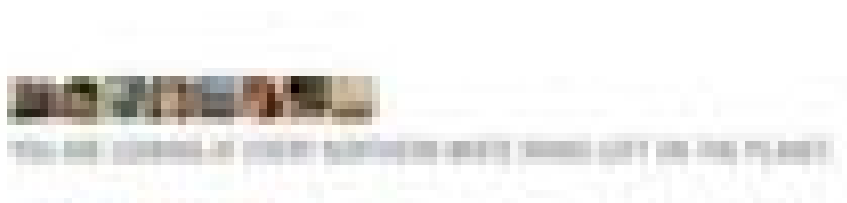


Image with copyright © 2014 under license to the artist (all rights reserved).

Image with copyright © 2014 under license to the artist (all rights reserved).





[click to enlarge](#)

The [Endangered Wildlife Trust](#) campaign has already won various awards, including a [2012 One Show Design Gold Pencil](#), [Silver Press Lion](#) at the 2011 Cannes Lions; various [Gold Loeries](#) at the 2011 Loeries, [Gold](#) at the 2011 Pendoring Awards, [Ambient/Outdoor Ad of the Year](#) at SA's 2011 Creative Circle Ad of the Year Awards. It has also achieved [In-Book](#) status at the 2012 D&AD Awards and won two Silver and one Bronze at the [2012 Clio Awards](#).

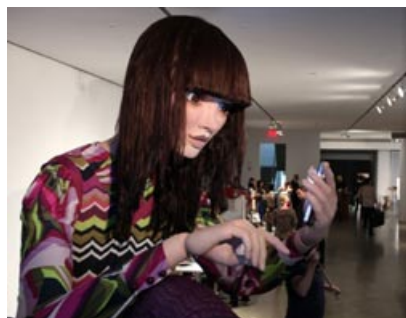


Grey South Africa's Nelson Mandela radio ad for Nelson Mandela Foundation

Date: 11 May 2012 | **Length:** 1:00min | **File size:** 1MB

The Nelson Mandela radio spot by Grey South Africa for the Nelson Mandela Foundation has already won a [Yellow Pencil and In-Book](#) at the 2012 D&AD Awards. It is also one of the four radio ads which together won a [Silver Radio Campaign Lion](#) at the 2011 Cannes Lions.

Best of Show



[click to enlarge](#)

"Not only did fashionista and blogger 'Little Marina' play a key role in the conversation during New York Fashion Week, she became the talk of the town," said [Kevin Swanepoel](#), president at The One Club. "It's no surprise that Mother New York's Target campaign remains the talk of our creative industry with its 'Best in Show' honors."

K-Swiss was named Client of the Year for its work featuring the character Kenny Powers from the HBO series, *Eastbound and Down*. The integrated campaign, created by 72andSunny in Los Angeles, centres on a short film titled "MFCEO" depicting Powers as the new CEO of K-Swiss, with appearances by Dallas

Maverick's owner Mark Cuban and director Michael Bay.

Green Pencil

The [Green Pencil](#), which is awarded to the most environmentally conscious work of the year, went to Droga5 for its "Windmade" logo for Vestas. The icon is the world's first that highlights products manufactured using wind energy.

Top Pencil winners in this year's One Show by country are as follows:

- 43: United States (14 Gold, 11 Silver, 18 Bronze)
- 10: Germany (six Gold, two Silver, two Bronze)
- 9: United Kingdom (two Gold, four Silver, three Bronze)
- 8: Malaysia (two Gold, four Silver, two Bronze)
- 5: Canada (two Silver, three Bronze)
- 5: Argentina (one Silver, four Bronze)
- 4: China (three Gold, one Bronze)

Top Pencil winners in this year's One Show by agency are as follows:

- 6: Wieden+Kennedy/Portland (three Gold, two Silver, one Bronze)

- 5: 72and Sunny/Los Angeles (four Gold, one Bronze)
- 5: Ogilvy Malaysia/Kuala Lumpur (two Gold, three Silver)
- 3: AMV BBDO/London (two Gold, one Silver)
- 3: BBDO/New York (two Gold, one Bronze)
- 3: JWT/Shanghai (two Gold, one Bronze)

Judges' videos

A complete list of Pencil winners and "Best of" honours can be found at www.oneclub.org/#pane=awards~url=/theoneshow/os/. In addition, One Show winners will be featured in the commemorative *One Show Annual*, which will be released later this year.

The One Show is annually produced by [The One Club](#), a non-profit organisation whose mission is to champion excellence in advertising. The 2012 One Show sponsors are Adobe, Facebook, GE, Google, Microsoft Advertising and Pictela. This year's One Show media partners are Best Ads On TV, Bizcommunity.com, Campaign Brief, and Marketing Magazine Canada.

Special thanks go to Design Army for its 2012 One Show graphic design and to Mullen for creating the interactive ["Kill for a Pencil"](#) game, released as a prelude to the One Show.



For more:

- Bizcommunity Search: [One Show](#)
- Award week: 7-11 May 2012
- Official websites: Creative Week New York (www.creativeweek.com) and (One Show): www.oneclub.org
- Finalists: [One Show](#), [Show Show Design](#) & [One Show Interactive](#)
- Twitter: [@OneShow](#), [@CreativeWeek](#)
- Twitter Search: ["one show design"](#) OR [#oneshowdesign](#) OR [#OSDawards](#)
- Facebook: www.facebook.com/theoneshow
- Pinterest: pinterest.com/creativeweek
- Tumblr: creativeweeknyc.tumblr.com

For more, visit: <https://www.bizcommunity.com>