

All the ADC Gold Cube winners for 2017

NEW YORK — McCann New York's 'The Field Trip to Mars' for Lockheed Martin racked up the accolades at the global ADC 96th Annual Awards gala in New York with eight ADC Gold Cubes and a coveted ADC Black Cube in Digital for Best in Discipline.

McCann's performance saw the agency sweep three cumulative awards, as McCann New York was named Agency of the Year and Digital Agency of the Year, and McCann Workgroup was named Network of the Year, based upon total awards won across all disciplines and categories.

'The Field Trip to Mars' from McCann New York (embedded below) won two ADC Gold Cubes in the Advertising, six ADC Gold Cubes in Digital and the ADC Black Cube in Digital for Best in Discipline. The agency also received three ADC Silver and three Bronze Cubes for work done on behalf of Lockheed Martin, The Brady Campaign, Godiva and Girls Who Code.

Other top global winners this year include Dentsu, Tokyo, with 24 ADC Cubes overall (two Gold, seven Silver and 15 Bronze); Leo Burnett Chicago with three ADC Gold Cubes and the ADC Black Cube for best in discipline in Advertising for 'Van Gogh BnB' on behalf of Art Institute of Chicago (embedded below); BBDO Dusseldorf with two ADC Gold and five Silver Cubes for 'Pepsi Light - Iconic Moments' for Pepsi Deutschland GmbH; and Goodby Silverstein & Partners, San Francisco, with two ADC Gold, one Silver and five Bronze Cubes for a variety of work.

SILO, The Hague, The Netherlands, received two ADC Gold Cubes and a prestigious ADC Designism award recognizing best in discipline for work that drives social good, all in Design for its 'Zaans Medical Centre Healing Environment' (embedded below) for Mecanoo Architects and Zaans Medical Centre.

Two other ADC Designism awards were presented: one in Advertising to BBDO New York for 'Evan' (embedded below) on behalf of Sandy Hook Promise, and the other in Digital to The Partners, London, UK for 'Visual Identity conducted by Sir Simon Rattle' (embedded below) for London Symphony Orchestra.

This year's top honours, based on cumulative ADC awards won across all disciplines and categories, went to:

- Agency of the Year — McCann New York
- Network of the Year — McCann Worldgroup
- Digital Agency of the Year — McCann New York
- Design Team of the Year — Dentsu, Tokyo
- Production Company of the Year — Framestore, New York
- School of the Year — School of Visual Arts, New York
- Client of the Year — Lockheed Martin

In the student awards, School of Visual Arts, New York, had a stellar night, winning six ADC Gold Cubes and 16 Cubes overall. Art Center College of Design, Pasadena, CA, picked up three ADC Gold Cubes and a total of nine Cubes.

To view the complete global list of winners representing work from 28 countries, visit adcawards.org.

This marks the first year the ADC Annual Awards is part of The One Club for Creativity (TOCC), the leading global non-profit creative organisation formed by last fall's merger of ADC and The One Club. ADC Cubes are awarded based upon excellence in craft, design and innovation.

"It's always an inspiring night when the industry comes together to celebrate and elevate the world's best creative work at the ADC Annual Awards," said Michael O'Rourke, ADC executive director. "ADC began as a progressive force back in 1920 as the first creative organization for the commercial arts. It's an honour for us to continue that legacy under The One Club for Creativity and salute all of this year's winners for work that truly represents the best in global craft, design and innovation."

All ADC Gold Cube winners by discipline are listed below.

Advertising (66 ADC Cubes — 1 Black, 1 Designism, 15 Gold, 19 Silver, 30 Bronze, 34 Merit):

- AlmapBBDO, São Paulo, Brazil for Getty Images, 'Endless Possibilities', Press, Newspaper, Campaign
- BBDO New York, New York, NY for Sandy Hook Promise, 'Evan', Television/Film/Online Video Commercials, Public Service, Non-Profit, Single (entry also won an ADC Designism Award in Advertising)
- BBDO Dusseldorf, Dusseldorf, Germany for Pepsi Deutschland GmbH, 'Pepsi Light - Iconic Moments', Art Direction, Press/Print Advertising, Campaign
- Dentsu, Tokyo, Japan for Yahoo Japan Corporation, 'History of the Internet', Art Direction, Poster Advertising, Single
- Factory, London, UK for Save The Children, 'Still The Most Shocking Second of the Day', Television/Film/Online Video Commercials, Public Service, Non-Profit, Single
- Filmakademie BW, Ludwigsburg, Germany for Volvo, 'ABC of Death', Student, Art Direction, Motion, Single
- Filmakademie BW, Ludwigsburg, Germany for Volvo, 'ABC of Death', Student, Television/Film/Online Video Commercials, Online Commercial, Single
- Leo Burnett Chicago, Chicago, IL, USA for Art Institute of Chicago, 'Van Gogh BnB', Pop Ups, Events, Single
- Leo Burnett Chicago, Chicago, IL, USA for Art Institute of Chicago, 'Van Gogh BnB', Pop Ups, Installations, Single
- Leo Burnett Chicago, Chicago, IL, USA for Art Institute of Chicago, 'Van Gogh BnB', Pop-Ups, Immersive, Single (entry also won an ADC Black Cube in Advertising)
- McCann New York, New York, NY, USA for Lockheed Martin, 'The Field Trip to Mars', Pop-Ups, Events, Single
- McCann New York, New York, NY, USA for Lockheed Martin, 'The Field Trip to Mars', Pop-Ups, Immersive, Single
- The Martin Agency, Richmond, VA, USA for Donate Life, 'The World's Biggest Asshole', Television/Film/Online Video Commercials, Public Service, Non-Profit, Single
- The Martin Agency, Richmond, VA, and Furlined, Los Angeles, CA, USA for Donate Life, 'The World's Biggest Asshole', Branded Content & Entertainment, Online Video, Short Form, Single
- Spotify, New York, NY, USA for Spotify, 'Thanks, 2016. It's Been Weird', Out-of-Home, Posters, Campaign

Design (80 ADC Cubes — 1 Designism, 18 Gold, 27 Silver, 34 Bronze, 79 Merit):

- 702design, Hangzhou, China for Thomas Sauvin, 'XIAN', Book Design, Limited Edition, Private Press or Special Format Book, Single
- Africa, São Paulo, Brazil for ESPN, 'Kobe's Rules Book', Book Design, Limited Edition, Private Press or Special Format Book, Single
- Art Center College of Design, Pasadena, CA, USA for Art College of Design, 'Aero Mexico Brand Identity', Student, Branding, Branding Systems/Corporate Identity for Print, Series
- Art Center College of Design, Pasadena, CA, USA for Art College of Design, 'Spacex Identity Rebrand', Student, Branding, Branding Systems/Corporate Identity for Print, Series

- Art Center College of Design, Pasadena, CA, USA for Art College of Design, 'Spacex Poster Series-Human, Mars and Dragon', Student, Posters, Print or Electronic Billboards, Series
- BBDO Dusseldorf, Dusseldorf, Germany for Pepsi Deutschland GmbH, 'Pepsi Light - Iconic Moments', Photography, Products/Commercial, Series
- Dentsu, Tokyo, Japan for East Japan Railway Company, 'Get Back, Tohoku', Posters, Promotional, Series
- Goodby Silverstein & Partners, San Francisco, CA, USA for Tipping Point Community, 'Poverty Line Prices', Posters, Public Service/Non-Profit, Series
- Gretel, New York, NY, USA for Vice, 'Viceland', Branding, Branding Systems & Identities for Television/Film/Online Network, Series
- Hakuhodo, Inc., Tokyo, Japan for RC Corp. France-Japon, 'The Washi Lingerie Poster', Posters, Promotional. Series
- Kookmin University, Seoul and Daejeon University, Daejeon, South Korea for Studio p-l-o-t, 'Flicker Flicker', Student, Typography, Poster Typography, Series
- Leo Burnett Toronto, Toronto, Canada for IKEA, 'IKEA: Cook This Page', Product Design, Specialty Product/Wildcard, Series
- McCann Tokyo, Tokyo, Japan for Amazon Japan G.K., 'Amazon Fashion Week Tokyo 2017 S/S Opening Act', Environmental, Museums/Gallery Installations, Single
- School of Visual Arts, New York, NY, USA, Personal Project, 'New York', Student, Illustration, Motion, Single
- SILO, The Hague, The Netherlands for Mecanoo Architects/Zaans Medical Centre, 'Zaans Medical Centre Healing Environment', Illustration, Wildcard, Campaign (entry also won an ADC Designism Award in Design)
- SILO, The Hague, The Netherlands for Mecanoo Architects/Zaans Medical Centre, 'Zaans Medical Centre Healing Environment', Environmental, Retail/Restaurant/Office, Series
- The New York Times Magazine, New York, NY, USA for The New York Times Magazine, 'High Life', Photography, Magazine Cover/Newspaper Front Page, Single
- The New York Times Magazine, New York, NY, USA for The New York Times Magazine, 'Big Food Strikes Back', Photography, Magazine/Newspaper Spread, Single

Digital (74 ADC Cubes — 1 Black, 1 Designism, 22 Gold, 15 Silver, 35 Bronze, 60 Merit):

- AKQA, San Francisco, CA, USA for Activision, 'Hostile Takeover', Digital Experiences, Guerrilla/Stunts, Single
- BETC, Paris, France for Addict Aide, 'Like My Addiction', Craft in Digital, Content Strategy, Single
- Dalian Minzu University, Dalian, Liaoning, China for BiBoBox Studio, 'HlStar', Student, Apps, Games/Entertainment, Single
- Goodby Silverstein & Partners, San Francisco, CA, USA for Adobe, 'Make a Masterpiece', Interactive, Websites, Single

- Google Creative Lab, London, UK for Google Arts & Culture, 'Back to Life in Virtual Reality: Rhomaleosaurus & Giraffatitan', Interactive, Augmented Reality/Virtual Reality, Single
- Google Creative Lab, London, UK for Google Arts & Culture, 'Back to Life in Virtual Reality: Rhomaleosaurus & Giraffatitan', Interactive, Craft in Digital, Use of Technology, Single
- HEIMAT Berlin, Berlin, Germany for Hornbach, 'The First Analog Webstore', Craft in Digital, Sound Design, Single
- McCann New York, New York, NY, USA for Lockheed Martin, 'The Field Trip to Mars', Interactive, Augmented Reality/Virtual Reality, Single (entry also won an ADC Black Cube in Digital)
- McCann New York, New York, NY, USA for Lockheed Martin, 'The Field Trip to Mars', Interactive, Innovation, Single
- McCann New York, New York, NY, USA for Lockheed Martin, 'The Field Trip to Mars', Interactive, Craft in Digital, Use of Technology, Single
- McCann New York, New York, NY, USA for Lockheed Martin, 'The Field Trip to Mars', Digital Experiences, Installation, Single
- McCann New York, New York, NY, USA for Lockheed Martin, 'The Field Trip to Mars', Digital Experiences, Event, Single
- McCann New York, New York, NY, USA for Lockheed Martin, 'The Field Trip to Mars', Digital Experiences, Responsive Environments, Single
- Miami Ad School, Mumbai, India and New York, NY, USA, for YouTube, 'TimeOut - Skip the Bully', Student, Interactive, Innovation, Single
- Preacher, Austin, TX, USA for Squarespace, 'Playing Lynch', Interactive, Campaign Site, Single
- R/GA, Sydney, Australia for Google, 'Through the Dark', Interactive, Interactive Film, Single
- Sid Lee, Paris, France for UBISOFT, 'Predictive World', Interactive, Data Visualization, Single
- The Partners, London, UK for London Symphony Orchestra, 'Visual Identity conducted by Sir Simon Rattle', Interactive, Data Visualization, Single (entry also won an ADC Designism Award in Digital)
- Rokkan, Los Angeles, CA, USA for Pantone, 'Pantone Studio', Apps, Services/Utilities, Single
- School of Visual Arts, New York, NY, USA for itself, 'Collide', Apps, Services/Utilities, Single
- School of Visual Arts, New York, NY, USA, 'A.L.A/D', Digital Experiences, Installation, Single
- Serviceplan, Munich, Germany and Seoul, South Korea for Dot Incorporation, 'DOT, The First Braille Smartwatch', Interactive, Innovation, Single

Integrated (7 ADC Cubes — 1 Gold, 2 Silver, 4 Bronze, 10 Merit)

- Spotify, New York, NY, USA for Spotify, '2016 Wrapped', Integrated, campaign

Motion (30 ADC Cubes — 5 Gold, 9 Silver, 16 Bronze, 29 Merit):

- Elastic, Santa Monica, CA, USA for HBO, 'Westworld', Motion, Title Sequence, Single
- Leo Burnett Germany, Frankfurt, Germany for Frankfurt Zoo, 'Holoquarium', Motion, Innovation, Single
- School of Visual Arts, Long Island City, NY, USA for Pixels Festival, 'Pixels Festival Opening Titles', Student, Motion, Title Sequences, Single
- School of Visual Arts, New York, NY, USA for School of Visual Arts, 'New York', Student, Craft in Motion, Motion Graphics, Single
- School of Visual Arts, New York, NY, USA for School of Visual Arts, 'Unmasked', Student, Craft in Motion, Animation, Animated Logo, Single

Debbie Millman served as host for the ADC 96th Annual Awards gala. Named "one of the most influential designers working today" by Graphic Design USA, Millman is also a noted writer, educator, artist, brand consultant and host of the Design Matters podcast.

Winning professional work was awarded at the ADC 96th Annual Awards Gala on 8 May 2017 at Artbeam, New York, with ADC student winners presented at the Young Ones Festival & ADC Student Awards Ceremony on 9 May 2017 at West Edge NYC.

ADC 96th Annual Awards is part of The One Club for Creativity's [Creative Week](#) in New York, taking place May 8-12, 2017. The preeminent festival showcasing the intersection of advertising, innovation and creative thinking, Creative Week also includes The One Show over two nights, the dynamic Young Ones Festival and inspiring sessions with some of the biggest names in the industry at the Creative Summit.

TOCC serves as the umbrella organisation for The One Show, ADC Annual Awards, Young Guns, Creative Week, One Screen, Hall of Fame and nearly a dozen successful global programs that fall under four key pillars: education, inclusion and diversity, professional development and gender equality.

"No other global creative organization gives back to the advertising and design industries with this level of comprehensive educational and development programming," said Kevin Swanepoel, CEO of The One Club. "ADC Annual Awards and The One Show celebrate creative excellence on a global level, as well as generate revenue that is funneled right back into the industry to fund this important programming."

The ADC 96th Annual Awards and other organization activities throughout the year are made possible in part through the generous support of global partner Shutterstock.

"Shutterstock is proud to be a longtime sponsor of ADC and its community, and we're excited to continue our close relationship as the organization grows together with The One Club for Creativity," said Terrence Morash, creative director at Shutterstock. "Our shared goal of nurturing and propelling the global creative community forward makes this partnership a natural fit, and we look forward to working with ADC to produce programming with a focus on craft, design and innovation."