

Cam Blackley'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.

Cam Blackley, CCO of M+C Saatchi Sydney and One Show 2019 Integrated judge certainly tasted the rainbow with this audacious anti-ad, and selected it his One Show 2019 pick of the day.

"Advertisiiiiiiiiiiiiing ruins everythiiiiiiiiiiiiing!" While other big brands were gearing up for the annual Super Bowl commercialpalooza, DDB Chicago and Mars Wrigley went a decidedly different route for Skittles. No stranger to outrageous ideas, they eschewed the Big Game in favour of a Broadway-style musical, complete with a full cast soundtrack and a live performance with ticket sales going to charity.

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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