

## Nadja Lossgott's judging pick of the day

“It's just a giant pram and adults get to test drive the pram that they're buying for their child”. That's the entry that was a delight for Nadja Lossgott to watch. She is creative partner at AMV BBDO in London and One Show print & outdoor juror.

The One Show and Art Directors' Club's judging is taking place on location on Bermuda. In order to keep the rest of the world intrigued and informed, they'll be sharing selected judges' picks of the day throughout the judging process.

Lossgott explains why the 'Baby stroller test-ride' for Contours by FCB Chicago speaks to her in the video embedded below:

You can view this and other Art Directors' Club and One Show entries by browsing [this year's entries](#) and don't miss the 96th Annual ADC Awards on 8 May 2017 and the One Show Creative Week Festival from 8 to 12 May 2017 in New York – visit our [One Show special section](#) for all the latest updates.

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