

Final night's winners

Winners of the final 7 categories of the 44th One Show Awards have been announced at Cipriani Wall Street, with SA responsible for a further 6 bronze, 1 silver and 1 gold pencil, which was also crowned 'best of discipline' for radio, as well as 10 merit awards.



The One Club for Creativity announced winners in the categories of cross-platform, film, intellectual property, interactive, mobile, radio, social influencer, social media and UX/UI as well as agency of the year, network of the year, holding company of the year, client of the year and best of show at the closing ceremony of its 2017 Creative Week.

The SA winners are all listed below, and you can see the full list of winners from the night by [clicking here](#).

SA's One Show 2017 winners, part 2

CROSS-PLATFORM				
CATEGORY	COMPANY	CLIENT	ENTRY TITLE	AWARD
Integrated Branding – Online	King James Group / Cape Town	Sanlam	Conspicuous Savers - Integrated Online - National Savings Month	Merit
FILM				
Innovation in Film – Online	Ogilvy & Mather / Johannesburg + Gloor@Ogilvy / South Africa	KFC	Shakin' Shakin'	Bronze
Cinema Advertising	Y&R South Africa / Cape Town	Western Cape Government	First Kiss	Merit
Online Films & Video – Short Form – Campaign	Y&R South Africa / Cape Town + 7Films / Cape Town	Surf Shack Surfing School	True Stories	Merit
INTERACTIVE				
Online Advertising – Interactive Video	Ogilvy & Mather / Johannesburg + Gloor@Ogilvy / South Africa	KFC	Shakin' Shakin'	Merit
RADIO				
Craft – Sound Design – Single	FCB / Johannesburg + Hey Papa Legend / Johannesburg	Netflorist	A War of Words - Anniversary Forgotten	Gold
Broadcast – Any Length – Campaign	Hunt Lascaris / Johannesburg + Produce Sound / Johannesburg	Flight Centre	Travel before its not fun anymore	Merit
Broadcast – Any Length – Campaign	Ogilvy & Mather / Johannesburg	KFC	The Everyman Meal	Bronze

Broadcast – Any Length – Campaign	Ogilvy & Mather / Johannesburg	Vodacom	You Should Have Called	Bronze
Craft – Writing – Single	Ogilvy & Mather / Johannesburg	KFC	The Everyman Meal - Cherry Lip Balm	Merit
Craft – Writing – Single	Ogilvy & Mather / Johannesburg	KFC	The Everyman Meal - Claw Thing	Bronze
Craft – Writing – Single	Ogilvy & Mather / Johannesburg	KFC	The Everyman Meal - Coloured Weights	Merit
Craft – Writing – Single	Ogilvy & Mather / Johannesburg	Vodacom	You Should Have Called - Double Blue Tick	Bronze
Craft – Writing – Single	Ogilvy & Mather / Johannesburg	Vodacom	You Should Have Called - Email	Merit
Broadcast – Any Length – Campaign	OpenCo - The Open Collaboration / Johannesburg	BMW South Africa	BMW Original Parts	Merit
Craft – Writing – Single	OpenCo - The Open Collaboration / Johannesburg + Howard Audio / Johannesburg	BMW South Africa	BMW Original Parts 'CEO'	Silver
SOCIAL MEDIA				
Social Engagement – Community Building	Joe Public United / Johannesburg	Nedbank	Meet Sandile	Merit
Branded Social Post – Real-Time Response	VML South Africa / Cape Town	PASSOP	Twitter Refugees	Bronze

FCB Africa brought home SA's only gold pencil from One Show 2017 for its Netflorist 'A war of words – anniversary forgotten' radio work. This was also crowned the special award winner for One Show's 'best of radio' discipline and just a few weeks ago as the winner of a D&AD graphite pencil.



SA's D&AD 2017 winners: FCB

Leigh Andrews 5 May 2017



Ogilvy & Mather Johannesburg was responsible for nine of SA's overall accolades on the night, once again the country's top performing agency group on this year's international award circuit. The global Ogilvy & Mather group was also awarded network of the year.



Ogilvy sharpens its Pencils

Ogilvy South Africa 3 May 2017

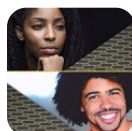


SA's overall One Show 2017 wins per agency

Company	Gold	Bronze	Silver	Merit	Total
FCB / Johannesburg + Hey Papa Legend / Johannesburg	1				1
FoxP2 / Cape Town				1	1

FoxP2 / Cape Town + they / Johannesburg + TheWorkRoom / Cape Town	1			1
Geometry Global / Cape Town + Ogilvy & Mather / Cape Town			1	1
Geometry Global / Johannesburg + Ogilvy & Mather / Johannesburg			2	2
Hero Strategic Marketing / Cape Town			1	1
Hunt Lascaris / Johannesburg	1		5	6
Hunt Lascaris / Johannesburg + Produce Sound / Johannesburg			1	1
Joe Public United / Johannesburg	1		1	2
King James Group / Cape Town			2	2
MullenLowe / Johannesburg	2			2
Net#work BBDO / Johannesburg			3	3
Ogilvy & Mather / Cape Town			2	2
Ogilvy & Mather / Johannesburg	4		4	8
Ogilvy & Mather / Johannesburg + Goo@Ogilvy / South Africa	1		1	2
OpenCo - The Open Collaboration / Johannesburg	2		1	3
OpenCo - The Open Collaboration / Johannesburg + Howard Audio / Johannesburg		1		1
VML South Africa / Cape Town	1			1
Y&R South Africa / Cape Town			1	1
Y&R South Africa / Cape Town + 7Films / Cape Town			1	1

This final result set puts us in [10th best country ranking](#), with 42 wins from 355 entries. The second awards night was hosted by Jessica Williams, former correspondent of *The Daily Show*.



Creative Week announces schedule, selects hosts

3 May 2017



There were 243 pencils awarded to 23 countries in total on the night, broken down as 70 gold, 75 silver and 98 bronze – this from 21,844 entries across 73 countries overall.

Best in discipline and special award winners

Nine best of discipline winners were announced, as follows:

Cross-platform: “The Refugee Nation” for Amnesty International by Ogilvy/New York.

Film: “We’re the Superhumans” for Channel 4/Rio Paralympics by 4Creative/London + Blink/London.

See One Show judge Matt Eastwood discuss the winning work below:

Intellectual property: “Roam Delivery” for Volvo Cars by Ogilvy PR/London + OgilvyOne/London.

Interactive: “Field Trip to Mars” for Lockheed Martin by McCann/New York.

See One Show judge Andrew Keller discuss the winning work below:

Mobile: “The Swedish Number” for Swedish Tourist Association by INGO/Stockholm + Grey PR&Activation/New York + Cohn&Wolfe/Stockholm. See One Show judge Alan Kelly discuss the winning work below:

See One Show judge Kitty Lun discuss the winning work below:

Radio: “A War of Words – Anniversary Forgotten” for Netflorist by FCB Joburg/Johannesburg + Hey Papa Legend/Johannesburg.

Social media: “Check Before It’s Removed” for Pink Ribbon Deutschland by DDB Group Germany/Berlin.

See One Show judge Brent Choi discuss the winning work below:

UX/UI: “Reword” for Headspace by Leo Burnett/Melbourne + Studio Pancho/Melbourne. See One Show judge Taras Wayner discuss the winning work below:

The following special award winners were also announced:

Agency of the year: McCann/New York

Network of the year: Ogilvy & Mather

Independent agency of the year: Droga5

Client of the year: Lockheed Martin

Holding company of the year: Omnicom

The **Penta Pencil**, which recognises successful collaboration between an agency and brand team over the years, had two winners this year: Wieden + Kennedy and Nike, and TBWA\Media Arts Lab and Apple.



#OneShow2017: First night's winners!

11 May 2017



The total list of One Show winners can be found [here](#) with the complete rankings at oneclub.org.

Follow the One Club's latest updates on [Twitter](#) and watch for exclusive updates in our [One Show special section](#)!

For more, visit: <https://www.bizcommunity.com>