

# 2008 ONE SHOW PENCIL WINNERS

## 01A: Newspaper: Full Page or Spread - Single

	Client	Title	Agency
GOLD	Procter & Gamble/Tide Ultra	Ketchup	Saatchi & Saatchi/New York
SILVER	Procter & Gamble/Tide Ultra	Soy Sauce	Saatchi & Saatchi/New York
BRONZE	The Economist	Helicopter View	Ogilvy/Singapore

## 01B: Newspaper: Full Page or Spread - Campaign

GOLD	Procter & Gamble	Stains don't stand a chance	Saatchi & Saatchi/New York
SILVER	ESPN	Sanath/Boring/Ears	Arnold Worldwide/Boston
BRONZE	Independent Newspaper	Cape Times	Lowe Bull/Cape Town

## 02C: Consumer Magazine: Color: Full Page or Spread - Single

GOLD	Harvey Nichols	Menswear	DDB/London
SILVER	Canadian Club	Dad's First	Energy BBDO/Chicago
BRONZE	Liberty Mutual	Horror Movies	Hill Holliday/Boston

## 02D: Consumer Magazine: Color: Full Page or Spread - Campaign

SILVER	Liberty Mutual	Responsibility Campaign	Hill Holliday/Boston
BRONZE	Daimler	Heaven on earth	Jung von Matt/Hamburg

## 04A: Outdoor - Single

GOLD	Samsung Tesco	Plus to Your Life - Homeplus	Cheil Worldwide/Seoul
SILVER	BBC World	Cables: Protest	BBDO/New York

## 04B: Outdoor - Campaign

SILVER	BBC World	BBC Cables Campaign	BBDO/New York
BRONZE	Havaianas	Wall Mural Campaign	BBDO/New York

## 05A: Trade: Full Page or Spread - Single

BRONZE	Photolibrary	Tan	TBWA\Tequila/Singapore
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## 05B: Trade: Full Page or Spread - Campaign

SILVER	Chicago Cubs	Chicago Cubs Trade Print	Jones/Chicago
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## 06A: Collateral: P.O.P. and In-Store - Single

BRONZE	Sony Playstation	Guide Dog	TBWA\España/Madrid
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#### 06B: Collateral: P.O.P. and In-Store - Campaign

BRONZE	Nike / MLB	United Countries of Baseball	Cole & Weber United/Seattle
BRONZE	Sony Playstation	Postcards & Look up	TBWA\España/Madrid

#### 06D: Collateral: Posters - Campaign

BRONZE	GlaxoSmithKline	Stomach	Ogilvy & Mather/New Delhi
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#### 06E: Collateral: Promotion (Agencies creating work for individuals)

GOLD	IKEA Deutschland	The 3-D Cover	Jung von Matt/Hamburg
BRONZE	Honda	Green Letter	Inferno/London

#### 06F: Collateral: Self-promotion (Agencies or individuals)

SILVER	TBWAA Asia Pacific	The Book	TBWA\Asia Pacific/Singapore
SILVER	Wieden+Kennedy	People We Don't Sleep With	Wieden+Kennedy/Portland

#### 07A: Public Service: Newspaper or Magazine - Single

GOLD	WWF Thailand	Tree	Ogilvy & Mather/Bangkok
SILVER	Toronto Humane Society	Adopt A New Life - "Outside"	Leo Burnett/Toronto
BRONZE	Volunteer Wildfire Services	One Cigarette	Saatchi & Saatchi/Johannesburg

#### 07B: Public Service: Newspaper or Magazine - Campaign

SILVER	Toronto Humane Society	Adopt A New Life	Leo Burnett/Toronto
BRONZE	Independent Newspapers	AIDS Stats	King James/Cape Town

#### 07C: Public Service: Outdoor and Posters - Single

SILVER	Unicef	Staircase	Ogilvy & Mather/Shanghai
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#### 07D: Public Service: Outdoor and Posters - Campaign

GOLD	WWF Japan	Population by pixel	Hakuhodo C&D/Tokyo
SILVER	Unicef	Invisible Child	Ogilvy & Mather/Shanghai
BRONZE	International Surfing Museum	Surfing Campaign	DraftFCB/Chicago
BRONZE	Global Environment Organization	Doomsday	McCann Erickson/Kuala Lumpur

#### 07I: Public Service: Television - Single

GOLD	Epuron	Power of Wind	Nordpol+ /Hamburg
SILVER	Amnesty International	Signatures	TBWA\Paris/Boulogne-Billancourt
BRONZE	CHOICE FM	Kill the Gun	AMV BBDO/London

#### 07J: Public Service: Television - Campaign

SILVER	Petronas Nasional Berhad	Tan Hong Ming/Race/Karate	Leo Burnett/Kuala Lumpur
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### 08A: Consumer Radio - Single

GOLD Motel 6  
SILVER Combos  
BRONZE Sport Factory Outlet

DVD  
Prison Guard  
Tribal sovereignty

The Richards Group/Dallas  
TBWA\Chiat\Day/New York  
Ruf Lanz/Zurich

### 08B: Consumer Radio - Campaign

GOLD Combos  
SILVER Smith Micro Software/StuffIt Deluxe

Man Mom Radio  
Compressed Radio

TBWA\Chiat\Day/New York  
Saatchi & Saatchi/New York

### 09A: Television: Over :30 - Single

GOLD Microsoft XBOX Halo 3  
  
SILVER Levi's  
SILVER Skittles  
SILVER CareerBuilder.com  
BRONZE HBO  
BRONZE SONY BRAVIA  
BRONZE Cadbury's Dairy Milk  
BRONZE Coca-Cola

Diorama  
  
Dangerous Liaison  
Touch  
Self-Help Yourself  
Surprise  
Play-Doh  
Gorilla  
It's Mine

McCann Worldgroup SF & T.A.G./  
San Francisco  
Bartle Bogle Hegarty/London  
TBWA\Chiat\Day/New York  
Wieden+Kennedy/Portland  
BBDO/New York  
Fallon/London  
Fallon/London  
Wieden+Kennedy/Portland

### 09B: Television: Over :30 - Campaign

GOLD TracFone  
SILVER HBO  
BRONZE Turner Classic Movies

NET10 Animations  
Stories  
The films you should have seen  
by now

Droga5/New York  
BBDO/New York  
Vitruvio Leo Burnett/Madrid

### 09C: Television: :30/:25 - Single

GOLD Procter & Gamble/Tide-to-Go  
SILVER Kellogg's  
SILVER Corus Entertainment - SCREAM TV  
BRONZE E\*Trade  
BRONZE Skittles

Interview  
Construction  
Comfeze  
Baby Trading  
Stable

Saatchi & Saatchi/New York  
Leo Burnett/Chicago  
Zig/Toronto  
Grey Worldwide/New York  
TBWA\Chiat\Day/New York

### 09D: Television: :30/:25 - Campaign

GOLD Burger King  
  
GOLD Apple  
  
SILVER Apple  
  
BRONZE Coke Zero

Burger Queen, Home of Whatever,  
Whopper Swap  
Mac vs PC  
(Security/Stuffed/Flashback)  
Mac vs PC  
(Computer Cart/Boxer/Holiday)  
Jim, Elizabeth, Mike

Crispin Porter + Bogusky/Miami  
  
TBWA\Media Arts Lab/Los Angeles  
  
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Crispin Porter + Bogusky/Miami

### 09E: Television: :20 and Under - Single

BRONZE Pfizer Canada

Dog

TAXI Canada/Toronto

### 09F: Television: :20 and Under - Campaign

GOLD Novartis/Buckley's cough syrup  
SILVER Burger King  
  
BRONZE Prime

Taste Test  
Rocker Kid, Manager,  
Since I was a Kid  
The L Word

Saatchi & Saatchi/New York  
Crispin Porter + Bogusky/Miami  
  
DraftFCB/Auckland



#### 09H: Television: Under 50K Budget - Single

SILVER	Musica	Little Britain	The Jupiter Drawing Room/ Cape Town
BRONZE	Thrifty	Birthday Girl	JWT/Sydney

#### 10A: Cinema - Single

GOLD	AT&T	Scorsese	BBDO/New York
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#### 11A: Non-Broadcast - Single

GOLD	Arnold	Apple 1984 Focus Groups	Arnold Worldwide/Boston
SILVER	Coca-Cola	Happiness Factory, The Movie	Wieden+Kennedy/Amsterdam

#### 11B: Non-Broadcast - Campaign

GOLD	Microsoft XBOX Halo 3	Believe	McCann Worldgroup SF & T.A.G./ San Francisco
SILVER	Snickers	Feast	TBWA\Chiat\Day/New York

#### 12A: Innovative Use of Advertising - Single

GOLD	Freixenet	The Key to Reserva	JWT Spain/Barcelona
GOLD	Microsoft XBOX Halo 3	Making of/John 117 Monument	McCann Worldgroup SF & T.A.G./ San Francisco
SILVER	IKEA	The 3-D Cover	Jung von Matt/Hamburg
BRONZE	MINI	Motorby	Butler, Shine, Stern & Partners/ Sausalito

#### 12B: Innovative Use of Advertising - Campaign

GOLD	Havaianas	Wall Mural Campaign	BBDO/New York
SILVER	TAXI	15 Below Project	TAXI Canada/Toronto
BRONZE	Random House	The Gum Thief -Douglas Coupland	Crush/Toronto

#### 12D: Innovative Use of Marketing - Campaign

GOLD	HBO/Voyeur	Voyeur Integrated Campaign	BBDO/New York
BRONZE	World Wildlife Fund	Earth Hour	Leo Burnett/Sydney

#### 13A: Integrated Branding Campaign

GOLD	HBO/Voyeur	Voyeur Integrated Campaign	BBDO/New York
GOLD	Burger King	Whopperfreakout	Crispin Porter + Bogusky/Miami
GOLD	Microsoft XBOX Halo 3	Believe	McCann Worldgoup SF & T.A.G./ AKQA/San Francisco
SILVER	adidas International	Impossible Is Nothing - Where Sport Meets Art	180 Amsterdam (180\TBWA)
SILVER	Unicef/Tap Project	Tap Project	Droga5/New York
BRONZE	Kraft Canada - Shreddies	"New" Diamond Shreddies	Ogilvy & Mather/Toronto

#### 14A: Branded Content - Single

GOLD	Freixenet	The Key to Reserva	JWT Spain/Barcelona
SILVER	IKEA	The 3-D Cover	Jung von Matt/Hamburg



14B: Branded Content - Campaign

GOLD  
SILVER

HBO/Voyeur  
Unilever

Voyeur Integrated Campaign  
AXE The Gamekillers TV Show

BBDO/New York  
BBH/New York

BEST OF SHOW

Microsoft XBOX Halo 3

Believe

McCann Worldgoup SF & T.A.G./AKQA/  
San Francisco

CLIENT OF THE YEAR

Burger King