

All the SA finalists!

Finalists of this year's One Show Awards have been revealed with South African work featuring strongly across the board.



Winners will find out whether they're taking home gold, silver or bronze pencils in a few weeks' time. The full award details will be announced during One Show Creative Week in New York, from 8 to 10 May. Keep an eye out from our live coverage of The One Club's Creative Week and all award shows from on-the-ground reporter, [Ann Nurock](#).

One Show 2019 juries selected 1,558 finalists representing 40 countries. To download the complete list of The One Show 2019 finalists by discipline, visit [OneShow.org](#). Below, the SA finalists:

PRIMARY COMPANY	CLIENT	ENTRY TITLE	CATEGORY	CITY
DUKE / Cape Town	DUKE	For Sale Ale	Direct Marketing: Out of Home – P.O.P. & In-Store	Cape Town
FCB Cape Town & Hellocomputer / Cape Town	Western Cape Government	Raise your Voice. Not your Phone.	Social Media: Social Engagement – Community Building	Cape Town
FCB Joburg (Pty) / Johannesburg + South African Tourism / Johannesburg	South African Tourism	Africa's Travel Indaba	Design: Branding – Identity System	Johannesburg
FCB Joburg (Pty) / Johannesburg + South African Tourism / Johannesburg	South African Tourism	Africa's Travel Indaba	Design: Branding – Logo	Johannesburg
Joe Public / Johannesburg + SAB – Be The Mentor / Johannesburg + Egg Films / Johannesburg	SAB - Be The Mentor	Vuka	Film: Cinema Advertising	Bryanston
King James Group / Cape Town	Sanlam	The 200 Year Old	Branded Entertainment: Audio	Cape Town
King James Group / Cape Town	Sanlam	The 200 Year Old	Radio & Audio: Online – Branded Podcast	Cape Town
M&C Saatchi Abel / Cape Town + Nando's South Africa / Johannesburg	Nando's South Africa	#rightmyname	Creative Effectiveness: Creative Effectiveness – Single Country or Region	Cape Town
M&C Saatchi Abel / Cape Town + Nando's South Africa / Johannesburg	Nando's South Africa	#rightmyname	Integrated: Integrated Branding Campaign	Cape Town
M&C Saatchi Abel / Cape Town + Nando's South Africa / Johannesburg	Nando's South Africa	#rightmyname	Public Relations: Brand Voice	Cape Town
Net#work BBDO / Johannesburg	Mercedes-Benz	Return to Chapman's Peak	Branded Entertainment: Long Form Video – Single	Johannesburg
Net#work BBDO / Johannesburg	Mercedes-Benz	Return to Chapman's Peak	Film: Cinema Advertising	Johannesburg
Net#work BBDO / Johannesburg	Mercedes-Benz	Return to Chapman's Peak	Film: Online Films & Video – Long Form – Single	Johannesburg
Net#work BBDO / Johannesburg	Mercedes-Benz	Return to Chapman's Peak	Film: Under 100K Budget	Johannesburg

Ogilvy South Africa / Cape Town	Ab-InBev Africa	Carling Black Label Soccer Song for Change	Public Relations: Events & Experiential	Cape Town
Ogilvy South Africa / Cape Town	Ab-InBev Africa	Carling Black Label Soccer Song for Change	Radio & Audio: Craft – Use of Music	Cape Town
Ogilvy South Africa / Johannesburg	Philips & The Nelson Mandela Foundation	#ShaveToRemember	Design: Branding – Brand Installations	Johannesburg
Ogilvy South Africa / Johannesburg	Philips & The Nelson Mandela Foundation	#ShaveToRemember	Direct Marketing: Experiential – Live Events	Johannesburg
Ogilvy South Africa / Johannesburg	Philips & The Nelson Mandela Foundation	#ShaveToRemember	Experiential & Immersive: Spaces & Immersive – Brand-Owned Experiences	Johannesburg
Ogilvy South Africa / Johannesburg	Philips & The Nelson Mandela Foundation	#ShaveToRemember	Social Media: Social Engagement – Community Building	Johannesburg
Romance Films / Cape Town + Joe Public / Johannesburg	Chicken Licken	Sbu 2.0	Moving Image Craft: Direction – Single	Bryanston
Romance Films / Cape Town + Joe Public / Johannesburg	Chicken Licken	Sbu 2.0	Moving Image Craft: Use of Music – Licensed / Adapted Music	Bryanston
TBWA Hunt Lascaris / Johannesburg + Flight Centre Youth & Adventure / Johannesburg	Flight Centre Youth and Adventure	World Gone Mad	Radio & Audio: Craft – Writing – Campaign	Johannesburg
TBWA Hunt Lascaris / Johannesburg + Joburg Ballet / Johannesburg	Joburg Ballet	Breaking Ballet	Branded Entertainment: Short Form Video – Campaign / Series / Episodic	Johannesburg
TBWA Hunt Lascaris / Johannesburg + Joburg Ballet / Johannesburg	Joburg Ballet	Breaking Ballet	Creative Use of Data: Creative Use of Data – Social Media	Johannesburg
TBWA Hunt Lascaris / Johannesburg + Joburg Ballet / Johannesburg	Joburg Ballet	Breaking Ballet	Creative Use of Data: Creative Use of Data – Storytelling	Johannesburg
TBWA Hunt Lascaris / Johannesburg + Joburg Ballet / Johannesburg	Joburg Ballet	Breaking Ballet	Public Relations: Current Event Response	Johannesburg
TBWA Hunt Lascaris / Johannesburg + Joburg Ballet / Johannesburg	Joburg Ballet	Breaking Ballet	Social Media: Social Post – Campaign	Johannesburg
TBWA Hunt Lascaris / Johannesburg + Joburg Ballet / Johannesburg	Joburg Ballet	Breaking Ballet	Social Media: Social Post – Real-time Response	Johannesburg

This year's winners will be announced at two nights of The One Show awards ceremonies on 8 May at the Ziegfeld Ballroom, 141 West 54th Street and 10 May at Cipriani, 55 Wall Street, both in New York.

Creative Week also includes the ADC 98th Annual Awards ceremony, the dynamic Young Ones Education Festival, the Creative Summit and the Executive Creative Summit.



One SA finalist for One Club's ADC

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