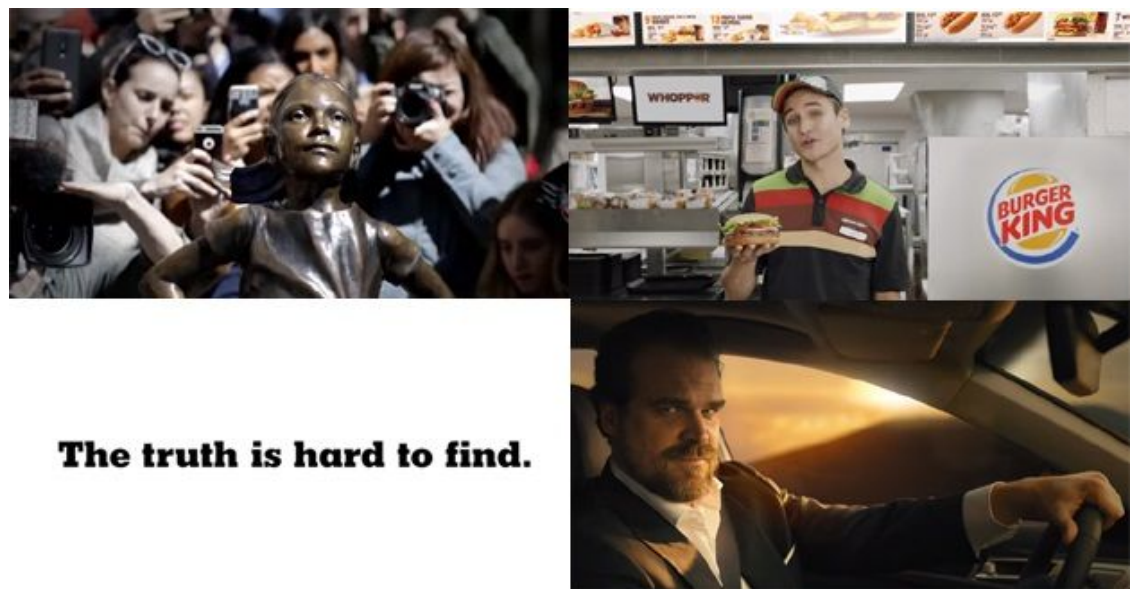


Final night's results!

The second of two award nights for One Show 2018 is done and dusted, having taken place at Cipriani Wall Street earlier on Friday, 11 May, with South Africa bringing home a further 2 golds, 4 silver, 7 bronze and 26 merit awards and TBWA\Hunt Lascaris named South African agency of the year!



Screengrabs of some of the night's big winners.

Hosted by comedian, writer and television host W Kamau Bell, executive producer and star of the Emmy Award-winning CNN programme *United Shades of America with W Kamau Bell* at The One Club's 45th Annual One Show, this is the first time that the One Club has determined One Show country Agency of the Year honours.

Based on the cumulative number of Pencils and Merits won across all disciplines and categories in the top 10 countries from which entries were received, **TBWA\Hunt Lascaris** won six bronze and 12 merits over the two nights of The One Show 2018!

SA's winners on the second night of the One Show Awards

Ogilvy Johannesburg was awarded two gold Pencils in Radio for KFC Double Down - "Sad Man Meal", with a silver Pencil awarded to **King James Group** for the Sanlam '2-minute Shower Songs' campaign under 'experiential radio'.

VML South Africa awarded two Silver Pencils for *Huffington Post*'s "Stop The Cycle" – in the disciplines of Interactive and

Mobile respectively. Another Silver Pencil was awarded to **FCB Cape Town** for Bloom Pharmacy's "Even little ones have bad days" under radio writing campaigns.

The SA winners are all listed in full below...

SA's One Show 2018 winners, part 2

Film				
Category	Agency	Client	Work	Award
TV - short form – campaign	FoxP2 Cape Town + Patriot	Cape of Good Hope SPCA	#ChooseYourFamily campaign	Merit
TV - short form – campaign	Ogilvy Cape Town	24.com	News24 Edge	Merit
Online - short form - campaign	Ogilvy Johannesburg	Kimberly-Clark (Huggies)	The World's First Baby Marathon	Merit
Online films & video - long form - single	7films	Surfshack Outreach	Chasing the Dragon	Merit
Interactive				
Online advertising – banners	VML South Africa	Huffington Post	Stop the Cycle	Silver
Innovation in interactive – online	King James Group	Sanlam	Uk'shona Kwelanga, a WhatsApp drama series	Bronze
Mobile				
Applications	Ogilvy Johannesburg	KFC	KFC Suppertime Stories	Merit
Use of technology - physical product & mobile integration	Ogilvy Johannesburg	KFC	KFC Suppertime Stories	Merit
Mobile advertising	Ogilvy Africa Nairobi, SuperSonic Africa Nairobi and Black Bean Productions Cape Town	Oi Pejeta Conservancy	The World's Most Eligible Bachelor	Merit
Mobile advertising	VML South Africa	Huffington Post	Stop the Cycle	Silver
Innovation in mobile	King James Group	Sanlam	Uk'shona Kwelanga, a WhatsApp drama series	Bronze
Print & Outdoor				
Ambient media - experiential and installations – single	Halo Advertising + Bioscope	Jacaranda	More Music You Love	Merit
Craft – photography	DDB South Africa	Commission for Gender Equality	HeShe	Merit
Radio				
Broadcast- any length – single	TBWAIHuntLascaris Johannesburg	Flight Centre	AI	Merit
Broadcast- any length – single	TBWAIHuntLascaris Johannesburg	Flight Centre	Knowledge	Merit
Broadcast- any length – single	TBWAIHuntLascaris Johannesburg	Tiger Brands	Fly on the Bathroom Wall	Merit
Broadcast- any length – single	TBWAIHuntLascaris Johannesburg	Tiger Brands	Fly on the Bedroom Wall	Merit
Broadcast- any length – single	TBWAIHuntLascaris Johannesburg	Tiger Brands	Fly on the Living Room Wall	Merit
Broadcast – any length – campaign	TBWAIHuntLascaris Johannesburg	Flight Centre	World Gone Mad	Merit
Broadcast – any length – campaign	TBWAIHuntLascaris Johannesburg	Tiger Brands	Fly on the Wall	Merit
Craft writing – campaign	TBWAIHuntLascaris Johannesburg	Flight Centre	World Gone Mad	Bronze
Craft writing – campaign	TBWAIHuntLascaris Johannesburg	Tiger Brands	Fly on the Wall	Merit
Craft – sound design	TBWAIHuntLascaris Johannesburg	Flight Centre	AI	Merit
Craft – sound design	TBWAIHuntLascaris Johannesburg	Flight Centre	Knowledge	Bronze
Craft – sound design	TBWAIHuntLascaris Johannesburg	Flight Centre	Climate Change	Bronze
Craft – sound design	TBWAIHuntLascaris Johannesburg	Flight Centre	World Gone Mad	Bronze
Craft – sound design	TBWAIHuntLascaris Johannesburg	Tiger Brands	Fly on the Wall	Merit
Broadcast – any length – campaign	FCB Cape Town	Blooms Pharmacy	Even Little ones have bad days	Merit
Craft – writing campaign	FCB Cape Town	Blooms Pharmacy	Even little ones have bad days	Silver
Craft – writing campaign	FCB Cape Town	Exclusive Books	Words are all you need	Merit
Broadcast – any length – campaign	FCB 1886 Johannesburg + Cell C Johannesburg	Cell C's	iGugu	Merit
Craft – writing campaign	FCB 1886 Johannesburg + Cell C Johannesburg	Cell C	iGugu	Merit
Craft – use of music	FCB 1886 Johannesburg + Cell C Johannesburg	Cell C	iGugu	Bronze
Experiential radio	King James Group Cape Town	Sanlam	Two-minute shower songs	Silver
Broadcast – any length – campaign	Ogilvy Johannesburg	KFC Double Down	Sad Man Meal	Gold
Broadcast – any length' campaign	Ogilvy Johannesburg	KFC	Virgin Mojito – Drink Anywhere	Merit
Craft – writing design	Ogilvy Johannesburg	KFC Double Down	Sad Man Meal	Gold

Craft – writing design	Ogilvy Johannesburg	KFC	Virgin Mojito – Drink Anywhere’.	Merit
Social Media				
Branded social post – single	Ogilvy Johannesburg	Viacom	MTV #FCKHIV for Viacom	Merit

Best of the rest

The One Show **Best in Show** honours, recognising the single most outstanding work from among the 19,823 entries received this year from 73 countries went to **McCann New York** for "Fearless Girl" on behalf of State Street Global Advisors. The work won nine Gold Pencils in total this year across the various disciplines of The One Show Awards.

This year’s top global honours, based upon cumulative One Show Pencils and Merits won across all disciplines, were:

- South Africa Agency of the Year: **TBWA\Hunt Lascaris**
- Global Agency of the Year: **BBDO New York**
- Network of the Year: **BBDO Worldwide**
- Holding Company of the Year: **Omnicom Group**
- Independent Agency of the Year: **Droga5**
- Production Company of the Year: **The Mill**
- Client of the Year: **Burger King**

Working together for Penta Pencils

The Penta Pencil is awarded to the agency and brand who have created stellar creative work together for the last five years.

This year’s two Pencils went to agencies **BBDO New York, AMV BBDO, London, Clemenger BBDO, Melbourne, Impact BBDO, Dubai** and client **Mars Chocolate North America-Snickers**; as well as to agency **David, Miami** and client **Burger King**.

Globally, **David, Miami** won the most Gold Pencils on the second night of The One Show with 10, including eight for “Google Home of the Whopper,” on behalf of Burger King.

The work was also awarded Best of Discipline in Cross Platform, going along with the agency's additional Best of Discipline win in Print & Outdoor for "Burning Stores", also for Burger King.

Droga5, New York was right behind them with nine Golds, including six for "The Truth is Hard to Find" for *The New York Times* and two for MailChimp's "Did You Mean MailChimp?"

Saatchi & Saatchi, New York won four Gold Pencils, all for P&G - Tide "It's a Tide Ad" in the Film discipline.

Also with four Golds were **AlmapBBDO**, São Paulo — two each for Getty Images “Nosteratu” and KISS FM “The Book of Rock” — and **Åkestam Holst**, Stockholm, including three for “Pee Ad” on behalf of Ikea Sweden.

Best of discipline winners for the second night of The One Show

- [Cross-Platform](#): **David**, Miami “Google Home of The Whopper” for Burger King
- [Film](#): **Saatchi & Saatchi**, New York “It’s a Tide Ad” for Procter & Gamble - Tide
- [Interactive](#): **Ogilvy & Mather Polska**, Warsaw “To The Last Tree Standing” for Greenpeace Poland

- [Mobile](#): **Colenso BBDO**, Auckland “Pedigree Selfie STIX” for Mars

- [Print & Outdoor](#): **David**, Miami “Burning Stores” for Burger King

- [Radio](#): **Fitzco//McCann**, Atlanta with **Casanova//McCann**, New York “Share a Coke 1,000 Name Celebration” for Coca-Cola

- [Social Influencer Marketing](#): **R/GA**, New York “Ask For A Raise” for The Muse, Ladies Get Paid, PayScale, Reply.ai

- [Social Media](#): **AMV BBDO** with **LADbible**, both London, “Trash Isles” for LADbible and Plastic Ocean

- [UX /UI](#): **Droga5**, New York with **PHD**, New York and **Resn**, Wellington “Did You Mean MailChimp?” for MailChimp

Kevin Swanepoel, CEO, The One Club for Creativity commented:

“ *Creative thinking sets our industry apart and transforms brands. It's exciting to see consumer brands like Coke, Burger King, Mars, MailChimp and Tide having the courage and conviction to embrace the highest levels of creativity, as shown by their extraordinary Best of Discipline work this year.* ”

A total of 596 Pencils — 212 Gold, 163 Silver and 219 Bronze — and 1,047 Merits were awarded for work from 40 countries over both nights of the 45th annual One Show. Overall, The One Show received 19,823 entries from 73 countries this year.



#OneShow2018: All the SA finalists!

13 Apr 2018



In search of gold: Judging the awards of The One Club for Creativity

23 Mar 2018



#OneShow2018: First night results!

10 May 2018



For a complete list of all One Show 2018 Pencil winners, including Merit winners, visit this [download link](#). For rankings of agency, network, holding company, client, creative, country and region based upon cumulative Pencils and Merits won this year, [click here](#). You can also click through to our [One Show special section](#) for all the latest updates on The One Club for Creativity's Creative Week 2018!

For more:

- Bizcommunity search: [One Show](#)
- Google news search: [One Show](#)
- Twitter search: [One Show Creative Week](#)
- Official site: <https://www.oneclub.org/>

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