

# All the SA winners!

The One Club for Creativity's Creative Week 2018 has come to an end. Here's how SA scored at the award ceremonies held throughout the week.



The week included the 97th ADC Annual Awards on 7 May, The One Club for Creativity Student ADC awards on 8 May, and two One Show Award ceremonies, on 9 and 11 May respectively.

## SA's winners over The One Club for Creativity's Creative Week 2018:

GOLD: 2			
CATEGORY	AGENCY	CLIENT	WORK
RADIO: Any Length - Campaign	Ogilvy Johannesburg / Johannesburg	KFC	KFC Double Down - Sad Man
RADIO: Writing - Campaign (Craft)	Ogilvy Johannesburg / Johannesburg	KFC	KFC Double Down - Sad Man
SILVER: 6			
INTERACTIVE: Banners	VML South Africa / Cape Town	Huffington Post South Africa	Stop The Cycle
MOBILE: Mobile Advertising	VML South Africa / Cape Town	Huffington Post South Africa	Stop The Cycle
ADC PHOTOGRAPHY	TBWA/Hunt Lascaris / Johannesburg	TBWA/Hunt Lascaris	Doom Insects
PUBLIC RELATIONS: Proactive Communications	King James Group / Cape Town	Sanlam	2minuteshowersongs
RADIO: Experiential Radio	King James Group / Cape Town	Sanlam	2minuteshowersongs
RADIO: Writing - Campaign (Craft)	FCB Cape Town / Cape Town	Blooms Pharmacy	Even little ones have bad days.
BRONZE: 11			
BRANDED ENTERTAINMENT: Innovation in Branded Entertainment	King James Group / Cape Town	Sanlam	Uk'shona Kwelanga - a WhatsApp Drama series
BRANDED ENTERTAINMENT: Innovation in Branded Entertainment	Ogilvy Johannesburg / Johannesburg	KFC	KFC Supertime Stories
DESIGN: Illustration - Single or Series	TBWA Hunt Lasaris / Johannesburg	Goodbye Malaria	Beautiful Pathogens
HEALTH, WELLNESS & PHARMA: Branding	TBWA Hunt Lascaris / Johannesburg	Goodbye Malaria	Beautiful Pathogens
INTERACTIVE: Online	King James Group / Cape Town	Sanlam	Uk'shona Kwelanga - a WhatsApp Drama series
MOBILE: Innovation in Mobile	King James Group / Cape Town	Sanlam	Uk'shona Kwelanga - a WhatsApp Drama series
RADIO: Writing - Campaign (Craft)	TBWA Hunt Lascaris / Johannesburg	Flight Centre	World Gone Mad

RADIO: Sound Design - Single or Campaign (Craft)	TBWA Hunt Lascaris / Johannesburg	Flight Centre	World Gone Mad
RADIO: Sound Design - Single or Campaign (Craft)	TBWA Hunt Lascaris / Johannesburg	Flight Centre	Climate Change
RADIO: Sound Design - Single or Campaign (Craft)	TBWA Hunt Lascaris / Johannesburg	Flight Centre	Knowledge
RADIO: Use of Music - Single or Campaign (Craft)	FCB 1886 / Johannesburg + Cell C / Johannesburg	Cell C	iGugu
<b>MERIT: 37</b>			
BRANDED ENTERTAINMENT: Short Form - Campaign	Ogilvy Johannesburg / Johannesburg	Kimberly-Clark (Huggies)	The World's First Baby Marathon
BRANDED ENTERTAINMENT: Short Form - Campaign	VML South Africa / Cape Town	Pernod Ricard	Absolut One Source
BRANDED ENTERTAINMENT: Music Videos	VML South Africa / Cape Town	Pernod Ricard	Absolut One Source
DESIGN: Collateral Items - Single or Series	TBWA Hunt Lascaris / Johannesburg	Goodbye Malaria	Beautiful Pathogens
DESIGN: Art Direction - Single or Series	TBWA Hunt Lascaris / Johannesburg	Goodbye Malaria	Beautiful Pathogens
DIRECT MARKETING: Flat & Dimensional	Joe Public (Pty) Ltd / Bryanston	One School At A Time	Never Unsanitary Pads
DIRECT MARKETING: Flat & Dimensional	Joe Public (Pty) Ltd / Johannesburg + Shift Joe Public / Johannesburg	Zazi	Know Your Strength
DIRECT MARKETING: Social Media & Viral Marketing - Campaign	Ogilvy Johannesburg / Johannesburg	Kimberly-Clark (Huggies)	The World's First Baby Marathon
FILM: Short Form - Campaign	FoxP2 / Cape Town + Patriot / Cape Town	Cape of Good Hope SPCA	#ChooseYourFamily
FILM: Short Form - Campaign	Ogilvy Cape Town / Cape Town	24.com	News24 Edge
FILM: Long Form - Single	7films / capetown	Surfshack Outreach	Chasing the Dragon
FILM: Varying Length Campaign	Ogilvy Johannesburg / Johannesburg	Kimberly-Clark (Huggies)	The World's First Baby Marathon
MOBILE: Applications	Ogilvy Johannesburg / Johannesburg	KFC	KFC Suppertime Stories
MOBILE: Physical Product & Mobile Integration	Ogilvy Johannesburg / Johannesburg	KFC	KFC Suppertime Stories
MOVING IMAGE CRAFT: Single	Bioscope Films / Johannesburg + Bain & Bunkell / Johannesburg	Indiefin	Be Indie
MOVING IMAGE CRAFT: Single	Bioscope Films / Johannesburg + Bain & Bunkell / Johannesburg	Indiefin	Be Indie
MOVING IMAGE CRAFT: Original Music - Single or Campaign	Bioscope Films / Johannesburg + Bain & Bunkell / Johannesburg	Indiefin	Be Indie
PRINT & OUTDOOR: Experiential & Installations - Single	Halo Advertising / Johannesburg + Bioscope / Johannesburg	Jacaranda FM	More Music You Love
PRINT & OUTDOOR: Photography - Single or Campaign (Craft)	DDB South Africa / Bryanston	Commission for Gender Equality	HeShe
RADIO: Any Length - Single	TBWA Hunt Lascaris / Johannesburg	Flight Centre	A.I.
RADIO: Any Length - Single	TBWA Hunt Lascaris / Johannesburg	Tiger Brands	Fly on the Bedroom Wall
RADIO: Any Length - Single	TBWA Hunt Lascaris / Johannesburg	Tiger Brands	Fly on the Living Room Wall
RADIO: Any Length - Single	TBWA Hunt Lascaris / Johannesburg	Tiger Brands	Fly on the Bathroom Wall
RADIO: Any Length - Single	TBWA Hunt Lascaris / Johannesburg	Flight Centre	Knowledge
RADIO: Any Length - Campaign	FCB 1886 / Johannesburg + Cell C / Johannesburg	Cell C	iGugu
RADIO: Any Length - Campaign	FCB Cape Town / Cape Town	Blooms Pharmacy	Even little ones have bad days.
RADIO: Any Length - Campaign	Ogilvy Johannesburg / Johannesburg	KFC	Virgin Mojito - Drink Anywhere
RADIO: Any Length - Campaign	TBWA Hunt Lascaris / Johannesburg	Flight Centre	World Gone Mad
RADIO: Any Length - Campaign	TBWA Hunt Lascaris / Johannesburg	Tiger Brands	Fly on the Wall
RADIO: Writing - Campaign (Craft)	FCB 1886 / Johannesburg + Cell C / Johannesburg	Cell C	iGugu
RADIO: Writing - Campaign (Craft)	FCB Cape Town / Cape Town	Exclusive Books	Words are all you need.
RADIO: Writing - Campaign (Craft)	Ogilvy Johannesburg / Johannesburg	KFC	Virgin Mojito - Drink Anywhere
RADIO: Writing - Campaign (Craft)	TBWA Hunt Lascaris / Johannesburg	Tiger Brands	Fly on the Wall
RADIO: Sound Design - Single or Campaign (Craft)	TBWA Hunt Lascaris / Johannesburg	Tiger Brands	Fly on the Wall
RADIO: Sound Design - Single or Campaign (Craft)	TBWA Hunt Lascaris / Johannesburg	Flight Centre	A.I.
SOCIAL MEDIA: Single	Ogilvy Johannesburg / Johannesburg	Viacom	MTV #FCKHIV

MOBILE: Mobile Advertising	Ogilvy Africa / Nairobi + SuperSonic Africa / Nairobi + Black Bean Productions / Cape Town	Ol Pejeta Conservancy	The World's Most Eligible Bachelor
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## SA's 2018 Young Ones Student Award wins

YOUNG ONES/STUDENT ADC AWARDS: 2 BRONZE, 3 MERIT				
CATEGORY	AGENCY	CLIENT	WORK	AWARD
Illustration	AAA School of Advertising Cape Town	Lauren Bloom	<a href="#">Calculated Creative</a>	Bronze
Publication design	AAA School of Advertising Cape Town	Lauren Bloom	<a href="#">Black: A study of the darkest colour</a>	Bronze
Photography/Photojournalism	Red & Yellow School	Sj Stephens	Life Magazine's " <a href="#">Sunday Glory</a> "	Merit
Publication design	AAA School of Advertising Cape Town	Serene van Baalen	<a href="#">"Sew Far, Sew Good"</a>	Merit
Publication design	Red & Yellow School	Felicity Davies	<a href="#">"IO magazine"</a>	Merit

## Tally per SA agency

Agency	Gold	Silver	Bronze	Merit	Total
7Films Cape Town				1	1
Bioscope Films Johannesburg + Bain & Bunkell Johannesburg				3	3
DDB South Africa				1	1
FCB 1886 / Johannesburg + Cell C			1	2	3
FCB Cape Town		1		2	3
FoxP2 Cape Town + Patriot Cape Town				1	1
Halo Advertising Johannesburg + Bioscope Johannesburg				1	1
Joe Public Johannesburg				1	1
Joe Public Johannesburg + Shift Joe Public Johannesburg				1	1
King James Group / Cape Town		2	3		5
Ogilvy Africa / Nairobi + SuperSonic Africa Nairobi + Black Bean Productions Cape Town				1	1
Ogilvy Cape Town				1	1
Ogilvy Johannesburg	2		1	8	11
TBWA Hunt Lascaris Johannesburg: <b>Country agency of the year</b>		1	6	12	19
VML South Africa Cape Town		2		2	4
<b>TOTAL</b>	<b>2</b>	<b>6</b>	<b>11</b>	<b>37</b>	<b>56</b>

There were also seven SA jurors across the various disciplines of creative work judged for the One Show, with SJ Myeza set to serve on the One Club's Young Guns 16 jury later this year.

## Read more



### #OneShow2018: Five SA Student Award winners!

11 May 2018



### SA's SJ Myeza to serve on One Club's Young Guns 16 Jury!

30 Apr 2018



### Seven SA judges selected for 2018 One Show!

7 Dec 2017





## #OneShow2018: All the SA finalists!

13 Apr 2018



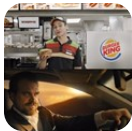
## All the 2018 ADC Award winners!

8 May 2018



## #OneShow2018: First night results!

10 May 2018



## #OneShow2018: Final night's results!

12 May 2018



## #OneShow2018: SA's bronze student campaign winner

Ann Nurock 9 May 2018



## #OneShow2018: Better representation across the board

Ann Nurock 8 May 2018



## #OneShow2018: The power of creating your own female tribe

Ann Nurock 11 May 2018



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- Official site: <https://www.oneclub.org/>

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