

The One Club launches online video campaign to promote One Show call for entries

NEW YORK: The One Club for Creativity today debuted an online video campaign by Toronto agency Zulu Alpha Kilo to promote the call for entries for the 2019 iteration of the One Show awards.

Part of the agency's 'Win Pencil, Draw Respect' campaign, the videos use humorous before-and-after scenarios to depict how the life of a creative improves dramatically after winning a coveted One Show Pencil. The campaign also includes posters, banners and simple animated videos.

The campaign kicks off today with three videos: 'Monitor', 'We Quit' and 'Jury Room', all directed by Jono Hunter with production company OPC. Two other videos will be released in the coming months.

“We wanted to tap into real industry insights that creatives have experienced,” says Zak Mroueh, CCO and founder of Zulu Alpha Kilo. “Whether it’s being in a jury room, resigning from a job or simply asking for a bigger monitor, once you’ve won a One Show pencil, there’s an increased level of respect that comes with it that would impact how those scenarios play out. We wanted to dramatise that.”

Kevin Swanepoel, CEO of The One Club for Creativity, adds: “Winning a One Show Pencil has propelled the careers of many creatives around the world. The club’s mission is to support and celebrate the success of the global creative community, and we accomplish that by elevating the best work on a global stage.”

The One Show entries can be submitted at [OneShow.org](https://www.oneshow.org). The early deadline is 30 November 2018, when the first batch of entries will be judged in a preliminary round. The final deadline to enter is 31 January 2019, and One Show juries will be announced shortly.

For more, visit: <https://www.bizcommunity.com>