

# All the SA winners!

The One Club for Creativity's Creative Week 2019 has come to an end. Here's how SA scored at the ADC and One Show award ceremonies held throughout the week.



The week included the 98th ADC Annual Awards on 6 May, The One Club for Creativity Student ADC awards on 7 May, and two One Show Award ceremonies, on 8 and 10 May respectively.

A One Show Pencil is one of the highest accolades in the industry because it is one of the most difficult to win. For both nights of The One Show 2019, a total of 569 Pencils were awarded as follows: 180 Gold, 178 Silver and 211 Bronze. A total of 19,445 pieces were entered this year, from 73 countries.

At the ADC Awards held earlier in the week, there were a further 711 wins, broken down as 76 ADC Gold Cubes, 107 Silver Cubes, 152 Bronze Cubes and 376 Merits, for work from 34 countries.

SA had one finalist in the ADC and a further 29 in the One Show Awards. Here's how they converted...

## SA's winners over The One Club for Creativity's Creative Week 2019:

GOLD			
AGENCY	CATEGORY	CLIENT	ENTRY TITLE
TBWA Hunt Lascaris / Johannesburg + Joburg Ballet / Johannesburg	Branded Entertainment: Short Form Video – Campaign / Series / Episodic	Joburg Ballet	Breaking Ballet
SILVER			
TBWA Hunt Lascaris / Johannesburg + Joburg Ballet / Johannesburg	Social Media: Social Post – Real-time Response	Joburg Ballet	Breaking Ballet
BRONZE			
Net#work BBDO / Johannesburg	Branded Entertainment: Long Form Video – Single	Mercedes-Benz	Return to Chapman's Peak
Net#work BBDO / Johannesburg	Film: Online Films & Video – Long Form – Single	Mercedes-Benz	Return to Chapman's Peak
Ogilvy South Africa / Johannesburg	Design: Branding – Brand Installations	Philips & The Nelson Mandela Foundation	#ShaveToRemember
Romance Films / Cape Town + Joe Public / Johannesburg	Moving Image Craft: Direction – Single	Chicken Licken	Sbu 2.0

Romance Films / Cape Town + Joe Public / Johannesburg	Moving Image Craft: Use of Music – Licensed / Adapted Music	Chicken Licken	Sbu 2.0
<b>MERIT</b>			
DUKE / Cape Town	Direct Marketing: Out of Home – P.O.P. & In-Store	DUKE	For Sale Ale
FCB Cape Town & Hellocomputer / Cape Town (now combined as HelloFCB+)	Social Media: Social Engagement – Community Building	Western Cape Government	Raise your Voice. Not your Phone.
FCB Joburg (Pty) / Johannesburg + South African Tourism / Johannesburg	Design: Branding – Identity System	South African Tourism	Africa's Travel Indaba
FCB Joburg (Pty) / Johannesburg + South African Tourism / Johannesburg	Design: Branding – Logo	South African Tourism	Africa's Travel Indaba
Joe Public / Johannesburg + SAB – Be The Mentor / Johannesburg + Egg Films / Johannesburg	Film: Cinema Advertising	SAB - Be The Mentor	Vuka
King James Group / Cape Town	Branded Entertainment: Audio	Sanlam	The 200 Year Old
King James Group / Cape Town	Radio & Audio: Online – Branded Podcast	Sanlam	The 200 Year Old
M&C Saatchi Abel / Cape Town + Nando's South Africa / Johannesburg	Creative Effectiveness: Creative Effectiveness – Single Country or Region	Nando's South Africa	#rightmyname
M&C Saatchi Abel / Cape Town + Nando's South Africa / Johannesburg	Integrated: Integrated Branding Campaign	Nando's South Africa	#rightmyname
M&C Saatchi Abel / Cape Town + Nando's South Africa / Johannesburg	Public Relations: Brand Voice	Nando's South Africa	#rightmyname
Net#work BBDO / Johannesburg	Film: Cinema Advertising	Mercedes-Benz	Return to Chapman's Peak
Net#work BBDO / Johannesburg	Film: Under 100K Budget	Mercedes-Benz	Return to Chapman's Peak
Ogilvy South Africa / Cape Town	Public Relations: Events & Experiential	Ab-InBev Africa	Carling Black Label Soccer Song for Change
Ogilvy South Africa / Cape Town	Radio & Audio: Craft – Use of Music	Ab-InBev Africa	Carling Black Label Soccer Song for Change
Ogilvy South Africa / Johannesburg	Direct Marketing: Experiential – Live Events	Philips & The Nelson Mandela Foundation	#ShaveToRemember
Ogilvy South Africa / Johannesburg	Experiential & Immersive: Spaces & Immersive – Brand-Owned Experiences	Philips & The Nelson Mandela Foundation	#ShaveToRemember
Ogilvy South Africa / Johannesburg	Social Media: Social Engagement – Community Building	Philips & The Nelson Mandela Foundation	#ShaveToRemember
TBWA Hunt Lascaris / Johannesburg + Flight Centre Youth & Adventure / Johannesburg	Radio & Audio: Craft – Writing – Campaign	Flight Centre Youth and Adventure	World Gone Mad
TBWA Hunt Lascaris / Johannesburg + Joburg Ballet / Johannesburg	Creative Use of Data: Creative Use of Data – Social Media	Joburg Ballet	Breaking Ballet
TBWA Hunt Lascaris / Johannesburg + Joburg Ballet / Johannesburg	Creative Use of Data: Creative Use of Data – Storytelling	Joburg Ballet	Breaking Ballet
TBWA Hunt Lascaris / Johannesburg + Joburg Ballet / Johannesburg	Public Relations: Current Event Response	Joburg Ballet	Breaking Ballet
TBWA Hunt Lascaris / Johannesburg + Joburg Ballet / Johannesburg	Social Media: Social Post – Campaign	Joburg Ballet	Breaking Ballet
<b>ADC</b>			
Grid Worldwide / Johannesburg	Social Media - Series	First Rand Bank	#HopeJoanna

## Tally per SA agency

AGENCY	Gold	Silver	Bronze	Merit	Total
DUKE / Cape Town				1	1
FCB Cape Town & Hellocomputer				1	1
FCB Joburg				2	2
Grid Worldwide / Johannesburg				1	1
Joe Public / Johannesburg + Egg Films Johannesburg				1	1
Joe Public / Johannesburg + Romance Films Cape Town			2		2
King James Group / Cape Town				2	2
M&C Saatchi Abel / Cape Town				3	3
Net#work BBDO / Johannesburg			2	2	4
Ogilvy SA / Cape Town				2	2
Ogilvy SA / Johannesburg			1	3	4

TBWA Hunt Lascaris / Johannesburg	1	1		5	7
Total	1	1	5	23	30

The One Show awards are part The One Club for Creativity's Creative Week, which took place from 6 to 10 May 2019 in New York.

As the pre-eminent festival showcasing the intersection of advertising, innovation and creative thinking, Creative Week also includes the ADC 98th Annual Awards, the dynamic Young Ones Education Festival, inspiring sessions with some of the biggest names in the industry at the Creative Summit and the exclusive Executive Creative Summit, open to a limited number of top-level leaders.

For a complete list of all final night of One Show 2019's Pencil winners, including Merit winners, visit [this download link](#). Also click through to our [One Show special section](#) for all the latest updates on The One Club for Creativity's Creative Week 2019!

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7 May 2019



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**#OneShow2019: First night results!**  
9 May 2019





## #OneShow2019: Final night's results!

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26 Apr 2019



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