

2011 ONE SHOW ENTERTAINMENT FINALISTS

1. Television

B. Reality/Unscripted Series

Elle
"Elle Presents: The City"
CAA/Los Angeles

Mitchum
"Hardest Working Person in
America"
CAA/Brett Ratner Brands/
Los Angeles

Grey Goose
"Iconoclasts"
@radical.media/New York

Grey Goose
"Rising Icons"
@radical.media/New York

PepsiCo
"MTV Scratch + The Pepsi Refresh
Project"
MTV Scratch/New York

C. Specials

MTV Exit & Muse
"MK Ultra"
Colman Rasic/East Sydney

Sony Electronics
"The Rocket Project"
180LA/Santa Monica

Proctor & Gamble
"Summit on the Summit:
Kilimanjaro"
@radical.media/New York

Audi of America
"Truth in Motion: The U.S. Ski
Team's Road to Vancouver"
MediaCom/New York

Gatorade
"REPLAY Season I"
TBWA\Chiat\Day/Los Angeles

Gatorade
"REPLAY Season II"
TBWA\Chiat\Day/Los Angeles

Gatorade
"REPLAY Season III"
TBWA\Chiat\Day/Los Angeles

2. Films

B. Documentaries

Levi's
"Portraits of Braddock"
Wieden+Kennedy/Don't Act Big
Productions/Portland

Stella Artois
"Up There"
Mekanism/San Francisco/Mother/
New York

Canon
"Darren Jew"
Leo Burnett/Millers Point

Canon Australia
"Stephen Dupont"
Leo Burnett/Millers Point

Nike Sports (China)
"Nike 2010 Fall Basketball
Campaign Documentary"
Wieden+Kennedy/Shanghai/
CLIQASIA/Tito Limited

Converse
"Change the Game"
Wieden+Kennedy/Shanghai/
CLIQASIA

Gatorade
"REPLAY Season I"
TBWA\Chiat\Day/Los Angeles

Gatorade
"REPLAY Season II"
TBWA\Chiat\Day/Los Angeles

Gatorade
"REPLAY Season III"
TBWA\Chiat\Day/Los Angeles

3. Gaming

A. Online Gaming

Volvo
"Volvo Eclipse"
Euro RSCG 4D/Amsterdam/
Arnold/Boston

Depaul UK
"iHobo"
Publicis/London/twentsix digital/
Mr & Mrs Smith/Whileloop/
The Mill

Sony Electronics
"Media Monster Wars"
180LA/Santa Monica

American Express
"Foursome Trivia Challenge"
DIGITAS/New York/
Momentum/New York/
Wasserman Media Group

KRAFT Foods
"Oreo Dunking Fun Challenge"
AKQA/Shanghai

Volkswagen
"Scirocco Cup AR Challenge"
Ogilvy/Beijing

Scion
"Take on the Machine AR Game"
ATTIK/North Kingdom

Frito-Lay
"Battle of the Cheetos"
Goodby, Silverstein & Partners/
San Francisco

2011 ONE SHOW ENTERTAINMENT FINALISTS

Adidas
"Slim Chin Gaming Experience"
180 Amsterdam

C. Branded Mobile Games

Bolthouse Farms
"Xtreme Xrunch Kart"
Crispin Porter + Bogusky/Boulder

Subway
"Daredevil Delivery"
Soho Square/Beijing

4. Branded Applications

Anheuser Busch-INBEV
"Bud United/Paint Your Face App"
DDB/Chicago/Tribal DDB/
Amsterdam

Best Buy
"Movie Mode"
Crispin Porter + Bogusky/Boulder

AT&T
"AT&T World Cup Headercam
Banner"
BBDO/New York/
Atmosphere BBDO/New York

Campbell's Soup
"Steamy iAd"
BBDO/New York

HBO/True Blood
"True Blood Live Feed"
BBDO/New York

CUB
"Cascade - Brewer's Nose"
Droga5/TigerSpike/Sydney

Wrigley's Juicy Fruit
"Sweet Talk"
Evolution Bureau/San Francisco

P&G
"Hello Baby - Pregnancy Calendar"
StrawberryFrog/New York

Webroot
"Social Media Sobriety Test"
TDA/Boulder

5. Online Branded Entertainment A. Single

Doritos
"King of Ads"
O Positive Films/MJZ London/
Abbott Mead Vickers BBDO/
London

Renault
"The Megane Experiment"
Publicis London/Smuggler/London

K-Swiss
"Kenny Powers Gets Signed by
K-Swiss"
72andSunny/Los Angeles

Anheuser Busch-INBEV
"Bud House"
DDB/Chicago/Tribal DDB/
Amsterdam

Anheuser Busch-INBEV
"Clothing Drive"
DDB/Chicago

Sony Electronics
"The Rocket Project: We Have
Lift-off"
180LA/Santa Monica

Adidas
"Fast Don't Lie"
180LA/Santa Monica

DC Shoes
"Gymkhana THREE, Ultimate
Playground"
DC Shoes/Vista

Elle
"Premium Vintage"
CAA/Los Angeles

Honda
"Honda Dreams: Into the
Unknown"
@radical.media/New York

Sony Electronics
"R&B"
180LA/Santa Monica

Kraft/Capri Sun
"The Disrespectoids
Disadvantages"
Ogilvy/KraftOne/Razorfish/
Wild Brain/New York

Stella Artois
"Up There"
Mekanism/San Francisco/Mother
New York

Wrigley/Orbit
"Dirty Shorts - The Dancer"
Energy BBDO/DumbDumb/Chicago

Wrigley/Orbit
"Dirty Shorts - The Prom Date"
Energy BBDO/DumbDumb &
Electus/Chicago

Kraft Foods
"Love in Action"
OgilvyOne Worldwide/Bold Ogilvy/
Gerakas

Doritos
"Doritos Late Night"
Goodby, Silverstein & Partners/
Hi-Res!/San Francisco

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Frito-Lay
"Doritos Late Night Rihanna"
Goodby, Silverstein & Partners/
San Francisco

Gatorade
"REPLAY Season I"
TBWA\Chiat\Day/Los Angeles

Gatorade
"REPLAY Season II"
TBWA\Chiat\Day/Los Angeles

Gatorade
"REPLAY Season III"
TBWA\Chiat\Day/Los Angeles

B. Campaign

AEG
"AEG Perfunkt"
The D4D/Huge/Los Angeles

Bolthouse Farms
"Munchies"
Crispin Porter + Bogusky/Boulder

American Legacy Foundation/
MTV
"The Real World: Zombieville"
MTV On-Air Promos/New York

Canon
"Your Second Shot"
Park Pictures/Dentsu America/
New York

Mitchum
"Hardest Working Person in
America"
CAA/Brett Ratner Brands/
Los Angeles

V Australia
"Perfect Project"
CAA/Los Angeles

HomeAway.com
"Return of the Griswolds"
Publicis/Seattle

Friends of the Swifts NPO
"Birds Mobile Reality Show"
DraftFCB Shimoni Finkelstein
Barki/Tel Aviv

Levi's Strauss & Co.
"Portraits of Braddock"
Wieden+Kennedy/Don't Act Big
Productions/Portland

Sony Electronics
"The Rocket Project"
180LA/Santa Monica

Electronic Arts
"Medal of Honor Tier 1 Interview
Series"
DraftFCB/Bandito Brothers/
San Francisco

Toyota Motor Sales
"Sienna Swagger Wagon Videos"
Saatchi & Saatchi/Los Angeles

Microsoft Xbox
"Bright Falls"
agencytwofifteen/San Francisco

Microsoft Xbox
"Halo Reach"
agencytwofifteen/San Francisco

Just Car Insurance
"Canvas 2 Kickass"
George Patterson Y&R/Melbourne

Wrigley/Orbit
"Dirty Shorts"
Energy BBDO/DumbDumb &
Electus/Chicago

Canon
"Seconds With"
Leo Burnett/Millers Point

Nestle/Stouffers
"Let's Fix Dinner"
JWT/New York

Dickies
"Dickies 874 Campaign"
Goodby, Silverstein & Partners/
San Francisco

Adidas
"Adidas Basketball Slim Chin"
180 Amsterdam/
180LA/Santa Monica

6. Music

AIDS Task Force
"SDIA Project"
Shalmor Avnon Amichay/Y&R
Interactive/Tel Aviv

American Express
"UNSTAGED: An Original Series
from American Express"
DIGITAS/New York/
Momentum/New York

Scope
"See The Person"
Leo Burnett/Melbourne

American Cancer Society
"Justin Bieber"
The Martin Agency/Richmond

American Cancer Society
"Usher"
The Martin Agency/Richmond

Coachella
"Golden Voice"
Human Worldwide/New York

Toyota Motor Sales
"Sienna Swagger Wagon Music
Video"
Saatchi & Saatchi/Los Angeles

2011 ONE SHOW ENTERTAINMENT FINALISTS

Holiday Inn
"Holiday Inn - Stay U Music"
McCann Erickson/BYU/New York

Gatorade
"We Can Do It Now"
TBWA\Chiat\Day/Los Angeles

7. Events and Installations

MTV
"The Buried Life Interactive
Storefront"
Maude/Monster Media/New York

IKEA
"Facebook Showroom"
Forsman & Bodenfors/Gothenburg

Leo Burnett
"David on Demand"
Leo Burnett/Chicago

Volvo Car Corporation
"The Volvo Subject60 Experiment"
Euro RSCG 4D/Amsterdam

Starbucks
"The Big Picture Campaign"
BBDO/New York

GE
"Visible You"
BBDO/New York

YouTube
"YouTube Play"
Obscura Digital/Sunset Lane
Entertainment/Consortium
Studios/San Francisco

ESPN
"2010 FIFA World Cup - One Game
Changes Everything"
Wieden+Kennedy/New York

Bing/REDU
"REDU Re:Form School"
Creative Artists Agency/Los Angeles

Procter & Gamble
"Summit on the Summit:
Kilimanjaro"
@radical.media/New York

American Express
"UNSTAGED: An Original Series
from American Express"
DIGITAS/New York/
Momentum/New York

Time Warner Cable
"TWC Step Thru the Screen at
MLB All Star FanFest"
OgilvyEntertainment/FAME
Creative/Relevant/Encompass
Media Group/Simply New/New York

Daffy's
"Daffy's Undressing Room"
DeVito/Verdi/New York

Scope
"See the Person"
Leo Burnett/Melbourne

Intel
"The Creators Project"
Vice Magazine/Brooklyn

Target
"Target Kaleidoscopic Fashion
Spectacular"
Mother/New York

DULUX VALENTINE
"Walls are Dancing"
BETC Euro RSCG/Paris

ARTV
"ARTVscope"
Atelier Amuse/Westmount

Warner Bros. Canada
"Speed-date-a-dog"
Atelier Amuse/Westmount

WWF
"Earth FM"
Leo Burnett/Millers Point

Canon Australia
"Photo 5 Exhibition"
Leo Burnett/Millers Point

Yellow Pages
"Reality Billboard"
Shalmor Avnon Amichay/Y&R
Interactive/Tel Aviv

8. Innovation

Blu Dot
"Real Good Experiment"
mono/Supermarche/Minneapolis

Forever 21
"Forever Fresh Digital Billboard"
Space 150/Minneapolis

V Australia
"Perfect Bag"
CAA/Los Angeles

Bing/REDU
"REDU Manifesto Video"
CAA/Los Angeles

American Express
"My Movie Pitch from American
Express"
DIGITAS/Tribeca Film/New York

Cisco
"The Hunt Transmedia Experience"
No Mimes Media/Juxt Interactive/
Manhattan Beach

Canon
"World of EOS"
Leo Burnett/Melbourne