

First night results!

The first of two award nights for One Show 2018 is done and dusted, having taken place at the Ziegfeld Ballroom earlier on Wednesday, 9 May, with Africa bringing home 1 silver, 4 bronze and 12 merit awards.



Screengrabs from SA's top-performing campaigns on the first night of One Show 2018.

The first night of The One Show was hosted by comedian Chris Gethard, host of *The Chris Gethard Show*, the *Beautiful/Anonymous* podcast, star of *Career Suicide* and, according to his website, “a guy you've seen on television and in movies from time to time but can't quite place”.

The One Club for Creativity CEO Kevin Swanepoel opened the show by thanking the 92 global creatives who gathered both in New York and the Dominican Republic to judge all the work that won:

Outgoing One Club Board chairman Jose Molla also handed over to the first chairwoman in the history of The One Club for Creativity, Susan Credle:



The One Club names FCB's Susan Credle chairwoman

3 May 2018



A total of 299 Pencils — 116 Gold, 82 Silver and 101 Bronze — and 535 Merits were awarded on the night, for work from 37 countries.

SA's winners on the first night of the One Show Awards

A silver Pencil was awarded to **King James Cape Town** for “2-Minute Shower Songs” for Sanlam under ‘real-time response: proactive communications’ in the PR discipline.



Campaigning to #DefeatDayZero

Leigh Andrews 8 Feb 2018



SA work was also awarded four bronze Pencils on the night:

King James Cape Town again for Sanlam, this time for '*Uk'shona Kwelanga* – a WhatsApp drama series' under 'Innovation in branded entertainment' in the Branded Entertainment discipline

Ogilvy Johannesburg for KFC, 'KFC Suppertime Stories', also under 'Innovation in branded entertainment' in the Branded Entertainment discipline

TBWA\Hunt\Lascaris Johannesburg for Goodbye Malaria ‘Beautiful Pathogens’, under ‘craft illustration: design’ in the Design discipline



Beautiful Pathogens by TBWA\Hunt\Lascaris Johannesburg for Goodbye Malaria.

TBWA\Hunt\Lascaris Johannesburg for Goodbye Malaria ‘Beautiful Pathogens’, under ‘branding in health, wellness and pharma’ in the Health, Wellness & Pharma discipline

The SA winners are all listed in full below...

SA’s One Show 2018 winners, part 1

Branded Entertainment				
Category	Agency	Client	Work	Award
Innovation in branded entertainment	King James Group Cape Town	Sanlam	Uk'shona Kwelanga – a WhatsApp Drama series	Bronze
Innovation in branded entertainment	Ogilvy Johannesburg	KFC	KFC Suppertime Stories	Bronze

Online: short form – campaign	Ogilvy Johannesburg	Kimberly-Clark Huggies	The World's First Baby Marathon	Merit
Online: short form – campaign	VML Cape Town	Pernod Ricard	Absolut One Source	Merit
Music videos	VML Cape Town	Pernod Ricard	Absolut One Source	Merit
Design				
Promotional – collateral items	TBWA\Hunt\Lascais Johannesburg	Goodbye Malaria	Beautiful Pathogens	Merit
Craft – art direction	TBWA\Hunt\Lascais Johannesburg	Goodbye Malaria	Beautiful Pathogens	Merit
Craft – illustration	TBWA\Hunt\Lascais Johannesburg	Goodbye Malaria	Beautiful Pathogens	Bronze
Direct Marketing				
Print - flat and dimensional	Joe Public Johannesburg	One School At A Time	Never Unsanitary Pads	Merit
Print - flat and dimensional	Joe Public Johannesburg + Shift Joe Public	Zazi	Know Your Strength	Merit
Digital - social media and viral marketing	Ogilvy Johannesburg	Kimberly-Clark (Huggies)	The World's First Baby Marathon	Merit
Health, Wellness & Pharma				
Branding in health, wellness and pharma	TBWA\Hunt\Lascais Johannesburg	Goodbye Malaria	Beautiful Pathogens	Bronze
Moving Image Craft				
Editing - single	Bioscope Films + Bain & Bunkell	Indiefin	Be Indie	Merit
Cinematography – single	Bioscope Films + Bain & Bunkell	Indiefin	Be Indie	Merit
Use of music - original music	Bioscope Films + Bain & Bunkell	Indiefin	Be Indie	Merit
Public Relations				
Innovation in public relations	Ogilvy Africa Nairobi, SuperSonic Africa Nairobi and Black Bean Productions Cape Town	Ol Pejeta Conservancy	The World's Most Eligible Bachelor	Bronze
Real-time response: Proactive communications	King James Group	Sanlam	2-Minute Shower Songs	Silver

Best of the rest

Big winners on the night included **McCann New York** and **BBDO New York**, with 11 One Show Pencils each, closely followed by **Dentsu Tokyo** with nine.

McCann New York also picked up the most Gold Pencils for the night with eight, including five for "Fearless Girl" on behalf of State Street Global Advisors. The work also won Best of Discipline in Direct Marketing.

BBDO New York was runner-up with six Gold Pencils, including five for P&G "The Talk".

“Fearless Girl” and “The Talk” also each won Gold in the **Cultural Driver Award** for influential ideas and executions that had a major impact in their respective cultures and environments, and exist outside the traditional categories in advertising and design.

The One Show **Green Pencil**, recognising the single most environmentally conscious creative work for the year, was awarded to **AMV BBDO** and **LADbible**, both London for “Trash Isles” on behalf of LADbible and Plastic Ocean.

Best of discipline winners for the first night of The One Show

- [Branded Entertainment](#): **MRM//McCann**, Madrid “Beyond Money” for Banco Santander

- [Design](#): Wieden+Kennedy Amsterdam with **New Amsterdam** and **Mindshare**, all Amsterdam, “The Lioness Crest” for Nike
- [Direct Marketing](#): **McCann New York** with **Visbal Sculpture, Inc.**, Lewes, Delaware and **Traction Creative**, New York “Fearless Girl” for State Street Global Advisors
- [Health, Wellness & Pharma](#): **McCann Worldgroup India**, Mumbai with **McCann Health**, Delhi, both India, and **McCann Health Global**, Washington, DC, “Immunity Charm” for Ministry of Public Health, Afghanistan

- [Intellectual Property](#): **Colenso BBDO**, Auckland, New Zealand “Pedigree Selfie STIX Clip” for Mars
- [Moving Image Craft](#): **MPC**, London and Los Angeles with MJZ, Los Angeles and **Leo Burnett**, Chicago “Samsung, Ostrich” for Samsung
- [Public Relations](#): **Clemenger BBDO**, Melbourne, Australia “Give Registry” for Myer

- [Responsive Environments](#): TBWA\Hakuhodo Inc. with Tohokushinsha Film Corporation, both Tokyo, “Green Light Run” for adidas Japan

Kevin Swanepoel, CEO of The One Club for Creativity said:

“ These Best of Discipline winners are a true reflection of the global breadth of today’s amazing creative work, and of the global scope of The One Show itself... From Amsterdam to Auckland, Madrid to Melbourne, agencies and brands around the world are taking creative excellence to a new level, and The One Show is proud to be the awards program to identify, elevate and celebrate that great work on a global scale. ”



#OneShow2018: Better representation across the board

Ann Nurock 8 May 2018



#OneShow2018: All the SA finalists!

13 Apr 2018



In search of gold: Judging the awards of The One Club for Creativity

23 Mar 2018



The second night of The One Show, awarding work in Cross Platform, Film, Interactive, Mobile, Print & Outdoor, Radio, Social Influencer Marketing, Social Media, UX/UI, Penta Pencil, the first-ever CMO Pencil, Best of Show and other special awards takes place on Friday, 11 May 2018 at Cipriani Wall Street.

For a complete list of all first night One Show 2018 Pencil winners, including Merit winners, visit this [download link](#). Click through to our [One Show special section](#) for all the latest updates on The One Club for Creativity’s Creative Week

2018!

For more:

- Bizcommunity search: [One Show](#)
- Google news search: [One Show](#)
- Twitter search: [One Show Creative Week](#)
- Official site: <https://www.oneclub.org/>

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