

## Fran Luckin's judging pick of the day

Judging for The One Club for Creativity's One Show 2019 and ADC 98th Annual Awards is underway in Punta Cana, Dominican Republic, where more than 150 creatives from around the world are gathering judge work.

"Terse, spare storytelling, very economical but very powerful" is how Fran Luckin, CCO of Grey Johannesburg and ADC 98th Annual Awards Advertising judge describes "The Truth Is Worth it", making it her ADC Awards pick of the day.

*Using texts as lures, government spyware targets Mexican journalists and their families.* So reads a headline from the 19 June 2017 edition of *The New York Times*. But the journey that led to that headline is an arduous one, increasingly dangerous for members of the press. "The Truth Is Worth It" by Droga5 charts that journey in this dark but revealing spot for the *New York Times*.

*You can view this and other Art Directors' Club and One Show entries by browsing [this year's entries](#) and don't miss the 98th Annual ADC Awards in May 2019 and the One Show Creative Week Festival from 6-10 May 2019 in New York City – visit our One Show [special section](#) for all the latest updates.*

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