

## JWT creates "Be Famous Famous" campaign for One Show 2018 call for entries

The One Club for Creativity has opened the call for entries for the 2018 One Show awards, and kicked off yesterday, Wednesday, 15 November 2017, with the humorous "Be Famous Famous" campaign developed by J. Walter Thompson New York.



Image supplied.

The One Show entries can be submitted [here](#), with third-quarter deadline on Thursday, 30 November 2017 and final deadline on Wednesday, 31 January 2018. Juries will be announced shortly.

The integrated "Be Famous Famous" campaign from JWT, which includes print, video and interactive, makes a comical statement about how winning a coveted One Show Pencil is the only way to be not just industry famous, but "famous famous."

The "Fanatics" launch offers a humorous look at what it's like to reach a new height of fame by featuring "man on the street" interviews with people who are rabid fans of One Show winners and fawn over their advertising heroes as if they were Beyoncé or Prince Harry.

## A hyperbolic look at what it means to win

“JWT’s campaign is a tongue-in-cheek take on fame and how The One Show can make it possible,” said Kevin Swanepoel, CEO, The One Club for Creativity. “At the same time, entering work also helps the industry overall because The One Club is a global non-profit organisation that uses awards revenue to give back to the industry through nearly two dozen education, professional development, gender equality and inclusion and diversity programs for creatives around the world at all levels.”

“There’s a lot of tension in the world right now, so we wanted to create something that makes people smile,” said Aaron Padin, head of art and design, J. Walter Thompson New York. “We took a hyperbolic look at what it means to win at the One Show to poke a little fun at ourselves.”

One Show Awards juries focus on creativity of ideas and quality of execution. Judging will take place in March 2018, with finalists revealed in April and winners announced and celebrated at The One Show galas on 9 and 11 May 2018 as part of Creative Week in New York.

## Credits

Client: The One Show for Creativity, for The One Show 2018  
Client team: Kevin Swanepoel, Yash Egami, Gabriela Mirensky  
Agency: J. Walter Thompson New York  
Executive creative director: Aaron Padin  
Creative directors: Jess Toye, Daniel Del Toro  
Senior designer: Emely Perez  
Junior designers: Dajun Yoo, Michelle Unger  
Art directors: Taejun Park, Tadhg Ennis  
Copywriters: Christopher Phillips, Greg Bruce  
Chief creative officer, New York: Brent Choi  
Head of production: Anthony Nelson  
Producer: Jourdan Valdes  
Senior business manager: Emily Nargi  
Director of music: Paul Greco  
Director: Tom Mishra  
Editorial: Bandit  
Executive producer: Laura Relovsky  
Editor: John Piccolo  
Assistant editor: Steve Ortega  
Senior post producer: Valerie Lorio

Audio post: Mr. Bronx  
Audio mixer: Geoff Strausser  
Animation: Sibling Rivalry Studio creative director/founder: Joe Wright  
Executive producer/founder: Maggie Meade  
Post producer: Jojo Mu  
Animators: Matt Caldamone, Kasey Regan  
Director: Joe Wright  
Executive producer: Maggie Meade  
Head of production: Joanna Fillie  
Senior producer: JoJo Mu  
Music house: KBV Records

**For more:**

- Bizcommunity search: [One Show](#)
- Google news search: [One Show](#)
- Twitter search: [One Show Creative Week](#)
- Official site: <https://www.oneclub.org/>

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