

64 entries from SA on The One Club for Creativity shortlist

The One Club for Creativity has announced its shortlist, with South Africa representing the continent as the only African country shortlisted with 64 entries.



Image supplied. SA has 64 entries in The One Show 2023 shortlist

Celebrating its 50th year, The One Show shortlist comprises 4,975 entries from 69 countries and regions this year. The top five countries are the US with 1,781, Canada with 452, UK with 334, Germany with 284, and France with 265.



Grid Worldwide and Muti shortlisted at ADC Annual Awards

11 Apr 2023



SA leading agencies

South Africa has a total of 64 entries shortlisted. Ogilvy leads the pack with 16 entries, then FCB Africa with seven entries. TBWA and VMLY&R have six entries a piece, and M&C Saatchi Abel and Net#work BBDO on five. The Odd Number, and Romance Films have four entries shortlisted each, Promise three, with Grey Advertising Africa, Grid Worldwide and Joe Public have two each. Blackboard and King James - Part of Accenture Song, each have one entry on the shortlist.

SA entries

Ogilvy has seven entries for Volkswagen SA's *Game On* campaign, which won the agency Digital Agency of the Year, and its client Volkswagen South Africa Best Digital Brand at the 2022 IAB Bookmarks Awards.

It has six entries for KFC's *Anything for the Taste* while Romance Films has three entries, also for this campaign. Oglivy has three entries for its *Bride Armour* campaign for Carling Black Label that won gold in Cannes last year.



2nd Gold Lion for SA at Cannes 2022

24 Jun 2022



Net#work BBDO has four entries for AblnBev's Corona campaign *Free Surfer- Cass*. VMLY&R has four entries for its Vodacom *Anti High-jack* ads for which it won Silver at Cannes 2022.

The Odd Number has three entries for Game's *Makes No Cents* campaign. FCB Africa's Campaign *Hurt People, Hurt People* for the Western Cape Government has three entries. The agency also has three entries for its Digital Youth ICT Academy logo design.

South Africa shortlisted entries

PRIMARY + SECONDARY COMPANIES	ENTRY TITLE	CLIENT	DISCIPLINE	CATEGORY
Blackboard / Johannesburg	Many Jobs	Blackboard	Print & Promotional	Newspaper - Series
FCB Africa (Pty) Ltd / Cape Town + Digital Youth ICT Academy / Johannesburg	DYICTA Logo Design	Digital Youth ICT Academy	Design	Brand Identity - Logo
FCB Africa (Pty) Ltd / Cape Town + Digital Youth ICT Academy / Johannesburg	DYICTA Logo Design	Digital Youth ICT Academy	Design	Brand Identity - System
FCB Africa (Pty) Ltd / Cape Town + Digital Youth ICT Academy / Johannesburg	DYICTA Logo Design	Digital Youth ICT Academy	Design	Brand Identity - Rebranding
FCB Africa (Pty) Ltd / Cape Town + Romance Films / Cape Town + Deliverance / Cape Town + Pressure Cooker / Cape Town	Hurt People, Hurt People.	Western Cape Government	Branded Entertainment	Short Form Video - Single
FCB Africa (Pty) Ltd / Cape Town + Romance Films / Cape Town + Deliverance / Cape Town + Pressure Cooker / Cape Town	Hurt People, Hurt People.	Western Cape Government	Film & Video	Online-only Films & Video - Over 60 Seconds - Single
FCB Africa (Pty) Ltd / Cape Town + Romance Films / Cape Town + Deliverance / Cape Town + Pressure Cooker / Cape Town	Hurt People, Hurt People.	Western Cape Government	Health & Wellness	Film
FCB Africa (Pty) Ltd / Cape Town + We Love Jam / Cape Town + Fuelcontent / Cape Town	Little Acts of Love	Netflorist	Film & Video	Online-only Films & Video - 30 Seconds and Under - Series
Grey Advertising Africa / Johannesburg	Jab Jab	Savanna	Radio & Audio	Broadcast - Single
Grey Advertising Africa / Johannesburg	Jab Jab	Savanna	Radio & Audio	Craft - Writing - Single
Grid Worldwide / Johannesburg + Houtlander / Johannesburg	Bee & Bee	Inverroche	Design	Packaging - Specialty
Grid Worldwide / Johannesburg + Houtlander / Johannesburg	Bee & Bee	Inverroche	Green Pencil	Green Pencil
Joe Public / Johannesburg	The Real Maternity Issue	Amnesty International	Health & Wellness	Print
Joe Public / Johannesburg	The Real Maternity Issue	Amnesty International	Print & Promotional	Brand Partnerships
King James Group - part of Accenture Song / Johannesburg	The Matriarch	Capfin	Music & Sound Craft	Music Adaptation - Instrumental
M&C Saatchi Abel / Johannesburg / Cape Town + Aqunote Studios	The D is for...	Mr D	Radio & Audio	Broadcast - Series
M&C Saatchi Abel / Johannesburg / Cape Town + Jo Darling + Mushroom Media	Animals do what?	NSPCA	Print & Promotional	Booklets / Books / Brochures

M&C Saatchi Abel / Johannesburg / Cape Town + Mindshare	Priceless Print	Standard Bank	Out of Home	Innovation in Out of Home
M&C Saatchi Abel / Johannesburg / Cape Town + Mindshare	Priceless Print	Standard Bank	Print & Promotional	Innovation in Print
M&C Saatchi Abel / Johannesburg / Cape Town + Sterling Sound	Silent Letters	Lexus South Africa	Radio & Audio	Broadcast - Series
Net#work BBDO / Johannesburg	Peace Is Calling	Childline	Experiential & Immersive	Experiential Audio
Net#work BBDO / Johannesburg + draftLine / Johannesburg	Free Surfer	AB InBev/Corona	Branded Entertainment	Long Form Video - Series / Episodic
Net#work BBDO / Johannesburg + draftLine / Johannesburg	Free Surfer - Cass	AB InBev/Corona	Branded Entertainment	Long Form Video - Single
Net#work BBDO / Johannesburg + draftLine / Johannesburg	Free Surfer - Cass	AB InBev/Corona	Film & Video	Online-only Films & Video - Over 60 Seconds - Single
Net#work BBDO / Johannesburg + draftLine / Johannesburg	Free Surfer - Cass	AB InBev/Corona	Moving Image Craft & Production	Direction - Single
Ogilvy South Africa / Cape Town + AB InBev / Johannesburg + DARLING Films / Johannesburg	Bride Armour	Carling Black Label	Design	Out of Home - Brand Installations
Ogilvy South Africa / Cape Town + AB InBev / Johannesburg + DARLING Films / Johannesburg	Bride Armour	Carling Black Label	Experiential & Immersive	Events - In-Person
Ogilvy South Africa / Cape Town + AB InBev / Johannesburg + DARLING Films / Johannesburg	Bride Armour	Carling Black Label	Out of Home	Experiential & Immersive
Ogilvy South Africa / Cape Town + Volkswagen South Africa / Johannesburg	Game On	Volkswagen South Africa	Design	Moving Image - Single
Ogilvy South Africa / Cape Town + Volkswagen South Africa / Johannesburg	Game On	Volkswagen South Africa	Film & Video	Online-only Films & Video - 31-60 Seconds - Single
Ogilvy South Africa / Cape Town + Volkswagen South Africa / Johannesburg	Game On	Volkswagen South Africa	Interactive & Mobile Craft	Visual Craft - Animation
Ogilvy South Africa / Cape Town + Volkswagen South Africa / Johannesburg	Game On	Volkswagen South Africa	Interactive, Online & Mobile	Interactive Video
Ogilvy South Africa / Cape Town + Volkswagen South Africa / Johannesburg	Game On	Volkswagen South Africa	Interactive, Online & Mobile	NFTs
Ogilvy South Africa / Cape Town + Volkswagen South Africa / Johannesburg	Game On	Volkswagen South Africa	Social Media	Social Video - Over 15 Seconds
Ogilvy South Africa / Cape Town + Volkswagen South Africa / Johannesburg	Game On	Volkswagen South Africa	Social Media	Active Engagement / Call to Action
Ogilvy South Africa / South Africa + Yum KFC / South Africa	Anything for the Taste	Yum KFC	Film & Video	Television & VOD - Over 60 Seconds - Single
Ogilvy South Africa / South Africa + Yum KFC / South Africa	Anything for the Taste	Yum KFC	Film & Video	Online-only Films & Video - Over 60 Seconds - Single
Ogilvy South Africa / South Africa + Yum KFC / South Africa	Anything for the Taste	Yum KFC	Film & Video	Cinema Advertising
Ogilvy South Africa / South Africa + Yum KFC / South Africa	Anything for the Taste	Yum KFC	Integrated	Integrated Campaign
Ogilvy South Africa / South Africa + Yum KFC / South Africa	Anything for the Taste	Yum KFC	Integrated	Craft - Storytelling
Ogilvy South Africa / South Africa + Yum KFC / South Africa	Anything for the Taste	Yum KFC	Moving Image Craft & Production	Editing - Single
Promise / Johannesburg + AfriSam / Johannesburg + BlackStudio / Johannesburg	Plan (a)	AfriSam + BlackStudio	Direct Marketing	Physical Items
Promise / Johannesburg + AfriSam / Johannesburg + BlackStudio / Johannesburg	Plan (a)	AfriSam + BlackStudio	Print & Promotional	Innovation in Print
Promise / Johannesburg + Thinking Cap Production / Johannesburg + Informed Decisions / Johannesburg + AB InBev / Dar es Salaam	Cold Tracker	AB InBev	Creative Effectiveness	Single Region or Market - Consumer / Brand
Romance Films / Cape Town + Hello FCB+	Hurt People, Hurt People	Western Cape Government	Moving Image Craft & Production	Casting
Romance Films / Cape Town + Ogilvy South Africa	Anything for the Taste	KFC	Moving Image Craft & Production	Direction - Single
Romance Films / Cape Town + Ogilvy South Africa	Anything for the Taste	KFC	Moving Image Craft & Production	Casting

Romance Films / Cape Town + Ogilvy South Africa	Anything for the Taste	KFC	Music & Sound Craft	Use of Licensed Music
TBWA Hunt Lascaris / Johannesburg + City Lodge Hotels / Johannesburg + Finetune Studios / Johannesburg + Rob Roy Music / Johannesburg	Holiday after the Holiday	City Lodge Hotels	Radio & Audio	Online - Streaming Audio Advertising
TBWA Hunt Lascaris / Johannesburg + Darling Films / Johannesburg + Mushroom Media / Johannesburg + Sterling Sound / Johannesburg	Now We Balling	KFC	Moving Image Craft & Production	Cinematography - Single
TBWA Hunt Lascaris / Johannesburg + Darling Films / Johannesburg + Post Modern / Johannesburg + Audio Militia / Johannesburg	Made with your playlist	Nissan South Africa	Creative Use of Data	Use of Technology
TBWA Hunt Lascaris / Johannesburg + Darling Films / Johannesburg + Post Modern / Johannesburg + Audio Militia / Johannesburg	Made with your playlist	Nissan South Africa	Direct Marketing	Craft - Data-Driven Personalization
TBWA Hunt Lascaris / Johannesburg + Darling Films / Johannesburg + Sterling Sound / Johannesburg	Voice	MTN Group	Music & Sound Craft	Sound Mixing
TBWA Hunt Lascaris / Johannesburg + Plank Films / Johannesburg + Audio Militia / Johannesburg + Chocolate Tribe / Johannesburg	5G Your Life	MTN Group	Film & Video	Online-only Films & Video - 31-60 Seconds - Single
The Odd Number / Johannesburg	Take Me Back	Game	Radio & Audio	Broadcast - Series
The Odd Number / Johannesburg + The Audio Guys / Johannesburg	Makes No Cents	Game	Radio & Audio	Broadcast - Series
The Odd Number / Johannesburg + The Audio Guys / Johannesburg	Makes No Cents	Game	Radio & Audio	Craft - Writing - Series
The Odd Number / Johannesburg + The Audio Guys / Johannesburg	Makes No Cents	Game	Radio & Audio	Craft - Sound Design
VMLY&R South Africa / Johannesburg + Carat / Johannesburg + Carat / Johannesburg	Anti High-jack Ads	Vodacom	Creative Use of Data	Targeting
VMLY&R South Africa / Johannesburg + Carat / Johannesburg + Carat / Johannesburg	Anti High-jack Ads	Vodacom	Creative Use of Data	Real-Time Data
VMLY&R South Africa / Johannesburg + Carat / Johannesburg + Carat / Johannesburg	Anti High-jack Ads	Vodacom	Creative Use of Data	Innovation in Data
VMLY&R South Africa / Johannesburg + Carat / Johannesburg + Carat / Johannesburg	Anti High-Jack Ads	Vodacom	Interactive, Online & Mobile	Online Community Platform - Use of Existing Platform
VMLY&R South Africa / Johannesburg + Carat / Johannesburg + VMLY&R South Africa / Johannesburg	Parental Control	Vodacom	Print & Promotional	Newspaper - Series
VMLY&R South Africa / Johannesburg + Carat / Johannesburg + VMLY&R South Africa / Johannesburg	Parental Control	Vodacom	Print & Promotional	Craft - Art Direction

Agencies with the most entries shortlisted

FCB New York leads the world with 86 shortlisted entries. They include 31 for the *A Song For Every CMO* series for Spotify Advertising, 29 for *McEnroe vs McEnroe* on behalf of ABInBev Michelob ULTRA, and 15 for ABInBev Budweiser "*The Billboard Is Yours To Take*."

With 64 shortlisted entries is Ogilvy UK London, including 26 for Dove *Toxic Influence*, 24 for Relate *The Horicultural Society*, and 11 for *Have a Word* on behalf of Mayor of London.

Rethink in Toronto, Montréal and Vancouver is close behind with 60 on the shortlist for 19 different entries, including 10 for Penguin Random House *The Unburnable Book*, and seven for Kraft Heinz *Ketchup AI*.

Dubai-based ُ and us has 55 shortlisted entries, including 26 for Anghami *Sole Music* and 16 for *The Undeniable Street View* on behalf of United24, Nova Ukraine, Voices of Children and Bockt SOS.

With 53 is Droga5 New York for 15 different entries, including 14 for two Instacart entries: seven for *Cart Couture* and six for *The World is Your Cart* and one for the integrated campaign of the two.

Other top agencies for shortlisted entries are TBWA\Paris Boulogne-Billancourt with 48, Ogilvy Mumbai with 45, Wieden+Kennedy New York with 43, and BBDO New York with 40.

Shortlisted entries were selected by this year's esteemed jury to move into the second round of judging, which is taking place now. This year's finalists — entries that will win a Gold, Silver or Bronze Pencil, or Merit — will be announced later this month.

The complete One Show 2023 shortlist is available [here](#).

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