



Jessica Tennant 31 Jan 2018



A collection of five hand-painted wooden dolls and a circular plaque, all featuring text related to the 'We are Lati' organization. The dolls are painted with various expressions and colors, and the text on them includes phrases like 'They call me a winner', 'We are Lati, an organisation with a powerful message for women', 'After years of', 'I believe his words and', and 'I've reconciled being a mother fatherless child'.

**Ogilvy/Johannesburg** was featured in the "digital - social media and viral marketing" category for its "The World's First Baby Marathon" campaign for Kimberly-Clark (Huggies).

[Click here](#) for the full list of finalists, which includes all the gold, silver and bronze pencils as well as merit winners.

The winners and full award details will be announced during One Show Creative Week in New York, from 7 to 11 May.

You can view these and other One Show entries by browsing this year's [finalist showcase](#). Visit our One Show [special section](#) for all the latest updates!

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