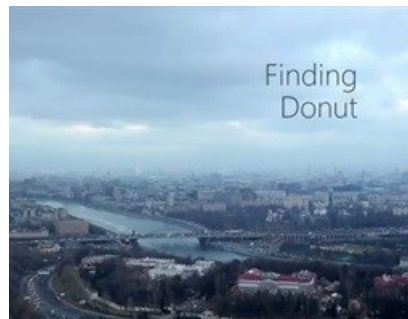


Branded Entertainment, Radio and PR finalists announced

The One Club have announced the finalists for branded entertainment, radio and PR for the 43rd Annual One Show Awards.



There are finalists from 30 countries with nine from South Africa.

Music streaming service Pandora is the sponsor for the Radio discipline, and will have a presence at The One Club's weeklong festival Creative Week, which features The One Show, industry conferences and networking events.

"We're thrilled to be a part of The One Show, recognizing innovation and excellence in audio advertising," said Lauren Nagel, director of audio advertising creative at Pandora. "Audio is one of the best ways to engage consumers – especially when they're on the go or not looking at a screen. Typically, marketers spend a lot of time thinking about their visual identity but not enough time thinking about the sound of their brand. As leaders in the audio space, we are glad to see the industry shifting towards building sonic strategies and the creative community thinking about audio in new ways."

With more than 1,500 entries, Branded Entertainment is one of the largest disciplines of The One Show.

Category finalists

[Branded Entertainment](#)

[Radio](#)

[PR](#)

South African finalists

AWARDS SHOW	PRINT-READY CATEGORY NAME	PRIMARY COMPANY NAME	CLIENT	ENTRY TITLE	CITY	COUNTRY
Radio	Consumer: Advertising – Single	Ogilvy & Mather / Johannesburg	Lucozade	Lucozade Energy Drink - Night Before The Project	Johannesburg	South Africa
Radio	Consumer: Advertising – Single	Ogilvy & Mather / Johannesburg	Lucozade	Lucozade Energy Drink - Team Building	Johannesburg	South Africa
Radio	Consumer: Advertising – Campaign	1886 Advertising / Johannesburg	Cell C	Igugu	JHB	South Africa
Radio	Consumer: Advertising – Campaign	TBWA\Hunt\Lascaris / Johannesburg	Flight Centre, Student Flights	Travel before its not fun anymore	Sandton	South Africa
Radio	Consumer: Advertising – Campaign	TBWA\Hunt\Lascaris / Johannesburg	Tiger Brands	Sexy Times	Sandton	South Africa
Radio	Non-Profit: Public Awareness – Single	"FCB Africa / Johannesburg + Sonovision / Johannesburg"	The Lonely Road Foundation	No Escape	Johannesburg	South Africa
Radio	Craft: Music / Sound	1886 Advertising / Johannesburg	Cell C	Igugu	JHB	South Africa

Radio	Craft: Music / Sound	TBWA\Hunt\Lascaris / Johannesburg	Flight Centre, Student Flights	Beach Party	Sandton	South Africa
Radio	Craft: Music / Sound	TBWA\Hunt\Lascaris / Johannesburg	Flight Centre, Student Flights	Beer Fest	Sandton	South Africa

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