

# South African amongst ADC Awards finalists!

Artist Chris Slabber, based in Oudtshoorn, Western Cape, working with TBWA\Hunt\Lascaris, Johannesburg, scored a finalist spot in the global ADC 97th Annual Awards for his photography on "Doom Insects".



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The news was announced today by The One Club for Creativity, the world's foremost non-profit organisation celebrating creative excellence in advertising and design.

Overall, BBDO New York, Dentsu Tokyo and Jung von Matt are the top three agencies in the world with the most finalists entries, as announced today by.

Leading the way with 31 finalists entries is BBDO New York, including seven for P&G "The Talk" and six for Downtown Records' "Live Looper" featuring the band the Academic. Dentsu Tokyo has 23 finalists for 15 clients and Hamburg, Germany's Jung von Matt has 20 finalists, including eight for "BVG x Adidas - The Ticket Shoe" on behalf of client Berliner Verkehrsbetriebe (BVG).

Four offices of R/GA account for 19 finalists, including five for the New York office's "Fear of Love" for the Ad Council. DDB Paris landed 17 finalists, including seven for Hasbro work, and *The New York Times Magazine* secured 18 finalists for 16 different entries. AlmapBBDO in São Paulo and McCann New York each have 10 finalists.

Samsung "Ostrich" was the entry with the most finalists spots, collecting nine for the team of Samsung Group Worldwide, MJZ Los Angeles and MPC London and Los Angeles, with Leo Burnett Chicago.

This year's show has 514 finalists representing 34 countries. The US has the most finalists, followed by Japan with 51, Germany with 45, Canada with 26, the UK and China with 25 each, and France with 21.

The One Club for Creativity awards shows each have their distinct focus. The ADC Annual Awards maintains its historical concentration as the champion for craft, design and innovation, while The One Show focuses on creativity of ideas and quality of execution.

This year's winners will be announced at the ADC 97th Annual Awards Ceremony on May 7, 2018, 6:00-11:00 pm at Industria in New York's Meatpacking District.

Click [here](#) to view all the finalists.

“ It's finally here! The ADC 97th Annual Awards finalists are announced: [#ADCawards](https://t.co/r3Roj5rL0t)

Thanks [@DebbiVandeven](#) 💎💎 [pic.twitter.com/SRf8O0cSli](https://pic.twitter.com/SRf8O0cSli) — The One Club (@TheOneClub) [April 9, 2018](#) ”

### **ADC Awards kick off Creative Week**

Now that we know the finalists, who among them will earn a Gold Cube? Which single entrant will win the elusive Black Cube for Best of Show, or the Designism Cube for societal good? The winners will be announced in New York on Monday, 7 May 2018, during the ADC 97th Annual Awards ceremony!

The ADC 97th Annual Awards marks the first evening of Creative Week, five days of celebration and inspiration, including The One Show 2018 and the Young Ones Student Awards.

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