



# Anthony Chelvanathan's judging 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 to judge work.

"Bixby Voice Forever" certainly hit the right emotional notes with Anthony Chelvanathan, SVP, CD of Leo Burnett Toronto and ADC 98th Annual Awards Advertising judge. With a smile on his face, he selected this campaign as his ADC pick of the day.

What if the virtual assistant in your phone and other smart devices had a much more familiar sound? That's the concept behind "Bixby Voice Forever", a collaboration between Cheil Worldwide's Seoul and Gurgaon offices and Samsung Electronics.

The campaign tells the story of Tara and her mother, who has been diagnosed with Motor Neuron Disease/ALS, which is slowly stripping away her ability to speak or move. By tapping into Samsung's Bixby technology, Samsung is able to replicate Tara's mother's voice, ensuring they'll be able to communicate with each other... forever.

*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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