

# 2009 One Show Interactive Pencil Winners

## **BEST OF SHOW**

Client: Fiat  
Title: eco:Drive  
Agency: AKQA/London

## **AGENCY OF THE YEAR**

Goodby, Silverstein & Partners/  
San Francisco

## **01A: Single - Banners - Fixed Space**

### **GOLD**

Client: Playground Outdoor  
Equipment Stores  
Title: The Playground Barometer.  
Agency: Akestam Holst/Stockholm

### **SILVER**

Client: New Zealand Transport Agency  
Title: Distracted Drivers  
Agency: Clemenger BBDO/Wellington

### **BRONZE**

Client: Posten  
Title: SMS advice of delivery service  
Agency: Daddy/Goteborg

### **BRONZE**

Client: IBM  
Title: IBM Lotus Networked Banner  
Agency: Ogilvy /New York

## **01B: Campaign - Banners - Fixed Space**

### **SILVER**

Client: Microsoft  
Title: Office for Mac Banners  
Agency: Firstborn/New York and  
McCann/San Francisco

## **02A: Single - Banners - Dynamic**

### **GOLD**

Client: Nintendo  
Title: Wario Land Shake It!  
Agency: Goodby, Silverstein &  
Partners/San Francisco

### **SILVER**

Client: Burger King  
Title: Collapse Banner  
Agency: Crispin Porter + Bogusky/  
Boulder

### **SILVER**

Client: Apple  
Title: Funnest  
Agency: TBWAMedia Arts Lab/  
Los Angeles

### **BRONZE**

Client: 13TH STREET  
Title: Horror non-stop  
Agency: Jung von Matt/Hamburg

### **BRONZE**

Client: Pepsico  
Title: Pepsi Dear Mr. President Text  
Banner  
Agency: R/GA/New York

## **02B: Campaign - Banners - Dynamic**

### **GOLD**

Client: Axion  
Title: Axion Banner Concerts  
Agency: Boondoggle/Leuven

### **SILVER**

Client: Luxor Highlighters  
Title: Luxor Highlighters- Innovation  
Agency: Leo Burnett India/Mumbai

## **03A: Microsites - Corporate Image**

### **GOLD**

Client: Unilever  
Title: AXE 100 Girls  
Agency: BBH/New York

### **SILVER**

Client: NVIDIA  
Title: Nvidia Website  
Agency: Cutwater/Odopod/  
San Francisco

### **SILVER**

Client: Heinz  
Title: Talk To The Plant  
Agency: Daddy/Goteborg

### **BRONZE**

Client: IKEA  
Title: Come into the closet. Let's Dance  
Agency: Forsman & Bodenfors/  
Gothenburg

### **BRONZE**

Client: Wasa  
Title: Sandwich  
Agency: Forsman & Bodenfors/  
Gothenburg

## **03B: Microsites - Product-Specific Subsites**

### **GOLD**

Client: Doritos  
Title: Hotel 626  
Agency: Goodby, Silverstein &  
Partners/San Francisco

## **GOLD**

Client: Sprint  
Title: Sprint NOW widget  
Agency: Goodby, Silverstein & Partners/San Francisco

## **SILVER**

Client: UNIQLO  
Title: UNIQLO TRY  
Agency: Dentsu/Tokyo

## **SILVER**

Client: Tostitos  
Title: NOLAF  
Agency: Mekanism/Element 79/  
San Francisco

## **BRONZE**

Client: Nike  
Title: Nike SPARQ  
Agency: R/GA/New York

## **03C: Microsites - Campaigns**

### **GOLD**

Client: Samsung  
Title: The Photographic Adventures of Nick Turpin  
Agency: Lean Mean Fighting Machine/  
London

### **SILVER**

Client: UNIQLO  
Title: UNIQLO March  
Agency: GT/Tokyo

### **BRONZE**

Client: Sagami Rubber Industries  
Title: Love Distance  
Agency: GT/Tokyo

### **BRONZE**

Client: UNIQLO  
Title: UNIQLO MEETS CORTEO  
Agency: Projector/Tokyo

## **04A: Websites - Corporate Image**

### **GOLD**

Client: California Milk Processor Board  
Title: GotMilk.com  
Agency: Goodby, Silverstein & Partners/San Francisco

### **SILVER**

Client: Nike  
Title: Nike Lab  
Agency: AKQA/San Francisco

### **BRONZE**

Client: Diesel  
Title: Diesel.com  
Agency: Farfar/Stockholm

### **BRONZE**

Client: ABSOLUT VODKA  
Title: ABSOLUT.COM  
Agency: Great Works/Stockholm

## **04B: Websites - E-Commerce**

### **GOLD**

Client: Domino's Pizza  
Title: Domino's TiVo  
Agency: Crispin Porter + Bogusky/  
Boulder

### **SILVER**

Client: Nike  
Title: NIKEiD  
Agency: R/GA/New York

## **04C: Websites - Community-driven and social networking**

### **GOLD**

Client: Nike  
Title: Nike Basketball Ballers Network  
Agency: R/GA/New York

### **SILVER**

Client: Form  
Title: Hope.Act.Change.  
Agency: Syrup/New York

## **BRONZE**

Client: Posten  
Title: Stefan the Swopper  
Agency: Akestam Holst/Stockholm

## **04D: Websites - Blogs**

### **GOLD**

Client: LEGO  
Title: Go Miniman Go!  
Agency: Pereira & O'Dell/San Francisco

## **05A: Brand Gaming - Online**

### **GOLD**

Client: Doritos  
Title: Hotel 626  
Agency: Goodby, Silverstein & Partners/San Francisco

### **SILVER**

Client: Sony Computer Entertainment  
Title: The Last Guy Everywhere  
Agency: Dentsu/Tokyo

### **SILVER**

Client: Sony Pictures  
Title: James Bond: Quantum of Solace  
Multiplayer Game  
Agency: Sony Pictures/Big Spaceship/  
Brooklyn

### **BRONZE**

Client: Greenpeace  
Title: Weather  
Agency: AlmapBBDO/Colmeia/Sao Paulo

### **BRONZE**

Client: Coca-Cola Germany  
Title: Coke Zero Game  
Agency: North Kingdom/Skelleftea

## 06A: Branded Applications - Web

### GOLD

Client: Burger King  
Title: Whopper Sacrifice  
Agency: Crispin Porter + Bogusky/  
Boulder

### GOLD

Client: Nike  
Title: Nike Football Head2Head  
Agency: R/GA/New York

### SILVER

Client: WOWOW  
Title: 12 CAMS, CREATE YOUR RAINBOW  
Agency: Bascule /Tokyo

### BRONZE

Client: Spring Valley  
Title: Sensibles  
Agency: George Patterson Y&R/  
Melbourne

## 06B: Branded Applications - Desktop

### BRONZE

Client: Bjorn Borg  
Title: In action  
Agency: Farfar/Stockholm

## 07A: Mobile - Single

### BRONZE

Client: Amf Pension  
Title: Mms  
Agency: Forsman & Bodenfors/  
Gothenburg

## 07B: Mobile - Campaign

### SILVER

Client: United Nations  
Title: UN Voices Project  
Agency: Saatchi & Saatchi/Sydney

### BRONZE

Client: Sony Music Associated Records  
Title: Pair Movie "SUNAO NI NARETARA"  
Agency: Dentsu/Tokyo

### BRONZE

Client: myToys.de  
Title: The LEGO Codes  
Agency: Lukas Lindemann Rosinski/  
Hamburg

## 08A: E-mail Marketing - Single

### BRONZE

Client: Audi  
Title: E-Mail Large window  
Agency: Philipp und Keuntje /Hamburg

## 09A: Online Branded Content - Single

### GOLD

Client: Jewish Council for Education &  
Research  
Title: The Great Schlep  
Agency: Droga5/New York

### GOLD

Client: Nokia  
Title: Bruce Lee -Pingpong  
Agency: JWT/Beijing

### SILVER

Client: Burger King  
Title: Whopper Virgins  
Agency: Crispin Porter + Bogusky/  
Boulder

### SILVER

Client: Nintendo  
Title: Wario Land Shake It!  
Agency: Goodby, Silverstein &  
Partners/San Francisco

### BRONZE

Client: Activision  
Title: Bike Hero  
Agency: Droga5/New York

### BRONZE

Client: Nokia  
Title: Bruce Lee -Phone  
Agency: JWT/Beijing

## 09B: Online Branded Content - Campaign

### GOLD

Client: LEGO  
Title: Go Miniman Go!  
Agency: Pereira & O'Dell/San Francisco

### SILVER

Client: Sega  
Title: Offset the Evil  
Agency: Clemenger BBDO/Sydney

### SILVER

Client: adidas Originals  
Title: adidas Originals  
Agency: Sid Lee/Montreal

### BRONZE

Client: Nike  
Title: Nike SPARQ  
Agency: R/GA/New York

## 10A: New Media Innovation & Development - Single or Campaign

### GOLD

Client: Fiat  
Title: eco:Drive  
Agency: AKQA/London

### GOLD

Client: New York City Department of  
Education  
Title: Million  
Agency: Droga5/New York

### GOLD

Client: Orange  
Title: Balloonacy  
Agency: POKE/London

## SILVER

Client: non-client work  
Title: Ten Thousand Cents  
Agency: Kawashima and Koblin/  
San Francisco

## 11A: Other Interactive Digital Media - Single or Campaign

## GOLD

Client: Telia Sonera  
Title: Our Song  
Agency: Daddy/Goteborg

## SILVER

Client: Nike  
Title: Paula Chasing  
Agency: AKQA/Wieden+Kennedy/  
London

## SILVER

Client: Tourism Queensland  
Title: The Best Job in the World  
Agency: CumminsNitro/South Brisbane

## BRONZE

Client: New Zealand Book Council  
Title: Read A Book At Work  
Agency: Colenso BBDO/Auckland

## 12A: Integrated Branding - Interactive Only

## GOLD

Client: Jewish Council for Education &  
Research  
Title: The Great Schlep  
Agency: Droga5/New York

## SILVER

Client: DORITOS  
Title: You Make It We Play It  
Agency: Abbott Mead Vickers BBDO/  
London

## SILVER

Client: California Milk Processor Board  
Title: Milk White GOLD Interactive  
Campaign  
Agency: Goodby, Silverstein &  
Partners/San Francisco

## BRONZE

Client: adidas  
Title: adidas - Sports Nation Online  
Campaign  
Agency: Ogilvy & Mather /Shanghai

## BRONZE

Client: Warner Bros Worldwide  
Marketing  
Title: Why So Serious The Dark Knight  
Alternate Reality Game  
Agency: 42 Entertainment/Pasadena

## 12B: Integrated Branding - Interactive and Non-Interactive

## GOLD

Client: Debeers  
Title: Unbreakable Kiss Campaign  
Agency: JWT/New York

## GOLD

Client: Nokia  
Title: Music Almighty  
Agency: Wieden+Kennedy/London

## SILVER

Client: The Yellow Pages Group  
Title: Yellow Treehouse  
Agency: Aim Proximity/Colenso BBDO/  
Auckland

## SILVER

Client: Burger King  
Title: Flame  
Agency: Crispin Porter + Bogusky/  
Boulder

## BRONZE

Client: Burger King  
Title: Whopper Virgins  
Agency: Crispin Porter + Bogusky/  
Boulder

## BRONZE

Client: Nike  
Title: Nike+ Human Race  
Agency: R/GA/New York

## 13A: Self-promotion - Websites

## GOLD

Client: Modernista!  
Title: Modernista.com  
Agency: Modernista!/Boston

## SILVER

Client: Gringo  
Title: Swear Words Dictionary  
Agency: Gringo/Sao Paulo

## BRONZE

Client: BOW  
Title: BOW cARd  
Agency: Boctok/Tokyo

## BRONZE

Client: Forsman & Bodenfors  
Title: Forsman & Bodenfors  
Agency: Forsman & Bodenfors/  
Gothenburg

## BRONZE

Client: Grow Interactive  
Title: Thank You begins with a T.  
Agency: Grow Interactive/Norfolk

## 13B: Self-promotion - Branded Content

## SILVER

Client: AKQA  
Title: Happy Christmas from AKQA  
Agency: AKQA/London

## **14A: Public Service - Banners - Fixed Space**

### **BRONZE**

Client: Amnesty International  
Title: Flies 2  
Agency: Contrapunto/Madrid

## **14B: Public Service - Banners - Dynamic**

### **SILVER**

Client: Barnardo's  
Title: Troubled Youth  
Agency: BBH/London

## **14D: Public Service - Websites**

### **GOLD**

Client: Commonwealth of Pennsylvania  
Title: Full Apologies  
Agency: Neiman Group/Harrisburg

### **SILVER**

Client: Nike Foundation  
Title: The Girl Effect  
Agency: Wieden+Kennedy/Portland and Grow Interactive/Norfolk

### **BRONZE**

Client: Greenpeace  
Title: Weather  
Agency: AlmapBBDO/Sao Paulo

### **BRONZE**

Client: Berliner Philharmoniker - Berlin Phil Media  
Title: Digital Concert Hall  
Agency: Argonauten G2/Berlin

## **14G: Public Service - Online Branded Content**

### **BRONZE**

Client: War Child  
Title: Help Child Soliders  
Agency: john st./Toronto

### **BRONZE**

Client: Amnesty International  
Title: Ebay Attack  
Agency: walker/Zurich