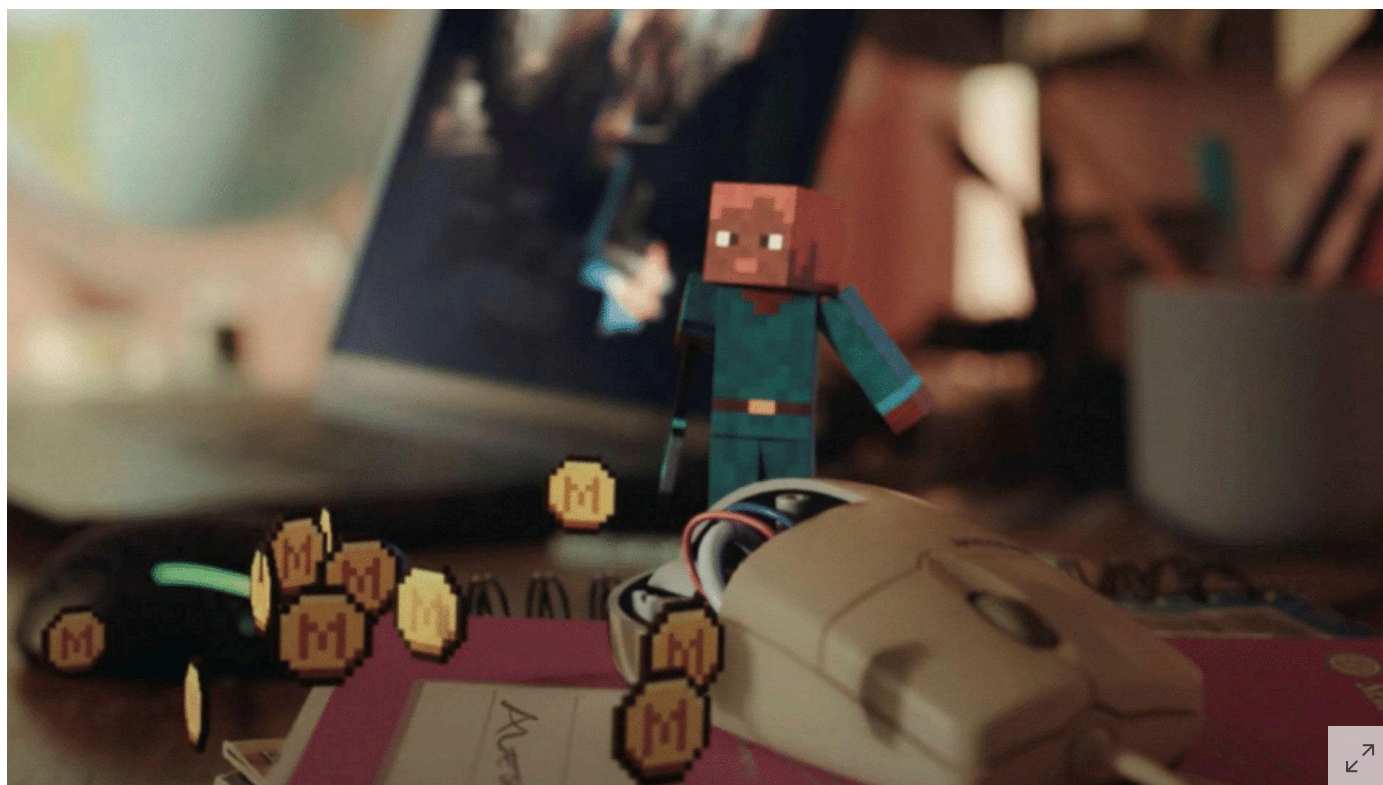


## Tävling

# Över 100 svenska nomineringar i One Show – ta del av hela listan här

Publicerad: 11 april 2023, 14:24



”Urban Miners” har sju nomineringar i One Show Foto: Springwise

## 18 svenska byråer kom till shortlist i prestigetävlingen One Show. Nord DDB har flest vinstchanser.

Ämnen i artikeln: [Nord DDB](#) | [Prime](#) | [Åkestam Holst](#) | [Forsman & Bodenfors](#) | [One Show](#) | [Nyheter](#)

R

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Totalt har One Show nominerat 4975 bidrag, 107 av dessa kommer från svenska byråer. Nord DDB har sammanlagt 25 vinstchanser, de flesta för Elkjops-kampanjen ”Urban Miners” (7 stycken). Prime har sammanlagt 10 nomineringar,

de flesta för Visit Sweden-kampanjen "Spellbound by Sweden" (6 stycken). BCW:s kampanj för Carlsberg "A sunken bar" har också chans att vinna i sex olika kategorier.

Vinnarna kommer att koras under en gala den 24 april.

## **25 nomineringar**

### **Nord DDB\***

#### **"Vehicle of Change", Vattenfall**

- Green Pencil
- IP & Product Design Brand Partnerships
- IP & Product Design Innovation in IP & Product Design
- Sustainable Development Pencil Sustainable Development Goals)

#### **"Super Fan Collection", Spotify**

- Creative Use of Data Targeting
- Creative Use of Data Storytelling

#### **"Deals Stuck in Time", McDonald's**

- Direct Marketing Digital & Online - Websites & Mobile
- Direct Marketing Craft - Data-Driven Personalization
- Interactive Online & Mobile Innovation in Interactive Online, & Mobile
- Out of Home Experiential & Immersive

#### **"Urban Miners", Elkjop**

- Direct Marketing Digital & Online - Gaming
- Direct Marketing Brand Partnerships
- Experiential & Immersive Brand Partnerships
- Experiential & Immersive Craft - Storytelling
- Gaming Use of Gaming as a Tool
- Gaming Gaming for Good
- Green Pencil

#### **"Follow Their Leader", Non-Violence Project Foundation**

- Social Media Innovation in Social Media Interactive

- Online & Mobile Innovation in Interactive Online, & Mobile

### **”Ronald McDonald House Roblox”, Ronald McDonald House**

- Health & Wellness Brand Partnerships
- Gaming Metaverse,
- Gaming Gaming for Good
- Experiential & Immersive Brand Partnerships,
- Experiential & Immersive Metaverse

### **”Think About the Brain”, Hjärnfonden**

- Design Typography - Typeface Design

## **10 nomineringar**

### **Prime**

### **”Oppression Offset”, Civil Rights Defenders**

- Direct Marketing Integrated Campaign
- Public Relations Digital & Online

### **”Spellbound by Sweden”, Visit Sweden**

- Experiential & Immersive Experiential Audio
- Experiential & Immersive Craft - Storytelling
- Experiential & Immersive Craft - Use of Sound
- Public Relations Digital & Online
- Radio & Audio Experiential Radio & Audio
- Radio & Audio Innovation in Radio & Audio

### **”Happy Birthday from Earth”, Husqvarna**

- Social Media Stunts & Activations
- Public Relations Brand Voice

## **9 nomineringar**

### **Forsman & Bodenfors\***

### **”The Shuffle Ticket”, Luger**

- Design Promotional - Physical Items
- Design Innovation in Design
- Direct Marketing Physical Items
- Experiential & Immersive Physical Products
- Experiential & Immersive Innovation in Experiential

**”Cards Of Qatar”, Blankspot**

- Public Relations Innovation in Public Relations

**”Break The Pattern”, Electrolux**

- Film & Video Online-only Films & Video - Over 60 Seconds - Single

**”A Love Story”, Volvo Trucks**

- Film & Video Online-only Films & Video - 31-60 Seconds - Single

**”By Wind”, By Wind**

- Design Brand Identity - System

**8 nomineringar**

**Åkestam Holst**

**”The Self Censoring Ad”, Reporters without borders**

- Print & Promotional Newspaper - Single
- Print & Promotional Craft - Printing & Production
- Print & Promotional Innovation in Print)

**”Will Power”, Lunar**

- Integrated Craft - Art Direction

**”Victim Cardigan”, Talita**

- IP & Product Design Physical Product - Promotional

**”Bad Excuses”, Krogar mot knark**

- Out of Home Billboards & Transit - Series

**”Death Sentence”, Reporters without boarders**

- Print & Promotional Newspaper - Series

### **”Sensitive Content”, Pressbyrå & Reporters Without Borders**

- Social Media Social Post - Single

## **7 nomineringar**

### **Ingo**

#### **”The Tavern”, Activision Blizzard**

- Film & Video Online-only Films & Video - Over 60 Seconds – Single
- Gaming Game Marketing

#### **”The 3D printed meatballs”, Ikea**

- Direct Marketing Non-traditional & Guerrilla Marketing

#### **”Inflation Proof”, IKEA Al-Futtaim**

- Out of Home P.O.P. & In-Store - Series
- Print & Promotional Newspaper - Series
- Print & Promotional Magazine - Series
- Print & Promotional Posters - Series)

## **6 nomineringar**

### **BCW Global**

#### **”The sunken bar”, Carlsberg**

- Branded Entertainment Experiential - Brand Installations
- Direct Marketing Experiential - Brand Installations
- Direct Marketing Innovation in Direct Marketing
- Experiential & Immersive Immersive Spaces
- Out of Home Experiential & Immersive
- Public Relations Innovation in Public Relations

### **B-Reel**

#### **”Wear That Feeling”, H&M**

- Film & Video Television & VOD - 30 Seconds and Under - Series
- Film & Video Online-only Films & Video - 30 Seconds and Under - Series
- Integrated Integrated Campaign

### **”2022 Sounds Like 1984”, Storytel**

- Film & Video Television & VOD - 31-60 Seconds - Single
- Integrated Craft - Storytelling

### **”We Always Have Your Back”, The North Face**

- Film & Video Online-only Films & Video - 31-60 Seconds - Single

## **5 nomineringar**

### **Abby World**

#### **”The Heartbeat Drum Machine”, Swedish Heartchild Foundation**

- Design Promotional - Physical Items
- Design Innovation in Design
- Health & Wellness Innovation in Health & Wellness
- IP & Product Design Physical Product - In-Market

#### **”How to Stop Sweden”, Adidas**

- Creative Use of Data Storytelling

### **Jung Relations**

#### **”Shift, Samsung Nordics**

- Design Promotional - Physical Items
- Design Innovation in Design
- IP & Product Design Physical Product - Promotional
- Public Relations Innovation in Public Relations

#### **Sound of Art, Samsung Nordics**

- Music & Sound Craft Innovation in Music & Sound Craft

### **Garbergs**

### **”A Flourishing Message”, Skansen**

- Out of Home Craft - Printing & Production
- Design Craft - Printing & Paper Craft

### **”Nothing More to Say”, St1**

- Film & Video Television & VOD - Over 60 Seconds - Single
- Moving Image Craft & Production Casting

### **”Kiwi Evolution”, Lidl**

- Public Relations Reputation Management

## **4 nomineringar**

### **McCann**

#### **”Eat a swede”, Livsmedelsföretagen**

- Branded Entertainment Long Form Video - Single
- Cultural Driver Popular Culture Impact
- Health & Wellness Branded Content
- Health & Wellness Film)

## **3 nomineringar**

### **BBDO Nordics**

#### **”Dirty Talking Trash Cans”, City of Malmö**

- Cultural Driver Popular Culture Impact
- Creative Effectiveness Creative Effectiveness - Non-Profit / Charity
- Out of Home Experiential & Immersive

## **2 nomineringar**

### **Animal**

## **”The Desk Snatch Pre-Rolls”, Evoko**

- Direct Marketing Targeted Video - Online
- Interactive, Online & Mobile Pre-Roll

## **Oatly Department of mind control**

## **”Normalize it”, Oatly**

- Brand-Side / In-House Video Content - Single
- Film & Video Online-only Films & Video - Over 60 Seconds - Single

## **Perfect Fools**

## **”Dreams of Europe”, Svenska Spel**

- Radio & Audio
- Innovation in Radio & Audio

## **1 nominering**

## **Volt**

## **”The It Takes Two Experience”, EA Games**

- Gaming Use of Gaming as a Tool

## **Le Bureau**

## **”Undramatic stories”, Arbetsmiljöverket**

- Health & Wellness Out of Home

## **Bold**

## **”Minecraft”, Minecraft**

- Design Brand Identity - Rebranding

## **Okto**

## **”Not Delivered”, Sweden for UNHCR**

- Integrated Integrated Campaign



## **I.W. Edition**

### **”A very satisfying customer service”, Blanche Stories**

- Experiential & Immersive Experiential Audio

## **Perfect Fools**

### **”Dreams of Europe”, Svenska Spel**

- Radio & Audio Innovation in Radio & Audio

## **Familjen**

### **”Ride with us instead”, SL**

- Print & Promotional Craft - Photography

## **Differ**

### **”Gotland's Ugliest Lawn”, Region Gotland**

- Green Pencil

\* Resumés sammanställning visar nomineringarna för bidrag som tagits fram på de svenska kontoren. Nord DDB har sammanlagt 42 nomineringar om man räknar in de 12 nomineringarna för Coors-kampanjen Chillboards som togs fram av Nord DDB Copenhagen tillsammans med DDB Chicago och adam&eveDDB i London. Samt för ”Togetherness Starts with Understanding” och ”McDrip” för McDonalds i Finland där Nord DDB Helsinki fick sammanlagt 5 nomineringar. Forsman & Bodenfors har sammanlagt 15 nomineringar om man räknar in vinstchanserna för F&B Toronto ”4000 Cover Stories” (3 nomineringar) och ”Kami” (3 nomineringar) där F&B Singapore stod bakom.