

Joaquin Cubria's pick of the day

Judging for The One Club for Creativity's One Show 2019 and ADC 98th Annual Awards is underway in Punta Cana, Dominican Republic, where more than 150 creatives from around the world are gathering judge work.

Joaquin Cubria, VP, ECD of David in Buenos Aires and The One Show Direct Marketing judge, is no stranger to unique ideas for Burger King, having won awards for "A Day Without Whopper" last year.

It takes a lot to wow him, but FCB New York does it effortlessly with "The Whopper Detour", an impressive effort that drove thousands to people to the BK app and then drove them to the doorsteps of their nearest McDonald's locations before steering them back to Burger King.

“ How people were participating with the idea... I wish I had done that. ”

"The Whopper Detour" is his One Show pick of the day.

You can view this and other Art Directors' Club and One Show entries by browsing [this year's entries](#) and don't miss the 98th Annual ADC Awards in May 2019 and the One Show Creative Week Festival from 6-10 May 2019 in New York City – visit our One Show [special section](#) for all the latest updates.

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