



# One Show Silver, Bronze for SA

NEW YORK: Grey South Africa and Lowe Bull Johannesburg walked off with a Silver and Bronze Pencil respectively at the 34th annual One Show at the Frederick P. Rose Hall at Jazz at Lincoln Center, New York, on Wednesday night, 6 May 2009.

The top Pencil winners at this year's One Show include:

- US: 39 (eight Gold, 15 Silver, 16 Bronze)
- Australia: six (two Gold, two Silver, two Bronze)
- Malaysia: five (two Gold, one Silver, two Bronze)
- Canada: four (one Gold, three Silver)
- UK: four (four Bronze)
- Argentina: three (one Silver, two Bronze)
- Thailand: three (one Silver, two Bronze)
- Brazil: three (three Bronze)



## South African Pencil details

| Award  | Agency                           | Category                                      | Client                  | Entry   |
|--------|----------------------------------|---|-------------------------|---------|
| Silver | Grey South Africa (Johannesburg) | 08B: Radio - Campaign                         | Nampak                  | Stories |
| Bronze | Lowe Bull Johannesburg           | 09H: Television - Under \$80K Budget - Single | Food & Trees For Africa | Printer |

One of the evening's highlights was the presentation of the first-ever Green Pencil Award honouring excellence in the field of environmentally conscious advertising, which was presented by famed hip hop superstar and Hollywood film star Chris "Ludacris" Bridges to Goodby, Silverstein & Partners/San Francisco for the Haagen-Dazs Honey Bees integrated branding campaign.

Top honours for "Best of Show" went to CumminsNitro/Brisbane for Queensland Tourism "Best Job in the World" integrated branding campaign. The campaign featured a contest where the winner receives \$150 000 Australian dollars and a six-month "job" as an island caretaker overlooking the Great Barrier Reef.

"The One Show has received support from all over the world. This year is truly a showcase of brilliant new ideas and it is inspiring to see so much cause-related advertising," said Mary Warlick, CEO of The One Club.

The One Show honours the year's finest achievements in print, television, radio, outdoor, innovative marketing, integrated branding and branded content from around the world. More than 600 advertising professionals and New York VIPs gathered to celebrate the winners at the gala event produced by The One Club, a non-profit organisation dedicated to recognising excellence in advertising and design. The show was also the centerpiece of an ambitious first-time-ever festival celebrating all forms of creativity called Creative Week NYC.

Winners and finalists will be featured in the commemorative *One Show Annual*, which will be released later this year. A complete list of 2009 One Show Gold, Silver and Bronze Pencil winners and finalist entries (including agency and award title) should be shortly available at [www.oneclub.org](http://www.oneclub.org). Also follow [@OneShow](https://twitter.com/OneShow) on Twitter.