

## Direct marketing finalists revealed!

Finalists in the 'direct marketing' category have been revealed for One Show 2017 with two SA entries making the grade.

Geometry Global Johannesburg and Ogilvy & Mather Johannesburg feature in the 'print – flat and dimensional' category for their 'SAB Spike Detector' coaster' for client South African Breweries:

Ogilvy & Mather Johannesburg features again in the 'digital – social media and viral marketing' category for their Cadbury 'Pre-Joy- Dad, Granny, Trumpet' work for Mondelez:

[Click here](#) for the full list of finalists, which includes all the gold, silver and bronze pencils as well as merit winners. The full award details will be announced during One Show Creative Week from 8 to 12 May.

You can view this and other One Show entries by browsing [this year's entries](#). Don't miss the 96th Annual ADC Awards on 8 May 2017 and the One Show Creative Week Festival from 8 to 12 May 2017 in New York – visit our [One Show special section](#) for all the latest updates!

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