

SA makes One Show shortlists

NEW YORK: South Africa has once again made the shortlists for the 2008 One Show, One Show Design and Radio and One Show College Competition, which were announced earlier this week. The One Show awards the year's best work in advertising, design, interactive and student work from all over the globe.

For the first time, the One Show jury will be selecting Pencil winners during the One Show Festival in New York City, 6 - 9 May 2008, and at the Student Awards Ceremony on 8 May. The One Show list is only a semi-finalist list and does not guarantee a Pencil or Merit award or inclusion in the *One Show Annual*.

2008 One Show shortlist

Category	Entry title	Agency name	City	
1A: Consumer Newspaper: Full Page or Spread - Single	Energizer	Pants	DDB	Johannesburg
1A: Consumer Newspaper: Full Page or Spread - Single	Energizer	Paint	DDB	Johannesburg
1A: Consumer Newspaper: Full Page or Spread - Single	S C Johnson / Rally	Spotlight	DraftFCB Johannesburg	Johannesburg
1A: Consumer Newspaper: Full Page or Spread - Single	Dickies	Dickies 'Raincoat'	Joe Public South Africa	Rivonia
1B: Consumer Newspaper: Full Page or Spread - Campaign	Energizer	Scary Things Happen in the Dark	DDB	Johannesburg
1B: Consumer Newspaper: Full Page or Spread - Campaign	BMW SA	BMW Premium Selection	Ireland/Davenport	Johannesburg
1B Consumer Newspaper: Full Page or Spread - Campaign	Independent Newspaper	Cape Times	Lowe Bull (Cape)	Cape Town
1B: Consumer Newspaper: Full Page or Spread - Campaign	South African Broadcast Corporation - 5FM	Streaming Audio	Net#Work BBDO	Hyde Park
1B: Consumer Newspaper: Full Page or Spread - Campaign	Mail & Guardian	Real News	TBWA\Hunt\Lascaris - Johannesburg	Sandton
1B: Consumer Newspaper: Full Page or Spread - Campaign	Nissan Pathfinder	Tell Better Stories	TBWA\Hunt\Lascaris - Johannesburg	Sandton
2C: : Consumer Magazine: Colour: Full Page or Spread - Single	BMW / SA Mini	Godzilla	King James Johannesburg	Johannesburg

2C: : Consumer Magazine: Colour: Full Page or Spread - Single	Eveready	Hair	King James Johannesburg	Johannesburg
2C: : Consumer Magazine: Colour: Full Page or Spread - Single	Procter & Gamble	Facelift	Saatchi & Saatchi South Africa	Johannesburg
2D: Consumer Magazine: Colour: Full Page or Spread - Campaign	National Geographic Kids Magazine	Facts Stranger Than Fiction	FoxP2	Cape Town
2D: Consumer Magazine: Colour: Full Page or Spread - Campaign	DStv	Repeats	Ogilvy Johannesburg	Johannesburg
2D: Consumer Magazine: Colour: Full Page or Spread - Campaign	Weleda Bettaway	Migraines	TBWA\Hunt\Lascais - Johannesburg	Sandton
3A: Small space print: B&W or Colour: Less than a page - Single	IMAX	Harry Potter - Larger than Life	DDB	Johannesburg
6A: Collateral: POP and In- Store - Single	Honda	Engines	DDB	Johannesburg
6A: Collateral L: POP and In-Store - Single	Sweets From Heaven	Poodle	Ireland/Davenport	Johannesburg
6A: Collateral: POP and In- Store - Single	Cape Union Mart	Cape Union Mart	King James RSVP	Cape Town
6A: C Collateral: POP and In-Store - Single	Nissan Interstar	Warehouses	TBWA\Hunt\Lascais - Johannesburg	Sandton
6C: Collateral: Posters- Single	Procter & Gamble	Facelift	Saatchi & Saatchi South Africa	Johannesburg
6D: Collateral: Posters- Campaign	DStv	Repeats	Ogilvy Johannesburg	Johannesburg
6F: Collateral: Self- promotion	King James	Remember Book	King James	Cape Town
7A: Public Service/Political Print: Newspaper or Magazine - Single	Volunteer Wildfire Services	Volunteer Wildfire Services	Saatchi & Saatchi South Africa	Cape Town
7B: Public Service/Political Print: Newspaper or Magazine - Campaign	Independent Newspapers	AIDS Stats	King James	Cape Town
7E: Public Service/Political Print: Collateral - Single	Red Cross Air Mercy Services	Wish you were here	JWT South Africa	Cape Town
7I: Public Service/Political Television: Single	National Council Against Smoking	Smoking Baby	Picture Tree	Picture Tree
9A: Consumer Television: Over :30 - Single	MTN	Clap	MetropolitanRepublic/JDR	Johannesburg
9A: Consumer Television: Over :30 - Single	MTN	Stickies	MetropolitanRepublic/JDR	MetropolitanRepublic/JDR
9H: television: Under \$50KBudget - Single	Musica	Little Britain	The Jupiter Drawing Room S. Africa	Cape Town
9I: television: Under \$50KBudget - Campaign	Interactive Africa	Interactive Africa	The Jupiter Drawing Room S. Africa	Cape Town

12A: Innovative Use of Advertising - Single	Bosch	Post Box Polaroids	DDB	Johannesburg
12A: Innovative Use of Advertising - Single	Italtile	Italtile 'Cubicle Inspiration'	Joe Public South Africa	Rivonia
12A: Innovative Use of Advertising - Single	Nissan Interstar	Warehouses	TBWA\Hunt\Lascaris - Johannesburg	Sandton
12A: Innovative Use of Advertising - Single	Pen & Art	Love of Writing	The Jupiter Drawing Room South	Cape Town
13A: Integrated Branding - Campaign	MTN (Mobile Telephone Network)	Project Free Ad	MetropolitanRepublic/Jupiter Drawing Room	Johannesburg

2008 One Show Design finalists

Category	Entry title	Agency name	City	
1B: Booklet/Brochure	Interactive Africa	DI10 Inspiration Programme	The Jupiter Drawing Room	Cape Town
5A: Collateral Design: Posters - single	Sweets From Heaven	Poodle	Ireland/Davenport	Johannesburg
5b: Collateral Design: Posters - campaign	Jabula Hair and Braids	Jabula	JWT	Cape Town
5b: Collateral Design: Posters - campaign	Audi SA	Frame by Frame	Ogilvy	Johannesburg
9b: Broadcast Design - campaign	Interactive Africa	DI10 Ideas	The Jupiter Drawing Room	Cape Town

2008 One Show Radio finalists

Category	Entry title	Agency name	City	
7h: Public service/Political radio: campaign	Arrive Alive	Anti Drinking & Driving	The Jupiter Drawing Room	Cape Town
8A: Consumer Radio: Single	Marshall Music	"Drums"	BBDO	Cape Town
8A: Consumer Radio: Single	Energizer	Tape	DDB	Johannesburg
8A: Consumer Radio: Single	La Perle	Margaret Thatcher	TBWA\Hunt\Lascaris	Sandton

One Show College Competition

Candice Lind of the AAA School of Advertising has been shortlisted for her "The Crunch That Moves You" entry for Doritos' Innovative Marketing brief.

To view the complete shortlists, go to:

- One Show: http://www.enteroneshow.org/images/pdf/2008OS_Shortlist.pdf
- One Show Radio: <http://www.enteroneshow.org/images/pdf/2008RadioFinalists.pdf>
- One Show Design: <http://www.enteroneshow.org/images/pdf/2008DesignFinalists.pdf>
- One Show College Competition: http://www.enteroneshow.org/images/pdf/2008OSCollege_Finalists.pdf

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