



2011 One Show Interactive 3rd Quarter Finalists - By Category/Agency

Category	Client	Entry Title	Agency Name	City
One Show Interactive 01A: Branded Games	Disturbed (The Band)	Disturbed Asylum	BKWL D	Sacramento
One Show Interactive 01B: Consumer Goods	Nike Jordan Brand	Ball Talk	Blast Radius	Vancouver
One Show Interactive 01C: Corporate Website	Shaping Room	Shaping Room	FIRM	Tokyo
One Show Interactive 01D: Durable Goods	Volkswagen do Brasil	Amarok Live Test	AlmapBBDO	São Paulo
One Show Interactive 01E: E-Commerce	The Swedish Post	Happiness By The Metre	Akestam Holst	Stockholm
One Show Interactive 01F: Public Service/ Non-Profit	Save the Children Sweden	The Lottery of Life	Lowe Brindfors	Stockholm
One Show Interactive 01F: Public Service/ Non-Profit	Boulder Digital Works	Boulder Digital Works Site	Modernista!	Boston
One Show Interactive 01F: Public Service/ Non-Profit	Vancouver International Film Festival	The Warden Sixteen	TBWA\Vancouver	Vancouver
One Show Interactive 01G: Self-Promotion	TAXI	Fare Finder	TAXI	New York
One Show Interactive 01H: Services	Webroot	Social Media Sobriety Test	TDA	Boulder
One Show Interactive 01I: Social Networks/ Community	Def Jam	Jay-Z Hits Collection Volume One	AgencyNet	Fort Lauderdale
One Show Interactive 01I: Social Networks/ Community	EA Games	APB The Human Avatar	Dare	London
One Show Interactive 01I: Social Networks/ Community	Target	Target Kaleidoscopic Fashion Spectacular	OLSON	Minneapolis
One Show Interactive 01I: Social Networks/ Community	Orange	Glastotag	POKE	London
One Show Interactive 02A: Augmented Reality	Converse	The Sampler	R/GA	New York
One Show Interactive 02B: Branded Games	Showtime	Dexter Game On	Modernista!	Boston
One Show Interactive 02B: Branded Games	Sony Music Entertainment	Alicia Keys OpenMic	Rain	American Fork
One Show Interactive 02C: Consumer Goods	Penguin Books	myFry	Dare	London
One Show Interactive 02C: Consumer Goods	IKEA	Kondis - The App	Forsman & Bodenfors	Gothenburg
One Show Interactive 02C: Consumer Goods	Nike	Nike+ GPS	R/GA	New York
One Show Interactive 02F: Public Service/ Non-Profit	The Swedish Sea Rescue Society	Sea Weather (App)	Forsman & Bodenfors	Gothenburg
One Show Interactive 02G: E-Commerce	Converse	The Sampler	R/GA	New York
One Show Interactive 02J: Social Networks/ Community	Nike Football	Nike Football+ Team Edition for iPad	AKQA	London
One Show Interactive 02J: Social Networks/ Community	Swisscom	Lost in Val Sinestra	Contexta	Bern
One Show Interactive 02J: Social Networks/ Community	The North Face	TNF Trails iPhone App	Factory Design Labs	Denver
One Show Interactive 02J: Social Networks/ Community	Nike	Nike+ GPS	R/GA	New York
One Show Interactive 03B: Banners - Fixed Space - Single	Stockholm Pride	The Prejudiced Playlist	Akestam Holst	Stockholm
One Show Interactive 03B: Banners - Fixed Space - Single	Orcon	Business Banner	Special Group	Auckland
One Show Interactive 03F: Environmental / Experiential - Single	Nike	Nike Grid	AKQA	London
One Show Interactive 03F: Environmental / Experiential - Single	ARTV	ARTVscope	Atelier Amuse	Westmount
One Show Interactive 03F: Environmental / Experiential - Single	GE	Visible You	BBDO	New York
One Show Interactive 03F: Environmental / Experiential - Single	MINI	MINI Countryman World Record	Profero	London
One Show Interactive 03F: Environmental / Experiential - Single	Nike	The Film Room	R/GA	New York
One Show Interactive 03G: Environmental / Experiential - Campaign	Honda	Honda Loves You Back	RPA	Santa Monica
One Show Interactive 03G: Environmental / Experiential - Campaign	Intel	The Creators Project	VIRTUE	Brooklyn
One Show Interactive 03H: Other Interactive Media - Single	K-Swiss	K-Swiss Workout Wingman Facebook Application	72andSunny	Los Angeles
One Show Interactive 03H: Other Interactive Media - Single	Xbox	Remember Reach	AKQA	San Francisco
One Show Interactive 03H: Other Interactive Media - Single	EA Games	APB The Human Avatar	Dare	London
One Show Interactive 03H: Other Interactive Media - Single	Burger King	You got a say on pricing	McCann Worldgroup	Hong Kong
One Show Interactive 03H: Other Interactive Media - Single	Orange	Glastotag	POKE	London
One Show Interactive 03K: Public Service/ Non-Profit - Campaign	AEIOU Foundation	Communication Shutdown	SapientNitro	Miami Beach
One Show Interactive 04A: Event or Live Webcast - Single	Volkswagen	Amarok Live Test	AlmapBBDO	São Paulo
One Show Interactive 04A: Event or Live Webcast - Single	Target	Target Kaleidoscopic Fashion Spectacular	OLSON	Minneapolis
One Show Interactive 04B: Events or Live Webcasts - Campaign	American Express	UNSTAGED: An Original Series From American Express	DIGITAS	New York
One Show Interactive 04C: Short Form - Single	Microsoft Xbox	Deliver Hope	agencytwoifteen	San Francisco
One Show Interactive 04C: Short Form - Single	Microsoft Xbox	Birth of a Spartan	agencytwoifteen	San Francisco
One Show Interactive 04C: Short Form - Single	IKEA	Kitchens	Mother	London
One Show Interactive 04C: Short Form - Single	Toyota	Sienna Swagger Wagon Music Video	Saatchi & Saatchi LA	Torrance
One Show Interactive 04D: Short Form - Series/Episodes	K-Swiss	Kenny Powers Tubes	72andSunny	Los Angeles
One Show Interactive 04D: Short Form - Series/Episodes	Carmichael Lynch	2011 Mediocrity Video's	Carmichael Lynch	Minneapolis
One Show Interactive 04D: Short Form - Series/Episodes	Sony Ericsson	The Product Testing Institute	Dare	London
One Show Interactive 04D: Short Form - Series/Episodes	Electronic Arts	Medal of Honor Tier 1 Interviews	DraftFCB	San Francisco
One Show Interactive 04E: Long Form - Single	Hi-Tec	Liquid Mountaineering	CCCP	Amsterdam
One Show Interactive 04E: Long Form - Single	Swisscom	Lost in Val Sinestra	Contexta	Bern
One Show Interactive 04E: Long Form - Single	American Express	Arcade Fire UNSTAGED Pre-show	DIGITAS	New York
One Show Interactive 04E: Long Form - Single	IKEA	The Herding Cats Experiment	Mother	London

One Show Interactive 04E: Long Form - Single	Vancouver International Film Festival	The Warden Sixteen	TBWA\Vancouver	Vancouver
One Show Interactive 04F: Long Form - Series/Episodes	Microsoft Xbox	Bright Falls	agencytwofifteen	San Francisco
One Show Interactive 04H: Public Service/ Non-Profit - Campaign	CNIB	Tamara/Robert/Ryan & Clement	TBWA\Vancouver	Vancouver
One Show Interactive 04I: Self-Promotion - Single	Dare	This is Dare - Are You?	Dare	London
One Show Interactive 04K: Video Remixes/Mashups - Single	Dare	Perry draws a hamburger	Dare	London
One Show Interactive 05A: Integrated Branding Campaign - 360	K-Swiss	Kenny Powers Tubes	72andSunny	Los Angeles
One Show Interactive 05A: Integrated Branding Campaign - 360	Philips	Male Monument	CP+B	Gothenburg
One Show Interactive 05A: Integrated Branding Campaign - 360	IKEA	Homemade is best	Forsman & Bodenfors	Gothenburg
One Show Interactive 05A: Integrated Branding Campaign - 360	Save the Children Sweden	The Lottery of Life	Lowe Brindfors	Stockholm
One Show Interactive 05A: Integrated Branding Campaign - 360	Metro Publishing Hong Kong	Future Daily on April Fool	McCann Worldgroup	Hong Kong
One Show Interactive 05A: Integrated Branding Campaign - 360	Kimberly-Clark	U by Kotex*	Organic	San Francisco
One Show Interactive 05A: Integrated Branding Campaign - 360	Renault	The Megane Experiment	Publicis London	London
One Show Interactive 05A: Integrated Branding Campaign - 360	Nike	The Film Room	R/GA	New York
One Show Interactive 05A: Integrated Branding Campaign - 360	Toyota	Sienna 360 Campaign	Saatchi & Saatchi LA	Torrance
One Show Interactive 05A: Integrated Branding Campaign - 360	Intel	The Creators Project	VIRTUE	Brooklyn
One Show Interactive 05B: Integrated Branding Campaign - Online	Nike Football	Nike Football+	AKQA	London
One Show Interactive 05B: Integrated Branding Campaign - Online	Volvo Car Corporation	Volvo Eclipse	Euro RSCG 4D Amsterdam	Amstelveen
One Show Interactive 05B: Integrated Branding Campaign - Online	Pepsi	Pepsi Refresh Project	HUGE	Brooklyn
One Show Interactive 06A: Interface Design	Penguin Books	myFry	Dare	London
One Show Interactive 06A: Interface Design	The Hartford for Rodgers Townsend	Achieve What's Ahead	Firstborn	New York
One Show Interactive 06A: Interface Design	IKEA	Kondis - The App	Forsman & Bodenfors	Gothenburg
One Show Interactive 06A: Interface Design	The Swedish Sea Rescue Society	Sea Weather (App)	Forsman & Bodenfors	Gothenburg
One Show Interactive 06A: Interface Design	The Swedish Sea Rescue Society	Sea Weather (Site)	Forsman & Bodenfors	Gothenburg
One Show Interactive 06A: Interface Design	HI-CONE	HIDDEN HEROES	Grimm Gallun Holtappels	Hamburg
One Show Interactive 06A: Interface Design	Central Park Conservancy	Central Park Conservancy iPhone Application	McGarryBowen	New York
One Show Interactive 06A: Interface Design	Boulder Digital Works	Boulder Digital Works Website	Modernista!	Boston
One Show Interactive 06A: Interface Design	TBWA Worldwide	TBWA.com - iPhone & iPad	TBWA	New York
One Show Interactive 06A: Interface Design	Rethink Breast Cancer	Breast Fest	The Hive	Toronto
One Show Interactive 06B: Typography	Caribou Coffee	Make The Cup	Colle+McVoy	Minneapolis
One Show Interactive 06C: Animation / Motion Graphics	Xbox	Remember Reach	AKQA	San Francisco
One Show Interactive 06C: Animation / Motion Graphics	Dare	Dare Graduates	Dare	London
One Show Interactive 06C: Animation / Motion Graphics	HI-CONE	Hidden Heroes	Grimm Gallun Holtappels	Hamburg
One Show Interactive 06C: Animation / Motion Graphics	Nike	Film Room	R/GA	New York
One Show Interactive 06D: Sound Design	Swisscom	Lost in Val Sinestra	Contexta	Bern
One Show Interactive 06D: Sound Design	HI-CONE	Hidden Heroes	Grimm Gallun Holtappels	Hamburg



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One Show Interactive 03H: Other Interactive Media - Single	K-Swiss	K-Swiss Workout Wingman Facebook Application	72andSunny	Los Angeles
One Show Interactive 04D: Short Form - Series/Episodes	K-Swiss	Kenny Powers Tubes	72andSunny	Los Angeles
One Show Interactive 05A: Integrated Branding Campaign - 360	K-Swiss	Kenny Powers Tubes	72andSunny	Los Angeles
One Show Interactive 01I: Social Networks/ Community	Def Jam	Jay-Z Hits Collection Volume One	AgencyNet	Fort Lauderdale
One Show Interactive 04C: Short Form - Single	Microsoft Xbox	Deliver Hope	agencytwofifteen	San Francisco
One Show Interactive 04C: Short Form - Single	Microsoft Xbox	Birth of a Spartan	agencytwofifteen	San Francisco
One Show Interactive 04F: Long Form - Series/Episodes	Microsoft Xbox	Bright Falls	agencytwofifteen	San Francisco
One Show Interactive 01E: E-Commerce	The Swedish Post	Happiness By The Metre	Akestam Holst	Stockholm
One Show Interactive 03B: Banners - Fixed Space - Single	Stockholm Pride	The Prejudiced Playlist	Akestam Holst	Stockholm
One Show Interactive 02J: Social Networks/ Community	Nike Football	Nike Football+ Team Edition for iPad	AKQA	London
One Show Interactive 03F: Environmental / Experiential - Single	Nike	Nike Grid	AKQA	London
One Show Interactive 03H: Other Interactive Media - Single	Xbox	Remember Reach	AKQA	San Francisco
One Show Interactive 05B: Integrated Branding Campaign - Online	Nike Football	Nike Football+	AKQA	London
One Show Interactive 06C: Animation / Motion Graphics	Xbox	Remember Reach	AKQA	San Francisco
One Show Interactive 01D: Durable Goods	Volkswagen do Brasil	Amarok Live Test	AlmapBBDO	São Paulo
One Show Interactive 04A: Event or Live Webcast - Single	Volkswagen	Amarok Live Test	AlmapBBDO	São Paulo

One Show Interactive 03F: Environmental / Experiential - Single	ARTV	ARTVscope	Atelier Amuse	Westmount
One Show Interactive 03F: Environmental / Experiential - Single	GE	Visible You	BBDO	New York
One Show Interactive 01A: Branded Games	Disturbed (The Band)	Disturbed Asylum	BKWL	Sacramento
One Show Interactive 01B: Consumer Goods	Nike Jordan Brand	Ball Talk	Blast Radius	Vancouver
One Show Interactive 04D: Short Form - Series/Epiisodes	Carmichael Lynch	2011 Mediocrity Video's	Carmichael Lynch	Minneapolis
One Show Interactive 04E: Long Form - Single	Hi-Tec	Liquid Mountaineering	CCCP	Amsterdam
One Show Interactive 06B: Typography	Caribou Coffee	Make The Cup	Colle+McVoy	Minneapolis
One Show Interactive 02J: Social Networks/ Community	Swisscom	Lost in Val Sinestra	Contexta	Bern
One Show Interactive 04E: Long Form - Single	Swisscom	Lost in Val Sinestra	Contexta	Bern
One Show Interactive 06D: Sound Design	Swisscom	Lost in Val Sinestra	Contexta	Bern
One Show Interactive 05A: Integrated Branding Campaign - 360	Philips	Male Monument	CP+B	Gothenburg
One Show Interactive 01I: Social Networks/ Community	EA Games	APB The Human Avatar	Dare	London
One Show Interactive 02C: Consumer Goods	Penguin Books	myFry	Dare	London
One Show Interactive 03H: Other Interactive Media - Single	EA Games	APB The Human Avatar	Dare	London
One Show Interactive 04D: Short Form - Series/Epiisodes	Sony Ericsson	The Product Testing Institute	Dare	London
One Show Interactive 04I: Self-Promotion - Single	Dare	This is Dare - Are You?	Dare	London
One Show Interactive 04K: Video Remixes/Mashups - Single	Dare	Perry draws a hamburger	Dare	London
One Show Interactive 06A: Interface Design	Penguin Books	myFry	Dare	London
One Show Interactive 06C: Animation / Motion Graphics	Dare	Dare Graduates	Dare	London
One Show Interactive 04B: Events or Live Webcasts - Campaign	American Express	UNSTAGED: An Original Series From American Express	DIGITAS	New York
One Show Interactive 04E: Long Form - Single	American Express	Arcade Fire UNSTAGED Pre-show	DIGITAS	New York
One Show Interactive 04D: Short Form - Series/Epiisodes	Electronic Arts	Medal of Honor Tier 1 Interviews	DraftFCB	San Francisco
One Show Interactive 05B: Integrated Branding Campaign - Online	Volvo Car Corporation	Volvo Eclipse	Euro RSCG 4D Amsterdam	Amstelveen
One Show Interactive 02J: Social Networks/ Community	The North Face	TNF Trails iPhone App	Factory Design Labs	Denver
One Show Interactive 01C: Corporate Website	Shaping Room	Shaping Room	FIRM	Tokyo
One Show Interactive 06A: Interface Design	The Hartford for Rodgers Townsend	Achieve What's Ahead	Firstborn	New York
One Show Interactive 02C: Consumer Goods	IKEA	Kondis - The App	Forsman & Bodenfors	Gothenburg
One Show Interactive 02F: Public Service/ Non-Profit	The Swedish Sea Rescue Society	Sea Weather (App)	Forsman & Bodenfors	Gothenburg
One Show Interactive 05A: Integrated Branding Campaign - 360	IKEA	Homemade is best	Forsman & Bodenfors	Gothenburg
One Show Interactive 06A: Interface Design	IKEA	Kondis - The App	Forsman & Bodenfors	Gothenburg
One Show Interactive 06A: Interface Design	The Swedish Sea Rescue Society	Sea Weather (App)	Forsman & Bodenfors	Gothenburg
One Show Interactive 06A: Interface Design	The Swedish Sea Rescue Society	Sea Weather (Site)	Forsman & Bodenfors	Gothenburg
One Show Interactive 06D: Sound Design	HI-CONE	Hidden Heroes	Grimm Gallun Holtappels	Hamburg
One Show Interactive 06A: Interface Design	HI-CONE	HIDDEN HEROES	Grimm Gallun Holtappels	Hamburg
One Show Interactive 06C: Animation / Motion Graphics	HI-CONE	Hidden Heroes	Grimm Gallun Holtappels	Hamburg
One Show Interactive 05B: Integrated Branding Campaign - Online	Pepsi	Pepsi Refresh Project	HUGE	Brooklyn
One Show Interactive 01F: Public Service/ Non-Profit	Save the Children Sweden	The Lottery of Life	Lowe Brindfors	Stockholm
One Show Interactive 05A: Integrated Branding Campaign - 360	Save the Children Sweden	The Lottery of Life	Lowe Brindfors	Stockholm
One Show Interactive 03H: Other Interactive Media - Single	Burger King	You got a say on pricing	McCann Worldgroup	Hong Kong
One Show Interactive 05A: Integrated Branding Campaign - 360	Metro Publishing Hong Kong	Future Daily on April Fool	McCann Worldgroup	Hong Kong
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One Show Interactive 02B: Branded Games	Showtime	Dexter Game On	Modernista!	Boston
One Show Interactive 06A: Interface Design	Boulder Digital Works	Boulder Digital Works Website	Modernista!	Boston
One Show Interactive 04C: Short Form - Single	IKEA	Kitchens	Mother	London
One Show Interactive 04E: Long Form - Single	IKEA	The Herding Cats Experiment	Mother	London
One Show Interactive 01I: Social Networks/ Community	Target	Target Kaleidoscopic Fashion Spectacular	OLSON	Minneapolis
One Show Interactive 04A: Event or Live Webcast - Single	Target	Target Kaleidoscopic Fashion Spectacular	OLSON	Minneapolis
One Show Interactive 05A: Integrated Branding Campaign - 360	Kimberly-Clark	U by Kotex*	Organic	San Francisco
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One Show Interactive 03H: Other Interactive Media - Single	Orange	Glastotag	POKE	London
One Show Interactive 03F: Environmental / Experiential - Single	MIN	MINI Countryman World Record	Profero	London
One Show Interactive 05A: Integrated Branding Campaign - 360	Renault	The Megane Experiment	Publicis London	London
One Show Interactive 02A: Augmented Reality	Converse	The Sampler	R/GA	New York
One Show Interactive 02C: Consumer Goods	Nike	Nike+ GPS	R/GA	New York
One Show Interactive 02G: E-Commerce	Converse	The Sampler	R/GA	New York
One Show Interactive 02J: Social Networks/ Community	Nike	Nike+ GPS	R/GA	New York
One Show Interactive 03F: Environmental / Experiential - Single	Nike	The Film Room	R/GA	New York
One Show Interactive 05A: Integrated Branding Campaign - 360	Nike	The Film Room	R/GA	New York
One Show Interactive 06C: Animation / Motion Graphics	Nike	Film Room	R/GA	New York
One Show Interactive 02B: Branded Games	Sony Music Entertainment	Alicia Keys OpenMic	Rain	American Fork
One Show Interactive 03G: Environmental / Experiential - Campaign	Honda	Honda Loves You Back	RPA	Santa Monica

One Show Interactive 04C: Short Form - Single	Toyota	Sienna Swagger Wagon Music Video	Saatchi & Saatchi LA	Torrance
One Show Interactive 05A: Integrated Branding Campaign - 360	Toyota	Sienna 360 Campaign	Saatchi & Saatchi LA	Torrance
One Show Interactive 03K: Public Service/ Non-Profit - Campaign	AEIOU Foundation	Communication Shutdown	SapientNitro	Miami Beach
One Show Interactive 03B: Banners - Fixed Space - Single	Orcon	Business Banner	Special Group	Auckland
One Show Interactive 01G: Self-Promotion	TAXI	Fare Finder	TAXI	New York
One Show Interactive 06A: Interface Design	TBWA Worldwide	TBWA.com - iPhone & iPad	TBWA	New York
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One Show Interactive 05A: Integrated Branding Campaign - 360	Intel	The Creators Project	VIRTUE	Brooklyn