

Kelly Woh'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.

Kelly Woh, Group CD of Ogilvy Shanghai and One Show 2019 Design judge, was very impressed with BETC and Lacoste's efforts to raise awareness for the International Union for the Conservation of Nature, and selected "Save Our Species" as her One Show pick of the day.

Brands are known for wanting their logos as big as possible, so when Lacoste opted to completely remove their iconic crocodile logo from their equally iconic polos, eyebrows were raised. Working with BETC Paris, the clothing line replaced the croc with ten different animals, all on the verge of becoming extinct, only producing enough shirts to match the number of each species known to exist.

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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