



SHOWCASE WINNERS OF THE ONE SHOW ASIA SHOWCASE 2020

Entry ID	Category	Client Company	Entry Title	Primary Company Name
100027	Interactive 03B: Online Advertising	Tencent Medipedia	Hide & Seek	Shanghai G11 advertising co.Ltd. / Beijing
100050	Design 09A: Collateral Design	24 Flowers	CapStand	THINK & ACTION / Guangzhou
100072	Design 09D: Packaging Design	CHENG YU Cloth Craft Co.Ltd.	The memory recorder.	CHENG YU Cloth Craft Co.Ltd. / Changhua
100114	Design 09B: Logo & Brand Identity	KISSTEA	KISS TEA	SUNLAND Design / Fuzhou
100136	Craft 11D: Sound Design/Music	Simon Community Northern Ireland	The Relaxing Sound of Rain	Ogilvy Singapore / Singapore
100161	Craft 11D: Sound Design/Music	Simon Community Northern Ireland	The Crunching Sound of a Plastic Bag	Ogilvy Singapore / Singapore
100169	Cross-Platform 04B: Integrated Campaign	Simon Community Northern Ireland	Homeless ASMR	Ogilvy Singapore / Singapore
100174	Interactive 03D: Gaming	Huawei Device Co., Ltd.	5G Kung Fu Showdown	Ogilvy / Beijing + Ogilvy / Shanghai
100175	Craft 11C: Video Direction/Editing/Cinematography	TENCENT CHARITY	THE ROLE	Tencent / Shenzhen + LINKFILMS / Shanghai
100196	Craft 11F: Animation/Visual Effects/Motion Graphics	Foundry 852	Space to Create	Ogilvy / Hong Kong
100200	Interactive 03C: Ambient/Environmental	FocusFilm Media	Piracy Blockr	Ogilvy Shanghai / Shanghai
100205	Design 09A: Collateral Design	The Philippine South East Asian Games Organizing Committee (PHISGOC)	We Win As One	Ogilvy / Hong Kong
100210	Design 09G: UI/UX Design	Illuma, Wyeth	Voice Doodler	Ogilvy Shanghai / Shanghai
100258	Direct Marketing 12A: Social Media/Online	IKEA	Love Collection	Ogilvy / Hong Kong
100302	Craft 11F: Animation/Visual Effects/Motion Graphics	Huawei Device Co., Ltd.	《Get You Along》 Creative Aminated Ads for HUAWEI P40 Series	CIG / Beijing + HUAWEI / Beijing
100315	Public Service & CSR 06A: Non-Profit	Taipei Blood Center	Blood Beacon	Wunderman Thompson Taipei / Taipei
100342	Public Service & CSR 06A: Non-Profit	Cancer Tumor Patients Aid Associations	15 cm Hair Donation	Wunderman Thompson Taipei / Taipei
100357	Film & Video 02C: Viral Video	E-Life Home Appliance Mall	My variety father	Wunderman Thompson Taipei / Taipei
100390	Print & Outdoor 01A: Print & Posters	DKSH (Thailand) Limited	For every imagination	Ogilvy Group Thailand / Bangkok
100458	Cross-Platform 04C: Co-Branding	Pizza Hut Hong Kong	Pizza Hut x IKEA SÁVA	Ogilvy / Hong Kong
100553	Interactive 03C: Ambient/Environmental	China UnionPay Co., Ltd.	Poem POS Terminals	Shanghai Tian Yu Kong Advertising Agency / Shanghai
100572	Film & Video 02D: Online film & video	Union Bank of the Philippines	Bank the Way You Live	fcbermanila / makati
100639	Branded Entertainment 10B: Branded IP	MINI China	The Nomad Hotel by MINI	Anomaly / Shanghai + MINI / Beijing
100757	Public Service & CSR 06A: Non-Profit	Thai Health Promotion Foundation	LESSSALT	CJ WORX / Bangkok
100763	Design 09C: Typography	BÜRO UFHO	Hopersand	BÜRO UFHO / Singapore
100834	Craft 11A: Art Direction/Illustration/Typography	CV CONSINA SEGARA ALAM	WILD LIFE	LOTUS:H / Jakarta
100836	Cross-Platform 04B: Integrated Campaign	PT Mitusbishi Krama Yudha Sales Indonesia	Tons of Real Happiness	H Three / Jakarta
100839	Public Service & CSR 06A: Non-Profit	RIT Foundation	Please Arrest Me	Ogilvy Singapore / Singapore
100860	Film & Video 02E: Vertical Mobile Short Video	Alfamart	Stuck	Hakuhodo Indonesia / Jakarta
100870	Film & Video 02B: Cinema Advertising	SUNTORY	THE FACELESS STAR	dentsu.inc / Tokyo
100872	Social Media 08D: Co-Creation/UGC	Staff-up	Green Screen Actresses	dentsu.inc / Tokyo
100873	Direct Marketing 12C: Live Events/In-Store	Indeed	Indeed Joy Search	dentsu.inc / Tokyo
100891	Design 09G: UI/UX Design	Tencent Foundation	Dunhuang's Future Museum	inyoung / Guangzhou
100912	Craft 11B: Copywriting/Scriptwriting	PXMART	Pxmart's Hungry Ghost Festival#NiceToMeetYou	Ogilvy Taiwan / Taipei
100915	Craft 11F: Animation/Visual Effects/Motion Graphics	Sandbox Immersive Festival	Plug-ins	LxU / Beijing
100927	Film & Video 02D: Online film & video	BenQ	BenQ - Be In the Now	Ogilvy Taiwan / Taipei
100943	Interactive 03D: Gaming	IKEA	IKEA 2021 Animal Crossing Catalogue	Ogilvy Taiwan / Taipei
100956	Public Service & CSR 06A: Non-Profit	Gordon Thomas Honeywell - Governmental Affairs (GTH-GA)	Don't wash. Don't clean. Save the Evidence.	Ogilvy & Mather / Gurgaon
100964	Design 09B: Logo & Brand Identity	SHENZHEN FASHION WEEK	Forge Ahead	SenseTeam / Shenzhen

100975	Interactive 03B: Online Advertising	Coca-Cola Korea	Coke Instagram Fidget Toys	Coca-Cola Korea / Seoul, Korea + Facebook Creative Shop / APAC
100991	Film & Video 02D: Online film & video	Volkswagen Taiwan	Not-an-Accident Family	Ogilvy Taiwan / Taipei
101041	Craft 11A: Art Direction/Illustration/Typography	360	Keep all intruders at bay	RedBank (Hong An) / Beijing
101049	Craft 11B: Copywriting/Scriptwriting	Ta Ya Electric Wire & Cable	TA YA - Steady Power - History	Ogilvy Taiwan / Taipei
101062	Direct Marketing 12C: Live Events/In-Store	Save Street Child Sidoarjo	Clever Cash	Hakuhodo Indonesia / Jakarta
101075	Craft 11A: Art Direction/Illustration/Typography	Read for yourself	Books are the refuge of the human soul.	Guangzhou kanjian advertising Co. LTD / guangzhou
101086	Direct Marketing 12A: Social Media/Online	Ginebra San Miguel	Ginebra Frontliner Labels	dentsu one manila / Makati
101172	Craft 11A: Art Direction/Illustration/Typography	Pernod Ricard India Pvt. Ltd.	The Legacy Project	Ogilvy & Mather / Gurgaon
101180	Design 09D: Packaging Design	Lohas Kids Center Clover	PooPaint	Geometry Ogilvy Japan / Tokyo
101189	Cross-Platform 04A: Experiential Marketing	IBM	Second Life	Geometry Ogilvy Japan / Tokyo
101203	Public Service & CSR 06A: Non-Profit	Greenpeace Malaysia	Drought	Hakuhodo Malaysia / Selangor
101270	Mobile 07B: Advertising on Mobile Devices	Spark	Play	Colenso BBDO / Auckland
101272	Mobile 07A: Mobile Applications	Breast Cancer Foundation New Zealand	Pre-Check	Colenso BBDO / Auckland
101279	Direct Marketing 12A: Social Media/Online	Bank of New Zealand	Checkout Checkpoint	Colenso BBDO / Auckland
101292	Craft 11B: Copywriting/Scriptwriting	Pidilite Industries	Sofa	Ogilvy / Mumbai
101310	Public Service & CSR 06B: Corporate	JALA Corporation	NEXT STOP: A NEW LIFE	Catholic Advertising Co., Ltd. / Shanghai
101336	Branded Entertainment 10A: Branded Video & Film	Uni President	You Are How You Slurp	ADK TAIWAN / Taipei city
101341	Direct Marketing 12C: Live Events/In-Store	Rokid	Handheld Concert	The Nine / Shanghai
101342	Public Service & CSR 06B: Corporate	Mondelez India Foods Private Limited	#HeartTheHate	Ogilvy / Mumbai
101355	Public Service & CSR 06B: Corporate	ITC Savlon	The Artist	Ogilvy / Mumbai
101378	Direct Marketing 12C: Live Events/In-Store	Netflix	Sentimental Things	Iris / Singapore
101380	Cross-Platform 04A: Experiential Marketing	I.S.T Corporation	From Yarn to the Summit.	PARTY / Tokyo + Shinto Tsushin / Nagoya
101435	Film & Video 02D: Online film & video	FamilyMart	FamilyMart Sound collection	Bremen Digital Creative / Taipei City + YuanYuan Production / Taipei City
101450	Public Service & CSR 06B: Corporate	Tencent Charity	Mysterious visitors to the Bakery	TOPic / BEIJING
101453	Craft 11A: Art Direction/Illustration/Typography	McDonald's Hong Kong	Golden Arches in the Neighborhood	DDB Worldwide Ltd / Hong Kong
101459	Branded Entertainment 10A: Branded Video & Film	Thai Health Promotion Foundation	Gunfight	Alpha 245 Thailand / Bangkok + Thai Health Promotion Foundation / Bangkok
101491	Interactive 03C: Ambient/Environmental	Taiwan Tongzhi (LGBTQ+) Hotline Association	Let's wash away one more deadly virus – prejudice. Support the LGBTQ+ community.	BBDO Taiwan / Taipei
101525	Branded Entertainment 10A: Branded Video & Film	BSH Home Appliances (China) Co., Ltd	Don't Hang Your Privacy Out	BBDO China / Shanghai
101543	Cross-Platform 04B: Integrated Campaign	Vinda Trading Company LTD.	Liberating Our Periods – Libresse Women Marketing Campaign	BlueFocus Digital / Guangzhou
101571	Public Service & CSR 06B: Corporate	Tung Ho Steel	Lifquake	DENTSU TAIWAN / TAIPEI + Tung Ho Steel / TAIPEI
101648	Direct Marketing 12B: Cross-platform	Medialand Digital Strategy Limited	Social Distancing Mooncake	Medialand Digital Strategy / Taipei City
101670	Craft 11A: Art Direction/Illustration/Typography	McDonald's Hong Kong	Naturally Juicy	DDB Worldwide Ltd / Hong Kong
101674	Film & Video 02A: Television	TMB Bank Public Company Limited	ME by TMB - My Goal	Ogilvy Group Thailand / Bangkok
101739	Design 09B: Logo & Brand Identity	Dongguan Cultural Center	FRESH BLOOD DG YOUTH	XIEXIE DESIGN / Dongguan
101751	Branded Entertainment 10A: Branded Video & Film	KASIKORN LINE	Concentration	GREYnJ United / Bangkok
101761	Craft 11A: Art Direction/Illustration/Typography	Mogao Cave	Dome To Home	ZHENG&Co. / Guangzhou + Tencent / Shenzhen
101771	Print & Outdoor 01B: Outdoor	HENG LEONG HANG CO. LTD	Braun x Formosa Chang—"The Shave Chang's 60-Year Beard Challenge"	Growww Media Co., Ltd. / Taipei City + United Communications Group_Uni-Surf Digital / Taipei City
101778	Interactive 03D: Gaming	Tencent Games	HONER OF KINGS Yue Opera: Shangguan Wan er invites you to be a director of Yue Opera	TGideas / Shenzhen + TENCENT GAMES / Shenzhen
101796	Craft 11D: Sound Design/Music	M&C Saatchi	TAB - Spring Seats	Rumble Studios / Sydney
101833	Public Service & CSR 06A: Non-Profit	Sha Lian Dun	A Letter To Those Who Cancelled Their Reservations	Dentsu One (Taipei) / Taipei City

101838	Film & Video 02D: Online film & video	Central Department Store	Don't Die Till That Day	Wolf BKK / Bangkok
101856	Craft 11B: Copywriting/Scriptwriting	Queensland Family & Child Commission	Online Predators – “Trapped”	VMLY&R / Brisbane + Queensland Family & Child Commission / Brisbane
101899	Branded Entertainment 10C: Branded Music	Himalaya Herbals	Win the Fight	&friends / JAKARTA
101920	Innovation 05B: Advertising Technology Innovation	Google Korea	Technology for Plastic Free Ecosystems	Google Korea / Seoul + OSEAN / Tongyeong + INNORED / Seoul + Paulus / Seoul
101934	Branded Entertainment 10C: Branded Music	bilibili	WE ARE WUHAN	W / shanghai
101968	Film & Video 02D: Online film & video	Oriental Princess	Slow Moment	Wolf BKK / Bangkok
101977	Social Media 08E: Community Building/Managing	KFC	Kentucky Fried Crossing	Ogilvy Philippines / Makati City
101992	Design 09D: Packaging Design	Mondelez India Foods Pvt Ltd	The Cadbury Unity Bar	Ogilvy / Mumbai
102045	Direct Marketing 12A: Social Media/Online	Nike	Contactless Partner Workouts	Klue / Shanghai
102084	Craft 11A: Art Direction/Illustration/Typography	INSTINC Studio	DE:VOTED (Publication)	Practice Theory / Singapore + INSTINC Studio / Singapore
102133	Direct Marketing 12C: Live Events/In-Store	KFC Australia	KFC Weddings	Ogilvy Australia / Sydney
102138	Direct Marketing 12C: Live Events/In-Store	TMB Bank Public Company Limited	TMB Donation Bib	DREAM RIDERS / BANGKOK
102153	Social Media 08C: Response/Real-time Activity	KFC Australia	Michelin Impossible	Ogilvy Australia / Sydney
102195	Interactive 03C: Ambient/Environmental	Pizza Hut Malaysia	The Singing Pizza	TBWA\ Kuala Lumpur / Malaysia
102203	Film & Video 02C: Viral Video	Night Night	The Watch To Sleep Movies	Choojai & Friends / Bangkok
102254	Design 09E: Publication	TMALL	#NOT UNCOMMON	Heaven&Hell / Shanghai + TMALL / Hangzhou
102270	Film & Video 02D: Online film & video	KFC Malaysia	KFC You Soon	Naga DDB Tribal / PETALING JAYA
102277	Craft 11C: Video Direction/Editing/Cinematography	PUB, Singapore's National Water Agency	The Frog Prince	DDB Group Singapore / Singapore
102345	Craft 11C: Video Direction/Editing/Cinematography	Ministry of Communications and Information	Stronger Together	DDB Group / Singapore + Ministry of Communications and Information / Singapore
102386	Social Media 08D: Co-Creation/UGC	KFC Australia	Secret Menu	Ogilvy Australia / Sydney
102403	Cross-Platform 04B: Integrated Campaign	Easypaisa	Eidipaisa	Ogilvy Pakistan / Islamabad
102406	Innovation 05C: Digital Service Innovation	Telenor Pakistan	Naming the invisible with Digital Birth Registration	Ogilvy Pakistan / Islamabad + Telenor Pakistan / Islamabad
102462	Cross-Platform 04B: Integrated Campaign	Telenor Pakistan	The Prosperous Farmer 7272	Ogilvy Pakistan / Islamabad + Telenor Pakistan / Islamabad
102478	Social Media 08E: Community Building/Managing	Ceylon Agro Industries Ltd	Prima KottuMee Raban Mashup	TBWA\Sri Lanka / Colombo
102479	Direct Marketing 12B: Cross-platform	D'LAS INTERNATIONAL (PVT) LTD	AURA INCENSE BARRICADE	TBWA\Sri Lanka / Colombo
102498	Film & Video 02D: Online film & video	NTT docomo	Memories Forever	ADK Creative One / TOKYO
102521	Public Service & CSR 06A: Non-Profit	Prudential	The True Cost of Plastic	DDB & Tribal Vietnam / Ho Chi Minh City
102522	Craft 11A: Art Direction/Illustration/Typography	Thai Beverage Ltd.	SangSom Portfunlio	SOUR Bangkok / Bangkok
102531	Cross-Platform 04A: Experiential Marketing	Prudential	The True Cost of Plastic	DDB & Tribal Vietnam / Ho Chi Minh City
102551	Public Service & CSR 06A: Non-Profit	WWF	your plastic diet	Grey Malaysia / KUALA LUMPUR
102554	Craft 11C: Video Direction/Editing/Cinematography	Tokyo Convention & Visitors Bureau	Tokyo Tokyo Always Surprising	AOI Pro. Inc. / Tokyo
102557	Craft 11D: Sound Design/Music	Tokyo Convention & Visitors Bureau	Tokyo Tokyo Always Surprising	AOI Pro. Inc. / Tokyo
102585	Craft 11A: Art Direction/Illustration/Typography	Nike Japan	Create with Airmax	AKQA / Shanghai + AKQA / Tokyo
102621	Design 09E: Publication	Thinking Room	Conjnglyph: A Symbol Experimentation	Thinking Room / Jakarta
102629	Film & Video 02D: Online film & video	Padayon	Its OK to Cry	GIGIL / Manila
102644	Innovation 05A: Product Innovation	Maxis	Deria Takbir (The Unheard Prayer)	Publicis Groupe Malaysia / Kuala Lumpur
102685	Interactive 03B: Online Advertising	BRS Nike Taiwan Inc	JUST DO IT CHALLENGE	+ing / Taipei
102772	Craft 11B: Copywriting/Scriptwriting	Jeonnam Ilbo	Gender Equality	2kg / Seoul
102804	Direct Marketing 12A: Social Media/Online	Google Thailand	Google Insta-Highlights	Toaster / Singapore + Google / Thailand
102915	Direct Marketing 12A: Social Media/Online	Thai Airways	Stay Home Miles Exchange	Wunderman Thompson / Bangkok
102963	Social Media 08E: Community Building/Managing	BITI'S VIETNAM	GO FOR LOVE - BITIS HUNTER	DENTSU REDDER / HO CHI MINH

103065	Craft 11C: Video Direction/Editing/Cinematography	Ford	Marathon	BBDO Bangkok / Bangkok
103074	Craft 11F: Animation/Visual Effects/Motion Graphics	88rising	Xiang Ba Lao	Greenichi / Shanghai
103078	Film & Video 02D: Online film & video	Nike	The Lesson	R/GA Shanghai / Shanghai
103084	Social Media 08A: Branded Social Posts	Audi Australia	The Drive	Audi Australia / Sydney + We Are Social / Sydney
103095	Social Media 08F: Use of Social Data & Insights	BITI'S VIETNAM	BITIS HUNTER - CANVAS OF PRIDE	DENTSU REDDER / HO CHI MINH
103097	Public Service & CSR 06B: Corporate	Outreach Nepal Pvt. Ltd.	#BASICHUMANITY	Outreach Nepal Pvt. Ltd. / Lalitpur
103102	Film & Video 02D: Online film & video	bilibili	Set Sail	SG Group / Shanghai
103119	Craft 11A: Art Direction/Illustration/Typography	BITI'S VIETNAM	HANOI RISING	DENTSU REDDER / HO CHI MINH
103121	Social Media 08A: Branded Social Posts	Reckitt Benckiser	Durex Every Day	Havas Middle East / Dubai
103127	Public Service & CSR 06B: Corporate	National Geographic Abu Dhabi	NatGeo Overshoot Calendar	Havas Middle East / Dubai
103147	Public Service & CSR 06B: Corporate	Nabil Bank Limited	#TogetherAhead	Creo Communications Pvt. Ltd. / Lalitpur
103176	Direct Marketing 12A: Social Media/Online	Baidu	Beautiful shit	Mccann Shanghai / Shanghai
103198	Craft 11A: Art Direction/Illustration/Typography	Reading Association of the Philippines	Font Books	BBDO Guerrero / Makati City
103202	Public Service & CSR 06A: Non-Profit	National Union of Journalists of the Philippines	Stop The Spread	BBDO Guerrero / Makati City