

Matthew Curry's judging pick of the day

Judging for The One Club for Creativity's One Show 2019 and ADC 98th Annual Awards is underway in Punta Cana, Dominican Republic, where more than 150 creatives from around the world are gathering judge work.

Matthew Curry, CCO of BSSP in San Francisco and One Show 2019 Film judge liked how the spot made the culture of vanity seem okay and thus made it his pick of the day. Or is that the greatest pick of all time?

Muhammad Ali was arguably the greatest boxer of all time. Just ask Muhammad Ali. The legendary pugilist is as known for his colourful braggadocio as he is for his in-ring talent, and so it makes sense for the man who told the world how pretty he is to be the voice track for "Selfies on iPhone X" by TBWA\Media Arts Lab in Los Angeles.

You can view this and other Art Directors' Club and One Show entries by browsing [this year's entries](#) and don't miss the 98th Annual ADC Awards in May 2019 and the One Show Creative Week Festival from 6-10 May 2019 in New York City – visit our One Show [special section](#) for all the latest updates.

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