One SA finalist for One Club's ADC

The *New York Times* Magazine and McCann New York lead the way with 20 finalists' entries each in the global ADC 98th Annual Awards with Grid Worldwide/Johannesburg the only finalist from South Africa, as announced by The One Club for Creativity.

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Grid Worldwide is a finalist in the Social Media category for their #HopeJoanna campaign for client, First Rand Bank.

 #NewCampaign: Gimme #HopeJoanna
Jessica Tennant 9 May 2018

The number of entries for the ADC 98th Annual Awards increased 11% over last year, received from 48 countries. There are 708 finalists representing 34 countries. To download the complete list of ADC 98th Annual Awards finalists by discipline, please click [here](#).

Top finalists

The *New York Times* Magazine received their 20 finalists across four disciplines, including 10 in Publication Design, seven in Photography, two in Illustration and one in Interactive.

In addition to its nine finalists for March for Our Lives "Price On Our Lives", McCann New York's haul also includes six finalists for National Geographic work (four for "Astronaut Reality Helmet" and two for "Plastic or Planet").

Close behind are Dentsu Tokyo, Serviceplan Munich and TBWA\Media Arts Lab Los Angeles with 19 finalists entries each. Dentsu's finalists are split over 16 different clients, while Serviceplan's are spread over for 10 clients, including six for work done for BMW. Fifteen of TBWA\MAL's finalists are for work done for Apple, including eight for "Welcome Home" and seven for "Share Your Gifts".

BBDO New York has 18 ADC finalists, including four for Monica Lewinsky "#DefyTheName". Apple in-house work also landed 18 finalists, including nine entries done with Furlined (five for "Unlock" and four for "A Little Company").

Other top finalists

Other top finalists are Spotify and TBWA\Chiat Day New York with 15 each, Heimat Berlin and DDB Paris with 14 each and R/GA New York with 11.

Entries receiving the most finalists spots are "Price On Our Lives" for March for Our Lives by McCann New York and "Pride Jersey" for AIG by TBWA\Hakuhodo Tokyo with nine each, followed by Apple "Welcome Home" by TBWA\MAL with eight.

Seven finalists spots each go to Apple "Unlock" by Apple, MPC, Final Cut and Furlined, Apple "Share Your Gifts" by TBWA\MAL, McDonald's "The Flip" by We Are Unlimited Chicago and "David Bowie is Here", done in-house by Spotify.

The US has the most finalists, followed by Germany with 80, Japan with 47, UK with 37, Canada with 34, China with 30 and France with 26.

New ADC Annual Awards subcategories

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

Reflecting the fast-growing use and importance of augmented reality and virtual reality in creative marketing programs, The One Club this year announced Snapchat as a sponsor of a pair of ADC 98th Annual Awards submission categories covering those areas: Interactive-AR/VR and Experiential Design-Digital Experiences. In addition, The One Club this year created new ADC Annual Awards subcategories for Snapchat single and campaign entries for posts, ads or campaigns utilising the platform's individual qualities and strengths.

This year's winners will be announced at the ADC 98th Annual Awards Ceremony on 6 May 2019 at Metropolitan West, 639 West 46th St., New York.

The awards ceremony is part of The One Club for Creativity's Creative Week, 6-10 May 2019 in New York. The preeminent festival showcasing the intersection of advertising, innovation and creative thinking, Creative Week also includes The One Show over two nights, 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 (founders, CCOs, managing partners).