

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 -	Energizer	Pants	DDB	Johannesburg	
Single					
1A: Consumer Newspaper:					
Full Page or Spread -	Energizer	Paint	DDB	Johannesburg	
Single					
1A: Consumer Newspaper:	S C Johnson /	Spotlight	DraftFCB Johannesburg	Johannesburg	
Full Page or Spread -	Rally				
Single	rally				
1A: Consumer Newspaper:		Dickies			
Full Page or Spread -	Dickies	'Raincoat'	Joe Public South Africa	Rivonia	
Single		rancoat			
1B: Consumer Newspaper:		Scary Things			
Full Page or Spread -	Energizer	Happen in the	DDB	Johannesburg	
Campaign		Dark			
1B: Consumer Newspaper:		BMW Premium Selection	Ireland/Davenport	Johannesburg	
Full Page or Spread -	BMW SA				
Campaign		Delection			
1B Consumer Newspaper:	Independent	Cape Times	Lowe Bull (Cape)	Cape Town	
Full Page or Spread -	Newspaper				
Campaign	rewspaper				
1B: Consumer Newspaper:	South African	Streaming	Net#Work BBDO	Hyde Park	
Full Page or Spread -	Rroadcast	Audio			
Campaign	Corporation - 5FM	radio			
1B: Consumer Newspaper:			TBWA\Hunt\Lascaris -		
Full Page or Spread -	Mail & Guardian	Real News	Johannesburg	Sandton	
Campaign			bonannesburg		
1B: Consumer Newspaper:		Tell Better	TBWA\Hunt\Lascaris - Johannesburg	Sandton	
Full Page or Spread -	Nissan Pathfinder	Stories			
Campaign		0.01103	orial incodul g		
2C: : Consumer Magazine:					
Colour: Full Page or	BMW / SA Mini	Godzilla	King James Johannesburg	Johannesburg	
Spread - Single					

2C: : Consumer Magazine:					
Colour: Full Page or	Eveready	Hair	King James Johannesburg	Johannesburg	
Spread - Single					
2C: : Consumer Magazine:			Saatchi & Saatchi South		
Colour: Full Page or	Procter & Gamble Facelift		Africa	Johannesburg	
Spread - Single			ranoa		
2D: Consumer Magazine:	National	Facts Stranger			
Colour: Full Page or	Geographic Kids	Than Fiction	FoxP2	Cape Town	
Spread - Campaign	Magazine	THAIT I ICUOT			
2D: Consumer Magazine:					
Colour: Full Page or	DStv	Repeats	Ogilvy Johannesburg	Johannesburg	
Spread - Campaign					
2D: Consumer Magazine:			TBWA\Hunt\Lascaris -	Sandton	
Colour: Full Page or	Weleda Bettaway	Migraines			
Spread - Campaign			Johannesburg		
3A: Small space print:		Harry Potter -			
B&W or Colour: Less than	IMAX	Larger than	DDB	Johannesburg	
a page - Single		Life			
6A: Collateral: POP and In-	Llavada	i	DDD	lahamaah	
Store - Single	Honda	Engines	DDB	Johannesburg	
6A: Collateral L: POP and	Sweets From	D II.	Leaders I/D account		
In-Store - Single	Heaven	Poodle	Ireland/Davenport	Johannesburg	
6A: Collateral: POP and In-		Cape Union	L(' DO' / D		
Store - Single	Cape Union Mart	Mart	King James RSVP	Cape Town	
6A: C Collateral: POP and		Warehouses	TBWA\Hunt\Lascaris -	Sandton	
In-Store - Single	Nissan Interstar				
			Johannesburg		
6C: Collateral: Posters-	Procter & Gamble	Facelift	Saatchi & Saatchi South	Johannesburg	
Single			Africa		
6D: Collateral: Posters-	DStv	Repeats	Ogilvy Johannesburg	Johannesburg	
Campaign	2011	. topodio	egiriy conarineosarg	oonannessarg	
6F: Collateral: Self-	King James	Remember	King James	Cape Town	
promotion	rang dames	Book	Tarig daries	Cape Town	
7A: Public Service/Political	 Volunteer Wildfire	Volunteer	Saatchi & Saatchi South	Cape Town	
Print: Newspaper or	Services	Wildfire	Africa		
Magazine - Single	OCI VICCS	Services	ranoa		
7B: Public Service/Political	Independent				
Print: Newspaper or	Newspapers	AIDS Stats	King James	Cape Town	
Magazine - Campaign	Newspapers				
7E: Public Service/Political	Red Cross Air	Wish you were	JWT South Africa	Cape Town	
Print: Collateral - Single	Mercy Services	here	O VV I GOURT AIRICA	Cape Town	
7I: Public Service/Political	National Council	Smoking Baby	Picture Tree	Picture Tree	
Television: Single	Against Smoking	CHOKING BADY	i ioluic iiee	Picture Tree	
9A: Consumer Television:	MTN	Clan	Motropoliton Populatio / IDD	lohonnoch	
Over :30 - Single	IVITIN	Clap	MetropolitanRepublic/JDR	Johannesburg	
9A: Consumer Television:	MTNI	Stickies	Motropoliton Donublic / IDD	Matromalitan Daniel II. (100	
Over :30 - Single	MTN	Stickies	MetropolitanRepublic/JDR	MetropolitanRepublic/JDR	
9H: television: Under	Musics	Little Deltain	The Jupiter Drawing Room	Cape Town	
\$50KBudget - Single	Musica	Little Britain	S. Africa		
91: television: Under	Latanaari Afri	Interactive	The Jupiter Drawing Room	Cape Town	
\$50KBudget - Campaign	Interactive Africa	Africa	S. Africa		
. 3	<u>I</u>	I	I	1	

12A: Innovative Use	Bosch	Post Box	DDB	Johannaahura	
ofAdvertising - Single	DOSCII	Polaroids	סטט	Johannesburg	
12A: Innovative Use	Italtile	Italtile 'Cubicle	Joe Public South Africa	Rivonia	
ofAdvertising - Single	rtaitio	Inspiration'	oc i abilo coati i tirioa	i dvoriid	
12A: Innovative Use	Nissan Interstar	Warehouses	TBWA\Hunt\Lascaris -	Sandton	
ofAdvertising - Single	Nissaii iiilei slai		Johannesburg	Janulon	
12A: Innovative Use	Pen & Art	Love of Writing	The Jupiter Drawing Room	Cape Town	
ofAdvertising - Single	ren a Ait	Love of Writing	South	Cape Town	
13A: Integrated Branding - Campaign	Telephone		MetropolitanRepublic/Jupiter Drawing Room	Johannesburg	

2008 One Show Design finalists

Category	Entry title	Agency name	City		
1B: Booklet/Brochure	Interactive Africa	DI10 Inspiration	The Jupiter Drawing	Capa Town	
TB. BOOKIEV BIOCITALE		Programme	Room	Cape Town	
5A: Collateral Design: Posters -	Sweets From	Poodle	Ireland/Davenport	Johannesburg	
single	Heaven	roodie	ir elarid/Daveriport		
5b: Collateral Design: Posters -	Jabula Hair and	Jabula	JWT	Cape Town	
campaign	Braids	Jabula	5 VV 1		
5b: Collateral Design: Posters -	Audi SA	Frame by Frame	Ogilvy	Johannesburg	
campaign	Audi SA	Frame by Frame	Oglivy	bonannesburg	
9b: Broadcast Design - campaign	Interactive Africa	DI10 Ideas	The Jupiter Drawing	Cape Town	
eb. Broadcast Design - Campaign	interactive Africa		Room	Cape Town	

2008 One Show Radio finalists

Category	Entry title	Agency name	City	
7h: Public service/Political radio:	Arrive Alive	Anti Drinking &	The Jupiter Drawing	Cape Town
campaign	ATTIVE ATIVE	Driving	Room	Cape Town
8A: Consumer Radio: Single	Marshall	"Drums"	BBDO	Cape Town
oA. Consumer Radio. Single	Music	Diulis	ВВВО	
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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