

Gold, Silver, Bronze for SA at One Show Design

NEW YORK, US: Out of a total of 81 Pencil winners representing 20 different countries awarded at the 2012 One Show Design in New York City last night, Monday, 7 May 2012, South Africa took home one Gold Pencil, one Silver and one Bronze. Best-of-Show went to Serviceplan Gruppe from Munich, Germany, for its "The Solar Annual Report" for Austria Solar. (multimedia)



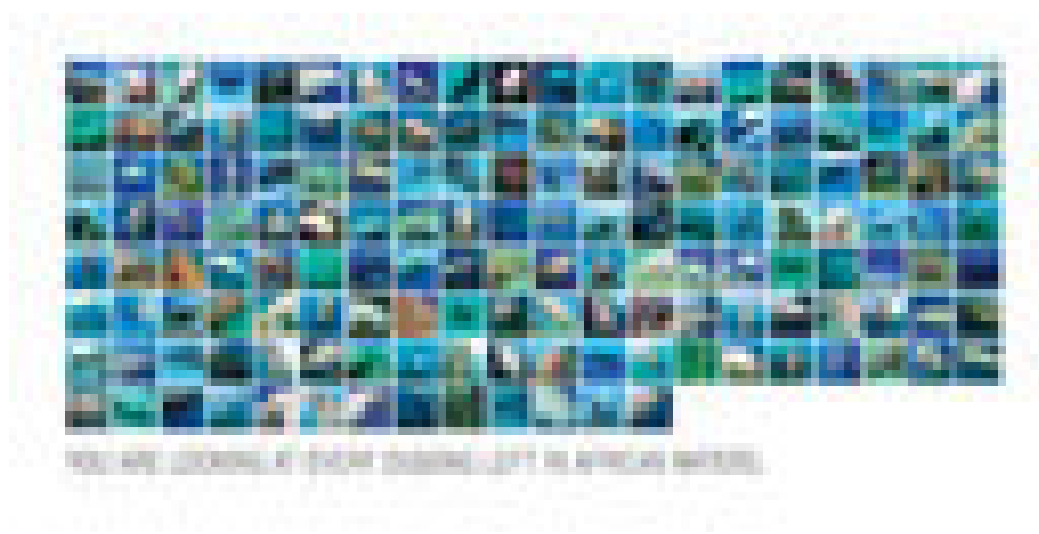
A total of 3400 entry pieces from 40 countries around the world were received for this year's One Show Design award competition. The competition featured 14 categories including Branding; Corporate Identity; Package, Industrial and Collateral Design; Self Promotion; Spatial, Outdoor, Print and Broadcast Design; Direct Mail, Public Service/Non-Profit/Educational; Craft, and Sustainability in Design.

In addition, nine new sub-categories were introduced that included Billboards, Transit, Street Furniture and Animation.

SA's One Show Design Pencils

Pencil	Category	Client	Entry	Agency
Gold	12B: Public Service - Outdoor & Posters - Campaign	Endangered Wildlife Trust (EWT)	The Last Ones Left	TBWA\Hunt\Lascaris Johannesburg
Silver	14A: Sustainability in Design	Unilever	Skip Evolution of Washing	The Jupiter Drawing Room Cape Town
Bronze	11B: Broadcast Design - Campaign	MK	MK is (story 1, character 1)	Ogilvy Johannesburg





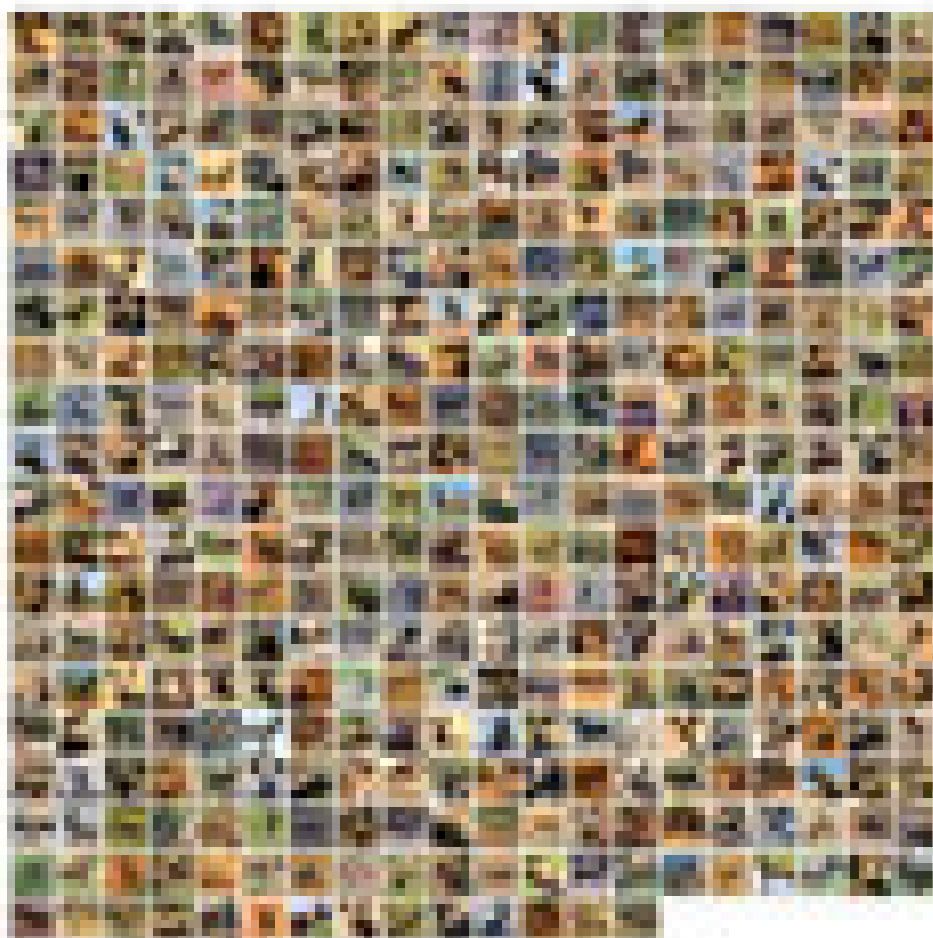
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FROM LEFT: CLOTHING, STYLING, AND HAIR; JESSICA LUTHE; IN FUTURE: JESSICA LUTHE



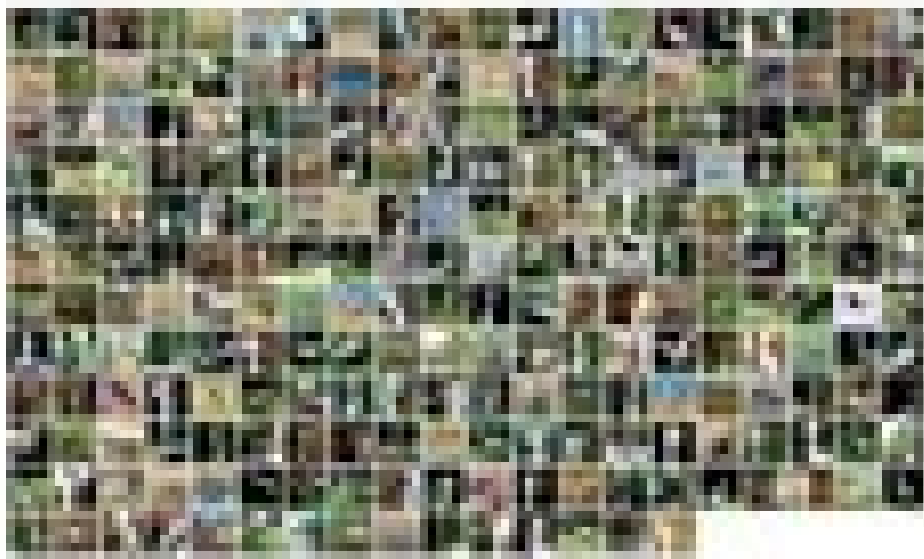
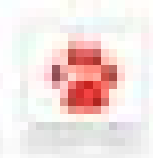
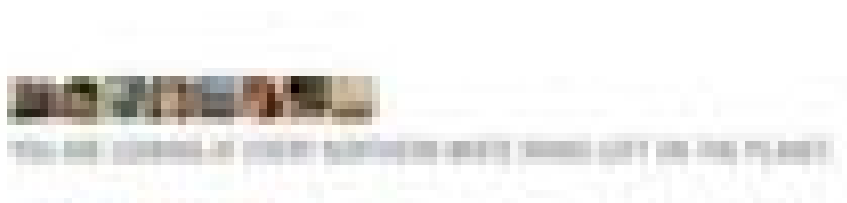


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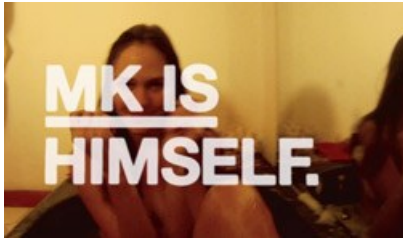
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The [Endangered Wildlife Trust](#) campaign has already won various awards, including a [Silver Press Lion](#) at the 2011 Cannes Lions; various [Gold Loeries](#) at the 2011 Loeries, [Gold](#) at the 2011 Pendorring Awards, [Ambient/Outdoor Ad of the Year](#) at SA's 2011 Creative Circle Ad of the Year Awards. It has also achieved [In-Book](#) status at the 2012 D&AD Awards and is on the [2012 Clio](#)s and [2012 One Show](#) shortlists.



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The "MK is" campaign has already won two Yellow Pencils at the [2012 D&AD Awards](#).

For more info on SA's winning work, see [ididthatad.com](#), which also has a guest editor tweeting live from the various One Show awards evenings this week - follow [@ididthatad](#).

Best-of-Show

The Best-of-Show-winning piece is the first solar-powered annual report featuring invisible type that only can be seen in sunlight.

"While we [judges] viewed and discussed thousands of amazing pieces, we all came together in the end with a singular view of the best; the printed piece *The Solar Annual* report for Austria Solar that we celebrate this evening," said Pum Lefebure, co-founder and creative director at Design Army and 2012 One Show Design jury chair.

"This is the first annual report powered by the sun, with content remaining invisible until sunlight falls on the page. It truly exhibits where innovation, creativity, and craft comes together. While the media may be changing, one thing never does: powerful design always leaves a lasting impression on our eyes and in our minds," Lefebure continued.

By country, top Pencil winners include:

- 15: Germany (four Gold, seven Silver, four Bronze)
- 10: US (two Gold, three Silver, five Bronze)
- 10: Brazil (two Gold, one Silver, seven Bronze)
- 8: Japan (three Gold, four Silver, one Bronze)
- 7: Canada (one Gold, three Silver, three Bronze)

Judges' videos



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A complete list of Pencil winners and "Best of" honours can be found at www.oneclub.org/#pane=awards~url=/theoneshow/osd/. In addition, One Show Design winners will be featured in the commemorative *One Show Annual*, which will be released later this year.

The One Show is annually produced by [The One Club](#), a non-profit organisation whose mission is to champion excellence in advertising. The 2012 One Show sponsors are Adobe, Facebook, GE, Google, Microsoft Advertising and Pictela. This year's One Show media partners are Best Ads On TV, Bizcommunity.com, Campaign Brief, and Marketing Magazine Canada.

Special thanks go to Design Army for its 2012 One Show graphic design and to Mullen for creating the interactive ["Kill for a Pencil"](#) game, released as a prelude to the One Show.

For more:

- Bizcommunity Search: [One Show](#)
- Award week: 7-11 May 2012

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- Official websites: Creative Week New York (www.creativeweek.com) and (One Show): www.oneclub.org
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