

Local ones to watch at the One Show

 By [Leigh Andrews](#) 23 Apr 2015

Nothing gets a marketer's blood pumping with more pride than when local agencies make the shortlist for the big local awards. Here's an exclusive insight into how those in line for One Show pencils have taken the news...

What does it mean to win a One Show Pencil? Find out from Andy Azula from The Martin Agency, in the video embedded below:

But it's not just about the internationals. In fact, Graham Lang, Y&R South Africa's Chief Creative Officer, was invited to join the One Show Cross-Platform Jury at the 2015 One Show. Only eleven leading creatives from five countries were invited to judge this category, and Lang is the only South African/African representative. [His agency's work](#) has also been shortlisted for the prestigious pencil.

Moving across the divider line then from judges to those to be judged, there are lots of other local finalists to celebrate. I caught up with a few to find out just what being shortlisted for a One Show pencil means to them. There's also a link to an example of one of each agency's shortlisted entries - note that some agencies are up for an entire pencil box of awards...



All the respondents in one shot. Top row, L to R: Peter Khoury, Marina Andreoli and Sonia Dearling,

Peter Khoury: TBWA Hunt Lascaris Johannesburg Chief Creative Officer

We are really proud of our two pieces that made the shortlist. The MSF social media campaign's main purpose was to start dialogue with South Africans and get much needed donations. The results were great. The campaign flighted for only three months and in that short time the MSF South Africa Facebook page grew by 36%, 12 times the benchmark of 3%. Online donations went up by 160% and we had a ROI of 2,167%.

Then, the Nissan Leaf radio campaign used the medium of radio in a really disruptive way. We took an intrinsic of the car (silent engines) and delivered a message that brought this to life. We're crossing our fingers on this one as Nissan is one of TBWA's biggest clients globally and it would create great momentum for the brand if the work converts to metal.

Nominated work: [MSF Tough Decisions](#)

Marina Andreoli: Joe Public Art Director

What an honour it is to be shortlisted. I'm super passionate about this country and to be eligible for an award from that is incredibly fulfilling.

Sonia Dearling: Joe Public Graphic Designer

I feel privileged to have been able to produce work that's made such an unexpected impact this early in my career. It's given me the dose of courage needed to extend my thinking beyond the boundaries of just one creative field. So thrilling.

Nominated work: [Cinemark Experience App](#).

Jason Harrison: M&C Saatchi Abel Cape Town Managing Director

We're so proud that The Street Store has been recognised on the international stage once again with 9 finalists at the One Show, following on from Gold at both Cannes and Clio. With a Street Store happening every two days in the world somewhere, its ability to bridge the divide between the "haves" and the "have nots" is certainly resonating in a world that needs unity now more than ever.

Nominated work: [The Street Store](#).

Nathan Reddy: GRID Founder/CEO and Adam Byars: GRID Partner

To be nominated for any awards is a great feeling, our One Show nominations reaffirms our commitment to creative excellence in giving meaning to brands and relevance in creating global brands.

Nominated work: [Anti-Est #Unlearn](#).

Chris Gotz, Ogilvy Cape Town Co-Chief Creative Officer

One Show is where you'll find the best work in the world, some people say it's tougher to win than Cannes, so we're massively happy to have our work shortlisted. It's proof again that Ogilvy Cape Town is a local agency that can happily mix up with the world's best."

Nominated work: [Kevin \(Ogilvy Johannesburg's work as just one example\)](#).

Tom Cullinan: Jupiter Drawing Room Johannesburg Creative Partner

It's good to see so many South African finalists. Hopefully plenty convert, as the One Show is a pretty tough competition to

pick up some metal at. We are particularly proud of our Absa Design Indaba campaign as it has really pushed the agency into a new space of the type of work we'd like to focus on. The campaign combines the seamless integration of digital, social and mobile into a real world experience. It's also delivered with great craft and design.

Nominated work: [Make Think Did.](#)

Jonathan Deeb: FCB Joburg Executive Creative Director

Of the many, many advertising awards festivals that exist worldwide, The One Show is one of only three awards shows that are recognised by The Creative Circle. To win a coveted and rare pencil is a representation of the kind of iconic communication that sets the standard as a benchmark for the world of marketers to follow. We are delighted that FCB Joburg has finalists in the Design, Cross Platform and Radio categories, and our sister company Hellocomputer has a finalist in the Interactive category. Fingers crossed that these convert.

Nominated work: [A rainbow for the Rainbow Nation.](#)

Mark Tomlinson: Hellocomputer Group Executive Director

We are thrilled to be featured amongst the best international agencies for our work for Social Feed. As an agency, Hellocomputer is dedicated to work that makes a valuable and important contribution to people's lives. I could think of no better piece to represent our philosophy at One Show.

Nominated work: [Social Feed.](#)

Justin Gomes: Fox P2 Executive Creative Director

We're very proud to be flying the flag in the online content space - it isn't an area South Africa has traditionally done well in so to be nominated along with the likes of Honda 'The Other Side' is a dream come true.

Nominated work: [Project Phoenix.](#)

There you have it. While it seems none are actually attending the One Show in New York City on 8 May, we'll have our fingers crossed for all our South African flag fliers!

[Click here](#) for a reminder of all the South African creative work that's made the grade for the One Show shortlist.

ABOUT LEIGH ANDREWS

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