

# 2008 ONE SHOW DESIGN WINNERS

## LOGO/TRADEMARK DESIGN - SINGLE

### BBDO / Atlanta

SILVER BBDO Studio/Cafeteria

### Leo Burnett / Singapore

GOLD Oliver, Patrick & Glenn/Grocers Corporate Identity

## CORPORATE IDENTITY - SINGLE

### Penguin Graphics / Hiroshima

BRONZE Aioi Dental Clinic/Aioi Dental Clinic No. 2

## CORPORATE IDENTITY - CAMPAIGN

### Kinetic Singapore / Singapore

SILVER Affixen/Affixen

### Leo Burnett / Singapore

BRONZE Oliver, Patrick & Glenn/Grocers Corporate Identity

## PACKAGE DESIGN - SINGLE

### Apple / Cupertino

BRONZE Apple/iPhone Bluetooth Headset

### Apple / Cupertino

SILVER Apple/iPhone

### Family Business / Stockholm

BRONZE V&S Absolut Spirits, Sweden/Absolut Disco

### Leo Burnett / Milan

GOLD Indesit Company/Aqualtis Washopper

## PACKAGE DESIGN - CAMPAIGN

### Hantang Communications Group / Shanghai

SILVER WPTT Contraceptive/Trouble Maker

### Wink / Minneapolis

GOLD Goodwell & Company/Daub & Bauble

## COLLATERAL: POSTERS - SINGLE

### Euro RSCG Worldwide / New York

SILVER Ritz/Falling Crackers

### GREY Tokyo / Tokyo

BRONZE Sushi Restaurant JUN/Fresh

### Ogilvy Frankfurt / Frankfurt

BRONZE Malteser Ambulance Service/Malteser "Typo Crash" Campaign Motif: Skull

### Rediffusion DYR / Gurgaon

GOLD Amway India/The Birds

## COLLATERAL: POSTERS - CAMPAIGN

### 601bisang / Seoul

BRONZE 601bisang/601 Artbook Project 2007

### Dentsu Kansai / Osaka

SILVER Kyuryudo Art-Publishing/"iwai" poster

### JWT South Africa / Cape Town

GOLD Jabula Hair and Braids/Jabula

### Leo Burnett India / Mumbai

GOLD Luxor Highlighters/Luxor Highlighters

### Marmalade Melbourne / Melbourne

BRONZE Heinz/Art Condiments

## COLLATERAL: P.O.P./IN-STORE - SINGLE

### Ogilvy Frankfurt / Frankfurt

BRONZE Mattel Germany/Matchbox "Young Drivers" Campaign - Motif: Eldorado

### Ogilvy Frankfurt / Frankfurt

GOLD Mattel Germany/Matchbox "Young Drivers" Campaign - Motif: Fleetwood

### Ogilvy Frankfurt / Frankfurt

SILVER Mattel Germany/Matchbox "Young Drivers" Campaign - Motif: Mustang

## COLLATERAL: P.O.P./IN-STORE - CAMPAIGN

### Ogilvy Frankfurt / Frankfurt

SILVER Mattel Germany/Matchbox "Young Drivers" Campaign

## SELF-PROMOTION

### Good Design Company / Tokyo

BRONZE Takeo/Takeo Paper Show 2007

### Serviceplan Hamburg / Munich

BRONZE Serviceplan Hamburg/Dedication CDs

## ENVIRONMENTAL DESIGN - SINGLE

### BBDO New York / New York

BRONZE BBC World/Cables: Protest

### BBDO New York / New York

GOLD HBO/Voyeur/Voyeur Projection Installation

### BBDO New York / New York

SILVER BBC World/Cables: Food Drop

### BBDO New York / New York

GOLD BBC World/BBC Cables Campaign

## ENVIRONMENTAL DESIGN - CAMPAIGN

### Publicis Malaysia / Petaling Jaya

SILVER Hewlett-Packard Malaysia/Ripped Reality Standee

### Scholz & Friends Identify / Berlin

BRONZE Federal Ministry of Education and Research/The Humanities. The ABC of Humankind.

# 2008 ONE SHOW DESIGN WINNERS

## **PUBLICATION: BOOK DESIGN**

### **Pilot NY / New York**

BRONZE Andrew Zuckerman/Creature

## **DIRECT MAIL - SINGLE**

### **Leo Burnett / Chicago**

SILVER One Watches/Virtual Watch

## **BROADCAST DESIGN - SINGLE**

### **Nordpol + Hamburg / Hamburg**

BRONZE Renault Germany/teletheatre

### **TBWA / Paris**

GOLD Amnesty International/Signatures

### **VA441/BYU / Salt Lake City**

SILVER Typophile/Punchcut/Typophile Film Festival 4

## **BROADCAST DESIGN - CAMPAIGN**

### **Abbott Mead Vickers BBDO / London**

SILVER BBC 2/BBC 2 Idents

### **McCann Worldgroup SF & T.A.G. / San Francisco**

BRONZE Microsoft XBOX Halo 3/Believe

## **PUBLIC SERVICE/NON-PROFIT: POSTERS - SINGLE**

### **Eric Chan Design / Hong Kong**

GOLD Gough Street Festival/Sing For Gough

### **Naga DDB Malaysia / Petaling Jaya**

SILVER Regional Environmental Awareness (REACH)/Wave of Trees

### **Shin Matsunaga Design / Tokyo**

BRONZE Hiroshima International Cultural Foundation/Hiroshima Appeals 2007

## **PUBLIC SERVICE/NON-PROFIT: POSTERS - CAMPAIGN**

### **Abbott Mead Vickers BBDO / London**

SILVER The Samaritans/Falling Apart

### **Ogilvy & Mather / Mumbai**

GOLD WWF - India/Plant More Lives

## **PUBLIC SERVICE/NON-PROFIT: COLLATERAL - SINGLE**

### **BBDO Guerrero Ortega / Makati City**

BRONZE WWF/Glowing Sticker

## **PUBLIC SERVICE/NON-PROFIT: COLLATERAL - CAMPAIGN**

### **Jung von Matt / Stuttgart**

SILVER Forest Stewardship Council/Tree Drawings

### **Leo Burnett / Kuala Lumpur**

BRONZE Malaysian Nature Society/The Endangered Collection