

# All the 2018 ADC Award winners!

The colours of the 515 winners of the 97th global ADC Annual Awards were revealed on the first evening of the One Club for Creativity's Creative Week, held on 7 May 2018 at Industria in New York's Meatpacking District, with a Silver Cube coming home to SA.



Screengrab from "Barbers" for Apple by Furlined, winner of the ADC Black Cube for Best of Show.

The show was hosted by Eddie Opara, renowned multifaceted designer and partner at Pentagram, with agencies and studios of all sizes from 34 countries were awarded on the night, spurred on by the show's new tiered pricing system to make it more affordable for small shops and freelancers to enter.

## Best of the best at ADC 2018

The coveted ADC Black Cube for Best of Show going to **Furlined's** "Barbers" for Apple, with the work also awarded best of discipline and a Gold Cube in 'motion and film craft', as well as three merits in advertising.

This year's top honours, based upon cumulative ADC Cubes and Merits won across all disciplines and categories, were:

- Advertising Agency of the Year — **BBDO New York**
- Network of the Year — **BBDO Worldwide**
- Boutique Agency of the Year — **Åkestam Holst**, Stockholm, Sweden
- Design Firm of the Year — **The New York Times Magazine**, New York
- Boutique Design Firm of the Year — **Magpie Studio**, London
- Production Company of the Year — **Furlined**, Santa Monica
- Brand of the Year — **Apple**

Agency tally-wise, **BBDO New York** led the world in most ADC Cubes won by a single office, with 16. The agency won five Golds, including three with BBDO Studios for "Live Looper" on behalf of Downtown Records and two with The Corner Shop for P&G's "The Talk", as well as four Silver and seven Bronze Cubes. Jung von Matt, Hamburg, Germany won 15 Cubes, including one Gold, three Silver and 11 Bronze.

The **ADC Designism Award** for work that best promotes social good went to “Prescribed to Death” by Energy BBDO, Chicago, IL, USA for client National Safety Council.

“It’s always an inspiring night when the industry comes together to celebrate the world’s best work in craft, design and innovation,” said Michael O’Rourke, ADC executive director. “ADC began as a progressive force in 1920 as the first creative organization for the commercial arts, and it’s an honour to continue that legacy with all of the amazing work awarded tonight.”

Kevin Swanepoel, CEO, The One Club for Creativity, expanded on those sentiments, adding:

“ *The ADC Annual Awards is the most forward-thinking award for design, craft, and innovation in the world, celebrating progressive thinking and problem-solving in the creative industry. This year’s Cube winners clearly reflect that focus.* ”

#### **Best of discipline winners, by discipline:**

- **Advertising:** **CHE Proximity** with **Revolver/Will O’Rourke**, both Sydney, Australia “The Hearing Test in Disguise” for Cochlear
- **Brand & Communication Design:** **Creuna Norway**, Oslo, Norway “DOGA Visual Identity” for DOGA - Design and Architecture Norway
- **Experiential Design:** **McCann New York**, NY, USA “Fearless Girl” for State Street Global Advisors
- **Illustration:** **Giant Ant**, Vancouver, BC, Canada “The Imaginary Friends Society - Finding Out You Have Cancer” for The Pediatric Brain Tumor Foundation
- **Innovation:** **Tess Co.** with **Tohoku University School of Medicine**, both Sendai, **M2 Design** and **TBWA\Hakuhodo**, both Tokyo, all Japan “COGY Wheelchair” for Tess Co.
- **Integrated:** **AMV BBDO**, London, UK “#Blood Normal” for Essity Libresse Bodyform

- **Interactive:** **AlmapBBDO**, São Paulo, Brazil “Nosferatu” for Getty Images
- **Motion & Film Craft:** **Furlined**, Santa Monica with **Apple**, Cupertino, both CA, USA “Barbers” for Apple
- **Packaging & Product Design:** **Tess Co.** with **Tohoku University School of Medicine**, both Sendai, **M2 Design** and **TBWA\Hakuhodo**, both Tokyo, all Japan “COGY Wheelchair” for Tess Co
- **Photography:** **Lauren Greenfield**, Venice, CA, USA “Generation Wealth” for Evergreen Pictures
- **Publication Design:** **The New York Times Magazine**, New York, NY, USA “Why Can’t Democrats Turn the Page” for *The New York Times Magazine*
- **Typography:** **Kevin Cantrell Studio**, Mantua, UT, USA “Fantastic Rum Accelerator” for *Wired Magazine*

Cube winner tally, by discipline:

**Advertising: 11 Gold, 22 Silver, 26 Bronze, 39 Merit.**

Best in Discipline: CHE Proximity with Revolver/Will O’Rourke, both Sydney, Australia for “The Hearing Test in Disguise” for Cochlear:

ADC Gold Cube winners in Advertising:

- **Åkestam Holst**, Stockholm, Sweden “Pee Ad” for IKEA Sweden in Press, Magazine-Single
- **AlmapBBDO**, São Paulo, Brazil “Nosferatu” for Getty Images in Art Direction, Poster Advertising-Campaign
- **BBDO New York**, New York, NY with The Corner Shop, Santa Monica, CA, both USA “The Talk” for P&G in Television/Film/Online Video Commercials, Online Commercial-Single
- **CHE Proximity** with **Revolver/Will O’Rourke**, both Sydney, Australia for “The Hearing Test in Disguise” for Cochlear in Craft in Video, Sound Design-Single
- **Dentsu Tokyo**, Japan “The Art of Cutouts” for OLFA Corporation in Art direction, Poster Advertising-Campaign
- **Dentsu Tokyo** with **Amana** and **Taki Corporation**, both Tokyo, Japan “Sumo Girls 82 Techniques” for Hokkoku Shimbun in Art Direction, Press/Print Advertising-Single
- **DDB Paris**, France “In the World of Play-Doh” for Hasbro in Art Direction, Press/Print Advertising-Single
- **Goodby Silverstein & Partners**, San Francisco, CA, USA “Doritos Blaze vs. MTN Dew Ice” for Doritos and Mountain Dew in Television/Film/Online Video Commercials, Television Commercial-Single
- **MJZ**, Los Angeles, CA with **Leo Burnett Chicago**, Chicago, IL, both USA “Samsung, Ostrich” for Samsung in Craft in Video, Cinematography-Single
- **Ogilvy Germany**, Frankfurt, Germany “Switch It Off” for Amnesty International in Press, Magazine-Campaign

## **Brand & Communication Design: 5 Gold, 7 Silver, 15 Bronze, 33 Merit**

Best in Discipline: Creuna Norway, Oslo, Norway “DOGA Visual Identity” for DOGA - Design and Architecture Norway in Branding, Branding Systems/Corporate Identity Integrated-Series:

ADC Gold Cube winners in Brand/Communication Design:

- **Creuna Norway**, Oslo, Norway “DOGA Visual Identity” for DOGA - Design and Architecture Norway in Branding, Branding Systems/Corporate Identity Integrated-Series
- **Dentsu Tokyo**, Japan “Optical Odyssey” for JINS in Poster, Traditional-Series
- **Dentsu Tokyo**, Japan “Eating Kabuki With Your Fingers” for Shochiku co. ltd Minami-za in Poster, Traditional-Series
- **Shiseido, Tokyo**, Japan “Makeup Tools” for Shiseido in Posters, Traditional-Series
- **TBWA\Shanghai**, Shanghai, China “A Thread of Hope” for BAO BEI HUI JIA - NGO for Missing Children in Posters, Wild Postings-Single

## **Design for Good: 3 Gold, 8 Silver, 6 Bronze, 9 Merit**

ADC Gold winners in Design for Good:

- **Energy BBDO**, Chicago, IL, USA “Prescribed to Death” for National Safety Council in Advertising-Campaign (also awarded ADC Designism Cube)
- **McCann New York**, New York, NY, USA “Fearless Girl” for State Street Global Advisors in Advertising-Single
- **McCann New York**, New York, NY, USA “Fearless Girl” for State Street Global Advisors in Experiential Design-Single

## **Experiential Design: 3 Gold, 3 Silver, 8 Bronze, 17 Merit**

Best in Discipline: McCann New York, NY, USA “Fearless Girl” for State Street Global Advisors:

ADC Gold Cube winners in Experiential:

- **McCann New York**, New York, NY, USA “Fearless Girl” for State Street Global Advisors in Experiential Design, Placemaking-Single
- **TBWA\Hakuhodo**, Tokyo, Japan “Green Light Run” for adidas Japan in Digital Experiences, Responsive Environments-Single
- **VML**, Kansas City, MO with **Tennessee Department of Tourist Development**, Nashville, TN and **Plan A Films**, Asheville, NC, all USA “The Colorblind Viewer” for Tennessee Department of Tourist Development in Experiential Design, Placemaking-Single

**Illustration: 2 Gold, 6 Silver, 7 Bronze, 26 Merit**

Best in Discipline: Giant Ant, Vancouver, BC, Canada “The Imaginary Friends Society - Finding Out You Have Cancer” for The Pediatric Brain Tumor Foundation:

ADC Gold Cube winners in Illustration:

- **Giant Ant**, Vancouver, BC, Canada “The Imaginary Friends Society - Finding Out You Have Cancer” for The Pediatric Brain Tumor Foundation in Illustration, Motion-Single
- **Vice News**, Brooklyn, NY, USA “Cryptocurrency” for VICE News in Illustration, Motion-Single

**Innovation: 3 Gold, 3 Silver, 2 Bronze, 14 Merit**

Best in Discipline: Tess Co. with Tohoku University School of Medicine, both Sendai, M2 Design and TBWA\Hakuhodo, both Tokyo, all Japan “COGY Wheelchair” for Tess Co:

ADC Gold Cube winners in Innovation:

- **BBDO New York** with **BBDO Studios**, New York, NY, USA “Live Looper” for Downtown Records in Innovation, Advertising
- **Commonwealth//McCann**, Detroit, MI with **The Mill** and **Mill+**, both Los Angeles, CA, USA “Invisible Car” for Chevrolet in Innovation, Interactive
- **Tess Co.** with **Tohoku University School of Medicine**, both Sendai, **M2 Design** and **TBWA\Hakuhodo**, both Tokyo, all Japan “COGY Wheelchair” for Tess Co. in Innovation, Product

**Integrated: 2 Gold, 3 Silver, 2 Bronze, 7 Merit**

Best in Discipline: AMV BBDO, London, UK “#Blood Normal” for Essity Libresse Bodyform:

ADC Gold Cube winners in Integrated:

- **AMV BBDO**, London, UK “#Blood Normal” for Essity Libresse Bodyform in Integrated-Campaign
- **Goodby Silverstein & Partners**, San Francisco, CA, USA “Doritos Blaze vs. MTN Dew Ice” for Doritos and Mountain Dew in Integrated-Campaign

**Interactive: 9 Gold, 14 Silver, 13 Bronze, 31 Merit**

Best in Discipline: AlmapBBDO, São Paulo, Brazil “Nosferatu” for Getty Images

ADC Gold Cube winners in Interactive:

- **AlmapBBDO**, São Paulo, Brazil “Nosferatu” for Getty Images in Craft in Online/Mobile, Sound Design-Single
- **BBDO New York** with **BBDO Studios**, New York, NY, USA “Live Looper” for Downtown Records in Craft in Online/Mobile, Content Strategy-Single
- **BBDO New York** with **BBDO Studios**, New York, NY, USA “Live Looper” for Downtown Records in Use of Social Media, Facebook-Single
- **DDB Paris** with **Eddy** and **Studio5**, both Paris, France “Emerging Species” for Hasbro in Craft in Online/Mobile, Copywriting for Digital-Campaign
- **DDB Paris** with **Eddy** and **Studio5**, both Paris, France “Emerging Species” for Hasbro in Online/Mobile, Campaign Site-Single
- **FCB/SIX**, Toronto, ON, Canada “Destination Pride” for PFLAG Canada in Online/Mobile, Data Visualization-Single
- **Google Creative Lab**, London, UK “Speak to Go” for Google Creative Labs in Apps, Augmented Reality/Virtual Reality-Single
- **MJZ**, Los Angeles, CA with **Leo Burnett Chicago**, Chicago, IL, both USA “Samsung, Ostrich” for Samsung in Online/Mobile, Online Video-Single
- **The New York Times Magazine**, New York, NY, USA “The Great Performers” for *The New York Times* in Online/Mobile, Online Video-Campaign

**Motion & Film Craft: 7 Gold, 6 Silver, 8 Bronze, 22 Merit**

Best in Discipline: Furlined, Santa Monica with Apple, Cupertino, both CA, USA “Barbers” for Apple:

ADC Gold Cube winners in Motion/Film Craft:

- **BETC** with **Wanda** and **Academy Films**, all Paris, France “Timeless” for Lacoste in Craft in Motion/Film, Cinematography-Single
- **BBDO New York**, New York, NY with **The Corner Shop**, Santa Monica, CA, both USA “The Talk” for P&G in Craft in Motion/Film, Direction-Single
- **Elastic**, Santa Monica, CA with **TNT**, Atlanta, GA, both USA “The Alienist” for TNT in Motion/Film, Title Sequences-Single
- **Furlined**, Santa Monica with **Apple**, Cupertino, both CA, USA “Barbers” for Apple in Craft in Motion/Film, Direction-Single
- **Jung von Matt** with **Sterntag**, both Hamburg, Germany and **MJZ**, London, UK “Christmas 2117” for Edeka Zentrale in Craft in Motion/Film, Special Effects-Single
- **MPC**, London, UK with **MPC** and **MJZ**, both Los Angeles and **Leo Burnett Chicago**, Chicago, IL, USA “Samsung, Ostrich” for Samsung in Craft in Motion / Film, Animation-Single
- **MJZ**, Los Angeles, CA with **Leo Burnett Chicago**, Chicago, IL, both USA “Samsung, Ostrich” for Samsung in Craft in Motion/Film, Special Effects-Single

**Package Design: 1 Gold, 3 Silver, 3 Bronze, 7 Merit**

ADC Gold Cube winner in Packaging Design:

- **Studio Sonda**, Vižinada, Croatia “St. Vital Piquentum Series - Vintage years 12/13/14 Wine, A collection through which nature speaks out” for Vinski Podrum Buzet d.o.o. in Packaging Design, Beverage-Series

**Photography: 1 Gold, 3 Silver, 5 Bronze, 25 Merit**

ADC Gold Cube winner in Photography:

- **Lauren Greenfield**, Venice, CA, USA “Generation Wealth” for Evergreen Pictures in Photography, Book-Series (also awarded Best of Discipline)
- **\*TBWA\Hunt\Lascaris Johannesburg** and Oudtshoorn-based artist Chris Slabber were awarded a Silver Cube in Photography, Products/Commercial - Series' for their work on "Doom Insects".



## WHAT'S BUGGING YOU?

...e saliva under your skin, roach larvae in your cornflakes, holes in the delicate bits  
...ur nickers, maggots lolling about under your fridge, flies making freaky love in  
...fruit bowl, photographic memories gobbled away by fishmoths, your furry pet  
...rving blood cocktails to insatiable fleas. Enough is enough, make them stop.



FLIES POOP ONCE EVERY  
**10 SECONDS\***  
WHILE FEEDING.

Had enough? Hit Make Them Stop below to get the right solution for you.

**MAKE THEM STOP**



Image from the [Doom website](#).

**Product Design: 1 Gold, 2 Silver, 1 Bronze, 2 Merit**

Best in Discipline: Tess Co. with Tohoku University School of Medicine, both Sendai, M2 Design and TBWA\Hakuhodo, both Tokyo, all Japan “COGY Wheelchair” for Tess Co:

ADC Gold Cube winner in Product Design:

- **Tess Co.** with **Tohoku University School of Medicine**, both Sendai, **M2 Design** and **TBWA\Hakuhodo**, both Tokyo, all Japan “COGY Wheelchair” for Tess Co. in Product Design, Wildcard-Single

**Publication Design: 3 Gold, 5 Silver, 9 Bronze, 20 Merit**

ADC Gold Cube winners in Publication Design:

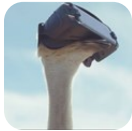
- **The California Sunday Magazine**, San Francisco, CA, USA “The California Sunday Magazine (February, August, October)” for *The California Sunday Magazine* in Editorial, Magazine Full Issue-Series
- **MacGuffin**, Amsterdam, Netherlands “MacGuffin Magazine” for MacGuffin in Magazine Full Issue-Series
- **The New York Times Magazine**, New York, NY, USA “Why Can't Democrats Turn the Page” for *The New York Times Magazine* in Editorial, Magazine Cover-Single (also awarded Best of Discipline)

## Typography: 1 Gold, 2 Silver, 5 Bronze, 14 Merit

ADC Gold Cube winner in Typography:

- **Kevin Cantrell Studio**, Mantua, UT, USA “Fantastic Rum Accelerator” for *Wired magazine* in Typography, Editorial-Single (also awarded Best of Discipline)

For a complete list of all ADC Gold, Silver, Bronze Cube and Merit winners, visit <http://www.adcawards.org>. Click through to our [One Show special section](#) for all the latest updates on The One Club for Creativity’s Creative Week 2018!



### South African amongst ADC Awards finalists!

10 Apr 2018



### ADC Advertising, Interactive and Motion/Film Craft juries announced

18 Jan 2018



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