

David Rolfe's judging pick of the day

Judging for The One Club for Creativity's One Show 2019 and ADC 98th Annual Awards is underway in Punta Cana, Dominican Republic, where more than 150 creatives from around the world are gathering judge work.

Odd, fantastical, unique, real, relatable, quirky, funny — there aren't enough glowing adjectives in the world for David Rolfe, EVP and director of integrated productions at BBDO New York and ADC 98th Annual Awards Motion and Film Craft judge, to describe "Unlock", the Dougal Wilson-directed spot for Apple.

With brilliant casting and an imaginative way to dramatise a product feature, Rolfe didn't have to look twice to make "Unlock" his ADC pick of the day.

You can view this and other Art Directors' Club and One Show entries by browsing [this year's entries](#) and don't miss the 98th Annual ADC Awards in May 2019 and the One Show Creative Week Festival from 6-10 May 2019 in New York City – visit our One Show [special section](#) for all the latest updates.

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