

Kentaro Kimura's judging pick of the day

The One Show and Art Directors' Club's judging took place on location on Punta Cana, the Dominican Republic from 11-24 March 2018. In order to keep the rest of the world intrigued and informed, they shared selected judges' picks of the day throughout the judging process.

“ *“It was a very clever way to make the symbol of the rival brand rush to Burger King! Wow!”* ”

No clowning around: Kentaro Kimura, Co-CEO, executive creative director of Tokyo's Hakuhodo and One Show 2018 Cross-Platform jury member, really loves "Scary Clown Night," Burger King's grease-painted efforts to troll the Golden Arches, created by Lola MullenLowe, Only 925, Vision Media of Madrid and Weber Shandwick of London. In the embedded video below he explains a bit more about why the work spoke to him.

You can view this and other Art Directors' Club and One Show entries by browsing [this year's entries](#) and don't miss the 97th Annual ADC Awards on 7 May 2018 and the One Show Creative Week Festival from 7 to 11 May 2018 in New York City – visit our [One Show special section](#) for all the latest updates.

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