

# 2008 One Show Entertainment



## Winners List

### 1. TELEVISION

#### 1A: Scripted Series

	Client	Entry Title	Agency
GOLD	MTV Australia	Welcome Snoop	Lowe & Rivet

#### 1B: Unscripted Series

GOLD	Unilever	The Gamekillers - TV Show Episode 1	BBH/New York
SILVER	Nike China	Basketball Disciple (Kobe Mentu)	Wieden+Kennedy/Shanghai
BRONZE	Unilever	The Gamekillers - TV Show Episode 4	BBH/New York
MERIT	Unilever	The Gamekillers - TV Show Episode 3	BBH/New York
MERIT	Unilever	The Gamekillers - TV Show Episode 5	BBH/New York
MERIT	Toyota	Aurion - Big Bertha	Saatchi & Saatchi

#### 1C: Specials or One-time Screening

SILVER	Nike China	Dare	Wieden+Kennedy/Shanghai
BRONZE	MTV EXIT	Different Lives	Colman Rasic Carrasco
MERIT	MTV Networks Australia	Welcome Snoop	Lowe & Rivet

### 2. FILM

#### 2A: Theatrical Releases

GOLD	Freixenet	The Key to Reserva	JWT Spain
SILVER	Hasbro	Transformers	Creative Artists Agency
BRONZE	Eurostar	Somers Town	Mother
BRONZE	Renault Germany	Teletheatre	Nordpol+ Hamburg
MERIT	eBay	Force 1 TD	Creative Artists Agency
MERIT	eBay	Tobias 427	Creative Artists Agency
MERIT	Nissin Food Products	Freedom Project	ground Tokyo

#### 2B: Documentaries

SILVER	IBM	Documentary Project	OgilvyEntertainment
BRONZE	Ogilvy & Mather	David Ogilvy: Original Mad Man	OgilvyEntertainment
BRONZE	Navistar	International LoneStar "Drive and Deliver"	Fathom Communications

### 3. GAMING

#### 3A: Online Gaming

GOLD	NIN	Year Zero Alternate Reality Game	42 Entertainment
SILVER	Coca-Cola	Happiness Factory	Shift Control Media
BRONZE	US Army & Xbox	Xbox Halo 3	McCann Erickson
MERIT	American Express	Tiger's Scorecard Challenge	DIGITAS/New York
MERIT	Gatorade	Tiger Moonshot Game	Element 79
MERIT	C3 Presents	Big State Games	Grow Interactive
MERIT	Red Bull	Red Bull Flugtag Flight Lab	Less Rain

#### 3B: Offline Gaming

MERIT	Nissan	Forza 2 Igniting Passionate Drivers	OMD
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#### 4. ONLINE BRANDED ENTERTAINMENT

	Client	Entry Title	Agency
GOLD	Freixenet	The Key to Reserva	JWT Spain
SILVER	HBO	Voyeur	BBDO/New York
BRONZE	MINI	Hammer & Coop	Butler, Shine, Stern & Partners
MERIT	Nike	Nike Live	AKQA
MERIT	Unilever	AXE Bom Chicka Wah Wah Music Video	BBH/New York
MERIT	Unilever	AXE World's Dirtiest Film Campaign	BBH/New York
MERIT	Unilever	AXE Shock Campaign	BBH/New York
MERIT	Mentos	Trevor the Mentos Intern	BBH/New York
MERIT	Half.com	Mathematics, Political Science, History	BBDO/New York
MERIT	M&M's	Inner M	BBDO/New York
MERIT	Toyota	If Looks Could Kill	Burrell Advertising
MERIT	Adidas	San Marino	Chelsea Pictures/Christel Palace
MERIT	Burger King	Whopper Freakout	Crispin Porter + Bogusky
MERIT	American Express	The Art of the Dispute	DIGITAS/New York
MERIT	Liberty Mutual	Lighthouse	Exopolis
MERIT	Nokia	Get out and play	Farfar
MERIT	Nissin Food Products	Freedom Project	ground Tokyo
MERIT	Sony Marketing (Japan) Inc.	REC YOU	GT INC.
MERIT	Liberty Mutual	The Responsibility Project	Hill Holliday
MERIT	Scion	Stomping Grounds	Inform Ventures
MERIT	L'Oreal	The Harry Situation	Kirt Gunn & Associates/ Avenue A   Razorfish
MERIT	MTV Australia	Welcome Snoop	Lowe & Rivet
MERIT	Sobe Life Water	Thrillicious	Mekanism
MERIT	Adidas	The Rook Campaign	Ogilvy Shanghai
MERIT	Philips Norelco	Second Puberty	Tribal DDB Worldwide
MERIT	NIN	Year Zero Alternate Reality Game	42 Entertainment

#### 5. MUSIC

GOLD	Apple/The Bird & The Bee	Apple Mac Music Video	Dennis Liu
SILVER	NIN	Year Zero Alternate Reality Game	42 Entertainment
BRONZE	MTV EXIT	Different Lives	Colman Rasic Carrasco
MERIT	The Coca-Cola Company	Coke & Faithless	argonauten G2
MERIT	P&G Japan	Fashion, Music, Vidal Sassoon	beacon communications k.k.
MERIT	McDonald's	Big Mac Chant	OMD

#### 6. EVENTS AND INSTALLATIONS

GOLD	7-Eleven	D'oh Thank Heaven: Simpsons Kwik-E-Mart	TracyLocke/Freshworks
SILVER	HBO	Voyeur	BBDO/New York
BRONZE	Lion Nathan	Speight's Great Beer Delivery	Publicis Mojo
BRONZE	AMP	Human Energy	BBDO/New York
MERIT	Southern Comfort	SoCo Music Experience	Arnold Worldwide
MERIT	Mt. Dew	Paintball	BBDO/New York
MERIT	BP	BP Helios House	BIG / Ogilvy
MERIT	Burger King	Wax King	Crispin Porter + Bogusky
MERIT	Jung von Matt/next	nextwall	Jung von Matt
MERIT	MTV Australia	Welcome Snoop	Lowe & Rivet
MERIT	Dove Pro-Age	Body & Soul	Ogilvy & Mather
MERIT	Absolut Vodka	In an Absolute World - Week	TBWA\Germany
MERIT	Adidas	Impossible Goalkeeper	TBWA\Germany
MERIT	Adidas	Impossible Huddle	TBWA\Germany