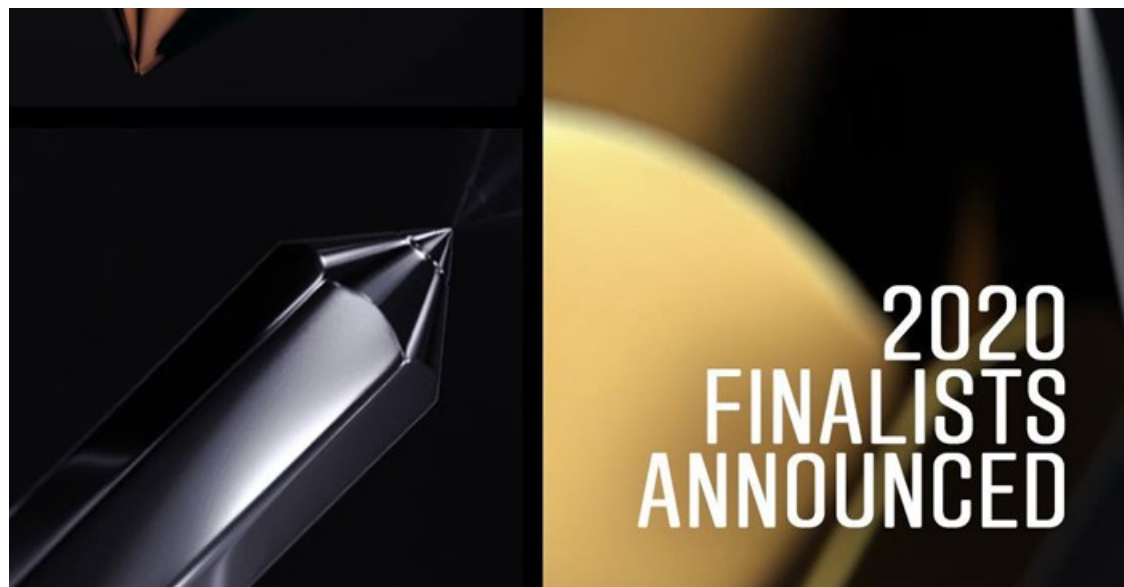


# The One Show finalists announced for 2020: SA in with 20 entries!

The One Show has revealed its 2020 finalists with 20 finalist entries announced for South Africa. All entries on the finalists' list will win a Pencil or Merit. Winners will be revealed at a special streaming event in mid-June.



The South African finalist entries include:

Agency	Title	Client	Discipline	Category
FCB Joburg / Johannesburg + Coca-Cola / Johannesburg	The Phonetic Can	Coca-Cola Company	Integrated	Integrated Branding Campaign
FCB Joburg / Johannesburg + Coca-Cola / Johannesburg	The Phonetic Can	Coca-Cola Company	Public Relations	Integrated PR Campaign
HelloFCB+ / Cape Town	Boys Do What Men Teach Them	City of Cape Town	Moving Image Craft	Direction - Campaign
KingJames Group / Johannesburg + Eyeforce / Cape Town + Gooi & Vecht / Amsterdam	Corona X Parley Street Surfers	ABInBev	Film	Under 100K Budget
Ogilvy South Africa / Cape Town	Rape Page	Rape Crisis	Print	Newspaper - Single
Ogilvy South Africa / Johannesburg	Revenge of the Fishmoth	Tiger Brands	Radio & Audio	Craft - Writing - Single
TBWA Hunt Lascaris / Johannesburg + Darling Films / Johannesburg + Left Post Production / Johannesburg + Audio Militia / Johannesburg	In Rehearsal for Unbound	Joburg Ballet	Interactive & Online	Online Advertising - Native Ads
TBWA Hunt Lascaris / Johannesburg + Produce Sound / Johannesburg	The Bat	City Lodge Hotel Group	Radio & Audio	Broadcast - Single
TBWA Hunt Lascaris / Johannesburg + Produce Sound / Johannesburg	The Real Cost	City Lodge Hotel Group	Radio & Audio	Broadcast - Campaign
TBWA Hunt Lascaris / Johannesburg + Produce Sound / Johannesburg	The Real Cost	City Lodge Hotel Group	Radio & Audio	Custom Content
TBWA Hunt Lascaris / Johannesburg + Produce Sound / Johannesburg	The Real Cost	City Lodge Hotel Group	Radio & Audio	Craft - Writing - Campaign
TBWA Hunt Lascaris / Johannesburg + Produce Sound / Johannesburg	The Real Cost	City Lodge Hotel Group	Radio & Audio	Craft - Use of Music
TBWA Hunt Lascaris / Johannesburg + Produce Sound / Johannesburg	The Real Cost of Being UmZulu	City Lodge Hotel Group	Radio & Audio	Broadcast - Campaign
TBWA Hunt Lascaris / Johannesburg + Produce Sound / Johannesburg	The Real Cost of Being UmZulu	City Lodge Hotel Group	Radio & Audio	Custom Content

TBWA Hunt Lascaris / Johannesburg + Produce Sound / Johannesburg	The Real Cost of Being UmZulu	City Lodge Hotel Group	Radio & Audio	Craft - Writing - Campaign
TBWA Hunt Lascaris / Johannesburg + Produce Sound / Johannesburg	The Real Cost of Being UmZulu	City Lodge Hotel Group	Radio & Audio	Craft - Use of Music
The Odd Number / Johannesburg + BBC Studios / Johannesburg	Secret Life of 4yr Olds	BBC Studio	Radio & Audio	Broadcast - Campaign
The Odd Number / Johannesburg + BBC Studios / Johannesburg	Secret Life of 4yr Olds	BBC Studio	Radio & Audio	Craft - Sound Design
The Odd Number / Johannesburg + Brand South Africa / Johannesburg	The Prayer	Brand South Africa	Moving Image Craft	Cinematography - Single
The Odd Number / Johannesburg + Brand South Africa / Johannesburg	The Prayer	Brand South Africa	Moving Image Craft	Sound Design - Single

“Moldy Whopper”, created by INGO Stockholm with DAVID Miami and Publicis Bucharest, tops the world with 23 finalist entries for The One Show 2020, the year’s largest global awards show in advertising and design recognizing excellence in creativity of ideas and quality of execution.

The complete One Show 2020 finalists list can be viewed [here](#).

## McCann boast the most finalist entries

Following “Moldy Whopper” as the work with the year’s most finalist spots are two entries tied at 18: “JFK Moonshot” by Digitas Boston with Unit 9 London for JFK Presidential Library and Museum, and “Project Understood” by FCB Canada Toronto on behalf of Google AI/Canadian Down Syndrome.

McCann New York has the most One Show finalist entries this year with 61, including 17 each for Microsoft “Changing the Game” and March for Our Lives “Generation Lockdown”, and nine for “The Team That Wouldn’t Be Here” on behalf of Verizon.

BBDO New York with Sanctuary Los Angeles is runner up with 39 finalists, including 14 for Monica Lewinsky “The Epidemic” and 11 for Sandy Hook Promise “Back to School Essentials”.

In the third spot is FCB Chicago with 31 finalists, including 28 on behalf of Illinois Council Against Handgun Violence. Working with FCBX and Lord+Thomas, both Chicago, the agency has 16 for the organization’s “Most Dangerous Street”, and 12 with Lord+Thomas and The Mill, both Chicago, for “The Gun Violence Handbook”.

Goodby Silverstein & Partners San Francisco has 30 finalists, followed by Arnold Worldwide Boston with 29, TBWA\Media Arts Lab Los Angeles with 28, Ogilvy Chicago with 27, Droga5 New York with 26 and Scholz & Friends Berlin with 25.

## Good news

The [One Show 2020 juries](#) selected [1,669 finalists](#) representing 46 countries.

“People in the industry are eager for some good news, we’ve been inundated with inquiries about who made the final cut for The One Show,” said Kevin Swanepoel, CEO, The One Club. “In a year when other awards have been cancelled, The One Show is the leading global awards program to elevate and celebrate the broad range of advertising and design work from around the world.”

The One Show is part of The One Club for Creativity, the world’s leading nonprofit organisation supporting and celebrating the global creative community.

The One Club awards shows each have their distinct focus. The One Show judges focus on creativity of ideas and quality of execution, while ADC Annual Awards juries maintain their historic concentration as the champion for craft, design and innovation.

For more, visit: <https://www.bizcommunity.com>