

2012 ONE SHOW INTERACTIVE 2nd QUARTER FINALISTS

BY CATEGORY

Category	Agency Name	Client	Entry Title
1. WEBSITES			
01A: Branded Games	Naked Communications Sweden	Nike	Be Zlatan
01B: Consumer Goods	Forsman & Bodenfors	IKEA	CATCH THE SWEDISH LIGHT
01B: Consumer Goods	mono	Blu Dot	Swap Meet
01C: Corporate Website	GSD&M	U.S. Air Force	U.S. Air Force "Life in the Air Force
01C: Corporate Website	mono	Blu Dot	BluDot.com
01D: Durable Goods	The Brooklyn Brothers	Land Rover	Being Henry
01F: Public Service/ Non-Profit	Akestam Holst	The Swedish Post	Voice Letter
01F: Public Service/ Non-Profit	Plate Interactive	National Library Board Singapore	Games We Played
01H: Services	Big Spaceship	Adobe	The Expressive Web
01H: Services	Leo Burnett	Australian Bureau of Statistics	Spotlight
01I: Social Networks/ Community	mono	Blu Dot	Swap Meet
01I: Social Networks/ Community	R/GA	Nike	EPIC
2. MOBILE			
02A: Augmented Reality	DIGITALKITCHEN	Paramount Pictures	Transformers: Dark of the Moon Augmented Reality App
02B: Branded Games	Abbott Mead Vickers BBDO	WRIGLEYS 5 GUM	THE NIGHTJAR
02E: Public Service/ Non-Profit	BBH	New York City Rescue Mission	Underheard in New York
02H: Services	Forsman & Bodenfors	VÄ,,STTRAFIK	TRAM SIGHTSEEING
02H: Services	Grow Interactive	Google	Uncover Your World
02H: Services	Y&R Philippines, Inc.	Nokia Philippines, Inc.	Taxi Meter App
02I: Social Networks/ Community	Abbott Mead Vickers BBDO	PEPSICO DORITOS	DIPS DESPERADO
02I: Social Networks/ Community	R/GA	O2	Priority Moments
3. INTERACTIVE ADVERTISING			
03F: Environmental / Experiential - Single	ARC Worldwide, Toronto - A Leo Burnett Company	James Ready	James Ready Spelling Bee Lottery
03F: Environmental / Experiential - Single	HEIMAT, Berlin	adidas	The face of the marathon.
03F: Environmental / Experiential - Single	mono	Blue Cross and Blue Shield of Minnesota	The Human Doing
03F: Environmental / Experiential - Single	mono	Parsons The New School for Design	SoundAffects
03F: Environmental / Experiential - Single	Saatchi & Saatchi	Procter & Gamble Nordic	Ariel Fashion Shoot
03H: Other Interactive Media - Single	180LA	Mitsubishi Motors North America	Mitsubishi tackles the World's Most Dangerous Road
03H: Other Interactive Media - Single	LBi US	Sony Ericsson	Xperia Studio
03H: Other Interactive Media - Single	mono	Blue Cross and Blue Shield of Minnesota	The Human Doing
03H: Other Interactive Media - Single	Naked Communications Sweden	Nike	Be Zlatan
03H: Other Interactive Media - Single	RPA	American Honda Motor Co., Inc.	Fans Of You Too
03J: Public Service/ Non-Profit	Akestam Holst	The Swedish Post	Voice Letter
03J: Public Service/ Non-Profit	BBH	New York City Rescue Mission	Underheard in New York
03K: Self-Promotion	Jam3	Sandbag	Bjork.com
03K: Self-Promotion	Modern Climate	Modern Climate	Ideathon
4. ONLINE FILMS & VIDEO			

04A: Event or Live Webcast - Single	180LA	Mitsubishi Motors North America	Mitsubishi - World Records
04A: Event or Live Webcast - Single	BBDO San Francisco	Barefoot Wine	One Beach Facebook Film Premiere
04A: Event or Live Webcast - Single	Lowes Roche / Amuse	Warner Bros. Pictures Canada	Contagion - Bacteria Billboard
04B: Short Form - Single	Abbott Mead Vickers BBDO	PEPSICO DORITOS	DIPS DESPERADO
04D: Long Form - Single	180LA	Sony Electronics	Project Shiphunt
04D: Long Form - Single	BMF Melbourne	AEG Powertools	AEG Tradesman Series - Simon Anderson
04D: Long Form - Single	HEIMAT, Berlin	HORNBACK	THE INFINITE HOUSE
04E: Long Form - Series/Episodes	DDB Sydney	Tourism Australia	Making Tracks
04E: Long Form - Series/Episodes	Pereira & O'Dell	Intel + Toshiba	The Inside Experience
04F: Public Service/ Non-Profit - Single	180LA	Los Angeles Mission	Quick Fix with Gwen and Maxi - PSA
04I: Music Videos	The Monkeys	Sydney Opera House	The Ship Song Project
5. INTEGRATED BRANDING			
05A: Integrated Branding Campaign - 360	webguerillas GmbH	Mammut Sports Group AG	150years of Mammut - the biggest peak project in history
05B: Integrated Branding Campaign - Online	LBI US	Sony Ericsson	Xperia Studio
05B: Integrated Branding Campaign - Online	Saatchi & Saatchi	Procter & Gamble Nordic	Ariel Fashion Shoot
6.CRAFT			
06A: Interface Design	Abbott Mead Vickers BBDO	WRIGLEYS 5 GUM	THE NIGHTJAR
06A: Interface Design	Forsman & Bodenfors	VÄ,,STTRAFIK	TRAM SIGHTSEEING
7. SOCIAL MEDIA			
07A: Microblogging	Euro RSCG	Euro RSCG Chicago	The BossTracker5000
07C: Best Use of Social Media	Anomaly London	Sony Music	The Vaccines 'Wetsuit' Instagram Video
07C: Best Use of Social Media	ARC Worldwide, Toronto - A Leo Burnett Company	James Ready	James Ready Spelling Bee Lottery
07C: Best Use of Social Media	ARC Worldwide, Toronto - A Leo Burnett Company	Procter & Gamble - Cheer	Dig It! Get It!
07C: Best Use of Social Media	ARC Worldwide, Toronto - A Leo Burnett Company	Procter & Gamble - Mr. Clean	Real Friend on Facebook
07C: Best Use of Social Media	Naked Communications Sydney	Transport Accident Commission	How 'Speedkills' Killed Speed
07C: Best Use of Social Media	Pereira & O'Dell	Intel + Toshiba	The Inside Experience
07C: Best Use of Social Media	POKE	Orange	The Feed
07C: Best Use of Social Media	RPA	American Honda Motor Co., Inc.	Fans Of You Too
07C: Best Use of Social Media	webguerillas GmbH	Mammut Sports Group AG	150years of Mammut - the biggest peak project in history
BY AGENCY			
Agency Name	Client	Entry Title	Category
180LA	Los Angeles Mission	Quick Fix with Gwen and Maxi - PSA	04F: Public Service/ Non-Profit - Single
180LA	Mitsubishi Motors North America	Mitsubishi - World Records	04A: Event or Live Webcast - Single
180LA	Mitsubishi Motors North America	Mitsubishi tackles the World's Most Dangerous Road	03H: Other Interactive Media - Single
180LA	Sony Electronics	Project Shiphunt	04D: Long Form - Single
Abbott Mead Vickers BBDO	PEPSICO DORITOS	DIPS DESPERADO	02I: Social Networks/ Community
Abbott Mead Vickers BBDO	PEPSICO DORITOS	DIPS DESPERADO	04B: Short Form - Single
Abbott Mead Vickers BBDO	WRIGLEYS 5 GUM	THE NIGHTJAR	02B: Branded Games
Abbott Mead Vickers BBDO	WRIGLEYS 5 GUM	THE NIGHTJAR	06A: Interface Design
Akestam Holst	The Swedish Post	Voice Letter	01F: Public Service/ Non-Profit
Akestam Holst	The Swedish Post	Voice Letter	03J: Public Service/ Non-Profit
Anomaly London	Sony Music	The Vaccines 'Wetsuit' Instagram Video	07C: Best Use of Social Media

ARC Worldwide, Toronto - A Leo Burnett Company	James Ready	James Ready Spelling Bee Lottery	03F: Environmental / Experiential - Single
ARC Worldwide, Toronto - A Leo Burnett Company	James Ready	James Ready Spelling Bee Lottery	07C: Best Use of Social Media
ARC Worldwide, Toronto - A Leo Burnett Company	Procter & Gamble - Cheer	Dig It! Get It!	07C: Best Use of Social Media
ARC Worldwide, Toronto - A Leo Burnett Company	Procter & Gamble - Mr. Clean	Real Friend on Facebook	07C: Best Use of Social Media
BBDO San Francisco	Barefoot Wine	One Beach Facebook Film Premiere	04A: Event or Live Webcast - Single
BBH	New York City Rescue Mission	Underheard in New York	03J: Public Service/ Non-Profit
BBH	New York City Rescue Mission	Underheard in New York	02E: Public Service/ Non-Profit
Big Spaceship	Adobe	The Expressive Web	01H: Services
BMF Melbourne	AEG Powertools	AEG Tradesman Series - Simon Anderson	04D: Long Form - Single
DDB Sydney	Tourism Australia	Making Tracks	04E: Long Form - Series/Episodes
DIGITALKITCHEN	Paramount Pictures	Transformers: Dark of the Moon Augmented Reality App	02A: Augmented Reality
Euro RSCG	Euro RSCG Chicago	The BossTracker5000	07A: Microblogging
Forsman & Bodenfors	IKEA	CATCH THE SWEDISH LIGHT	01B: Consumer Goods
Forsman & Bodenfors	VÄ,,STTRAFIK	TRAM SIGHTSEEING	02H: Services
Forsman & Bodenfors	VÄ,,STTRAFIK	TRAM SIGHTSEEING	06A: Interface Design
Grow Interactive	Google	Uncover Your World	02H: Services
GSD&M	U.S. Air Force	U.S. Air Force - Life in the Air Force	01C: Corporate Website
HEIMAT, Berlin	adidas	The face of the marathon.	03F: Environmental / Experiential - Single
HEIMAT, Berlin	HORNBACH	THE INFINITE HOUSE	04D: Long Form - Single
Jam3	Sandbag	Bjork.com	03K: Self-Promotion
LBi US	Sony Ericsson	Xperia Studio	05B: Integrated Branding Campaign - Online
LBi US	Sony Ericsson	Xperia Studio	03H: Other Interactive Media - Single
Leo Burnett	Australian Bureau of Statistics	Spotlight	01H: Services
Lowe Roche / Amuse	Warner Bros. Pictures Canada	Contagion - Bacteria Billboard	04A: Event or Live Webcast - Single
Modern Climate	Modern Climate	Ideathon	03K: Self-Promotion
mono	Blu Dot	Swap Meet	01B: Consumer Goods
mono	Blu Dot	Swap Meet	01I: Social Networks/ Community
mono	Blu Dot	BluDot.com	01C: Corporate Website
mono	Blue Cross and Blue Shield of Minnesota	The Human Doing	03H: Other Interactive Media - Single
mono	Blue Cross and Blue Shield of Minnesota	The Human Doing	03F: Environmental / Experiential - Single
mono	Parsons The New School for Design	SoundAffects	03F: Environmental / Experiential - Single
Naked Communications Sweden	Nike	Be Zlatan	03H: Other Interactive Media - Single
Naked Communications Sweden	Nike	Be Zlatan	01A: Branded Games
Naked Communications Sydney	Transport Accident Commission	How 'Speedkills' Killed Speed	07C: Best Use of Social Media
Pereira & O'Dell	Intel + Toshiba	The Inside Experience	04E: Long Form - Series/Episodes
Pereira & O'Dell	Intel + Toshiba	The Inside Experience	07C: Best Use of Social Media
Plate Interactive	National Library Board Singapore	Games We Played	01F: Public Service/ Non-Profit
POKE	Orange	The Feed	07C: Best Use of Social Media
R/GA	Nike	EPIC	01I: Social Networks/ Community
R/GA	O2	Priority Moments	02I: Social Networks/ Community
RPA	American Honda Motor Co., Inc.	Fans Of You Too	03H: Other Interactive Media - Single
RPA	American Honda Motor Co., Inc.	Fans Of You Too	07C: Best Use of Social Media
Saatchi & Saatchi	Procter & Gamble Nordic	Ariel Fashion Shoot	03F: Environmental / Experiential - Single
Saatchi & Saatchi	Procter & Gamble Nordic	Ariel Fashion Shoot	05B: Integrated Branding Campaign - Online
The Brooklyn Brothers	Land Rover	Being Henry	01D: Durable Goods
The Monkeys	Sydney Opera House	The Ship Song Project	04I: Music Videos
webguerillas GmbH	Mammut Sports Group AG	150years of Mammut - the biggest peak project in history	05A: Integrated Branding Campaign - 360
webguerillas GmbH	Mammut Sports Group AG	150years of Mammut - the biggest peak project in history	07C: Best Use of Social Media
Y&R Philippines, Inc.	Nokia Philippines, Inc.	Taxi Meter App	02H: Services