



2011 One Show Interactive Finalists (All Quarters) - By Category/Agency

Updated 5/13

Category	Client	Entry Title	Agency Name	City
One Show Interactive 01A: Branded Games	Google	Fast Ball	BBH	New York
One Show Interactive 01A: Branded Games	Disturbed (The Band)	Disturbed Asylum	BKWL	Sacramento
One Show Interactive 01A: Branded Games	UNIQLO	UNIQLO LUCKY MACHINE	Dentsu	Tokyo
One Show Interactive 01A: Branded Games	SkodaAuto Deutschland	Skoda Fabia RS Microsite & Augmented Reality Game	Leagas Delaney	Hamburg
One Show Interactive 01A: Branded Games	Mars Canada	Find Red	Proximity Canada	Toronto
One Show Interactive 01A: Branded Games	Fisherman's Friend/Galleberg	The Fisherman's Friend Facebook Adventure	SMFB	Oslo
One Show Interactive 01B: Consumer Goods	Swedish Match	This Is Swedish Snus	Abby Norm	Stockholm
One Show Interactive 01B: Consumer Goods	Nike Jordan Brand	Ball Talk	Blast Radius	Vancouver
One Show Interactive 01B: Consumer Goods	Burger King	Sign & Race	Crispin Porter + Bogusky	Boulder
One Show Interactive 01B: Consumer Goods	UNIQLO	UNIQLO LUCKY LINE	Dentsu	Tokyo
One Show Interactive 01B: Consumer Goods	Puma	HardChorus	Druga5	New York
One Show Interactive 01B: Consumer Goods	Frito Lay	Doritos Late Night Rihanna	Goodby, Silverstein & Partners	San Francisco
One Show Interactive 01B: Consumer Goods	Nokia	Shot by Fans	JWT London	London
One Show Interactive 01B: Consumer Goods	Armani Jeans	"The Room"	Kirshenbaum Bond Senecal + Partners	New York
One Show Interactive 01B: Consumer Goods	VF Europe	WRANGLER EUROPE FALL/WINTER 2010 COLLECTION	KOKOKAKA	Gothenburg
One Show Interactive 01B: Consumer Goods	Vibram	YouAreTheTechnology.com	Nail Communications	Providence
One Show Interactive 01B: Consumer Goods	Sony Electronics	Sony Internet TV with Google TV	Odopod	San Francisco
One Show Interactive 01B: Consumer Goods	NESTLE WATERS	THE PERRIER MANSION	Ogilvy France	Paris
One Show Interactive 01B: Consumer Goods	Perrier - Nestle Waters	Perrier by Dita	Ogilvy France	Paris
One Show Interactive 01B: Consumer Goods	VF Asia Ltd	China's First Democratic Election	Ogilvy Shanghai	Shanghai
One Show Interactive 01B: Consumer Goods	adidas	Y-3 Spring/Summer Website	Sid Lee	Montreal
One Show Interactive 01B: Consumer Goods	Philips	Philips Wake up the town	Tribal DDB Amsterdam	Amstelveen
One Show Interactive 01C: Corporate Website	CANAL+	Carlos	BETC Euro RSCG	Paris
One Show Interactive 01C: Corporate Website	SHAPING ROOM	SHAPING ROOM	FIRM	tokyo
One Show Interactive 01C: Corporate Website	RMS Titanic	Expedition Titanic	Firstborn	New York
One Show Interactive 01C: Corporate Website	Adobe	Adobe Museum of Digital Media	Goodby, Silverstein & Partners	San Francisco
One Show Interactive 01C: Corporate Website	FedEx	Our Changing World	BBDO Guererro/BBDO New York/Grow Interactive	Norfolk
One Show Interactive 01C: Corporate Website	VF Europe	WRANGLER EUROPE FALL/WINTER 2010 COLLECTION	KOKOKAKA	Gothenburg
One Show Interactive 01C: Corporate Website	IBM	TheSmarterCity	Ogilvy New York	New York
One Show Interactive 01C: Corporate Website	Samusocial	Being a homeless	Publicis Net / Publicis Conseil	Paris
One Show Interactive 01C: Corporate Website	BBC Sport	Team Tracker & Predictor	RKCR/Y&R	London
One Show Interactive 01C: Corporate Website	Gatorade	Gatorade.com	VML	Kansas City
One Show Interactive 01D: Durable Goods	Mitsubishi	Mitsubishi "Live Drive"	180LA	Santa Monica
One Show Interactive 01D: Durable Goods	Volkswagen do Brasil	Amarok Live Test	AlmapBBDO	São Paulo
One Show Interactive 01D: Durable Goods	Volkswagen Sweden	The Fun Theory Award - The Speed Camera Lottery	DDB	Stockholm
One Show Interactive 01D: Durable Goods	Volkswagen UK	True Life Costs	DDB UK	London
One Show Interactive 01D: Durable Goods	IKEA	Fashion Award	Forsman & Bodenfors	Gothenburg
One Show Interactive 01D: Durable Goods	Moto Waganari	Directing Shadows	OgilvyOne	Frankfurt
One Show Interactive 01D: Durable Goods	BMW Motorrad International	A Christmas Concert.	PLAN.NET / Serviceplan	Munich
One Show Interactive 01E: E-Commerce	The Swedish Post	Happiness By The Metre	Akestam Holst	Stockholm
One Show Interactive 01E: E-Commerce	The Swedish Post	Living Christmas Cards	Akestam Holst	Stockholm
One Show Interactive 01E: E-Commerce	UNIQLO	UNIQLO LUCKY COUNTER	Dentsu	Tokyo
One Show Interactive 01E: E-Commerce	Innovative Thunder	Pay With A Tweet	R/GA	New York
One Show Interactive 01E: E-Commerce	Nanhi Kali (K.C. Mahindra Education Trust)	The Girl Store	StrawberryFrog	New York
One Show Interactive 01F: Public Service/ Non-Profit	The Swedish Post	The Sound of Green	Akestam Holst	Stockholm
One Show Interactive 01F: Public Service/ Non-Profit	Casa do Zezinho	Ringtonicos	AlmapBBDO	São Paulo
One Show Interactive 01F: Public Service/ Non-Profit	Bischoeffliches Hilfswerk MISEREOR	DRIVE THE MOBILOMBO - Deliver hope to Africa	Kolle Rebbe	Hamburg
One Show Interactive 01F: Public Service/ Non-Profit	Save the Children Sweden	The Lottery of Life	Lowe Brindfors	Stockholm
One Show Interactive 01F: Public Service/ Non-Profit	Save the Children Sweden	Christmas Bargains	Lowe Brindfors	Stockholm
One Show Interactive 01F: Public Service/ Non-Profit	Boulder Digital Works	Boulder Digital Works Site	Modernista!	Boston
One Show Interactive 01F: Public Service/ Non-Profit	Mario Penna Institute	Donate Words	RC Comunicacao	Belo Horizonte
One Show Interactive 01F: Public Service/ Non-Profit	Nanhi Kali, K.C. Mahindra Education Trust	A Girl Story	StrawberryFrog	New York
One Show Interactive 01F: Public Service/ Non-Profit	Vancouver International Film Festival	The Warden Sixteen	TBWA\ Vancouver	Vancouver
One Show Interactive 01G: Self-Promotion	Albion	Slapometer	Albion	london
One Show Interactive 01G: Self-Promotion	Berghs School of Communication	Don't tell Ashton	Berghs School of Communication	Stockholm

One Show Interactive 01G: Self-Promotion	Big Spaceship	Most Awesomest Thing Ever	Big Spaceship	Brooklyn
One Show Interactive 01G: Self-Promotion	Google Creative Lab	Google Demo Slam	Google CreativeLab	New York
One Show Interactive 01G: Self-Promotion	N/A	Grip Limited Website	Grip Limited	Toronto
One Show Interactive 01G: Self-Promotion	Host	Fantasy Cheaters League	Host	Surry Hills
One Show Interactive 01G: Self-Promotion	Paulo Coelho	AlephTweets	Loducca	São Paulo
One Show Interactive 01G: Self-Promotion	Pereira & O'Dell	Naknek	Pereira & O'Dell	San Francisco
One Show Interactive 01G: Self-Promotion	Saint@RCCR/Y&R & RCCR/Y&R	Twitter Knitter	RCCR/Y&R	London
One Show Interactive 01G: Self-Promotion	TAXI	Fare Finder	TAXI	New York
One Show Interactive 01G: Self-Promotion	Projeqt	Projeqt	TBWA Worldwide	New York
One Show Interactive 01H: Services	Sveriges Radio	The Web Address Expander	Forsman & Bodenfors	Gothenburg
One Show Interactive 01H: Services	Sveriges Television	Dear Steve Jobs	Forsman & Bodenfors	Gothenburg
One Show Interactive 01H: Services	Google	Demo Slam	Johannes Leonardo	New York
One Show Interactive 01H: Services	BIC	The BIC Prank	Jung von Matt AG	Hamburg
One Show Interactive 01H: Services	Philharmoniker Hamburg	Sounds of Hamburg	Jung von Matt AG	Hamburg
One Show Interactive 01H: Services	Red Bull	Street Art View	Loducca	Sao Paulo
One Show Interactive 01H: Services	BBC Sport	Team Tracker & Predictor	RCCR/Y&R	London
One Show Interactive 01H: Services	Farmers Insurance	University of Farmers	RPA	Santa Moinsa
One Show Interactive 01H: Services	Elisava	I Am Not An Artist	Soon in Tokyo	Barcelona
One Show Interactive 01H: Services	Projeqt	Projeqt	TBWA Worldwide	New York
One Show Interactive 01H: Services	Webroot	Social Media Sobriety Test	TDA_Boulder	Boulder
One Show Interactive 01H: Services	Samsung	Tweet Wrap	The Barbarian Group	New York
One Show Interactive 01I: Social Networks/ Community	American Recordings/Lost Highway	The Johnny Cash Project	@radical.media	New York
One Show Interactive 01I: Social Networks/ Community	Def Jam	Jay-Z Hits Collection Volume One	AgencyNet	Fort Lauderdale
One Show Interactive 01I: Social Networks/ Community	Volkswagen do Brasil	Twitter Zoom	AlmapBBDO	São Paulo
One Show Interactive 01I: Social Networks/ Community	EA Games	APB The Human Avatar	Dare	London
One Show Interactive 01I: Social Networks/ Community	Bouygues Telecom	When facebook becomes a book	DDB, Paris	Paris
One Show Interactive 01I: Social Networks/ Community	UNIQLO	UNIQLO LUCKY COUNTER	Dentsu	Tokyo
One Show Interactive 01I: Social Networks/ Community	Coca-Cola	Real Life "like"	e-dologic Publicis Israel	Ramat- Gan
One Show Interactive 01I: Social Networks/ Community	Prigat	Prigat's smiles juicer	e-dologic Publicis Israel	Ramat- Gan
One Show Interactive 01I: Social Networks/ Community	Skittles	Mob the Rainbow	Evolution Bureau	San Francisco
One Show Interactive 01I: Social Networks/ Community	PepsiCo	Pepsi Refresh Project: Do Good for the Gulf	HUGE	Brooklyn
One Show Interactive 01I: Social Networks/ Community	Nike Deutschland	The Chip	Kolle Rebbe	Hamburg
One Show Interactive 01I: Social Networks/ Community	Red Bull	Street Art View	Loducca	Sao Paulo
One Show Interactive 01I: Social Networks/ Community	Target	Target Kaleidoscopic Fashion Spectacular	OLSON	Minneapolis
One Show Interactive 01I: Social Networks/ Community	Orange	Glastotag	POKE	London
One Show Interactive 02A: Augmented Reality	Museum of London	Streetmuseum	Brothers and Sisters	London
One Show Interactive 02A: Augmented Reality	Converse	The Sampler	R/GA	New York
One Show Interactive 02B: Branded Games	Puma	Maradona Kick Ups	Droga5	New York
One Show Interactive 02B: Branded Games	MINI/BMW	MINI Getaway Stockholm	Jung von Matt	Stockholm
One Show Interactive 02B: Branded Games	Showtime	Dexter Game On	Modernista!	Boston
One Show Interactive 02B: Branded Games	Sony Music Entertainment	Alicia Keys OpenMic	Rain	American Fork
One Show Interactive 02C: Consumer Goods	Carlsberg	The Hide Mood	Akestam Holst	Stockholm
One Show Interactive 02C: Consumer Goods	Penguin Books	myFry	Dare	London
One Show Interactive 02C: Consumer Goods	IKEA	Kondis - The App	Forsman & Bodenfors	Gothenburg
One Show Interactive 02C: Consumer Goods	Google	Translate for Animals	glue Isobar	London
One Show Interactive 02C: Consumer Goods	Camper	Have a Camper Day iPad	Herraiz Soto & Co	Barcelona
One Show Interactive 02C: Consumer Goods	Nike	Nike+ GPS	R/GA	New York
One Show Interactive 02C: Consumer Goods	adidas	adidas Originals - Death Star Superlaser Application	Sid Lee	Montreal
One Show Interactive 02C: Consumer Goods	Conde Nast	Safe Text	Ogilvy & Mather	London
One Show Interactive 02E: Durable Goods	Renault	Espace Ipad	Publicis Net / Publicis Conseil	Paris
One Show Interactive 02F: Public Service/ Non-Profit	The Swedish Sea Rescue Society	Sea Weather (App)	Forsman & Bodenfors	Gothenburg
One Show Interactive 02F: Public Service/ Non-Profit	Dali Museum	Dali Museum & Hipstamatc iPhone app	Goodby, Silverstein & Partners	San Francisco
One Show Interactive 02G: E-Commerce	Zoo Records	Hidden Sound Campaign	Leo Burnett	Hong Kong
One Show Interactive 02G: E-Commerce	Converse	The Sampler	R/GA	New York
One Show Interactive 02H: Self-Promotion	Jung von Matt/Neckar	Facebook Places Hijack	Jung von Matt	Stuttgart
One Show Interactive 02H: Self-Promotion	Leagas Delaney Hamburg	Leagas Delaney copytest app	Leagas Delaney	Hamburg
One Show Interactive 02H: Self-Promotion	Ogilvy	Fill The Sky Fireworks iPhone App	Ogilvy	Beijing
One Show Interactive 02H: Self-Promotion	Wieden + Kennedy Shanghai	W+K Shanghai Guide	Wieden + Kennedy	Shanghai
One Show Interactive 02I: Services	Nokia	Own Voice	Wieden+Kennedy, glue Isobar	London
One Show Interactive 02I: Services	Trader Media Group	AutoTrader iPhone Application	SapientNitro	Miami Beach

One Show Interactive 02I: Services	Claro	Ringtowns	Ogilvy	Guatemala
One Show Interactive 02J: Social Networks/ Community	Nike Football	Nike Football+ Team Edition for iPad	AKQA	London
One Show Interactive 02J: Social Networks/ Community	HBO	True Blood Live Feed	BBDO New York	New York
One Show Interactive 02J: Social Networks/ Community	Swisscom	Lost in Val Sinestra	Contexta	Bern
One Show Interactive 02J: Social Networks/ Community	Scandinavian Airlines (SAS)	Up For Grabs	CP+B	Gothenburg
One Show Interactive 02J: Social Networks/ Community	Telia Sverige AB	The Smartphone Hunt	DDB Stockholm	Stockholm
One Show Interactive 02J: Social Networks/ Community	Puma	Life Scoreboard	Droga5	New York
One Show Interactive 02J: Social Networks/ Community	The North Face	TNF Trails iPhone App	Factory Design Labs	Denver
One Show Interactive 02J: Social Networks/ Community	Nike	Nike+ GPS	R/GA	New York
One Show Interactive 02J: Social Networks/ Community	The John F. Kennedy Presidential Library	See Jack Run	The Martin Agency	Richmond
One Show Interactive 03A: Augmented Reality	Intel	ROCK AND CODES	DDB Brasil	Sao Paulo
One Show Interactive 03A: Augmented Reality	Forever 21	Forever 21 Digital Billboard	space150	Minneapolis
One Show Interactive 03A: Augmented Reality	Commonwealth Bank of Australia	Property Guide App	The White Agency	Sydney
One Show Interactive 03A: Augmented Reality	Nike	Write The Headline. Write The Future. Facebook App	W+K Amsterdam	Amsterdam
One Show Interactive 03B: Banners - Fixed Space - Single	Stockholm Pride	The Prejudiced Playlist	Akestam Holst	Stockholm
One Show Interactive 03B: Banners - Fixed Space - Single	Xbox	Halo: Reach YouTube Masthead - Clicktacular	AKQA	San Francisco
One Show Interactive 03B: Banners - Fixed Space - Single	FedEx	Loading Bar	BBDO	New York
One Show Interactive 03B: Banners - Fixed Space - Single	Walk Without Fear Foundation	Close to Home	Juniper Park	Toronto
One Show Interactive 03B: Banners - Fixed Space - Single	Crystal Cruises	Candle	M&C Saatchi	Santa Monica
One Show Interactive 03B: Banners - Fixed Space - Single	LG	One Email One Tree	McCann Worldgroup	Bangkok
One Show Interactive 03B: Banners - Fixed Space - Single	Orcon	Business Banner	Special Group	Auckland
One Show Interactive 03C: Banners - Fixed Space - Campaign	BMW	BMW Launch Campaign	Cundari	Toronto
One Show Interactive 03D: Banners - Dynamic - Single	Sony Electronics	Sony "Everything Is Better In 3D" Page Takeover	180LA	Santa Monica
One Show Interactive 03D: Banners - Dynamic - Single	Yahoo!	Yahoo! Page Takeover	Goodby, Silverstein & Partners	San Francisco
One Show Interactive 03D: Banners - Dynamic - Single	edding International	edding digital highlighter	kempertrautmann	Hamburg
One Show Interactive 03D: Banners - Dynamic - Single	Mercedes-Benz	MB Tweet Race	Razorfish	Seattle
One Show Interactive 03D: Banners - Dynamic - Single	AIDES	Graffiti	TBWA\PARIS	Boulogne Billancourt
One Show Interactive 03F: Environmental / Experiential - Single	Mitsubishi	Mitsubishi "Live Drive"	180LA	Santa Monica
One Show Interactive 03F: Environmental / Experiential - Single	Nike	Nike Grid	AKQA	London
One Show Interactive 03F: Environmental / Experiential - Single	Otto Bock HealthCare	Mobility – Reflective Kinematronic	ART+COM	Berlin
One Show Interactive 03F: Environmental / Experiential - Single	ARTV	ARTVscope	Atelier Amuse	Montreal
One Show Interactive 03F: Environmental / Experiential - Single	GE	Visible You	BBDO	New York
One Show Interactive 03F: Environmental / Experiential - Single	AT&T	Plead Your Case	BBDO	New York
One Show Interactive 03F: Environmental / Experiential - Single	Nike	Nike Football Digital Pinball	DoubleYou	Barcelona
One Show Interactive 03F: Environmental / Experiential - Single	Bing with Jay-Z	Decode Jay-Z with Bing	Droga5	New York
One Show Interactive 03F: Environmental / Experiential - Single	Coca Cola	Real Life "like"	e-dologic Publicis Israel	Ramat- Gan
One Show Interactive 03F: Environmental / Experiential - Single	Akzo Nobel/ Dulux	Dulux - Let's Colour Project	Euro RSCG London	London
One Show Interactive 03F: Environmental / Experiential - Single	Nokia	Own Voice	Wieden+Kennedy, glue Isobar	London
One Show Interactive 03F: Environmental / Experiential - Single	Yahoo!	Yahoo! Bus Stop Derby	Goodby, Silverstein & Partners	San Francisco
One Show Interactive 03F: Environmental / Experiential - Single	MINI/BMW	MINI Getaway Stockholm	Jung von Matt	Stockholm
One Show Interactive 03F: Environmental / Experiential - Single	Zoo Records	Hidden Sound Campaign	Leo Burnett	Hong Kong
One Show Interactive 03F: Environmental / Experiential - Single	Ericsson	Big Cheer	Lowe Brindfors	Stockholm
One Show Interactive 03F: Environmental / Experiential - Single	RED BULL/PUMA	Brain Controlled Racing	Mill Stirling	Singapore
One Show Interactive 03F: Environmental / Experiential - Single	Blu Dot	Real Good Experiment	mono	minneapolis
One Show Interactive 03F: Environmental / Experiential - Single	Volkswagen	Goodbye Citi	Ogilvy Cape Town	Cape Town
One Show Interactive 03F: Environmental / Experiential - Single	SAP	Bit.Code	Ogilvy Frankfurt	Frankfurt
One Show Interactive 03F: Environmental / Experiential - Single	Waitakere City	Car for Sale	Ogilvy New Zealand	Auckland
One Show Interactive 03F: Environmental / Experiential - Single	MINI	MINI Countryman World Record	Profero	London
One Show Interactive 03F: Environmental / Experiential - Single	Ni Putes Ni Soumises	Doyouchat.com	Publicis Net / Publicis Conseil	Paris
One Show Interactive 03F: Environmental / Experiential - Single	Nike	The Film Room	R/GA	New York
One Show Interactive 03F: Environmental / Experiential - Single	Toyota New Zealand	Nimble as a Mouse	Saatchi & Saatchi, New Zealand	Auckland
One Show Interactive 03F: Environmental / Experiential - Single	Forever 21	Forever 21 Digital Billboard	space150	Minneapolis
One Show Interactive 03F: Environmental / Experiential - Single	MINI Canada	MINI: Vending Machine	Taxi 2	Toronto
One Show Interactive 03F: Environmental / Experiential - Single	adidas Japan	Impossible Wall	TBWA HAKUHODO	Tokyo
One Show Interactive 03F: Environmental / Experiential - Single	Nike	Write The Headline. Write The Future.	W+K Amsterdam	Amsterdam
One Show Interactive 03F: Environmental / Experiential - Single	Nike	Write the Future: Johannesburg LifeCentre	Wieden+Kennedy	Amsterdam
One Show Interactive 03G: Environmental / Experiential - Campaign	BP Castrol	Engine-driven free kicker "Castrol Ichi-GO"	Ogilvy & Mather Japan	Tokyo
One Show Interactive 03G: Environmental / Experiential - Campaign	American Honda Motor Company	Honda Loves You Back	RPA	Santa Moinsa
One Show Interactive 03G: Environmental / Experiential - Campaign	Intel	The Creators Project	VIRTUE	Brooklyn
One Show Interactive 03H: Other Interactive Media - Single	Office of Road Safety	Distractions	303	Sydney

One Show Interactive 03H: Other Interactive Media - Single	American Recordings/Lost Highway	The Johnny Cash Project	@radical.media	New York
One Show Interactive 03H: Other Interactive Media - Single	K-Swiss	K-Swiss Workout Wingman Facebook Application	72andSunny	Los Angeles
One Show Interactive 03H: Other Interactive Media - Single	Xbox	Remember Reach	AKQA	San Francisco
One Show Interactive 03H: Other Interactive Media - Single	BIC / TIPP-EX	A HUNTER SHOOTS A BEAR	BUZZMAN	Paris
One Show Interactive 03H: Other Interactive Media - Single	EA Games	APB The Human Avatar	Dare	London
One Show Interactive 03H: Other Interactive Media - Single	Svenska McDonald's AB	Catch the Goodies	DDB	Stockholm
One Show Interactive 03H: Other Interactive Media - Single	Bouygues Telecom	When Facebook becomes a book	DDB	Paris
One Show Interactive 03H: Other Interactive Media - Single	Sveriges Radio	The Web Address Expander	Forsman & Bodenfors	Gothenburg
One Show Interactive 03H: Other Interactive Media - Single	Toyota Belgium	iQ Font	Happiness Brussels	Brussels
One Show Interactive 03H: Other Interactive Media - Single	Burger King	You got a say on pricing	McCann Worldgroup	Hong Kong
One Show Interactive 03H: Other Interactive Media - Single	Arcade Fire/Google	The Wilderness Downtown	Milk+Koblin	New York
One Show Interactive 03H: Other Interactive Media - Single	Blu Dot	Real Good Experiment	mono	Minneapolis
One Show Interactive 03H: Other Interactive Media - Single	Autoliberté/Europcar	Crush Hour	Ogilvy France	Paris
One Show Interactive 03H: Other Interactive Media - Single	Orange	Glastogtag	POKE	London
One Show Interactive 03H: Other Interactive Media - Single	3M/Post-It Note	Shopping Genius	Profero	London
One Show Interactive 03H: Other Interactive Media - Single	Innovative Thunder	Pay With A Tweet	R/GA	New York
One Show Interactive 03H: Other Interactive Media - Single	Nike	Write The Headline. Write The Future.	W+K Amsterdam	Amsterdam
One Show Interactive 03H: Other Interactive Media - Single	NIKE JAPAN	MARCUS TULIO TANAKA. WRITE THE FUTURE.	Wieden+Kennedy Tokyo	Tokyo
One Show Interactive 03H: Other Interactive Media - Single	Xerox	Business of Your Brain	Young & Rubicam	New York
One Show Interactive 03I: Other Interactive Media - Campaign	Old Spice	Old Spice Response Campaign	Wieden+Kennedy	Portland
One Show Interactive 03J: Public Service/ Non-Profit - Single	AACD	Unique Types	AgenciaClick Isobar	Sao Paulo
One Show Interactive 03J: Public Service/ Non-Profit - Single	TO BENEFIT LIVESTRONG	Yes I am Precious	BREAKFAST	New York
One Show Interactive 03J: Public Service/ Non-Profit - Single	TIFF.	Tim Burton's Cadavre Exquis	Cloudraker	Montreal
One Show Interactive 03J: Public Service/ Non-Profit - Single	Keep a Child Alive	Buy Life	TBWA\Chiat	New York
One Show Interactive 03K: Public Service/ Non-Profit - Campaign	AEIOU Foundation	Communication Shutdown	SapientNitro Brisbane	Brisbane
One Show Interactive 03L: Self-Promotion - Single	Self Promotion	The B*Line	BREAKFAST	New York
One Show Interactive 03L: Self-Promotion - Single	Leo Burnett Worldwide	David On Demand	Leo Burnett Chicago	Chicago
One Show Interactive 04A: Event or Live Webcast - Single	Volvo	Volkswagen do Brasil	AlmapBBDO	São Paulo
One Show Interactive 04A: Event or Live Webcast - Single	Telia Sverige AB	The Smartphone Hunt	DDB Stockholm	Stockholm
One Show Interactive 04A: Event or Live Webcast - Single	Toyota	Get Your Energy Back	glue Isobar	London
One Show Interactive 04A: Event or Live Webcast - Single	Google Creative Lab	YouTube Play	Google CreativeLab	New York
One Show Interactive 04A: Event or Live Webcast - Single	VF Asia Ltd	China's First user-Directed Fashion Shoot	Ogilvy Shanghai	Shanghai
One Show Interactive 04A: Event or Live Webcast - Single	Target	Target Kaleidoscopic Fashion Spectacular	OLSON	Minneapolis
One Show Interactive 04A: Event or Live Webcast - Single	T-Mobile	Welcome Back	Saatchi & Saatchi	London
One Show Interactive 04A: Event or Live Webcast - Single	The John F. Kennedy Presidential Library	Our Speech	The Martin Agency	Richmond
One Show Interactive 04A: Event or Live Webcast - Single	Old Spice	Old Spice Response Campaign	Wieden+Kennedy	Portland
One Show Interactive 04B: Events or Live Webcasts - Campaign	American Express	UNSTAGED: An Original Series From American Express	DIGITAS, NY	New York
One Show Interactive 04C: Short Form - Single	American Recordings/Lost Highway	The Johnny Cash Project	@radical.media	New York
One Show Interactive 04C: Short Form - Single	PEPSICO DORITOS	LATE NIGHT	Abbott Mead Vickers BBDO	London
One Show Interactive 04C: Short Form - Single	Microsoft Xbox	Deliver Hope	agencytwoifteen	San Francisco
One Show Interactive 04C: Short Form - Single	Microsoft Xbox	Birth of a Spartan	agencytwoifteen	San Francisco
One Show Interactive 04C: Short Form - Single	Google	Chrome Speed Tests	BBH	New York
One Show Interactive 04C: Short Form - Single	Unilever	"Cleans Your Balls" Response Film	BBH	New York
One Show Interactive 04C: Short Form - Single	Nikon Corporation	Helicopter Boyz	DDB Japan	Tokyo
One Show Interactive 04C: Short Form - Single	Puma	HardChorus	Droga5	New York
One Show Interactive 04C: Short Form - Single	Skittles	Scholarship the Rainbow	Evolution Bureau	San Francisco
One Show Interactive 04C: Short Form - Single	Frito Lay	Doritos Late Night Rihanna	Goodby, Silverstein & Partners	San Francisco
One Show Interactive 04C: Short Form - Single	IKEA	Kitchens	Mother London	London
One Show Interactive 04C: Short Form - Single	Toyota Motor Sales,	Sienna Swagger Wagon Music Video	Saatchi & Saatchi LA	Torrance
One Show Interactive 04C: Short Form - Single	Toyota Motor Sales,	Prius Plural Music Video	Saatchi & Saatchi LA	Torrance
One Show Interactive 04C: Short Form - Single	Intel Corporation	The Chase	Venables Bell & Partners	San Francisco
One Show Interactive 04C: Short Form - Single	NIKE JAPAN	NIKE MUSIC SHOE	Wieden+Kennedy Tokyo	Tokyo
One Show Interactive 04D: Short Form - Series/Episodes	K-Swiss	Kenny Powers Tubes	72andSunny	Los Angeles
One Show Interactive 04D: Short Form - Series/Episodes	Google	Google Speed Tests	BBH	New York
One Show Interactive 04D: Short Form - Series/Episodes	EF LANGUAGE SCHOOL	Live the language	Camp David Film	Stockholm
One Show Interactive 04D: Short Form - Series/Episodes	Subaru	2011 Mediocrity Video's	Carmichael Lynch	Minneapolis
One Show Interactive 04D: Short Form - Series/Episodes	Sony Ericsson	The Product Testing Institute	Dare	London
One Show Interactive 04D: Short Form - Series/Episodes	Electronic Arts	Medal of Honor Tier 1 Interviews	Draftfcb San Francisco	San Francisco
One Show Interactive 04D: Short Form - Series/Episodes	adidas	adidas Originals Spring / Summer 2010 campaign	Sid Lee	Montreal
One Show Interactive 04E: Long Form - Single	INTEL	THE SARTORIALIST	AMSTERDAM WORLDWIDE	Amsterdam

One Show Interactive 04E: Long Form - Single	Hi-Tec	Liquid Mountaineering	CCCP	Amsterdam
One Show Interactive 04E: Long Form - Single	Swisscom	Lost in Val Sinestra	Contexta	Bern
One Show Interactive 04E: Long Form - Single	American Express	Arcade Fire UNSTAGED Pre-show	DIGITAS	New York
One Show Interactive 04E: Long Form - Single	IKEA	The Herding Cats Experiment	Mother	London
One Show Interactive 04E: Long Form - Single	The Coca-Cola Company	Ride	Publicis Mojo	Millers Point
One Show Interactive 04E: Long Form - Single	The Coca-Cola Company	Peepshow vs Quebec	Publicis Mojo	Millers Point
One Show Interactive 04E: Long Form - Single	The Coca-Cola Company	Playground	Publicis Mojo	Millers Point
One Show Interactive 04E: Long Form - Single	Gatorade	REPLAY Seasons 2	TBWA\Chiat\Day	Los Angeles
One Show Interactive 04E: Long Form - Single	Gatorade	REPLAY Seasons 3	TBWA\Chiat\Day	Los Angeles
One Show Interactive 04E: Long Form - Single	Vancouver International Film Festival	The Warden Sixteen	TBWA\Vancouver	Vancouver
One Show Interactive 04F: Long Form - Series/Episodes	Microsoft Xbox	Bright Falls	agencytwofifteen	San Francisco
One Show Interactive 04F: Long Form - Series/Episodes	The Coca-Cola Company	Burn Energy Drink	Publicis Mojo	Millers Point
One Show Interactive 04F: Long Form - Series/Episodes	Gatorade	REPLAY Seasons 2 and 3	TBWA\Chiat\Day	Los Angeles
One Show Interactive 04G: Public Service/ Non-Profit - Single	Overtun Prop 8	Devin & Glenn	Furlined	Santa Monica
One Show Interactive 04G: Public Service/ Non-Profit - Single	WWF	Monkey	Leo Burnett	Millers Point
One Show Interactive 04G: Public Service/ Non-Profit - Single	Nanhi Kali, K.C. Mahindra Education Trust	A Girl Story	StrawberryFrog	New York
One Show Interactive 04G: Public Service/ Non-Profit - Single	AIDES	Graffiti	TBWA\PARIS	Boulogne Billancourt
One Show Interactive 04H: Public Service/ Non-Profit - Campaign	NZTA	Crash Test Eggs	Aim Proximity Limited	Wellington
One Show Interactive 04H: Public Service/ Non-Profit - Campaign	CNIB	Tamara/Robert/Ryan & Clement	TBWA\Vancouver	Vancouver
One Show Interactive 04I: Self-Promotion - Single	Dare	This is Dare - Are You?	Dare	London
One Show Interactive 04I: Self-Promotion - Single	Shinya Uchida	iPad magic	DENTSU	Tokyo
One Show Interactive 04I: Self-Promotion - Single	John St.	Pink Ponies	john st. advertising	Toronto
One Show Interactive 04I: Self-Promotion - Single	Fortnight Lingerie	Super Sexy CPR	Red Urban	Toronto
One Show Interactive 04J: Self-Promotion - Campaign	National Advertising Awards	You Have To Be In Advertising To Enter	Cossette	Toronto
One Show Interactive 04K: Video Remixes/Mashups - Single	Dare	Perry draws a hamburger	Dare	London
One Show Interactive 04K: Video Remixes/Mashups - Single	Google CreativeLab	Google Instant with Bob Dylan	Google CreativeLab	New York
One Show Interactive 04K: Video Remixes/Mashups - Single	adidas	adidas Originals Star Wars Cantina 2010	Sid Lee	Montreal
One Show Interactive 05A: Integrated Branding Campaign - 360	K-Swiss	Kenny Powers Tubes	72andSunny	Los Angeles
One Show Interactive 05A: Integrated Branding Campaign - 360	New York Central Park - Parks & Recreation	The World Park	Agency magma	New York
One Show Interactive 05A: Integrated Branding Campaign - 360	NYC & Co.	C'mon LeBron	BBH	New York
One Show Interactive 05A: Integrated Branding Campaign - 360	Google	Chrome Fast	BBH	New York
One Show Interactive 05A: Integrated Branding Campaign - 360	Philips	Male Monument	CP+B	Gothenburg
One Show Interactive 05A: Integrated Branding Campaign - 360	Domino's	Pizza Turnaround	CP+B	Boulder
One Show Interactive 05A: Integrated Branding Campaign - 360	Microsoft	30 days to win Julia over	DOUBLE YOU	Madrid
One Show Interactive 05A: Integrated Branding Campaign - 360	Bing with Jay-Z	Decode Jay-Z with Bing	Droga5	New York
One Show Interactive 05A: Integrated Branding Campaign - 360	Akzo Nobel/ Dulux	Dulux Let's Colour Project	Euro RSCG London	London
One Show Interactive 05A: Integrated Branding Campaign - 360	IKEA	Homemade is best	Forsman & Bodenfors	Gothenburg
One Show Interactive 05A: Integrated Branding Campaign - 360	HIROSHIMA PEACE MEMORIAL MUSEUM	PEACE SHADOW, RECREATING NUKES MEMORIES	Hakuhodo	Tokyo
One Show Interactive 05A: Integrated Branding Campaign - 360	Canon Australia	Photochains	Leo Burnett	Millers Point
One Show Interactive 05A: Integrated Branding Campaign - 360	General Motors Corporation	GMC/Dude Perfect	Leo Burnett Detroit	Troy
One Show Interactive 05A: Integrated Branding Campaign - 360	Save the Children Sweden	The Lottery of Life	Lowe Brindfors	Stockholm
One Show Interactive 05A: Integrated Branding Campaign - 360	Metro Publishing Hong Kong Limited	Future Daily on April Fool	McCann Worldgroup	Hong Kong
One Show Interactive 05A: Integrated Branding Campaign - 360	Greenpeace	Disposable Forest	Ogilvy	Beijing
One Show Interactive 05A: Integrated Branding Campaign - 360	OgilvyOne Worldwide	The Search for the World's Greatest Salesperson	Ogilvy	New York
One Show Interactive 05A: Integrated Branding Campaign - 360	Kimberly-Clark	U by Kotex*	Organic	San Francisco
One Show Interactive 05A: Integrated Branding Campaign - 360	Renault UK Ltd	The Megane Experiment	Publicis	London
One Show Interactive 05A: Integrated Branding Campaign - 360	Renault UK Ltd	12 Second Strip	Publicis	London
One Show Interactive 05A: Integrated Branding Campaign - 360	Nike	The Film Room	R/GA	New York
One Show Interactive 05A: Integrated Branding Campaign - 360	Toyota Motor Sales,	Sienna 360° Campaign	Saatchi & Saatchi LA	Torrance
One Show Interactive 05A: Integrated Branding Campaign - 360	Smart Car	Taxi Test Drive	TBWA\Vancouver	Vancouver
One Show Interactive 05A: Integrated Branding Campaign - 360	American Cancer Society	More Birthdays - Integrated 360	The Martin Agency	Richmond
One Show Interactive 05A: Integrated Branding Campaign - 360	Philips	Philips Wake up the town	Tribal DDB Amsterdam	Amstelveen
One Show Interactive 05A: Integrated Branding Campaign - 360	Intel	The Creators Project	VIRTUE	Brooklyn
One Show Interactive 05A: Integrated Branding Campaign - 360	Greenpeace	The Zoning Plan	walker	Zurich
One Show Interactive 05A: Integrated Branding Campaign - 360	Nike	Write the Future	Wieden+Kennedy	Amsterdam
One Show Interactive 05B: Integrated Branding Campaign - Online	Nike Football	Nike Football+	AKQA	London
One Show Interactive 05B: Integrated Branding Campaign - Online	Volkswagen Sweden	The Fun Theory Award - The Speed Camera Lottery	DBB	Stockholm
One Show Interactive 05B: Integrated Branding Campaign - Online	Volvo Car Corporation	Volvo Eclipse	Euro RSCG 4D Amsterdam	Amstelveen
One Show Interactive 05B: Integrated Branding Campaign - Online	Toyota Belgium	iQ Font	Happiness	Brussels
One Show Interactive 05B: Integrated Branding Campaign - Online	PepsiCo	Pepsi Refresh Project	HUGE	Brooklyn

One Show Interactive 05B: Integrated Branding Campaign - Online	Caritas	One Minute of Silence	Jung von Matt/Limmat	Zurich
One Show Interactive 05B: Integrated Branding Campaign - Online	Save the Children Sweden	Christmas Bargains	Lowie Brindfors	Stockholm
One Show Interactive 06A: Interface Design	ASEM	Imagining Mozambique	Cartelle	Amsterdam
One Show Interactive 06A: Interface Design	Penguin Books	myFry	Dare	London
One Show Interactive 06A: Interface Design	The Hartford for Rodgers Townsend	Achieve What's Ahead	Firstborn	NY
One Show Interactive 06A: Interface Design	IKEA	Kondis - The App	Forsman & Bodenfors	Gothenburg
One Show Interactive 06A: Interface Design	The Swedish Sea Rescue Society	Sea Weather (App)	Forsman & Bodenfors	Gothenburg
One Show Interactive 06A: Interface Design	The Swedish Sea Rescue Society	Sea Weather (Site)	Forsman & Bodenfors	Gothenburg
One Show Interactive 06A: Interface Design	HI-CONE	HIDDEN HEROES	Grimm Gallun Holtappels	Hamburg
One Show Interactive 06A: Interface Design	N/A	Grip Limited Website	Grip Limited	Toronto
One Show Interactive 06A: Interface Design	VF Europe	WRANGLER EUROPE FALL/WINTER 2010 COLLECTION	KOKOKAKA	Gothenburg
One Show Interactive 06A: Interface Design	Asher Roth	Asher Roth Official Website	Masashi & Qanta & Saqoosha & Hiroki	Tokyo
One Show Interactive 06A: Interface Design	Central Park Conservancy	Central Park Conservancy iPhone Application	mcgarrybowen	New York
One Show Interactive 06A: Interface Design	Arcade Fire/Google	The Wilderness Downtown	Milk+Koblin	New York
One Show Interactive 06A: Interface Design	Boulder Digital Works	Boulder Digital Works Website	Modernista!	Boston
One Show Interactive 06A: Interface Design	Depaul UK	iHobo	Publicis London	London
One Show Interactive 06A: Interface Design	TBWA Worldwide	TBWA.com - iPhone & iPad	TBWA Worldwide	New York
One Show Interactive 06A: Interface Design	Rethink Breast Cancer	Breast Fest	The Hive	Toronto
One Show Interactive 06A: Interface Design	Nike	Nike Better World	Wieden+Kennedy	Portland
One Show Interactive 06B: Typography	Caribou Coffee	Make The Cup	Colle+McVoy	Minneapolis
One Show Interactive 06B: Typography	Absolut Vodka	Write with Light	Gringo	Sao Paulo
One Show Interactive 06B: Typography	Toyota Belgium	iQ Font	Happiness Brussels	Brussels
One Show Interactive 06B: Typography	Vibram	YouAreTheTechnology.com	Nail Communications	Providence
One Show Interactive 06C: Animation / Motion Graphics	American Recordings/Lost Highway	The Johnny Cash Project	@radical.media	New York
One Show Interactive 06C: Animation / Motion Graphics	Xbox	Remember Reach	AKQA	San Francisco
One Show Interactive 06C: Animation / Motion Graphics	Audi India	Audi A8L 3D Experience	Creativeland Asia	Mumbai
One Show Interactive 06C: Animation / Motion Graphics	Dare	Dare Graduates	Dare	London
One Show Interactive 06C: Animation / Motion Graphics	Volkswagen UK	True Life Costs	DDB	London
One Show Interactive 06C: Animation / Motion Graphics	INPES	Attraction	DDB	Paris
One Show Interactive 06C: Animation / Motion Graphics	RMS Titanic	Expedition Titanic	Firstborn	New York
One Show Interactive 06C: Animation / Motion Graphics	Toyota	Get Your Energy Back	glue Isobar	London
One Show Interactive 06C: Animation / Motion Graphics	IKEA Deutschland & Co. KG	IKEA. Unbox the banner: Back Panel	Grabarz & Partner Werbeagentur	Hamburg
One Show Interactive 06C: Animation / Motion Graphics	HI-CONE	HIDDEN HEROES	Grimm Gallun Holtappels	Hamburg
One Show Interactive 06C: Animation / Motion Graphics	Nike	Film Room	R/GA	New York
One Show Interactive 06C: Animation / Motion Graphics	Toyota Motor Sales,	Toyota Autobiography Animated Shorts: The Road Trip	Saatchi & Saatchi LA	Torrance
One Show Interactive 06C: Animation / Motion Graphics	Nespresso	Variations 2010	Soleil Noir	Paris
One Show Interactive 06C: Animation / Motion Graphics	MINI International	MINIMALISM	webguerillas	Munich
One Show Interactive 06D: Sound Design	Google	Chrome Speed Tests	BBH	New York
One Show Interactive 06D: Sound Design	Swisscom	Lost in Val Sinestra	Contexta	Bern
One Show Interactive 06D: Sound Design	HI-CONE	HIDDEN HEROES	Grimm Gallun Holtappels Werbeagentur & Co. KG	Hamburg
One Show Interactive 06D: Sound Design	Moto Waganari	Directing Shadows	OgilvyOne	Frankfurt
One Show Interactive 06D: Sound Design	Volkswagen	Anyone for a Sunday Drive?	Red Urban	Toronto
One Show Interactive 06D: Sound Design	Target	Kaleidoscopic Fashion Spectacular	Squeak E. Clean Productions	Los Angeles
One Show Interactive 06D: Sound Design	Nanhi Kali, K.C. Mahindra Education Trust	A Girl Story	StrawberryFrog	New York
One Show Interactive 06D: Sound Design	NIKE JAPAN	NIKE MUSIC SHOE	Wieden+Kennedy Tokyo	Tokyo
One Show Interactive 06D: Sound Design	Craftsman	Craftsman Music Experiment	Y&R Chicago	Chicago