

SA's One Show finalists

NEW YORK: South Africa has made the One Show First Cut, One Show Design and One Show Radio shortlists. Winners will be announced at The One Show Festival next week, 4 - 8 May 2009, in New York City.

The final round of judging takes place 1 - 3 May; note that this is not a winners' list and does not guarantee a Pencil or Merit.





South African finalists

One Show First Cut				
Category	Client	Title	Agency	City
J1A: Newspaper - Full Page or Spread - Single	Volkswagen Golf	R32 Ball	Ogilvy	Cape Town
J1B: Newspaper - Full Page or Spread - Campaign	CAN	Tippex - Made a Mistake?	The Jupiter Drawing Room	Johannesburg
J2C: Magazine - Color: Full Page or Spread - Single	Bostik	Sticks fast	DDB Johannesburg	
J2D: Magazine - Color: Full Page or Spread - Campaign	Mercedes Benz	Spend Your Money	Net#work BBDO	Johannesburg
J2D: Magazine - Color: Full Page or Spread - Campaign	National Sea Rescue Institute	Anniversary	Ogilvy	Cape Town
J4A: Outdoor - Single	TDS - Yellow Pages	Flying Lessons	The Agency for Advertising & Marketing	Johannesburg
J4B: Outdoor - Campaign	BIBLIOTEQ CREATIVE BOOKSTORE	FEEL INSPIRED	FoxP2	Cape Town
J5B: Trade - Full Page or Spread - Campaign	Pfizer	Old Gigolos	Ogilvy	Johannesburg
J6A: P.O.P. and In-Store - Single	Volkswagen	Hyena	Ogilvy	Cape Town

06B: P.O.P. and In-Store - Campaign	Netflorist	Floral Biography	Draftfcb	Johannesburg
06B: P.O.P. and In-Store - Campaign	Patleys Tabasco	Exploding Food	Ogilvy	Johannesburg
06B: P.O.P. and In-Store - Campaign	Nike Womens Apparel	Distances	Ogilvy	Johannesburg
06C: Collateral - Posters - Single	Rikkis Cabs	Mugshot	Draftfcb	Cape Town
06C: Collateral - Posters - Single	Simba - Ghost Pops	Zombie Man	Net#work BBDO	Johannesburg
06C: Collateral - Posters - Single	Nampak (Twinsaver Mens Tissues)	Car Scratch	TBWA\Hunt\Lascais	Johannesburg
06C: Collateral - Posters - Single	Nampak (Twinsaver Mens Tissues)	Beer Spill	TBWA\Hunt\Lascais	Johannesburg
06C: Collateral - Posters - Single	Nampak (Twinsaver Mens Tissues)	Doll Boy	TBWA\Hunt\Lascais	Johannesburg
06C: Collateral - Posters - Single	adidas	The Pienaar (African Barbershop Signage)	TBWA\Hunt\Lascais (180/TBWA)	Johannesburg
06C: Collateral - Posters - Single	adidas	The Messi (African Barbershop Signage)	TBWA\Hunt\Lascais (180/TBWA)	Johannesburg
06C: Collateral - Posters - Single	Musica	Prison Break	The Jupiter Drawing Room	Cape Town
06D: Collateral Posters - Campaign	Dstv History Channel	Winners	Ogilvy	Johannesburg
07A: Public Service - Newspaper or Magazine - Single	Apartheid Museum	13%	Grey South Africa	Johannesburg
07C: Public Service - Outdoor and Posters - Single	Mini Town	Smallest mobile billboard	Draftfcb	Durban
07C: Public Service - Outdoor and Posters - Single	Rural Health Initiative (Doctor Recruitment)	Nervous System	Net#work BBDO	Johannesburg
07D: Public Service - Outdoor and Posters - Campaign	Greenpeace	Save our Seas	Ogilvy	Johannesburg
07E: Public Service - Collateral (Brochures and Direct Mail) - Single	Food and Trees for Africa	Little Book	Grey South Africa	Johannesburg
07I: Public Service - Television - Single	Food & Trees For Africa	Printer	Lowe Bull	Johannesburg
09A: Television - Over :30 - Single - max. :90	Distell Savanna	Monkey	Draftfcb	Cape Town
09A: Television - Over :30 - Single - max. :90	Volkswagen GTI	Dream	Ogilvy	Cape Town
09A: Television - Over :30 - Single - max. :90	The Sunday Times	Riverine Rabbit	Ogilvy	Cape Town
09A: Television - Over :30 - Single - max. :90	Volkswagen	Dream	Velocity Films	Johannesburg
09B: Television - Over :30 - Campaign	Brandhouse	Keep it Real	The Jupiter Drawing Room South Africa	Cape Town
09H: Television - Under \$80K Budget - Single	Food & Trees For Africa	Printer	Lowe Bull	Johannesburg
09I: Television - Under \$80K Budget - Campaign	SABC/Good Hope	Kinky Afro Vol.1	Net#work BBDO	Cape Town
12A: Innovative Media - Single	MASTERLOCK	PENNYFARTHING	FoxP2	Cape Town
12A: Innovative Media - Single	Dreamfields	Golf Course	Net#work BBDO	Cape Town

12A: Innovative Media - Single	Havaianas	Tree	Net#work BBDO	Johannesburg
12A: Innovative Media - Single	Audi	Fans	Ogilvy	Johannesburg
12B: Innovative Media - Campaign	Unilever SA/Flora Flora	Meet Wally's Heart	Lowe Bull	Johannesburg
13A: Integrated Branding Campaign	South African Broadcasting Corporation - Metro FM	Xenophobia	Net#work BBDO	Johannesburg
13A: Integrated Branding Campaign	The Loerie Awards	Make Your Mom Proud	Net#work BBDO	Johannesburg

One Show Design				
Category	Client	Title	Agency	City
01B: Booklet/Brochure	Interactive Africa	Design Indaba 11 programmes	The Jupiter Drawing Room South Africa	Cape Town
01B: Booklet/Brochure	Interactive Africa	Design Indaba Plastic Brochure	The Jupiter Drawing Room South Africa	Cape Town
05F: Collateral - Self-promotion	King James	What's your Story	King James	Cape Town
05F: Collateral - Self-promotion	The Old Shanghai Firecracker Factory	Water glass	Konstant van Huyssteen	Johannesburg
06A: Environmental Design - Single	7th Floor Food Innovation Centre	The Artefacts of Eating	TBWA\Hunt\Lascaris	Johannesburg
08A: Book Design	Absa Capital	The Cybism Manifesto	The Jupiter Drawing Room South Africa	Johannesburg
08B: Magazine Design	Dossier	Dossier	Metropolitanrepublic/TJDR	Johannesburg
08B: Magazine Design	MK (M-Net)	MK Bruce Lee magazine	The President	Cape Town
09A: Direct Mail - Single	TNS Research Surveys	TNS Research Surveys Calendar	King James RSVP	Cape Town
09A: Direct Mail - Single	Dreamfields	Plastic Bag	Net#work BBDO	Cape Town

One Show Radio				
Category	Client	Title	Agency	City
07G: Radio - Public Service - Single	Shark Life	Shark attack	Grey South Africa	Johannesburg
08A: Radio - Consumer - Single	Interactive Africa	Recycled Radio Ad	The Jupiter Drawing Room South Africa	Cape Town
08B: Radio - Consumer - Campaign	Nampak	Stories	Grey South Africa	Johannesburg

For the full shortlists, go to:

- [One Show "First Cut"](#)
- [One Show Interactive finalists](#)
- [One Show Design finalists](#)
- [One Show Radio finalists](#)
- [One Show College Competition finalists](#)
- [Client Pitch Competition](#)

For more, go to www.oneclub.org (specifically www.oneclub.org/os/announcement) and follow [@OneShow](#) on Twitter.

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