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Client: The One Show

Client Objective

The One Show presents an annual award show at Lincoln Center to honor the best work in the international advertising industry. This gala evening presents the best ads in television, web, print and interactive advertising. The ads are programmed in Watchout on a giant HD Screen for the live event. Leading members of the advertising industry pick the winners and the results are tallied days before the show is produced. This schedule presents a huge organizational challenge, as the final program cannot be finished until all the winners are chosen.



Solution

Moving Pictures has been hired by Overland Entertainment and The One Show for the past three years to manage all the media for this award show. The annual challenge is to integrate each year's theme in a compelling format that showcases the voluminous amount of winning advertising work. This year we produced an opening video that dramatized an underground secret society that controls the advertising industry. This stylized video has fun with imagery of advertising icons and legends, setting the tone for the evening.