ONE SHOW ENTERTAINMENT

2008 ONE SHOW ENTERTAINMENT FINALISTS

1. TELEVISION

A. Scripted series that follows an established storyline.

MTV Australia – Lowe & Rivet – "Welcome Snoop"

B. Unscripted series – where the brand may become an integral character or contribute to the plot line of the story.

IBM – OgilvyEntertainment – "Business of Innovation"
Nike China – Wieden + Kennedy/Shanghai – "Basketball Disciple – Kobe Mentu"
Toyota – Saatchi & Saatchi – "Aurion – Big Bertha"
Unilever – Bartle Bogle Hegarty/New York – "Gamekillers"

C. Specials or one-time screening of an entertainment production.

MTV Australia – Lowe & Rivet – "Welcome Snoop"
MTV Exit – Colman Rasic Carrasco – "Different Lives"
Nike China – Wieden + Kennedy Shanghai – "Dare"

2. FILM

A. Theatrical releases – Commercial film or animated feature. Integration of branded content in either a first-time theatrical release or DVD release.

eBay – Creative Artists Agency – "Force 1 TD"
eBay – Creative Artists Agency – "Tobias 427"
Eurostar – Mother – "Somers Town"
Freixenet – JWT Spain – "The Key to Reserva"
Hasbro – Creative Artists Agency – "Transformers"
Nissin Food Product – Ground Tokyo – "Freedom Project"
Renault Germany – Nordpol+ Hamburg – "Teletheatre"

B. Documentaries – Integration of a brand in the story line of a documentary either for theatrical release or on DVD.

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

3. GAMING

A. Online gaming. A Web site or banner that incorporates a brand as an integral component of a game.

American Express – Digitas NY – Tiger's Scorecard Challenge
C3 Presents – Grow Interactive – Big State Games
Coca-Cola – Shift Control Media – Happiness Factory
Gatorade – Element 79 – Tiger Moonshot Game
NIN – 42 Entertainment – Year Zero Alternate Reality Game

3. GAMING (cont.)

OfficeMax – TOY NY – OfficeMax's Elfyourself.com
Red Bull – Less Rain – Red Bull Flugtag Flight Lab
US Army & Xbox – Universal McCann – Xbox Halo 3

B. Offline gaming. Stand alone, packaged, DVD or console games that incorporate a brand identity.

Nissan – OMD – Forza 2 "Ignite Passionate Drivers"

4. ONLINE

Online videos, movies, webisodes or podcasts that clearly identify a brand and furthers its position.

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

5. MUSIC

Integration of a brand in a music environment intended for commercial release.

Apple/The Bird & The Bee– Dennis Liu – "Apple Mac Music Video"
The Coca-Cola Company – Argonauten G2 – "Coke & Faithless"
McDonalds – OMD – "Big Mac Chant"
MTV Exit – Colman Rasic Carrasco – "Different Lives"
NIN – 42 Entertainment – "Year Zero Alternate Reality Game"
P&G Japan – Beacon Communications K.K. – "Fashion, Music, Vidal Sassoon"

6. EVENTS AND INSTALLATIONS

Creative positioning of a brand outside traditional or online media

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