



2010 ONE SHOW INTERACTIVE 3RD-QUARTER FINALISTS

WEBSITES AND MICROSITES: BRANDED GAMES

CLIENT: PlayStation - Sony Computer Entertainment UK
TITLE: Killzone 2 Webgame
AGENCY: Agency Republic/United Kingdom

CLIENT: FIAT Automoveis
TITLE: T-Racer
AGENCY: AgenciaClick/Colmeia/TAXI Labs/The Marketing Store/Brazil

CLIENT: Warner Bros. Pictures
TITLE: 221B.sh
AGENCY: AKQA/Hide & Seek/Existor/Johnny Two Shoes/Spicer Moore/United Kingdom

CLIENT: National Geographic Channel
TITLE: Expedition 2
AGENCY: Arkadium/United States

CLIENT: IKEA
TITLE: Facebook Showroom
AGENCY: Forsman & Bodenfors/Sweden

CLIENT: Red Bull
TITLE: Red Bull Soapbox Racer
AGENCY: Less Rain/Germany

WEBSITES AND MICROSITES: CONSUMER GOODS

CLIENT: Nike
TITLE: NIKEiD - Their Game, Your Finishing Touch
AGENCY: AKQA/United Kingdom

CLIENT: Lands' End
TITLE: Packland
AGENCY: Big Spaceship/United States

CLIENT: Vodafone
TITLE: Make the most of now
AGENCY: Clemenger BBDO Sydney/ReActive/Australia

CLIENT: Virginia Tourism
TITLE: My Virginia Memory
AGENCY: Grow Interactive/BCF/United States

CLIENT: Nestea
TITLE: Liquid Awesomeness
AGENCY: Venables, Bell and Partners/Odopod United States

CLIENT: Robinsons
TITLE: Put on a Panto
AGENCY: PIRATA/BBH London/United Kingdom

CLIENT: Novartis - Voltaren
TITLE: Office Pong
AGENCY: Saatchi & Saatchi Berlin/Germany

WEBSITES AND MICROSITES: CORPORATE WEBSITE

CLIENT: Sony Pictures
TITLE: The Institute for Human Continuity
AGENCY: Big Spaceship/Sony Pictures/United States

WEBSITES AND MICROSITES: DURABLE GOODS

CLIENT: Scandinavian Airlines Sweden
TITLE: SAS - GLOBE OF FORTUNE
AGENCY: Crispin Porter + Bogusky/Sweden

CLIENT: Posten
TITLE: Magical christmas cards
AGENCY: Crispin Porter + Bogusky/Sweden

CLIENT: Herman Miller
TITLE: Herman Miller
AGENCY: Hello Design/United States

CLIENT: Lenovo
TITLE: Mystery Egg
AGENCY: Ogilvy Beijing/China

WEBSITES AND MICROSITES: E-COMMERCE

CLIENT: Bugaboo
TITLE: www.bugaboo.com
AGENCY: 72andSunny/Fluid/Niche Retails/United States

CLIENT: MINI USA
TITLE: OpenOne
AGENCY: Butler, Shine, Stern & Partners/United States

WEBSITES AND MICROSITES: PUBLIC SERVICE/ NON-PROFIT

CLIENT: Anvil Knitwear
TITLE: Track My T
AGENCY: AgencyNet/United States

CLIENT: Stockholm Pride Festival
TITLE: How Hetero?
AGENCY: Akestam Holst/Sweden

CLIENT: Seventh Generation
TITLE: The Million Baby Crawl
AGENCY: Big Spaceship/Carmichael Lynch/United States

CLIENT: Ministry of Justice
TITLE: Stanislav
AGENCY: KONG/Netherlands

CLIENT: Barnardo's
TITLE: The Teens' Speech
AGENCY: POKE/United Kingdom

CLIENT: The Museum of Modern Art
TITLE: MoMA.org
AGENCY: The Museum of Modern Art/United States

WEBSITES AND MICROSITES: SELF-PROMOTION

CLIENT: Boone Oakley
TITLE: Boone Oakley Website
AGENCY: Boone Oakley/United States

CLIENT: Forsman & Bodenfors
TITLE: The new fb.se
AGENCY: Forsman & Bodenfors/Sweden

CLIENT: HAKUHODO i-studio.Inc
TITLE: HAKUHODO I-STUDIO RECRUIT 2010 "Make Clicks"
AGENCY: HAKUHODO i-studio/Japan

CLIENT: Albion Hotel Bakery
TITLE: BakerTweet
AGENCY: POKE/United Kingdom

WEBSITES AND MICROSITES: SERVICES

CLIENT: 16toads Design
TITLE: The Vile Plutocrat
AGENCY: 16toads Design/United States

CLIENT: HBO
TITLE: www.hboimagine.com
AGENCY: BBDO New York/The Barbarian Group/United States

CLIENT: VisitBritain
TITLE: Visit The Other Britain
AGENCY: Ogilvy/Singapore

WEBSITES AND MICROSITES: SOCIAL NETWORKS/ COMMUNITY

CLIENT: Fiat UK
TITLE: Fiat 500C Feelgood Playlist
AGENCY: AKQA/MEC Interaction/United Kingdom

CLIENT: Starbucks
TITLE: www.starbucksloveproject.com
AGENCY: BBDO New York/United States

CLIENT: Lands' End
TITLE: Big Boston Warm-Up
AGENCY: Firstborn/Lands' End Team/United States

CLIENT: Honda Motor Company
TITLE: Everybody Knows Somebody Who Loves A Honda
AGENCY: Rubin Postaer & Associates/United States

MOBILE APPLICATIONS: CONSUMER GOODS

CLIENT: Nike
TITLE: Nike Football + 'Master Control'
AGENCY: AKQA/United Kingdom

CLIENT: LEGO
TITLE: LEGO Photo
AGENCY: Pereira & O'Dell/Struck Creative/United States

CLIENT: P&G Charmin
TITLE: Sit or Squat
AGENCY: Publicis New York/United States

MOBILE APPLICATIONS: CORPORATE WEBSITE

CLIENT: Vasttrafik
TITLE: Travel Planner "Interactive Outdoor Poster"
AGENCY: Forsman & Bodenfors/Sweden

MOBILE APPLICATIONS: DURABLE GOODS

CLIENT: FIAT Automoveis
TITLE: 500 faces
AGENCY: AgenciaClick/Brazil

CLIENT: Waterford
TITLE: Clink-Clink
AGENCY: Gotham/BEAM Interactive and Relationship Marketing/United States

CLIENT: Toyota Motor Sales
TITLE: Prius iPhone App
AGENCY: Saatchi & Saatchi LA/United States

MOBILE APPLICATIONS: E-COMMERCE

CLIENT: Pizza Hut
TITLE: Pizza Hut iPhone App
AGENCY: IMC2/United States

MOBILE APPLICATIONS: SERVICES

CLIENT: American Express
TITLE: The Official 2009 US Open iPhone App
AGENCY: DIGITAS, NY/IBM/USTA/United States

INTERACTIVE ADVERTISING: AUGMENTED REALITY

CLIENT: Playground Outdoor Equipment Stores
TITLE: Sleepless at Playground
AGENCY: Akestam Holst/Sweden

CLIENT: WWF China
TITLE: Fate's in your hands
AGENCY: Bartle Bogle Hegarty/China

CLIENT: BMW
TITLE: Z4
AGENCY: Dare/United Kingdom

CLIENT: Nike
TITLE: Nike Trackball
AGENCY: Ogilvy/Singapore

INTERACTIVE ADVERTISING: BANNERS - FIXED SPACE - SINGLE

CLIENT: T.G.I. Friday's
TITLE: Call Woody
AGENCY: DIGITAS, NY/Publicis, NY/United States

CLIENT: Toyota Motor Sales
TITLE: Prius iMedia - Draw Tree
AGENCY: Saatchi & Saatchi LA/United States

INTERACTIVE ADVERTISING: BANNERS - FIXED SPACE - CAMPAIGN

CLIENT: Toyota Motor Sales
TITLE: Prius iMedia Banner Campaign
AGENCY: Saatchi & Saatchi LA/United States

INTERACTIVE ADVERTISING: BANNERS - DYNAMIC - SINGLE

CLIENT: HBO
TITLE: Embedded Cube
AGENCY: BBDO New York/United States

CLIENT: Tele2
TITLE: Mobile Internet Live
AGENCY: Forsman & Bodenfors/Sweden

CLIENT: WWF
TITLE: WWF Earth Hour "Computer"
AGENCY: Ogilvy Beijing/China

CLIENT: Sony Ericsson
TITLE: Everything Sounds
AGENCY: Saatchi & Saatchi Berlin/Germany

INTERACTIVE ADVERTISING: ENVIRONMENTAL / EXPERIENTIAL - SINGLE

CLIENT: NIKE JAPAN
TITLE: NIKEiD GENERATOR
AGENCY: Beacon Communications/Japan

CLIENT: Hard Rock International
TITLE: Booth Interactive
AGENCY: Duncan/Channon/Vertigo/United States

CLIENT: oneworld
TITLE: The oneworld Travel Library
AGENCY: Imagination/United States

CLIENT: Nike
TITLE: Nike Trackball
AGENCY: Ogilvy/Singapore

CLIENT: Toyota Motor Sales
TITLE: Prius iPhone Times Square App
AGENCY: Saatchi & Saatchi LA/United States

INTERACTIVE ADVERTISING: ENVIRONMENTAL/ EXPERIENTIAL - CAMPAIGN

CLIENT: HBO
TITLE: HBO Imagine Integrated Campaign
AGENCY: BBDO New York/United States

CLIENT: Vodafone
TITLE: 360
AGENCY: Dare/Ignite/United Kingdom

CLIENT: Hard Rock International
TITLE: Hard Rock Interactive Memorabilia
AGENCY: Duncan/Channon/United States

INTERACTIVE ADVERTISING: OTHER INTERACTIVE MEDIA - SINGLE

CLIENT: ASICS
TITLE: ASICS Sportstyle Left Right Blogger Outreach
AGENCY: Amsterdam Worldwide/Netherlands

CLIENT: Nestle
TITLE: Kit Kat Jesus
AGENCY: UbachsWisbrun/JWT/Netherlands

INTERACTIVE ADVERTISING: PUBLIC SERVICE/ NON-PROFIT - SINGLE

CLIENT: WWF China
TITLE: Fate's in your hands
AGENCY: Bartle Bogle Hegarty/China

CLIENT: Amnesty International
TITLE: Light the Dark
AGENCY: Saatchi & Saatchi Berlin/Germany

ONLINE FILMS AND VIDEO: EVENT OR LIVE WEB- CAST - SINGLE

CLIENT: Starbucks
TITLE: www.starbucksloveproject.com
AGENCY: BBDO New York/United States

CLIENT: Orange
TITLE: Orange Monkey Holobox
AGENCY: POKE/United Kingdom

ONLINE FILMS AND VIDEO: SHORT FORM - SINGLE

CLIENT: VicRoads - Road Safety
TITLE: Lions
AGENCY: Marmalade Melbourne/Australia

CLIENT: DieHard
TITLE: Extreme Lights
AGENCY: Y&R Chicago/United States

ONLINE FILMS AND VIDEO: LONG FORM - SINGLE

CLIENT: HBO
TITLE: Teddy Bear Chase
AGENCY: BBDO New York/United States

CLIENT: HBO
TITLE: The Affair
AGENCY: BBDO New York/United States

CLIENT: HBO
TITLE: Art Heist
AGENCY: BBDO New York/United States

CLIENT: National Film Board of Canada
TITLE: Capturing Reality
AGENCY: Burnkit/Canada

ONLINE FILMS AND VIDEO: LONG FORM - SERIES/ EPISODES

CLIENT: HBO
TITLE: www.hboimagine.com
AGENCY: BBDO New York/The Barbarian Group/United States

ONLINE FILMS AND VIDEO: PUBLIC SERVICE/ NON-PROFIT - SINGLE

CLIENT: Ministry of Community Development, Youth And Sports
TITLE: Beautifully Imperfect
AGENCY: Leo Burnett/Arc Worldwide/Singapore

CLIENT: Ministry of Community Development, Youth And Sports
TITLE: Father & Son
AGENCY: Leo Burnett/Arc Worldwide/Singapore

CLIENT: Greenpeace
TITLE: Coal Story
AGENCY: Ogilvy Beijing/China

ONLINE FILMS AND VIDEO: VIDEO REMIXES/ MASHUPS - SINGLE

CLIENT: Cold War Kids
TITLE: I've Seen Enough
AGENCY: Tool of North America/United States

INTEGRATED BRANDING CAMPAIGN - 360

CLIENT: Volkswagen
TITLE: Public Polo
AGENCY: ACHTUNG!/Netherlands

CLIENT: Nike
TITLE: Nike: Show Your Five
AGENCY: AKQA/Wieden+Kennedy London/MindShare/
United Kingdom

CLIENT: HBO
TITLE: HBO Imagine Integrated Campaign
AGENCY: BBDO New York/United States

CLIENT: St Vincent de Paul
TITLE: Tomorrow can be different
AGENCY: Clemenger BBDO Sydney/Yukfoo/Australia

CLIENT: Honda Motor Company
TITLE: Everybody Knows Somebody Who Loves A Honda
AGENCY: Rubin Postaer & Associates/United States

CLIENT: Nissan Australia
TITLE: 370z Take the wheel
AGENCY: WHYBIN\TBWA\TEQUILA/Australia

INTEGRATED BRANDING CAMPAIGN - ONLINE

CLIENT: Procter & Gamble/Gillette
TITLE: Body Grooming Integrated Campaign
AGENCY: BBDO New York/Proximity Canada/
United States

CRAFT: INTERFACE DESIGN

CLIENT: Warner Bros. Pictures
TITLE: 221B.sh
AGENCY: AKQA/Hide & Seek/Existor/Johnny
Two Shoes/Spicer Moore/United Kingdom

CLIENT: HBO
TITLE: www.hboimagine.com
AGENCY: BBDO New York/The Barbarian Group/
United States

CLIENT: Hard Rock International
TITLE: Memorabilia on Microsoft Surface
AGENCY: Duncan/Channon/Vertigo/United States

CLIENT: ICA
TITLE: The Exotic Surprise
AGENCY: KING/From STHLM with love/Sweden

CLIENT: Nike
TITLE: Nike Trackball
AGENCY: Ogilvy/Singapore

CLIENT: Amnesty International
TITLE: Light the Dark
AGENCY: Saatchi & Saatchi Berlin/Germany

CRAFT: ANIMATION / MOTION GRAPHICS

CLIENT: Onitsuka Tiger
TITLE: Zodiac Race
AGENCY: Amsterdam Worldwide/Netherlands

CLIENT: adidas
TITLE: Lesson in Style
AGENCY: Katy Aquino/United States

CLIENT: ICA
TITLE: The Exotic Surprise
AGENCY: KING/From STHLM with love/Sweden

CLIENT: Greenpeace
TITLE: Coal Story
AGENCY: Ogilvy Beijing/China

CRAFT: SOUND DESIGN

CLIENT: Ad Council / American Heart Association
TITLE: Hands Symphony
AGENCY: Gotham/ID Corp/Mophonics/United States