

SA's One Show, One Show Design, One Show Interactive finalists

In case you've not noticed, international ad awards season is in full swing! Without further ado, here are South Africa's 2012 One Show, One Show Design and One Show Interactive Pencil and Merit certificate shortlists.



Winners will be announced during [Creative Week New York](#), 7-11 May 2012:

- 11th annual One Show Design: Monday 7 May
- 37th annual One Show: Wednesday 10 May
- 14th annual One Show Interactive: Thursday 11 May

South Africa's One Show Pencil & Merit finalists

Category	Client	Entry title	Agency name	City
08C: Radio - Single	Nelson Mandela Foundation	Nelson Mandela	Grey South Africa	Johannesburg
08C: Radio - Single	Nelson Mandela Foundation	Martin Luther King Jr.	Grey South Africa	Johannesburg
02B: Full Page or Spread - Campaign	Media 24	Suburbia Can't Compete	FoxP2	Cape Town
15A: Consumer Campaign	The Zimbabwean Newspaper	The Voiceless Campaign	TBWA\HuntLascaris Johannesburg	Sandton
01B: Full Page or Spread - Campaign	Yardley Oatmeal Spot Buster	Blemish	Bester Burke Slingers	Cape Town
07B: Newspaper or Magazine - Campaign	Endangered Wildlife Trust (EWT)	The Last Ones Left	TBWA\HuntLascaris Johannesburg	Sandton
07D: Outdoor and Posters - Campaign	Endangered Wildlife Trust (EWT)	The Last Ones Left	TBWA\HuntLascaris Johannesburg	Sandton
09H: Under \$80K Budget - Single	Prison Broadcasting Network	Rehabilitation is Possible	Ogilvy Cape Town	Cape Town
15A: Consumer Campaign	South African Breweries	Be the Coach	Ogilvy Cape Town	Cape Town
09A: 60 second - Single	Nando's South Africa	The Last Dictator Standing	Black River FC	Johannesburg
08B: Campaign	Multichoice Dstv	Xtra View	Ogilvy Johannesburg	Johannesburg
02A: Full Page or Spread - Single	Lexus	Advanced Obstacle Detector "Deer"	Draftfcb South Africa	Sandton
14A: Events and Competitions	Wimpy	Wimpy Braille Burgers	MetropolitanRepublic	Johannesburg
08B: Campaign	McDonalds	Kids Birthday Parties	DDB South Africa	Johannesburg
09D: :30/:25 - Campaign	McDonalds	Kids Birthday Parties	DDB South Africa	Johannesburg
11A: Online	Wilderness Foundation	YouTube Interventions	Ogilvy Cape Town	Cape Town



South Africa's One Show Design Pencil & Merit finalists

Category	Client	Entry title	Agency name	City
14A: Single or Campaign	Unilever Pty Ltd	Skip Evolution of Washing	The Jupiter Drawing Room South Africa Cape Town	Cape Town
10A: Single or Campaign	ANTALIS	PAPER LOVES DESIGN	Grid Worldwide Branding and Design	Johannesburg
12B: Outdoor and Posters - Campaign	Endangered Wildlife Trust (EWT)	The Last Ones Left	TBWA\HuntLascaris Johannesburg	Sandton
05B: Posters - Campaign	Marmite	Marmite Posters	Big Wednesday	Cape Town

02B: Individual Item	Oude Mëester Brandy	Style Guide	140 BBDO	Cape Town
11B: Campaign	MK	MK is (story 1, character 1)	Ogilvy Johannesburg	Johannesburg
05B: Posters - Campaign	BirdLife	SOS Festival Poster Campaign	The Jupiter Drawing Room (Utopia)	Cape Town
11F: Animation	Clover	Milky Way	Joe Public	Rivonia



South Africa's One Show Interactive Pencil & Merit finalists

Category	Client	Entry title	Agency name	City
03F: Environmental / Experiential - Single	South African Breweries	Be the Coach	Ogilvy Cape Town	Cape Town
08A: Single	South African Breweries	Be the Coach	Ogilvy Cape Town	Cape Town



For more:

- Bizcommunity Search: [One Show](#)
- Award week: 7-11 May 2012
- Official websites: Creative Week New York (www.creativeweek.com) and (One Show): www.oneclub.org
- Finalists: [One Show](#), [Show Show Design](#) & [One Show Interactive](#)
- Twitter: [@OneShow](#), [@CreativeWeek](#)
- Facebook: www.facebook.com/theoneshow
- Pinterest: pinterest.com/creativeweek
- Tumblr: creativeweeknyc.tumblr.com

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