

judge pick of the day from Eugene Cheong

A powerful campaign which plays on Hitler's book *Mein Kampf*, where Germans portray their struggle against racism in Germany.

The One Club's One Show judging has begun. In order to keep the rest of the world intrigued and informed of the judging process, they'll be sharing selected judges' Picks of the Day throughout the judging process.

Eugene Cheong, CCO of Ogilvy Asia Pacific/Singapore, shares his pick of the day below:

You can view this and other One Show entries by browsing [this year's entries](#) and don't miss the One Show Creative Week Festival from 9 to 13 May in New York – visit our [One Show special section](#) for all the latest updates.

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