

## Steve Persico's judging pick of the day

“They're extremely sour candies and the posters were extremely simple, beautiful shots, portraits of people with the candy in their mouths with their faces extremely puckered. It's beautiful craft.” That's how Steve Persico, GCD at Leo Burnett Toronto and One Show print and outdoor juror, introduced the entry that was a delight for him to watch.

The One Show and Art Directors' Club's judging took place on location on Bermuda. In order to keep the rest of the world intrigued and informed, they've shared selected judges' Picks of the Day throughout the judging process.

Persico explains more about why the posters for Super Zuper super sours speak to him 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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