

What does it mean to win a One Show Pencil?

The One Show 2019 brought together more than 200 renowned creatives to debate and decide who will win a coveted One Show Pencil. But what makes a Pencil so coveted? What does it truly mean to win one?

One Show has captured the thoughts of Jenny Ehlers, ECD, King James, Cape Town; Anu Niemonen, senior creative, Hasan & Partners, Helsinki; Matthias Storath, CCO, HEIMAT Berlin; Malcolm Poynton, Global CCO, Cheil Worldwide; Marta Llucia, creative lead, Yslandia, Barcelona; Sibusiso (Sbu) Sitole, co-founder and ECD, The Odd Number, Johannesburg; Jeremy Craigen, global CCO, Innocean Worldwide; and Kainaz Karmakar, CCO, Ogilvy Mumbai and had them tell us what winning a Pencil means to them.

You can view the 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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