

Biz to cover One Club Creative Week, One Show and ADC Awards

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Bizcommunity.com is delighted to announce that [Ann Nurock \(@annnurock\)](#), has once again been invited to cover the One Club Creative Week and Summit in NYC, the banquet of prestigious events which annually sees the world's top advertising agencies compete for the ultimate symbol of creative excellence, a One Show Gold Pencil!



Starting this Monday, 8 May, Ann will attend pivotal events such as the [Educators' Summit](#), which supports the next generation of advertising and design creatives, to be held in the iconic Google Chelsea offices in the heart of NYC's Meatpacking District.

ADC 96th Annual Awards

Nurock will also be in attendance at the legendary ADC 96th Annual Awards (Art Directors' Club 96th Annual Awards), the event which has been setting the benchmark for the artistry and craftsmanship in beautiful advertising for nearly a century.

Click here for the [full list of finalists](#) and see the full list of proudly South African contenders below:

BRANDED ENTERTAINMENT			
FILM/ CINEMA – NON-FICTION / DOCUMENTARY	FoxP2 / Cape Town	Ster-Kinekor	#OpenEyes
CROSS-PLATFORM			
INTEGRATED BRANDING – ONLINE	King James Group / Cape Town	Sanlam	Conspicuous Savers - Integrated Online - National Savings Month
DESIGN			
BRANDING – ANNUAL REPORTS & CORPORATE SUSTAINABILITY REPORTS	Hero Strategic Marketing / Cape Town	FoodBank SA (now known as FoodForward SA)	The annual report that feeds the hungry
BRANDING – IDENTITY SYSTEM	MullenLowe / Johannesburg	South African National Blood Services	South African National Blood Services CI
TYPOGRAPHY – STATIC	OpenCo - The Open Collaboration / Johannesburg	Soweto Gold	Soweto Gold '76
PROMOTIONAL – BOOKLETS, BROCHURES, & PRODUCT CATALOGUES	MullenLowe / Johannesburg	Nando's	Nando's Peri Thread Book
PACKAGING – SPECIALTY	OpenCo - The Open Collaboration / Johannesburg	Soweto Gold	Marked by Bravery
DIRECT MARKETING			
PRINT – FLAT & DIMENSIONAL	Geometry Global / Johannesburg + Ogilvy & Mather / Johannesburg	South African Breweries	The SAB Spike Detector Coaster
DIGITAL – SOCIAL MEDIA & VIRAL MARKETING	Ogilvy & Mather / Johannesburg	Mondelez	Cadbury Pre Joy
FILM			
CINEMA ADVERTISING	Y&R South Africa / Cape Town	Western Cape Government	First Kiss
INNOVATION IN FILM – ONLINE	Ogilvy & Mather / Johannesburg + Goo@Ogilvy / South Africa	KFC	Shakin' Shakin'
ONLINE FILMS & VIDEO – SHORT FORM – CAMPAIGN	Y&R South Africa / Cape Town + 7Films / Cape Town	Surf Shack Surfing School	True Stories
INTERACTIVE			
ONLINE ADVERTISING – INTERACTIVE VIDEO	Ogilvy & Mather / Johannesburg + Goo@Ogilvy / South Africa	KFC	Shakin' Shakin'

MOVING IMAGE CRAFT			
EDITING – SINGLE	Net#work BBDO / Johannesburg	Coronation Fund Managers	Money Maker
EDITING – SINGLE	Net#work BBDO / Johannesburg	Diageo	Here's to Us
SOUND DESIGN – SINGLE	Net#work BBDO / Johannesburg	Diageo	Here's to Us
PRINT & OUTDOOR			
AMBIENT MEDIA – P.O.P. & IN-STORE – CAMPAIGN	Hunt Lascaris / Johannesburg	Flight Centre	Holiday Packing
AMBIENT MEDIA – P.O.P. & IN-STORE – CAMPAIGN	Ogilvy & Mather / Cape Town	Volkswagen	Technically
AMBIENT MEDIA – P.O.P. & IN-STORE – SINGLE	Joe Public United / Johannesburg	Clover	Drought Pack
CRAFT – ART DIRECTION – SINGLE OR CAMPAIGN	Hunt Lascaris / Johannesburg	Flight Centre	Holiday Packing
INNOVATION IN PRINT & OUTDOOR – AMBIENT MEDIA	Geometry Global / Johannesburg + Ogilvy & Mather / Johannesburg	South African Breweries	The SAB Spike Detector Coaster
PROMOTIONAL / COLLATERAL – POSTERS – CAMPAIGN	Hunt Lascaris / Johannesburg	The Times	The News You Should Be Following
PROMOTIONAL ITEMS – SINGLE OR CAMPAIGN	Geometry Global / Cape Town + Ogilvy & Mather / Cape Town	Iziko Museums of South Africa	The Slave Calendar
PUBLISHING – MAGAZINE – CAMPAIGN	Ogilvy & Mather / Cape Town	Volkswagen	Technically
PUBLISHING – NEWSPAPER – SINGLE	Hunt Lascaris / Johannesburg	Flight Centre	Babe vs Mom
PUBLISHING – NEWSPAPER – SINGLE	Hunt Lascaris / Johannesburg	Flight Centre	Dude vs Pensioner
PUBLISHING – NEWSPAPER – CAMPAIGN	Hunt Lascaris / Johannesburg	Flight Centre	Holiday Packing
PUBLIC RELATIONS			
BRAND VOICE	FoxP2 / Cape Town + they / Johannesburg + TheWorkRoom / Cape Town	Ster-Kinekor	#OpenEyes
INTEGRATED CAMPAIGN	King James Group / Cape Town	Sanlam	Conspicuous Savers - Integrated Online - National Savings Month
RADIO			
BROADCAST – ANY LENGTH – CAMPAIGN	Hunt Lascaris / Johannesburg + Produce Sound / Johannesburg	Flight Centre	Travel before its not fun anymore
BROADCAST – ANY LENGTH – CAMPAIGN	Ogilvy & Mather / Johannesburg	KFC	The Everyman Meal
BROADCAST – ANY LENGTH – CAMPAIGN	Ogilvy & Mather / Johannesburg	Vodacom	You Should Have Called
BROADCAST – ANY LENGTH – CAMPAIGN	OpenCo - The Open Collaboration / Johannesburg	BMW South Africa	BMW Original Parts
CRAFT – SOUND DESIGN – SINGLE	FCB / Johannesburg + HeyPapa Legend / Johannesburg	Netflorist	A War of Words - Anniversary Forgotten
CRAFT – WRITING – SINGLE	Ogilvy & Mather / Johannesburg	KFC	The Everyman Meal - Cherry Lip Balm
CRAFT – WRITING – SINGLE	Ogilvy & Mather / Johannesburg	KFC	The Everyman Meal - Claw Thing
CRAFT – WRITING – SINGLE	Ogilvy & Mather / Johannesburg	KFC	The Everyman Meal - Coloured Weights
CRAFT – WRITING – SINGLE	Ogilvy & Mather / Johannesburg	Vodacom	You Should Have Called - Double Blue Tick
CRAFT – WRITING – SINGLE	Ogilvy & Mather / Johannesburg	Vodacom	You Should Have Called - Email
CRAFT – WRITING – SINGLE	OpenCo - The Open Collaboration / Johannesburg + Howard Audio / Johannesburg	BMW South Africa	BMW Original Parts 'CEO'
SOCIAL MEDIA			
BRANDED SOCIAL POST – REAL-TIME RESPONSE	VML South Africa / Cape Town	PASSOP	Twitter Refugees
SOCIAL ENGAGEMENT – COMMUNITY BUILDING	Joe Public United / Johannesburg	Nedbank	Meet Sandile

One Club Young Ones Awards

One of the annual highlights of the event is the One Club Young Ones Awards and Portfolio Competition, honouring young talent from around the world in a variety of creative disciplines, since 1986. Stand out work includes the Tinder [Say Yes to No campaign](#), a plethora of concepts poignantly lobbying for gender equality awareness and many creative ideas to do with Lego – a brand synonymous with the best of both youth and creative inspiration.

[Tinder - Say Yes to No](#) from [Martin Noreby](#) on [Vimeo](#).

In the portfolio section we spotted a couple of local winners - well done [Lucia Petschnig](#) of The Stellenbosch Academy of Design and Photography and [Serena-Marie van der Nest](#) from AAA School of Advertising.

The One Club Creative Summit

The illustrious speaker line-up for this year's Creative Summit includes the crème of successful advertising practitioners and brands. From Columbia Records Executive Jennifer Frommer and BBDO New York ECD Danilo Boer who will discuss creativity in the music industry vs creativity for brands, to Christine Cattano, Global Head of VR at Framestore's VR Studios and one of the most prolific producers of VR content in the industry, whose notable projects have included the highly-awarded Game of Thrones 'Ascend the Wall' experience, Volvo Reality, Merrell 'Trailscape' and the VR experience for Warner Bros 'Fantastic Beasts and Where to Find Them.'

Also among the speakers of the 2-day summit are the likes of Alastair Cotterill, Global Head of Creative and Brand Strategy at Pinterest, Sam Crowther Head of Creative at A Million Ads, who has specialized in building and developing creative teams of writers, producers and composers for the full gamut of 'Sound Marketing', Ari Kushner, founder of the delightfully named, award-winning production and entertainment company Missing Pieces and Cadillac Brand Director Melody Lee, who promises to unpack how they intend to reinvent the iconic America automotive brand.

Bizcommunity has some exciting interviews booked so be sure to catch Ann Nurock's exclusives on Biz this week.

There is already some exciting related content up in the [Bizcommunity One Show Awards Special Section](#), such as an interview with One Club judge Suhana Gordon and more. Follow @Annnurock, @Biz_Marketing and @Bizcommunity for all the updates and excitement from New York 8-12 May 2017.

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