2019 One Show Greater China Awards Winner List

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	2019 One Show Gr	reater China Awards \	Winner List	HEONE
Category	Client Company	Entry Title	Primary Company Name	Award T
Print & Outdoor Print & Posters		I	REDBANK / Beijing BBDO China / Shanghai	Merit Merit
rint & Outdoor Print & Posters	Mars Wrigely Penguin Random House North Asia	Snickers - Hunger Signatures LOSE YOURSELF IN A BOOK	BBDO China / Shanghai Cheil Beijing / Beijing + Cheil Hong Kong / Hong Kong	Merit Bronze
Print & Outdoor Print & Posters	Chupa Chups (Snack To Home Limited) KFC Hong Kong, Jardine Restaurant Group	Hot & Spicy (Season 2)	Cheil Worldwide Hong Kong / Hong Kong + Illusion, Bangkok / Bangkok Ogilvy Hong Kong / Hong Kong	Silver Gold
rint & Outdoor Outdoor	Wildaid Chupa Chups (Snack To Home Limited)	CELEBRATE MARRIAGE, REFUSE THE SLAUGHTER OF SHARKS A Sweet Escape	i2mago / Guangzhou Cheil Worldwide Hong Kong / Hong Kong + Illusion, Bangkok / Bangkok	Merit Merit
rint & Outdoor Outdoor	Budweiser KFC Hong Kong, Jardine Restaurant Group		180 / Shanghai Ogilvy Hong Kong / Hong Kong	Merit Merit
rint & Outdoor Outdoor	Comfort, Unilever Penguin Random House North Asia	The Wall of Softness LOSE YOURSELF IN A BOOK	Ogilvy Shanghai / Shanghai Cheil Beijing / Beijing + Cheil Hong Kong / Hong Kong	Merit Merit
ilm & Video Television	FOTILE Bomy	The Promise of Neighbours Hitting the Youth Single	SG / Shanghai ADK TAIWAN / Taipei	Merit Merit
lm & Video Television	Bomy Tencent	Hitting the Youth Series The Housekeeper in Your Brain	ADK TAIWAN / Taipei Havas Taiwan / Taipei	Silver Merit
ilm & Video Cinema Advertising	VIP Tutor ZhongAn Insurance	Self-cultivation of a mascot A Train to Sindhu	MATCH / Shanghai ZhongAn Insurance / Shanghai	Merit Bronze
ilm & Video Viral Video	WeSure Cadillac	Husband No RWD, No Luxury	sesame&watermelon / Beijing SG / Shanghai + SAIC-GM (Cadillac Brand Division) / Shanghai	Merit Merit
lm & Video Viral Video lm & Video Online Film & Video	Apple China Beijing DiDi Infinity Technology and Development Co., Ltd	The Bucket MR AND MRS's Premiere - Microfilm	Media Arts Lab / Shanghai + Apple / Shanghai + Apple / Cupertino + TBWA\Media Arts Lab / Los Angeles Beijing DiDi Infinity Technology and Development Co., Ltd / Beijing	Gold Merit
lm & Video Online Film & Video	7-ELEVEN Taiwan Uni President	Savor While It Lasts Beary Sorry Birthday	ADK TAIWAN / Taipei ADK TAIWAN / Taipei	Merit Merit
lm & Video Online Film & Video	Apple China ACER	The Bucket Break Away from Unnecessary	Media Arts Lab / Shanghai + Apple / Shanghai + Apple / Cupertino + TBWA\Media Arts Lab / Los Angeles ADK TAIWAN / Taipei	Merit Merit
lm & Video Online Film & Video	Aupres P&G	Time-locker of love P&G Mother's Day	MATCH / Shanghai Goodzilla / Shanghai Huawei Device Co., Ltd / Beijing + Beijing C&I Digital	Merit Merit
lm & Video Online Film & Video	Huawei Device Co., Ltd	CHASING LIGHT	Technology Company Limited / Beijing + Beijing Huihe woofly film and Television Culture Communication Co., Ltd. / Beijing	Merit
lm & Video Online Film & Video lm & Video Online Film & Video lm & Video Online Film & Video	Hotai Insurance Co., Ltd. E-Life Home Appliance Mall FOTILE	Pay Back The Love My variety father Miracle Of The Hen	Dentsu Taiwan Inc. / Taipei Wunderman Thompson Taipei / Taipei SG / Shanghai	Bronze Bronze Silver
lm & Video Online Film & Video	Jack&Jones China UnionPay	From Denmark to China # 8000km Runway The Last Transfer of Tang Empire		Silver
lm & Video Online Film & Video	Schroders Taiwan PepsiCo	Time Will Tell Your Pepsi Home Video	Dentsu Taiwan Inc. / Taipei VMLY&R / Shanghai	Gold Merit
lm & Video Vertical Mobile Short Video	McDonald China	The Chinese New Year Transfiguration of McDonald's Interactive	BBD0 China / Shanghai	Bronze
teractive Online Advertising	ACER Mondelez Shanghai	Break Away from Unnecessary Oreo × The Forbidden City	ADK TAIWAN / Taipei BlueFocus Digital / Shanghai	Merit Merit
teractive Online Advertising	Coca-Cola Tencent Gaming	Share a Hug 2018 World Cup Honor of Kings with Ice and Snow World	Ogilvy Shanghai / Shanghai + ArsThanea / Warszawa TGideas / Shenzhen	Bronze Merit
eractive Ambiant/Environmental	World Vision Comfort, Unilever	Sound Waves Christmas Tree The Wall of Softness	Wunderman Thompson Taipei / Taipei Ogilvy Shanghai / Shanghai	Merit Bronze
teractive Ambiant/Environmental	7-ELEVEN Taiwan FocusFilm Media	The Force of Love Piracy Blockr	ADK TAIWAN / Taipei Ogilvy Shanghai / Shanghai + ARMA Global Media Development Shanghai / Shanghai + The Visual Asylum /	Silver Silver
eractive Gaming	Yum China Samsung	Pocket Franchise BACK2LIFE	Sydney + FocusFilm Media / Shanghai Accenture Interactive China / Shanghai Cheil PengTai / Beijing + Cheil Hong Kong / Hong Kong	Merit Silver
eractive Gaming	Tencent Foundation	MISSION ENLIGHTENING cross-Platform	Hylink Digital Solutions / Guangzhou	Gold
oss-Platform Experiential Marketing	Puma Google	Puma Run My Way Pay by Drawing, Google Guess My Sketch Pop-up Store	MediaMonks / Shanghai Tianyukong / Shanghai	Merit Merit
oss-Platform Experiential Marketing	Supercell Tencent video	War On The Table Mat	Fabula / Shanghai + Supercell / Shanghai + Burger King / Shanghai + Ele.me / Shanghai Tencent video / Beijing + Beijing Timely Culture Media Co., Ltd. / Beijing	Merit
oss-Platform Experiential Marketing	Nestle (China) 7-ELEVEN Taiwan	NESCAFÉ Sense Café Beijing The Force of Love	Ogilvy Beijing / Beijing ADK TAIWAN / Taipei	Merit Gold
oss-Platform Integrated Campaign	Beijing DiDi Infinity Technology and Development Co., Ltd P&G - OLAY	Campaign BE FEARLESS OF AGE, BE FEARLESS TO	Beijing DiDi Infinity Technology and Development Co., Ltd / Beijing Grey Advertising Hong Kong LTD / Hong Kong + P&G - OLAY / Guangzhou	Merit Merit
oss-Platform Integrated Campaign	adidas K-Boxing	adidas Z.N.E The Men Worth Being Remembered, This Is K-Boxing.	TBWA\Shanghai / Shanghai W / Shanghai	Merit Merit
oss-Platform Integrated Campaign	Beijing DiDi Infinity Technology and Development Co., Ltd Mondelez Shanghai		Beijing DiDi Infinity Technology and Development Co., Ltd / Beijing BlueFocus Digital / Shanghai	Bronz Bronz
oss-Platform Co-Branding	Honor of Kings Scentlibrary	Honor of Kings & M•A•C Collaboration Lipstick: Kiss and persist, we can win #Be Childish#	Honor of Kings / Shenzhen Neone / Shanghai	Merit Bronz
oss-Platform Co-Branding oss-Platform Augmented Reality/Virtual ality	Mondelez Shanghai Supercell	Oreo × The Forbidden City War On The Table Mat	BlueFocus Digital / Shanghai Fabula / Shanghai + Supercell / Shanghai + Burger King / Shanghai + Ele.me / Shanghai	Bronz Bronz
ovation Product Innovation	Crayola	Innovation Eggcite Creativity	VMLY&R / shanghai	Merit
ovation Product Innovation	San Jiu Medicine Trade Co., Ltd. WeBank	999 Warm-Hearted Leggings Hear My Love	Serviceplan China / Beijing F5 / Shanghai	Merit Merit
ovation Product Innovation ovation Advertising Technology Innovation	Intel Standard Chartered Bank	The Last Siberian Tiger The Algorithm Agent	RICElebrate / Shanghai TBWA Hong Kong / Hong Kong	Bronz Merit
ovation Advertising Technology Innovation ovation Advertising Technology Innovation		Spring Festival in the Forbidden City FEINA - the AI design assistant	Tencent Marketing Solution / Beijing Jung von Matt/Tonghui / Beijing Ogilvy Shanghai / Shanghai + ARMA Global Media De-	Merit Bronz
ovation Advertising Technology Innovation	FocusFilm Media Yum China	Piracy Blockr Pocket Franchise	velopment Shanghai / Shanghai + The Visual Asylum / Sydney + FocusFilm Media / Shanghai Accenture Interactive China / Shanghai	Bronz Gold
blic Service & CSR Non-Profit	Pub The Hong Kong Stroke Association	lic Service & CSR Fatal Recognition	Cheil Worldwide Hong Kong / Hong Kong + Monster App Ltd / Hong Kong	Merit
blic Service & CSR Non-Profit	WWF WWF	#No Plastic in Nature# Video #No Plastic in Nature# Installation & Poster	LxU / Beijing LxU / Beijing	Merit Merit
blic Service & CSR Non-Profit blic Service & CSR Non-Profit	Tencent Foundation Wildaid	MISSION ENLIGHTENING CELEBRATE MARRIAGE, REFUSE THE SLAUGHTER OF SHARKS	12mago / Guangznou	Silver Gold
blic Service & CSR Corporate blic Service & CSR Corporate	Airbnb China 7-ELEVEN Taiwan	The First Start-up Village The Force of Love BACK2LIFE	Airbnb China / Beijing ADK TAIWAN / Taipei Cheil PengTai / Beijing + Cheil Hong Kong / Hong Kong	Merit Merit
blic Service & CSR Corporate blic Service & CSR Corporate blic Service & CSR Corporate	Samsung Tencent Gongyi Tencent Gaming	One Dollar HoK & Dunhuang Culture: :Murals Digital	TOPic / Beijing	Bronze Bronze
ablic Service & CSR Corporate	Alibaba 7-ELEVEN Taiwan	Restore H5 Watch Out for This Woman Instant Lonely Meal	BBDO China / Shanghai ADK TAIWAN / Taipei	Bronz
bbile Mobile Applications	The Hong Kong Stroke Association	Mobile Fatal Recognition	Cheil Worldwide Hong Kong / Hong Kong + Monster App Ltd / Hong Kong	Merit
obile Mobile Applications	Yum China Alipay	Pocket Franchise Face Value	Accenture Interactive China / Shanghai F5 / Shanghai	Merit Merit
obile Mobile Applications	Samsung Taipei Blood Center	BACK2LIFE Blood Beacon	Cheil PengTai / Beijing + Cheil Hong Kong / Hong Kong Wunderman Thompson Taipei / Taipei	Bronz Silver
obile Advertising on Mobile Devices	MaiMai adidas	Blue Moon: the career test hidden in interactive drama adidas Z.N.E	Maimai / Beijing TBWA\Shanghai / Shanghai	Merit Merit
obile Advertising on Mobile Devices obile Innovation in Mobile	Yum China	Pocket Franchise Pocket Franchise	Accenture Interactive China / Shanghai Accenture Interactive China / Shanghai	Silver Merit
obile Innovation in Mobile	Huawei Technologies Co Ltd	Guardians of Nature Social Media What you give to make a living is 'Fu' (Fu	Ogilvy Shenzhen / Shenzhen	Silver
cial Media Branded Social Posts cial Media Branded Social Posts cial Media Branded Social Posts	China UnionPay Crayola Yum China	means happiness) Eggcite Creativity Pocket Franchise	VMLY&R / shanghai Accenture Interactive China / Shanghai	Merit Merit Merit
cial Media Branded Social Posts	JD Computer and Digital San Jiu Medicine Trade Co.,Ltd.	Wang Yuan Wanted With 1 Million! 999 LOVE WITHOUT ITCH OF HEART Lipstick	TOPic / Beijing + Beijing Jingdong Century Trading Co.,Ltd / Beijing	
cial Media Branded Social Posts	Coca-Cola ByteDance Inc.	Share a Hug 2018 World Cup Douyin 717 Gourmet Feast	Ogilvy Shanghai / Shanghai + ArsThanea / Warszawa WMY / Beijing	Bronz
cial Media Branded Social Posts	LEGO TOY Beijing DiDi Infinity Technology and Development Co., Ltd	THE LEGO TECHNIC CHALLENGE The Missing Little frog of Mine - HTML5	The LEGO Agency / Shanghai Beijing DiDi Infinity Technology and Development Co.,	Silver Merit
cial Media HTML6 Social Contents	Wang Lao Ji	Blue Moon: the career test hidden in interactive drama The Journey Home	Ltd / Beijing Maimai / Beijing F5 / Shanghai	Merit Merit
cial Media HTML8 Social Contents cial Media HTML9 Social Contents	JD Tencent Gaming	Night at the shopping cart HoK & Dunhuang Culture: Murals Digital Restore H5	180 / Beijing	Bronz Silver
cial Media HTML10 Social Contents	Wildaid Tmall Global	Restore H5 CELEBRATE MARRIAGE, REFUSE THE SLAUGHTER OF SHARKS Tmall Global Space Radio		Gold Merit
· · · · · · · · · · · · · · · · · · ·	FETnet	36 reasons to take a day off Design	BBDO Taiwan / Taipei	Bronz
sign Typography sign Packaging Design	Tmall Ximing Tea Reijing Tongrentang Pharmaccutical	Yanao packaging design	WMY / Beijing MC BRAND / Fuzhou	Bronz Bronz
sign Packaging Design sign Design for Good/Green	Beijing Tongrentang Pharmaccutical Co.Ltd WWF	#No Plastic in Nature# Installation & Poster	Superunion China / Beijing LxU / Beijing	Bronz Merit
sign Design for Good/Green	Bran	Reborn & Reimagined ded Entertainment	RICElebrate / Shanghai	Silve
anded Entertainment Branded Video & Film anded Entertainment Branded Video & Film anded Entertainment Branded Video & Film	Tung Ho Steel	Wild Island The Strongest Love Time Will Tell	W / Shanghai Dentsu Taiwan Inc. / Taipei Dentsu Taiwan Inc. / Taipei	Merit Bronz Gold
anded Entertainment Branded Video & Film anded Entertainment Branded Video & Film anded Entertainment Branded IP		The Bucket Dream back to the Imperial Palace, the	Media Arts Lab / Shanghai + Apple / Shanghai + Apple / Cupertino + TBWA\Media Arts Lab / Los Angeles	
anded Entertainment Branded IP		bottle speaks a new story Turn guns into shoes: cross fire X 361° pio- neered gun shoes	STARNET / Shanghai + Tencent Games / Shenzhen + 361 ° / Xiamen	Merit
anded Entertainment Branded IP	pany Limited Tencent Gaming	Catch demon together x Nike : run for fun HoK with Ice and Snow World: Traditional Ice and Snow Art Extends the Vitality of IP of the game		Merit Merit
anded Entertainment Branded IP	TANGECHE Mars Taiwan Ltd.	TANGECHE Yelu Plan SNICKERS - HUNGER BATTLE	W / Shanghai BBDO Taiwan / Taipei	Merit Bronz
anded Entertainment Branded Music	Unilever Feng Xian District Government of Shanghai	All those you don't need anymore, we will adopt and make them into music, designer		Merit Silver
aft Art Direction/Illustration/Typography	-	toys and facia Craft Find Your Inner Voice	Dentsu Taiwan Inc. / Taipei	Merit
ift Art Direction/Illustration/Typography ift Art Direction/Illustration/Typography	LEGO TOY	THE LEGO TECHNIC CHALLENGE TANGECHE Yelu Plan	The LEGO Agency / Shanghai W / Shanghai	Merit Merit
oft Art Direction/Illustration/Typography		LOSE YOURSELF IN A BOOK A Sweet Escape	Cheil Beijing / Beijing + Cheil Hong Kong / Hong Kong Cheil Worldwide Hong Kong / Hong Kong + Illusion, Bangkok / Bangkok	Bronz Silver
	KFC Hong Kong, Jardine Restaurant Group Mars Wrigely	Snickers - Hunger Signatures	Ogilvy Hong Kong / Hong Kong BBDO China / Shanghai	Gold Merit
oft Copywriting/Scriptwriting	ACER China UnionPay	Break Away from Unnecessary The Last Transfer of Tang Empire	ADK TAIWAN / Taipei SG / Shanghai Media Arts Lah / Shanghai + Apple / Shanghai + Apple	Bronz Silver
oft Video Direction/Editting/Cinematography	Shenzhen Tencent Computer System Co. LTD		Media Arts Lab / Shanghai + Apple / Shanghai + Apple / Cupertino + TBWA\Media Arts Lab / Los Angeles XiYong (Beijing) Culture Media co.,LTD / Beijing	Gold
ft Data Visualization/Info Graphics ft Animation/Visual Effects/Motion Graphics		Feina - the Ai design assistant adidas Z.N.E	Jung von Matt/Tonghui / Beijing TBWA\Shanghai / Shanghai	Merit Merit
oft Animation/Visual Effects/Motion Graphics oft Animation/Visual Effects/Motion Graphics		OPPO RENO TANGECHE Yelu Plan	Motion Design / Shanghai W / Shanghai Huawei Device Co., Ltd / Beijing + Beijing C&l Digital	Merit Bronz
aft Animation/Visual Effects/Motion Graphics		CHASING LIGHT	Huawei Device Co., Ltd / Beijing + Beijing C&I Digital Technology Company Limited / Beijing + Beijing Huihe woofly film and Television Culture Communication Co., Ltd. / Beijing	
rect Marketing Social Media/Online	Mercedes-Benz Taiwan	irect Marketing A-Class Text Test Drive The number that defines women is not her	BBDO Taiwan / Taipei Grey Advertising Hong Kong LTD / Hong Kong + P&G -	Meri
rect Marketing Social Media/Online	P&G - OLAY ByteDance Inc.	age, but her fearless story Douyin 717 Gourmet Feast	OLAY / Guang Zhou WMY / Beijing	Merit Merit
rect Marketing Social Media/Online rect Marketing Social Media/Online	adidas San Jiu Medicine Trade Co., Ltd. Yum China	adidas Z.N.E 999 Warm-Hearted Leggings Pocket Franchise	TBWA\Shanghai / Shanghai Serviceplan China / Beijing Accenture Interactive China / Shanghai	Merit Bronz Silvei
rect Marketing Social Media/Online	Yum China Laoganma	Pocket Franchise The hotter it is, the hotter it gets Memory Gourmet Shop	Accenture Interactive China / Shanghai i2mago / Guangzhou TDchina / Beijing	Silver Merit Merit
rect Marketing Cross-platform rect Marketing Live Events/In-Store	DiDi		, ,	
rect Marketing Live Events/In-Store	FocusFilm Media	Piracy Blockr 'Chuang Cheng Xiang Qing' The Crossover	Ogilvy Shanghai / Shanghai + ARMA Global Media Development Shanghai / Shanghai + The Visual Asylum / Sydney + FocusFilm Media / Shanghai Tencent video / Bejjing + Bejjing Timely Culture Media	Merit
	FocusFilm Media Tencent video	'Chuang Cheng Xiang Qing' The Crossover Experience of Xiangxi Culture NESCAFÉ Sense Café Beijing	velopment Shanghai / Shanghai + The Visual Asylum /	

Network of the year

Client of the year

Best of Show

China UnionPay

The Last Transfer of Tang Empire

SG / Shanghai

Ogilvy

Tencent