

2008 ONE SHOW DESIGN FINALISTS



1A: ANNUAL REPORT

CLIENT	ENTRY TITLE	AGENCY NAME	CITY
Gap	Gap 2006 CSR	Cahan & Associates	San Francisco
Feinberg School of Medicine at Northwestern	Q&A Annual Report	Pivot Design	Chicago

1B: BOOKLET/BROCHURE

CLIENT	ENTRY TITLE	AGENCY NAME	CITY
Mango	Mango Prestige Book	Bassat Ogilvy & Mather	Barcelona
Nike	Nike Postcards	Exposure	New York
Unisource	NUARS Call for Entries	Hangar 18 Creative Group	Vancouver
Conergy	Points of View	Kempertrautmann	Hamburg
Malaysian Nature Society	The Endangered Collection	Leo Burnett Advertising	Kuala Lumpur
Science Channel	Question Everything	Mono	Minneapolis
Art Directors Club/Focus Magazine	Book "Heaven or Hell"	Ogilvy	Frankfurt
State Opera Stuttgart	programmes	Strichpunkt	Stuttgart
State Theater Stuttgart	programmes	Strichpunkt	Stuttgart
Interactive Africa	DI10 Inspiration Programme	The Jupiter Drawing Room SA	Cape Town
Charles Luck Stone Center	Charles Luck Brand Book	WORK Labs	Richmond

1C: LOGO/TRADEMARK DESIGN - SINGLE ONLY

CLIENT	ENTRY TITLE	AGENCY NAME	CITY
International Quilt Study Center	Quilt Logo	Bailey Lauerman	Lincoln
BBDO	Groundworks	BBDO	Atlanta
BBDO Studio	Cafeteria	BBDO	Atlanta
Miss Smith	Miss Smith Logo	BBDO	New York
The Writers Guild of America	Pencil Ribbon	BooneOakley	Charlotte
Harry Winston	Garland	Christopher Young Studio	New York
Quicksilver Gas Services	Quicksilver Gas Services Logo	Concussion	Fort Worth
Help Delhi Breathe	Hands and Tree	Contract Advertising	New Delhi
Burger King	Whopper Hat Logo	Crispin Porter + Bogusky	Coconut Grove
D.L.	Death by Chocolate	Dustin Arnold	Los Angeles
Straight Face	Straight Face	Equus Red Cell	New Delhi
Goldenrock	Goldenrock	GJP Advertising and Design	Toronto
Takashimaya	Tokyo in Process	Go Hosokawa	Tokyo
Royer's Flowers & Gifts	Bouquets for Books	Go Welsh	Lancaster
Holland America	Tamarind Logo	Hornall Anderson Design	Seattle
Environmental Defence	Flick Off Logo	Key Gordon Communications	Toronto
Miller and Green	Miller and Green Identity	Landor Associates	Sydney
News Limited	One Degree Logo	Landor Associates	Sydney
Oliver, Patrick & Glenn Grocers	Grocers Corporate Identity	Leo Burnett	Singapore
Toronto Humane Society	Adopt A New Life	Leo Burnett	Toronto
Licious Living	Licious	Leo Burnett	Toronto
Harrison Pipelines	Harrison Pipelines Logo	MacLaren McCann Canada	Calgary
Chamber Music Society of Central Virginia	Chamber Music Society logo	Ogilvy Durhan	Cary
Baby Boomers	Baby Boomers	Red Lion	Mumbai
Obama For America	Ocon	SS+K	New York
Cocoa	Cocoa Logo	Struck	Salt Lake City

2A: CORPORATE IDENTITY - SINGLE

CLIENT	ENTRY TITLE	AGENCY NAME	CITY
BKK 2nd Hand Furniture	2nd Hand Furniture	BBDO	Bangkok
DJ Luke	Vinyl Record Card	Knarf	New York
Aioi Dental Clinic	Aioi Dental Clinic No.1	Penguin Graphics	Hiroshima
Aioi Dental Clinic	Aioi Dental Clinic No.2	Penguin Graphics	Hiroshima
Getty Images	Frame	Rediffusion DY&R	Mumbai

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2B: CORPORATE IDENTITY - CAMPAIGN

CLIENT	ENTRY TITLE	AGENCY NAME	CITY
Jonathan Tay	Jonathan	JWT Singapore	Singapore
Affixen	Affixen	Kinetic Singapore	Singapore
Oliver, Patrick & Glenn Grocers	Grocers Corporate Identity	Leo Burnett	Singapore
Noggin	Noggin Logos	MTV Networks	New York
Peek... aren't you curious	Peek... aren't you curious	Passing Notes	Oakland
Soukouen	Wabi Sabi Waza	Penguin Graphics	Hiroshima
Mint Dental Works	Mint Dental Works Identity	Sandstrom Design	Portland

3A: PACKAGE DESIGN - SINGLE

CLIENT	ENTRY TITLE	AGENCY NAME	CITY
Apple	Keyboards	Apple	Cupertino
Apple	iPhone Bluetooth Headset	Apple	Cupertino
Apple	iPhone	Apple	Cupertino
Bootlegger	Bootlegger	Bailey Lauerman	Lincoln
Oji Nepia	Seinaru Cho Hana Celeb	Dentsu	Tokyo
Kyuryudo Art-Publishing	"Iwai" wrapping cloth	Dentsu Kansai	Osaka
Renaissance Project	Yaoki	Dentsu Kyushu	Fukuoka
V&S Absolut Spirits	Absolut Disco	Family Business	Stockholm
Integrity Spirits	Lovejoy Vodka - Pink Label	ID Branding	Portland
The Criterion Collection	Three Films by Hiroshi Teshigahara	Kellehouse	Los Angeles
The Criterion Collection	4 by Agnes Varda	Kellehouse	Los Angeles
Indesit Company	Aqualtis washopper	Leo Burnett	Milan
Opto Design	365x360	Opto Design	New York
Nike	Stadium	Publicis Singapore	Singapore
W+K Tokyo Lab	Hifana Connect	Wieden+Kennedy Tokyo	Tokyo
Verein Pavillon Nouvel	La boite qui Roule	Young & Rubicam Switzerland	Gockhausen

3B: PACKAGE DESIGN - CAMPAIGN

CLIENT	ENTRY TITLE	AGENCY NAME	CITY
Thymes	Red Cherie	Duffy & Partners	Minneapolis
Myndology	Bare	Duffy & Partners	Minneapolis
Bandai Visual	Freedom DVD series	Ground Tokyo	Tokyo
Wpvt Contraceptive	Trouble Maker	Hantang Communications Group	Shanghai
Integrity Spirits	Lovejoy Vodka	ID Branding	Portland
The Garage Winery	Oil	Kolle Rebbe	Hamburg
Rembrandt	Rembrandt Product Packaging	Mother NY	New York City
Alima Pure	Alima Pure	Sandstrom Design	Portland
Issimbow	Issimbow "Katashi-koh"	Shin Matsunaga Design	Tokyo
Bot Beverages	Bot Packaging	TDA Advertising & Design	Boulder
Waitrose	Waitrose High Fruit Jams	Turner Duckworth	San Francisco
Waitrose	Waitrose Honey: Better	Turner Duckworth	San Francisco
Goodwell & Company	Daub & Bauble	Wink	Minneapolis

4A: PRODUCT DESIGN - SINGLE

CLIENT	ENTRY TITLE	AGENCY NAME	CITY
Ginza Graphic Gallery	Kakuzai memo block	Hakuhodo	Tokyo
ASICS Europe	ASICS Triathlon	Nordpol+ Hamburg	Hamburg

5A: COLLATERAL DESIGN: POSTERS - SINGLE

CLIENT	ENTRY TITLE	AGENCY NAME	CITY
MesatexJapan	MesatexJapan Fabric 2008	702 Design Works	Tokyo
Apple	iTunes Mexico Poster	Apple	Cupertino
Toto	Menu	Dentsu	Tokyo
Kyuryudo Art-Publishing	"KIRI-TORI-SEN" poster	Dentsu Kansai	Osaka
Kyuryudo Art-Publishing	"KIRI-TORI-SEN" poster 2	Dentsu Kansai	Osaka
Ritz	Ritz-White	Euro RSCG Worldwide	New York
Ritz	Falling Crackers	Euro RSCG Worldwide	New York
GlaxoSmithKline	Eye	Grey Kuala Lumpur	Kuala Lumpur
Sushi restaurant JUN	Fresh	Grey Tokyo	Tokyo
Sweets From Heaven	Poodle	Ireland/Davenport	Johannesburg
Lorgan's The Retro Store	A to Z	Kinetic Singapore	Singapore
AGDA	AGDA Xmas Party	Landor Associates	Sydney
Malteser Ambulance Service	Malteser "Typo Crash" Campaign: Crushed Spine	Ogilvy	Frankfurt
Malteser Ambulance Service	Malteser "Typo Crash" Campaign: Paraplegia	Ogilvy	Frankfurt
Malteser Ambulance Service	Malteser "Typo Crash" Campaign: Skull Fracture	Ogilvy	Frankfurt

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5A: COLLATERAL DESIGN: POSTERS - SINGLE (CONT.)

CLIENT	ENTRY TITLE	AGENCY NAME	CITY
Carrefour Malaysia	Flasher Flood	Ogilvy Malaysia	Kuala Lumpur
The Economist	Helicopter View	Ogilvy Singapore	Singapore
FHM	Family Health	Ogilvy Singapore	Singapore
The Economist	The Economist Tabs	OgilvyOne	Hong Kong
Hanamoto	Hanamoto 29 (Meat Day) No.1	Penguin Graphics	Hiroshima
UW-Whitewater	Middle of Nowhere poster	Planet Propaganda	Madison
Amway India	The Birds	Rediffusion DYP	Gurgaon
Target	Grow, Create, Explore	Wink	Minneapolis
OceanNEnvironment	Happiness	Y&R Singapore	Singapore

5B: COLLATERAL DESIGN: POSTERS - CAMPAIGN

CLIENT	ENTRY TITLE	AGENCY NAME	CITY
601bisang	601 Artbook Project 2007	601bisang	Seoul
MesatexJapan	MesatexJapan F/W Fabric Collection	702 Design Works	Tokyo
AIG Star Life Insurance	Life	ADK	Tokyo
The National Foundation for the Deaf	Listen to the Deaf	DDB	Auckland
Kyuryudo Art-Publishing	"Iwai" poster	Dentsu Kansai	Osaka
Ritz	Ritz - Wildposting	Euro RSCG Worldwide	New York
The Mainichi Newspapers	The Mainichi Plastic Bag Newspaper	Hakuhodo	Tokyo
Long Term	Paper-cut	INVISIBLE/guangzhou	Guangzhou
Jabula Hair and Braids	Jabula	JWT	Cape Town
Luxor Highlighters	Color Percentages	Leo Burnett	Mumbai
Heinz	Art Condiments	Marmalade Melbourne	Melbourne
Malteser Ambulance Service	Malteser "Typo Crash" Campaign	Ogilvy	Frankfurt
FHM	Renaissance Art, Superheroes ComicE	Ogilvy	Singapore
Audi SA	Frame by Frame	Ogilvy	Johannesburg
Glaxo Smith Kline	Stomach	Ogilvy & Mather	Gurgaon
Glaxo Smith Kline	Bubble	Ogilvy & Mather	Gurgaon
Sense Publish	Big Business-1	Sense Brand & Identity Consultant	Shenzhen
Changlong Night Safari	Animals/Giraffe/Tiger/Bats	Shanghai Ogilvy & Mather Advertising	Shanghai
Wu Liang Ye	Zheng He/Columbus/Zhou Yu	Shanghai Ogilvy & Mather Advertising	Shanghai

5C: COLLATERAL DESIGN: P.O.P. AND IN-STORE - SINGLE

CLIENT	ENTRY TITLE	AGENCY NAME	CITY
Mars Snack Food-Milky Way	Conveyor Belt	BBDO	New York
Mattel	Matchbox "Young Drivers" Eldorado	Ogilvy	Frankfurt
Mattel	Matchbox "Young Drivers" Fleetwood	Ogilvy	Frankfurt
Mattel	Matchbox "Young Drivers" Mustang	Ogilvy	Frankfurt
Craftsman	Organs	Y&R	Chicago
Craftsman	Skeleton	Y&R	Chicago
Craftsman	Muscles	Y&R	Chicago

5D: COLLATERAL DESIGN: P.O.P. AND IN-STORE - CAMPAIGN

CLIENT	ENTRY TITLE	AGENCY NAME	CITY
BMW Malaysia	Speedlines	BBDO/Proximity	Kuala Lumpur
Samsung Mobile	Mobile Tracker- Illustration	Cheil Communications	New Delhi
Forest Stewardship Council	Tree drawings	Jung von Matt	Stuttgart
Mattel	Matchbox "Young Drivers" Campaign	Ogilvy	Frankfurt
GSK/ENO	Shibuya, 42 Clicks, Parade Square	Ogilvy	Singapore
Craftsman	There's a Craftsman in All of Us	Y&R	Chicago

5F: COLLATERAL DESIGN: SELF-PROMOTION

CLIENT	ENTRY TITLE	AGENCY NAME	CITY
BBDO Bangkok	Cheese Greeting Card 2008	BBDO	Bangkok
BBDO New York	Computer Monitors	BBDO	New York
Gee Beauty	Gee Beauty Bag	GJP Advertising and Design	Toronto
Takeo	Takeo Paper Show 2007	Good Design Company	Tokyo
Office	2007 Office Holiday Card	Jason Schulte Design	San Francisco
Serviceplan Hamburg	Dedication CDs	Serviceplan Hamburg	Munich
Serviceplan Hamburg	Dedication Paninis	Serviceplan Hamburg GmbH	Munich
The Goldfish Creative	Pop Card	The Goldfish Creative	Hong Kong

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6A: ENVIRONMENTAL DESIGN - SINGLE

CLIENT	ENTRY TITLE	AGENCY NAME	CITY
Havaianas	Jungle Flower Bed	BBDO	New York
Havaianas	Daisy Flower Bed	BBDO	New York
BBC World	Cables: Guns	BBDO	New York
Havaianas	Frogs and Worms	BBDO	New York
Havaianas	Peacock	BBDO	New York
Havaianas	Fish	BBDO	New York
Havaianas	Jellyfish	BBDO	New York
Havaianas	Butterfly	BBDO	New York
BBDO New York	Computer Monitors	BBDO	New York
BBC World	Cables: Protest	BBDO	New York
HBO/Voyeur	Voyeur Projection Installation	BBDO	New York
BBC World	Cables: Food Drop	BBDO	New York
TV3	Sensor Light	Colenso BBDO	Ponsonby
It's My Party	Streamers	GJP Advertising and Design	Toronto
Formica Corporation	Hospitality Design Trade Booth 2007	Kuhlmann Leavitt	Saint Louis
BP Corporation of North America	Helios House	Ogilvy & Mather	New York
Hewlett-Packard Malaysia	Ripped Exit Standee	Publicis Malaysia	Petaling Jaya
Hewlett-Packard Malaysia	Ripped Pathway Standee	Publicis Malaysia	Petaling Jaya
Hewlett-Packard Malaysia	Ripped Sidewalk Standee	Publicis Malaysia	Petaling Jaya
Juice Hair	Hairstyles	Rediffusion DY&R	Mumbai
redblue Marketing	Satellite Dish	Scholz & Friends	Berlin
Chubu Electric Power	Chubu Electric Power	Tugboat	Tokyo

6B: ENVIRONMENTAL DESIGN - CAMPAIGN

CLIENT	ENTRY TITLE	AGENCY NAME	CITY
Havaianas	Wall Mural Campaign	BBDO	New York
FedEx/Kinko's	Grand Opening Guerrilla Campaign	BBDO	New York
BBC World	BBC Cables Campaign	BBDO	New York
American Institute of Architects	America's Favorite Architecture	CG Partners	New York
Kyuryudo Art-Publishing	"Iwai" event	Dentsu Kansai	Osaka
Shueisha	Read! Ride! Read! The Loop Line Manga Relay	Dentsu Tokyo	Tokyo
Hewlett-Packard Malaysia	Ripped Reality Standee	Publicis Malaysia	Petaling Jaya
Federal Ministry of Education and Research	The Humanities. The ABC of Humankind.	Scholz & Friends Identify	Berlin
SGDA & Loook	X Exhibition	Sense Brand & Identity Consultant	Shenzhen
Sony Ericsson Mobile Communications	Graffiti Projections MTV Awards	Serviceplan	Munich

7A: PUBLICATION DESIGN - BOOK DESIGN

CLIENT	ENTRY TITLE	AGENCY NAME	CITY
Wow	WOW10 : art book and DVD	Artless	Tokyo
D-bros	Ribbon	DRAFT	Tokyo
Iwanami Shoten	Iku Iku Dictionary	Goen	Tokyo
Erik Penser Fondkommission	Pointless things to collect: Weapons.	Happy F&B	Gothenburg
Penguin	Kafka Book Covers	Mother	London
Les Allusifs	Les Allusifs book covers	Paprika	Montreal
Andrew Zuckerman	Creature	Pilot NY	Palisades
Abrams	Things I have learned in my Life so far	Sagmeister	New York

7B: PUBLICATION DESIGN - MAGAZINE DESIGN

CLIENT	ENTRY TITLE	AGENCY NAME	CITY
Acne Paper	Acne Paper Nr 4	Acne Creative	Stockholm
Sammlung Essl (Essl Collection)	Parabol SE "The Recollection Issue"	section.d design.communication	Vienna
studio NEWWORK	NEWWORK Magazine	studio NEWWORK	New York

8A: DIRECT MAIL - SINGLE

CLIENT	CLIENT	CLIENT	CLIENT
Museum of Childhood	Space Rocket Stickers	Abbott Mead Vickers BBDO	London
Rathdowne Fabrics	Moving	Clemenger Proximity Melbourne	Melbourne
One Watches	Virtual Watch	Leo Burnett	Chicago
Pacific Natural Foods	Half the Salt	Livengood/Nowack	Portland

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8B: DIRECT MAIL - CAMPAIGN

CLIENT	ENTRY TITLE	AGENCY NAME	CITY
WORK Labs	Enemies of Advertising	WORK Labs	Richmond

9A: BROADCAST DESIGN - SINGLE

CLIENT	ENTRY TITLE	AGENCY NAME	CITY
Havaianas	Bus Stop	BBDO	New York
KFC Holdings	Burger	BBDO/Proximity	Kuala Lumpur
HSI/Justin Timberlake	Lovestoned (blue section)	Blind	Santa Monica
Capitol Records	OKGO "Do What You Want"	Blip Boutique	Los Angeles
Turner Classic Movies	31 Days of Oscar	Curious Pictures	New York
Typophile/Punchcut	Typophile Film Festival 4	Gillett + Co	Salt Lake City
New York Times	Circle Squared	HunterGatherer	New York
Swerve Festival	Swerve Festival Open	HunterGatherer	New York
New Line Cinema	The Number 23	imaginary Forces	Los Angeles
Mix Brazil Festival	Mix Brazil	Lobo	Sao Paulo
Microsoft XBOX Halo 3	Diorama	McCann Worldgroup SF & T.A.G.	San Francisco
Science Channel	Void	Mono	Minneapolis
ASICS Europe B.V.	Origami	Nordpol+ Hamburg	Hamburg
Renault Germany	Teletheatre	Nordpol+ Hamburg	Hamburg
Target	Hello Goodbuy :60	Peterson Milla Hooks	Minneapolis
Sydney Writers' Festival 2007	Words in a different light	Saatchi & Saatchi	Sydney
Amnesty International	Signatures	TBWA\Paris	Boulogne

9B: BROADCAST DESIGN - CAMPAIGN

CLIENT	ENTRY TITLE	AGENCY NAME	CITY
BBC 2	BBC 2 Idents	Abbott Mead Vickers BBDO	London
Sao Paulo Alpargatas	Havaianas	AlmapBBDO	Sao Paulo
Microsoft XBOX Halo 3	Believe	McCann Worldgroup	San Francisco
MTV On Air Design	mtvU Woodies	MTV Networks	New York
Interactive Africa	DI10 Ideas	The Jupiter Drawing Room SA	Cape Town

10A: PUBLIC SERVICE/NON-PROFIT EDUCATIONAL: POSTERS - SINGLE

CLIENT	ENTRY TITLE	AGENCY NAME	CITY
Museum of Childhood	Grey Skull	Abbott Mead Vickers BBDO	London
Museum of Childhood	Robot	Abbott Mead Vickers BBDO	London
The Samaritans	Falling Apart: Marriage	Abbott Mead Vickers BBDO	London
The Samaritans	Wave	Abbott Mead Vickers BBDO	London
Greenpeace Southeast Asia	Antarctica	BBDO	Bangkok
Greenpeace Southeast Asia	Amazon	BBDO	Bangkok
Gough Street Festival	Sing For Gough	Eric Chan Design	Hong Kong
Roots Revival Society	Roots	Euro RSCG	Gurgaon
Amnesty International Hong Kong	Gunshot Sticker	Grey Hong Kong	Hong Kong
Reed Messe Wien	Sugar Sachet	Jung von Matt	Vienna
www.stop-hurting-me.info	Boy	Kinetic	Singapore
www.stop-hurting-me.info	Gal	Kinetic	Singapore
Toronto Humane Society	Adopt A New Life - "Laps"	Leo Burnett	Toronto
North Carolina Zoological Park	Kitty Kat	LKM	Charlotte
Public Radio International	Poster 3	Mono	Minneapolis
Regional Environmental Awareness (REACH)	Wave of Trees	Naga DDB	Petaling Jaya
WWF	Plant More Lives 'Bird'	Ogilvy & Mather	Mumbai
WWF	Plant More Lives 'Fish'	Ogilvy & Mather	Mumbai
The Roy Castle Lung Cancer Foundation	An Apple a Day	Rose	London
Hiroshima International Cultural Foundation	Hiroshima Appeals 2007	Shin Matsunaga Design	Tokyo

10B: PUBLIC SERVICE/NON-PROFIT EDUCATIONAL: POSTERS - CAMPAIGN

CLIENT	ENTRY TITLE	AGENCY NAME	CITY
Museum of Childhood	Museum of Childhood	Abbott Mead Vickers BBDO	London
The Samaritans	Vectorscope	Abbott Mead Vickers BBDO	London
The Samaritans	Falling Apart	Abbott Mead Vickers BBDO	London
The Rohsska Museum	Trendreport 2008	Happy F&B	Gothenburg
Toronto Humane Society	Adopt A New Life	Leo Burnett	Toronto
WWF	Please Plant Trees	Meridian Communication	Bangalore
WWF	Plant More Lives	Ogilvy & Mather	Mumbai
Arts & Science Council of Charlotte	City/Key/Man	Wray Ward	Charlotte

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10C: PUBLIC SERVICE/NON-PROFIT EDUCATIONAL: COLLATERAL - SINGLE

CLIENT	ENTRY TITLE	AGENCY NAME	CITY
WWF	Glowing Sticker	BBDO Guerrero Ortega	Makati City
AIGA	Inspirations: AIGA 50	Design Army	Washington
NRDC	"Global Warming Hot Cup & Sleeve"	Knarf	New York
Malaysian Nature Society	The Endangered Collection	Leo Burnett Advertising Sdn Bhd	Kuala Lumpur
WWF	Hot Water	Ogilvy Beijing	Beijing
Bundesministerium fur Verkehr	Drunken Beetle Promotion	Scholz & Friends	Berlin
Aktionsbuendnis Landmine.de	Piggy Bank	Scholz & Friends	Berlin

10D: PUBLIC SERVICE/NON-PROFIT EDUCATIONAL: COLLATERAL - CAMPAIGN

CLIENT	ENTRY TITLE	AGENCY NAME	CITY
Asylum Creative	Utterubbish Notebooks	Asylum Creative	Singapore
Forest Stewardship Council	Tree drawings	Jung von Matt	Stuttgart
Bischofliches Hilfswerk Misereor	The power of a coin	Kolle Rebbe	Hamburg