

2008 ONE SHOW INTERACTIVE PENCIL WINNERS

01A: Banners: Fixed Space - Single

	Client	Title	Agency
GOLD	Scandinavia Online	SOL Comments	MediaFront AS/Oslo
SILVER	Emirates	Non Stop Fernando	Lean Mean Fighting Machine/London
BRONZE	Telia Sonera	Telia Safety	Daddy/Goteborg

01B: Banners: Fixed Space - Campaign

GOLD	Royal Marines	State of Mind	glue London/London
SILVER	Virgin Bets	Big Brother	Lean Mean Fighting Machine/London
BRONZE	Swedish Railways	SJ Prio	Farfar/Stockholm

02A: Banners: Dynamic - Single

GOLD	adidas	Impossible is nothing	netthink/Madrid
SILVER	Apple	Don't Give Up	TBWA\Media Arts Lab/Los Angeles
SILVER	Apple	Quote	TBWA\Media Arts Lab/Los Angeles
BRONZE	DIAGEO	The Clock	Doubleyou/Barcelona

02B: Banners: Dynamic - Campaign

GOLD	MINI	Clubman	glue London/London
SILVER	Honda Motor	Honda Internavi	Dentsu/Tokyo
BRONZE	Apple	Mac Contextuals	TBWA\Media Arts Lab/Los Angeles

03A: Microsites: Corporate Image

GOLD	Stella Artois - InBev	Le Courage	Lowe Brindfors/Stockholm
GOLD	California Fluid Milk Processors Advisory Board	Milk Get the Glass Site	Goodby, Silverstein & Part./San Francisco
SILVER	Gnuf	The World's Greatest Dice Roll	ACNE/Stockholm
BRONZE	HEMA	HEMA Rube Goldberg Viral	CCCP/Amsterdam
BRONZE	Coca-Cola	Happiness Factory - Now Hiring	AKQA/New York

03B: Microsites: Product Specific Subsites

GOLD	MINI Canada	Minimalism	TAXI 2/Toronto
SILVER	Orange	Orange Unlimited	Poke London/London
BRONZE	Nike	The Perfect Kick	Framfab/Copenhagen
BRONZE	XBox	Halo3.com/Believe	AKQA & McCann SF/T.A.G./San Francisco

03C: Microsites - Campaign

GOLD	Uniqlo	Uniqlock	Projector/Tokyo
SILVER	IKEA Sweden	Around the world in five kitchens	Forsman & Bodenfors/Gothenburg
BRONZE	Emirates	Non Stop Fernando	Lean Mean Fighting Machine/London

BRONZE Carphone Warehouse

Xfactor

CHI & Partners/London

04A: Websites: Corporate Image

GOLD HBO
SILVER IKEA Sweden
SILVER Sony
BRONZE MINI Canada
BRONZE Apple

HBO Voyeur
You need a quiet space
Bravia
Turbovision
Apple.com

Big Spaceship/Brooklyn
Forsman & Bodenfors/Gothenburg
Dare/Lodon
TAXI 2/Toronto
Apple/Cupertino

04B: Websites: E-Commerce

GOLD Domino's
SILVER Bjorn Borg
BRONZE HoneyShed

BFD Builder and Pizza Tracker
Bjorn Borg
Honeyshed

Crispin Porter + Bogusky/Miami
Farfar/Stockholm
Droga5/New York

04C: Websites: Community-Driven

GOLD Nikon
SILVER New Line Cinema
BRONZE TED Conferences

Picturetown
Be Kind Rewind Movie Website
TED Conferences Web Site

MRM Worldwide/New York
Whybin TBWA\Tequila/Sydney
Method/San Francisco

05A: Brand Gaming: Online

GOLD California Fluid Milk Processors
Advisory Board
SILVER Nokia
SILVER Stella Artois - InBev
BRONZE Red Bull

Milk Get the Glass Site

Get out and play
Le Courage
Red Bull Flugtag Flight Lab

Goodby, Silverstein & Part./San Francisco

Farfar/Stockholm
Lowe Brindfors/Stockholm
Less Rain/Tokyo

05B: Brand Gaming: Offline

GOLD msnbc.com
SILVER Wilkinson/Energizer

NewsBreaker Live
Fight for Kisses

SS + K/New York
JWT Paris/Levallois Perret

05C: Brand Gaming: Mobile

BRONZE Tohato

"World's Worst" War

Hakuhodo/Tokyo

06A: Branded Applications: Web

SILVER The Pokemon Company/Nintendo
of America/Nintendo of Europe
BRONZE Audi

Pokemon GTS

Audi A4 Global Drive

Bascule/Tokyo

Neue Digitale/Frankfurt

06B: Branded Applications: Desktop

SILVER jobsintown.de
BRONZE Nike Deutschland

Screensaver
Nike + Miles

Scholz & Friends/Berlin
Tribal DDB Germany/Hamburg

07A: Mobile Advertising - Single

GOLD Nike China
SILVER XBox
BRONZE Nike

Zoom
Halo 3 Sonic Vault
Nike Zoom Mobile

Wieden + Kennedy/Shanghai
AKQA/London
R/GA/New York

08A: E-mail Marketing - Single

BRONZE	Kabel Deutschland	E-mails from the past	Jung von Matt/Stuttgart
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08B: E-mail Marketing - Campaign

SILVER	Mercedes-Benz	Mercedes-Benz Offroad	Elephant7/Hamburg
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09A: Online Branded Content - Single

GOLD	Arcade Fire	Neon Bible	AATOAA & Nu Films/Toronto
GOLD	Cadbury Dairy Milk	Gorilla	Fallon London/London
SILVER	Burger King	WhopperFreakout.com	Crispin Porter + Bogusky/Miami
BRONZE	Quiksilver Denmark	Dynamite Surfing	Saatchi & Saatchi/Copenhagen
BRONZE	scmp.com	Who?	Ogilvy & Mather/Hong Kong

09B: Online Branded Content - Campaign

BRONZE	Nike	T90: The "Put It Where You Want It" Tour	Nitro London/Mook/London
BRONZE	Sprint	Waitless	Goodby, Silverstein & Part./San Francisco

10A: New Media Innovation and Development

GOLD	Main Taxi Frankfurt	The Piss Screen	Saatchi & Saatchi/Frankfurt
SILVER	V & S Absolut Spirits	Absolut Machines	Great Works/Stockholm
BRONZE	Nike Japan	NIKEiD - if you were a boy,	beacon communications/Tokyo

11A: Other Interactive Digital Media

GOLD	Deadline Express Couriers	Self Destruct	Colenso BBDO/Auckland
SILVER	Adobe	Adobe Creativity Conducted Flash Interactive Wall	BLITZ/Los Angeles
BRONZE	Sony Marketing Japan	Color Tokyo! - Live Color Wall Project	777interactive/Tokyo
BRONZE	Port Aventura	The Trap	DoublYOU/Barcelona

12A: Integrated Branding Campaign: Interactive Only

GOLD	Uniqlo	Uniqlock	Projector/Tokyo
SILVER	Unilever, Rexona	One million clicks	GrupoW/Salttillo
SILVER	Nike	Nike Zoom	R/GA/New York
BRONZE	adidas	adidas "The Rook" Campaign	Ogilvy Shanghai/Shanghai
BRONZE	World Commerce Corporation	The challenge of the Crazy Genius	Dentsu/Tokyo

12B: Integrated Branding Campaign: Interactive and Non-Interactive

GOLD	msnbc.com	A Fuller Spectrum of News	SS + K/New York
SILVER	Sony	Rec You	GT/Tokyo
SILVER	Burger King	Simpsons Integrated	Crispin Porter + Bogusky/Miami
BRONZE	Stella Artois	Stella Artois Traps	Lowe Roche/Toronto
BRONZE	Nike	NIKEiD Studio London	AKQA/London

13A: Self-Promotion: Websites

GOLD	PLUS	Thanks-o-matic	Crispin Porter + Bogusky/Miami
SILVER	archibald ingall strettton	Staffblaster	archibald ingall strettton/London
SILVER	R/GA	R/GA Tattoo Santa 2007	R/GA/New York
BRONZE	RED Interactive Agency	RED Universe	RED Interactive Agency/Salt Lake City

13B: Self-Promotion: Branded Content

SILVER Lean Mean Fighting Machine
London
BRONZE Makibishi

Dem Phones

Makibishi Comic

Lean Mean Fighting Machine/

Makibishi/Tokyo

14B: Public Service: Banners - Dynamic

SILVER Malteser Ambulance Service
BRONZE Salvation Army

Malteser "Typo Crash" Banner
Control Z

Ogilvy Frankfurt/Frankfurt
McCann Erickson Brazil/Sao Paulo

14C: Public Service: Microsites

GOLD No More Landmines
SILVER Erik Krikortz
BRONZE Apoteket

Dangerous Ground Project
Emotional Cities
Stop Smoking

CHI & Partners/London
Farfar/Stockholm
Forsman & Bodenfors/Gothenburg

14D: Public Service: Websites

SILVER Department of Health
BRONZE Fretex

Try Drugs
See My Dress

Kitchen Leo Burnett/Oslo
Kitchen Leo Burnett/Oslo

14E: Public Service: Mobile

GOLD Brailleliga
SILVER The Pet Shop Boys

A Blind Call
Integral

Duval Guillaume/Brussels
The Rumpus Room/London

14G: Public Service: Online Branded Content

BRONZE Warchild Canada

Camp Okutta

John St./Toronto