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THE ONE CLUB TIMELINE
1949

Doyle Dane Bernbach opens for business on Madison Avenue and The Creative Revolution begins

1955

Leo Burnett's Marlboro Man makes his first appearance and goes on to become one of the longest-running ad campaigns in history





THE One Club exists to champion and promote excellence in advertising and design in all its forms. It is the world's foremost non-profit organization devoted to elevating creative work in the industry. It seeks to celebrate the legacy of creative advertising and to use that legacy to inspire future generations. The One Club is the 'keeper of the flame' for advertising creatives. The One Show remains the pinnacle of achievement by providing a showcase of the world's best work, and by inviting collaboration among individuals that are actively developing outstanding work.

2

The One Club exists to educate and inspire students of the business, and benefit the next generation through scholarships, portfolio reviews and annual student exhibitions and competitions.

The One Club also exists to inspire clients to seek the rewards that come with calculated risks and new ideas. As long as great ideas are allowed to take form, The One Club will continue to exist to encourage and promote them. We represent what's good about the industry, and by ensuring this tradition continues, we become part of the community. 🍷

MISSION STATEMENT



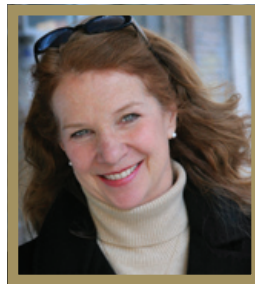
1957

The Advertising Writers Association of New York forms to give out Golden Key Awards





THIS formal presentation of The One Club's annual report has been a challenging undertaking. We have tried to accurately record the Club's fiscal progress as well as the many contributions to the well being of creative advertising that defines our mission. The One Club has accomplished an amazing number of programs and innovations. Many are highlighted in this report, such as the Creative Hall of Fame, the growth in the programs in China and the series of events during One Show Festival.



Mary Warlick

But the real story of the Club is one of personalities and individual accomplishments. For example, the glamorous evening last fall when the Creative Hall of Fame added three new members. However, it is almost impossible to capture the emotion in the room when colleagues and friends saluted Phil Dusenberry with a standing ovation for what was to be his last public speech.

From the unique perspective of the CEO, the evolution taking place in the industry is paralleled and fueled by changes at the Club. Twenty years ago, The One Club counted three full-time employees and primarily produced the One Show. Today, the Club's role has expanded on several fronts. An acclaimed quarterly magazine has replaced the original newsletter "Pencil Pointers." A full-time editor-in-chief oversees all publications, including *one. a magazine*. A Webmaster maintains our online presence, extending One Club programs via podcasts and archives. Our education director has expanded the original Portfolio Review sessions and established The One Club's reputation at schools and colleges globally. The keystone of The One Club's influence both nationally and internationally is the One Show, with a senior manager dedicated to maintaining the high standards of judging and production.

The creative foundation of the Club is built on the membership, which supports our mission of recognizing creative excellence. As long as this goal remains, the Club will continue to champion the strength of the industry. ■

Mary Warlick

1957

Vance Packard's "The Hidden Persuaders" remains on the bestseller list for 18 weeks

1959

The Volkswagen account lands at DDB





We are living through pivotal times in the advertising industry. We are witnessing a change in social behavior where the consumer is becoming more sophisticated and empowered. Web 2.0,



Kevin Swanepoel

mobile devices and technology like DVR's are allowing the consumer to dictate when, where and how they watch content. Consumers are also fast becoming content creators.

Traditional creatives are re-inventing and re-energizing their careers with new media. As broadband grows, online video is becoming key in advertising, allowing creatives to exercise their talents in art direction, writing, directing and storytelling. Traditional creatives are bringing strong conceptual campaigns online, improving the quality and creativity across a fragmented media landscape.

Over the years we have seen the number of media outlets increase dramatically, and as the media fragments it is becoming increasingly more difficult to reach consumers. The amount of time consumers are spending on daily media consumption has not changed, but the number of media outlets that they interact with has increased, diluting the time a consumer spends on any given media outlet or source.

The challenge we as creatives face is to create exciting branded content, entertainment and advertising that the consumer will choose to include in their programming and in the content they consume. As advertisers and clients we will need to "let go" and fathom how to let the consumer contribute to the brand and interact with it.

One Show, One Show Interactive and One Show Design awards are setting the standard for creative excellence across all media. Your work will inspire and stand as a reference to how the industry has progressed this past year. ✍

Kevin Swanepoel

1959

Bill Bernbach teams copywriter Julian Koenig with art director Helmut Krone





NORMALLY you write these opening letters to the shareholders. But we don't have shareholders, so this letter is actually to you, the readers, the lovers of great ideas. You are the ones we do this for.

We are still the only club dedicated to the ideas of great creative people. Our job is to spread the word that ideas are powerful, can build businesses, move markets and even change the world. Our message seems to be working, because the combined entries for all shows in 2007 were up—from 17,887 in 2006, to 18,373 in 2007. But don't think this is a numbers game. Our entries are up because our message and purpose are more important than ever. We're traveling the globe to recognize and promote the news that advertising and design in all their forms should be created and executed to raise goose bumps on the back of your neck and to make people see things in a new light.



David Baldwin

Who's behind all of this craziness? The inestimable Mary Warlick did such a great job that we named her CEO of the organization, which led to a rather large pair of shoes to be filled by one Kevin Swanepoel, now President of The One Club.

We're expanding what it means to be a club in the world of advertising, a world that sees a new revolution almost every day. We're continuing to expand with initiatives such as One Show Entertainment, expansion into China, an Education Summit, and even a film that we are producing. Not just an advertising film, but a real movie that we hope is every bit as great as the work we celebrate every year with our One Show Festival.

You'll read about many things in this report, but hopefully, most of all, you'll see a lot of heart and passion for what we do. ✍

David Baldwin

1960

VW's "Think small" debuts

1960

Figures show gross advertising increased by 75 percent during the 1950s





David Baldwin

CHAIRMAN OF THE BOARD
Raleigh, NC

Arthur Bijur

VICE CHAIRMAN
Cliff Freeman and Partners, NY

Kevin Roddy,

TREASURER & CORPORATE SECRETARY
Bartle Bogle Hegarty, NY

David Apicella

Ogilvy & Mather, NY

Rossana Bardales

Mother, London

Jeff Benjamin

Crispin Porter + Bogusky, Miami

Joe Duffy

Duffy & Partners, Minneapolis

Kara Goodrich

BBDO, NY

Norm Grey

The Creative Circus, Atlanta

Jan Leth

Ogilvy & Mather, NY

Kerri Martin

Goosebumps, Birmingham

Jose Mollá

la comunidad, Miami

Deborah Morisson, Ph.D

University of Oregon, Eugene

Kevin Proudfoot

Wieden + Kennedy, NY

Steve Sandstrom

Sandstrom Design, Portland

Luke Sullivan

GSD&M, Austin

Joyce King Thomas

McCann Erickson, NY

THE ONE CLUB BOARD



1960

Ad agency Papert, Koenig, Lois forms

1961

Leo Burnett formally inducted as the first member of the Copywriters Hall of Fame






THE pace of change in today's advertising industry is accelerating as never before. Innovation, creativity and imagination are the industry's currency, fostering new and interactive forms of communications that challenge existing norms. In addition to championing and promoting excellence in advertising and design in all its multiplying forms, The One Club is committed to retaining leadership in this dynamic and fast-changing environment. As the ad industry evolves, so too does The One Club.

For example, one of 2007's most significant developments was the launch of One Show Design, which reflects the growing importance of design in marketing. And new One Show categories added over the past three years include Integrated Branding, acknowledging the need to communicate consistent brand messages across numerous marketing channels; Exceptional Innovation in Marketing, which recognizes achievement in non-traditional marketing approaches; and Online Branded Content, which salutes online films and videos.

Other new developments include the strides being made by The One Club Education Department, which is starting to reach out to the client side of the advertising equation via speaking programs and lectures emphasizing how creative advertising contributes to a brand's success. Internationally, One Show China continues its expansion by raising creative standards through workshops and seminars that help educate and prepare advertising students to work with multinational ad agencies in the global economy.

Looking ahead, 2008 promises to be equally as exciting with many new ventures in the works, including a feature-length documentary film and forays into the entertainment industry. 

1961

The Copy Club of New York forms

1962

Carl Ally opens its doors with the \$1m Volvo account



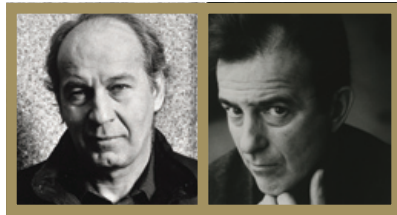


THE first ever One Show was held in 1972, and was co-sponsored by the Art Directors Club and the Copy Club of New York. Aimed in part at consolidating the growing number of advertising award shows, its origins lay in acknowledging the importance of the art director/copywriter team concept, first conceived of by Bill Bernbach of Doyle Dane Bernbach in the 1960s. Prior to the One Show, awards shows focused on an ad's visual, or copy elements. But



the One Show established the entire creative concept and its execution as the primary judging criteria. Representatives from the Art Directors Club, the Copy Club of New York and the Andy Board worked out a set of criteria and rules for judging. Shep Kurnit, George Lois and Ed McCabe, assumed joint directorship of the new show, shepherding its entry into the world.

According to George Lois, "Ed McCabe was the President of the Copywriters Club, and I was the President of the Art Directors Club – we both lamented the fact that there were so many award shows poisoning the waters, and decided that a combined Art Directors show and Copywriters Club show would be powerful, so we came up with the name "The One Show."



George Lois

Ed McCabe

Over 150 people worked on its supervision and judging, helping create a show "that was not just one of the most honest and carefully judged, but one of the most historically significant," according to the introduction in that year's One Show annual. New York Mayor John Lindsay officiated at the awards ceremony, saying, "Professional communicators make an important contribution to our society. The quality of the work in the One Show speaks for itself."

By 1976, the One Show was attracting more than 10,000 entries from all over the U.S. and overseas. A total of 43 Gold and 42 Silver Pencils were handed out that year, and One Show week was named "Communication Week" by New York City, reflecting how the city rated the advertising

1963

Mary Wells, Dick Rich and Stewart Greene open Wells Rich Greene





1978 VW Silver Pencil-winner by DDB

industry's potential for driving the economy.

In 1977, The One Club for Art & Copy was incorporated, thanks to the combined efforts of board members of the Copy Club of New York and the Art Directors Club, who realized that in order

for the One Show to grow and prosper, it required its own separate club. Remembers George Lois: "The Copywriters Club changed their name to The One Club as a sort of outgrowth as a result of the show – also allowing them to include art directors and designers into the club. And a while later, into the Hall of Fame."

1980s

As the One Show's reputation grew, so too, did the scope of The One Club, attracting global, as well as national, entries. By the eighties, the One Show was fast becoming the arbiter of the best ads nationwide, as well as in New York. It was the decade that saw the rise of work from the Minneapolis-based Fallon McElligott Rice, and the Los Angeles-based Chiat/Day, followed by many other non-New York hot shops, breaking Madison Avenue's stranglehold on the world of U.S. advertising. In 1989, The One Club held a press conference to announce its Ten Best Ads of the Decade, published in book form later the following year.



Federal Express — Fast Talker

Ally & Gargano's 1982 Federal Express "Fast Talker," TV spot took the top spot, while Chiat/Day's Orwellian vision of a world without Apple Macintosh computers "1984," was second. ➔

1964

Bill Bernbach is inducted into the Copywriters Hall of Fame

1965

Wells Rich Greene launches "The End of the Plain Plane" campaign for Braniff





1990s



Whassup? - Anheuser-Busch

A major step forward in The One Club's evolution came in 1996, when interactive categories were added to the One Show, reflecting the commercial potential and influence of the Internet. This new category quickly took off, and by 1998, Interactive became an advertising awards show in its own right

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with the introduction of One Show Interactive. The first ever One Show Interactive attracted thousand of entries from the new kids on the advertising block: digital agencies, as well as from the more established traditional agencies.

In 1994, The One Club created an Education Department to continue the Club's original mission and mandate: inspiring students of advertising. The Annual Student Exhibition also debuted, featuring portfolios from the top graduating seniors across the country. The show signified the Club's emphasis on the future of the industry and underscored its commitment to education.

2000s

In 2001, One Show Design was launched, in recognition of the increasingly important role design was playing in marketing communications. By 2007, One Show Design had grown into its own separate show, with the winning work published in a separate annual. 2001 also



*One Show Design
Gold Winner 2007 – Apple*



*One Club China
"Little Red Book"*

saw great inroads being made by The One Club in China. It produced One Show China, and established a series of workshops and seminars aimed at encouraging that nation's underdeveloped ad industry. By 2004, The One Club had opened an office in Beijing. ✍

HISTORY

1968

Jay Chiat and Gus Day open Chiat/Day in Los Angeles

1969

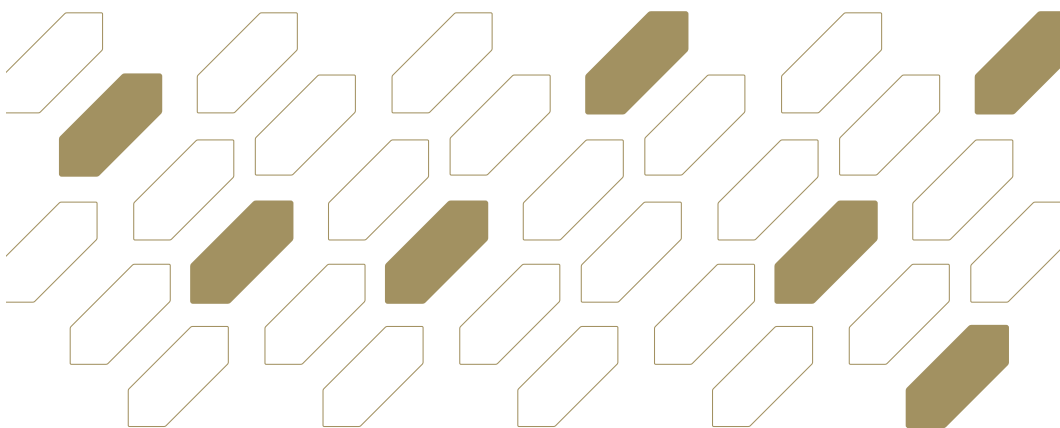
The Advertising Writers Association becomes The Copy Club of New York





2007 ONE SHOW FESTIVAL

MAY 8-11



1969

Mary Wells Lawrence is inducted into the Copywriters Hall of Fame

1972

The Art Directors Club and the Copy Club merge their shows to create the One Show, named by George Lois and Ed McCabe





2007 One Show awards ceremony,
Frederick P. Rose Hall
Home of Jazz at Lincoln Theater





THE One Show Festival showcases the best of today's advertising, highlights current trends and foreshadows tomorrow's new approaches. The One Club produced three awards programs in 2007: One Show, One Show Interactive and One Show Design. While the One Show was held at Jazz at Lincoln Center and One Show Interactive was held at the Skylight in Tribeca during One Show Festival Week in May 2007, One Show Design was held in July at the Chelsea Museum.



The Judging

The One Show is extremely highly regarded because of its non-biased judging system. There's no lobbying and no discussions. A system of points is recorded on anonymous ballots. Less than 7 percent of One Show entries win a place in the One Show, One Show Interactive or One Show Design annuals, the compendiums of record for the year's best ads. One Show judges are drawn from the industry's top creative directors, chosen from national and international agencies.

1975

The One Show goes on the road to Europe and South America

1976

The One Show attracts more than 10,000 entries from the U.S. and overseas





One Show Facts and Figures

Numbers of entries

	2005	2006	2007
The One Show:	13,118	13,167	13,026
One Show Interactive:	1,452	1,979	2,264
One Show Design:	1,566	1,893	2,088
College Competition:	735	948	995
Total:	16,871	17,887	18,373

The 2007 One Show

As well as awarding the best print, television, outdoor and radio ads—the One Show also recognizes innovations in media and integrated branding. In 2007 the combined One Show received over 18,000 entries from 62 countries. What differentiates the One Show from other advertising award shows is its consistent and focused regard for the creative concept. The One Show is about great ideas that transform into great commercials and communicate fresh thinking.

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2007 One Show Statistics

Total One Show Finalists by Country:

Argentina 16	Mexico 6	Taiwan 2
Australia 5	Netherlands 6	Thailand 15
Belgium 2	New Zealand 19	United Arab Emirates 1
Brazil 16	Norway 2	United Kingdom 27
Canada 30	Philippines 5	United States 185
China 8	Portugal 1	
Denmark 1	Puerto Rico 1	
France 20	Singapore 35	
Germany 38	South Africa 29	
India 13	Spain 5	
Japan 4	Sweden 1	
Malaysia 18	Switzerland 6	



THE SHOWS

1976

43 Gold and 42 Silver Pencils are handed out, and One Show week is named "Communication Week"

1977

The One Club for Art & Copy is incorporated and assumes sole sponsorship of the One Show





2007 One Show Statistics

Total One Show Pencil Winners by Country: 93

Gold (29)	Silver (33)	Bronze (31)
Argentina – 2	Germany – 1	Argentina – 2
Canada – 1	Malaysia – 1	Australia – 1
Malaysia – 3	Netherlands – 3	Brazil – 1
Singapore – 4	New Zealand – 2	Germany – 1
Switzerland – 1	Norway – 1	Malaysia – 2
United Kingdom – 1	Philippines – 1	Mexico – 1
United States – 17	Singapore – 4	New Zealand – 4
South Africa – 2	Philippines – 1	
Switzerland – 2	Singapore – 1	
United Kingdom – 4	South Africa – 3	
United States – 12	Sweden – 1	
	United States – 13	

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Ranking of the Top 10 One Show Winners by:

Country	Pencils	Merit	Total
United States	42	143	185
Germany	2	36	38
Singapore	9	26	35
Canada	1	29	30
South Africa	5	24	29
United Kingdom	5	22	27
France	0	20	20
New Zealand	6	13	19
Malaysia	6	12	18
Argentina	4	12	16
Brazil	1	15	16

THE SHOWS



1977

The One Club is awarded not-for-profit status

1977

Larry Plapler becomes One Club President





One Show Interactive

The importance of interactive advertising grows exponentially each year. Celebrating its 10th anniversary in 2007, One Show Interactive recognizes the best in interactive advertising, including online, cell phones, brand gaming, and other interactive media. It is the largest creatively-focused awards competition for new media. One Show Interactive has become an important showcase to see the very best national and international creative work, as more marketers focus on the online arena.



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10 Years of One Show Interactive

One feature of 2007's One Show Interactive was the invitation to past winners of the Best of Show award to discuss the evolution of the new media industry.

Past winners of the Best of Show award in One Show Interactive are:

- 1997 Carnegie Hall.com, Avalanche
- 1998 Apple Store, Adjacency
- 1999 Snow Craft, Nicholson/New York
- 2000 VW Turbonium, Arnold/Boston
- 2001 Nike Whatever, Wieden + Kennedy/Portland
- 2002 Budweiser Whassup, Tribal DDB/Chicago
- 2003 BMW Films, Fallon/Minneapolis
- 2004 NEC Ecotonoha, NEC Media Products/Tokyo
- 2005 Subservient Chicken, Crispin Porter + Bogusky/Miami
- 2006 MINI Counterfeit, Crispin Porter + Bogusky/Miami
- 2007 Nike+, R/GA/New York

THE SHOWS

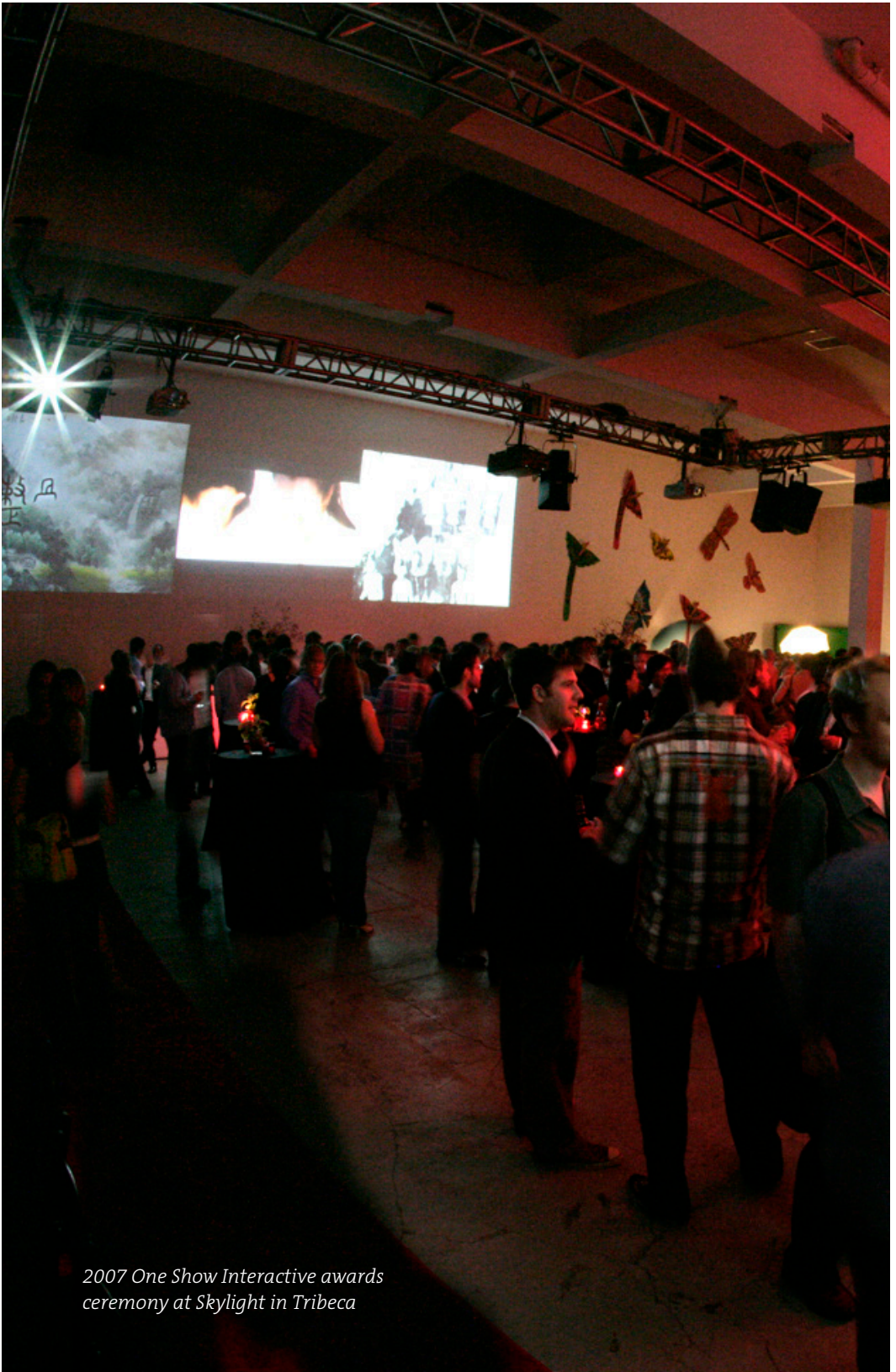
1979

The first One Show bi-annual publishes

1980s

Regional shops such as Fallon McElligott Rice and Chiat/Day begin to break Mad Ave's stranglehold





2007 One Show Interactive awards ceremony at Skylight in Tribeca







2007 One Show Interactive Entry Statistics

One Show Interactive Finalists by Country

Argentina 3	India 1	Singapore 8
Australia 3	Japan 13	Spain 9
Brazil 15	Malaysia 3	Sweden 24
Canada 9	Mexico 3	Switzerland 1
China 2	Netherlands 2	Thailand 2
Denmark 1	New Zealand 2	United Kingdom 30
Germany 20	Norway 1	United States 116

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Total One Show Interactive Pencil Winners by Country: 67

Gold (17)	Silver (24)	Bronze (26)
Brazil – 1	Brazil – 1	Australia – 1
Canada – 1	Germany – 2	Brazil – 2
Denmark – 1	Japan – 2	Germany – 2
Germany – 2	Mexico – 2	Malaysia – 1
Japan – 3	Singapore – 2	Netherlands – 1
Sweden – 1	Spain – 1	Singapore – 1
United States – 8	Sweden – 3	Spain – 1
United Kingdom – 2	Sweden – 3	
United States – 9	United Kingdom – 4	
United States – 10		

Ranking of the Top One Show Interactive Winners by Country

Country	Pencils	Merit	Total
United States	27	89	116
United Kingdom	6	24	30
Sweden	7	17	24
Germany	4	16	20
Brazil	4	11	15
Japan	5	8	13
Canada	1	8	9
Spain	2	7	9
Singapore	3	5	8

1980

Norman Tannen assumes One Club presidency

1981

One Show bi-annual becomes an annual





One Show Design

The One Club held its inaugural One Show Design competition in 2001—reflecting the growing emphasis on good design in the consumer marketplace. With more and more brands convinced that good design is good for business, entries boomed. This led to The One Club creating a separate awards ceremony for One Show Design in 2007. It attracted over 2100 entries in categories including corporate identity, environmental design, publication design, direct mail, broadcast design and package design. A special retrospective celebrating the first six years of One Show Design was also presented during the ceremony at the chic Chelsea Art Museum.

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The top Pencil winners at the 2007 One Show Design include:

Apple Computer: 6 Total (1 Gold, 2 Silver, 3 Bronze)

BBDO: 5 Total (2 Gold, 1 Silver, 2 Bronze)

Saatchi & Saatchi: 4 Total (4 Gold)

Kinetic Singapore: 3 Total (3 Silver)

TBWA\Chiat\Day: 3 Total (2 Silver, 1 Bronze)



THE SHOWS

1981

Cable TV arrives and MTV launches





*2007 One Show Design awards ceremony
at the Chelsea Art Museum*







CHINA'S advertising industry has been experiencing explosive growth for some time now, with ad expenditure rising by an annual rate of nearly 40 percent. Economic forecasters predict it will evolve into an advertising behemoth in the next decade. This prediction was heightened after a ruling in 2005 that allowed overseas firms to set up wholly-owned advertising companies within China. But despite the breakneck speed of progress, creative as well as technical standards lag behind more developed countries in Asia. Beginning in 2001, The One Club launched One Show China in Xiamen. The following year, the program was expanded to include a three-day conference that included workshops by top industry professionals in Shanghai and teams of visiting experts, sponsored by The One Club. The goal from the beginning was to set up programs that educate and prepare students and young advertising professionals to work with multinational ad agencies, and to help raise creative standards throughout the industry.

Outreach - One Show China Workshops & Young Creative Competition

The One Club launched the Young Creatives Competition back in 2001. By 2007, over 6000 students were taking part, resulting in over 3000 entries judged by a jury of past and present One Show judges. A total of 151 universities, and advertising and communications schools participated from mainland China and entries came from Taiwan, Singapore and Canada as well as a few from the U.S. They were sponsored by a range of companies including Samsung, China Mobile, Absolut, Master Card and NRDC, which also sponsored the student competition. In 2007, The One Club initiated a program in which U.S. universities could work with teams in China to develop concepts. Three U.S. universities partnered with leading art schools in China and worked on briefs via video conferencing and the Internet. The 450 best teams were invited to participate. As a direct result, 18 teams were hired by multinational agencies.

ONE SHOW CHINA



1982

Ad agency Papert, Koenig, Lois forms

1984

The Copywriters Hall of Fame becomes the Creative Hall of Fame





The One Club Opens an Office

In 2004, The One Club opened an office in Beijing to support the work started by the workshops. Part of the initiative included presentations to agencies and promoting student competitions in universities throughout China.

Photo Workshops

In 2006, photo workshops became a key part of the China program, directed by renowned photographer Peter Cunningham. Students were assigned the task of using photography to capture both the old and new China together within the context of advertising. In 2006, The One Club published its second One Show China annual, dubbed the "Little Red Book," which won numerous awards for design and content.

2007 Statistics

One Show China Young Creative Competition Statistics

- Total entries: 3019
- Total teams: 1270
- Total schools: 200
- Total agencies: 40

Supplemental Statistics

- Entrants outside of mainland China: Taiwan (20), Hong Kong(3), Malaysia(2), US(11)
- Entries from 24 provinces and municipalities of China (China has 32 provinces and municipalities in total)



1984

Amil Gargano, Helmut Krone, Bob Gage, George Lois and Herb Lubalin are the first art directors to be inducted into the renamed Creative Hall of Fame

1984

Ron Berger becomes One Club President





I**N 1994**, The One Club created an Education Department, and the Annual Student Exhibition made its debut. The mission has been to educate and inspire the next generation of advertising professionals through scholarships, portfolio reviews and annual student exhibitions and competitions. As The One Club's reputation has grown, so too has the commitment to education. The One Show College Competition, for example, has become the preeminent and respected competition for students of advertising.

The One Club College Competition, Sponsored by NRDC

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The One Show College Competition gives students the opportunity to have their work judged by the One Show jury, and to win a One Show Pencil. Student teams work on a One Club creative assignment, created by a sponsor/client. The Competition attracts many high caliber clients. For example, in the spirit of environmental awareness, 2007's sponsor was the NRDC (Natural Resources Defense Council). The brief, using NRDC as a client, was to create a campaign that encouraged the public to recognize 21st century environmental concerns as crucial to the quality of life around the world. The winning teams were awarded cash prizes, as well as Gold, Silver and Bronze Pencils. All finalists are published in the One Show Annual and included in the Traveling Exhibition.

2007 Statistics

- Total Entries: 955 from 106 schools in 16 countries
- Number of Pencil Winners: 12
- Number of Finalists: 59

The following numbers show how much the Competition has grown in three years.

	2005	2006	2007
College Competition	735	948	995

EDUCATION



1984

Chiat\Day's "1984" for Apple debuts on the Super Bowl in its only showing

1986

Needham Harper, BBDO and DDB are all merged under Omnicom, becoming the largest advertising company in the world





PBS

The One Club was proud to be featured on PBS as part of its *Religion and Ethics* series. One Club CEO Mary Warlick discussed trends in advertising and marketing and other segments focused on the One Show's College Competition, and showed scenes from the final judging, highlighting the NRDC pitch and actual participants.

The One Show Education Festival

The annual Education Festival is an integral part of the One Show Festival. Designed to challenge, instruct and celebrate future industry creatives as well as their instructors, it acts as an umbrella for much of The One Club's education initiatives and consists of several different elements:

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1) The Annual Student Exhibition

The Annual Student Exhibition displays curated portfolio work from the top graduating students of local and international advertising programs. It has become a draw for both creatives and recruiters looking for new talent. The 13th Exhibition in 2007 included the student work of 33 different national and international schools and universities, up from 20 the previous year.

2) Outreach Through the Client Pitch Competition

The Client Pitch Competition offers College Competition entrants another chance to compete with their work, based on their pitching skills and ability to give a persuasive presentation. Ten teams present their entry in a 15-minute pitch to a panel of creative experts and client/sponsor NRDC--all before a live audience. The winners received cash prizes and scholarship awards at the Education Festival Party.

Annual One Club Education Summit

The Education Summit, which takes place in July, offers teachers and professors at universities, portfolio schools and advertising programs a platform to connect with top talent in the ad industry. Held in the informal setting of The One Club gallery, the Summit offers a unique opportunity to examine educational and industry trends with the aim of improving educational standards. ➔

EDUCATION

1987

Alan Beaver becomes President of The One Club

1988

Mary Warlick joins The One Club as Executive Director





Outreach: Speaking Programs to Universities

During 2007, officers of The One Club and Education Director Maiko Shiratori gave presentations to universities, schools and advertising clubs. These included the AAF, Salt Lake City; Columbia College, Chicago; College for Creative Studies, Detroit; MCAD, Minneapolis; York College of Pennsylvania; Savannah College of Art & Design, Savannah; University of Colorado, Boulder; Creative Circus, Atlanta; Oregon State University, Portland; Michigan State University; and OCAD, Toronto. The One Club CEO Mary Warlick was also a guest speaker at the American Academy of Advertising's annual conference, and The One Club President Kevin Swanepoel spoke at the Lowe Worldwide Creative Conference.

The Business of Creative

In 2007, The One Club Education Department began its outreach program to the business side of the advertising industry. In November, CEO Mary Warlick gave a presentation titled "Business of Creative" to over 90 students and faculty at Baruch College, part of The City University of New York.

SPECIAL PROJECTS

One Club Scholarships: These recognize and enable the best emerging talent in advertising today. The One Club awards scholarships of \$2,000 to 12 schools, which administer the gifts and awards them to outstanding candidates.

Patrick Kelly Scholarship: Established by Euro RSCG New York in conjunction with The One Club to honor the late Patrick Kelly, this scholarship is awarded to a student of advertising based on the merits of his or her portfolio, essays, and recommendations.

Student Membership Program: This offers the same benefits as the professional membership at a nominal fee.

Portfolio Reviews: These connect top industry creatives with students and young professionals for one-on-one critiques. 

1989

The One Club announces its ten best ads of the '80s. Ally & Gargano's "Fast Talker" for Federal Express tops the list





A key element of The One Club's high profile this past year has been the generous sponsorship of several innovative companies that champion creative advertising.

Yahoo!

The One Show and One Show Interactive's large advertising audience provides the ideal stage for sponsors such as Yahoo!, which awards the oversized purple chair for its "Big Idea Chair" trophy. Yahoo! also sponsors the winners of the Innovative Media categories in One Show and One Show Interactive, to recognize highly original marketing solutions across different media. Yahoo! has had a partnership with The One Club since 2002.



National CineMedia

Beginning in 2006, National CineMedia, the content providers for 11,000 digital film screens in North America, partnered with The One Club to introduce a new cinema advertising competition, called Larger Than Life. The new competition invited agencies to submit storyboards for a 60-second cinema spot, to be judged by the One Show 2007 jury. The winning storyboard was produced by RSA Films, the award-winning film company founded by Sir Ridley Scott. To create awareness, NCM's marketing campaign promoted the Larger Than Life competition via a series of viral emails featuring several well known creative directors in unusual situations followed by the tagline, Fame Awaits You. In addition, NCM hosted the screening of One Show winners in their theaters across the country, partnering with local advertising clubs in Denver, Chicago, Los Angeles, San Diego and Minneapolis. ➔



1990

Nike's "Bo Knows" from Wieden+Kennedy/Portland wins the first-ever One Show Best of Show

1990

Robert Reitzfeld becomes One Club President





Getty Images

Getty Images has been The One Club's image partner for several years. In 2007, it was the exclusive sponsor of One Show Interactive.



Corporate Media Sponsors

Wall Street Journal

Our partnership with the Wall Street Journal saluted the newspaper's weekend edition and launched their creative leader series at 2007's One Show Interactive. For two years in a row, the WSJ has also generously donated space in "Marketplace" congratulating the winners of both the One Show and One Show Interactive. In addition, in 2006, the Wall Street Journal reintroduced its renowned "Creative Leaders" series at the One Show, whose audience of advertising professionals provided the ideal recipients for the announcement.

Gold and Corporate Sponsors

Agencies or schools become a Gold sponsor and corporate member of The One Club to show their support of creative excellence in advertising. Corporate membership benefits include One Show discounts, use of the gallery for corporate events, a listing in the inside back cover of *one. a magazine*, access to Web archives, an online portfolio where they can showcase recent creative work, copies of One Show and One Show Interactive annuals and copies of the magazine. Originally set-up to support *one. a magazine*, corporate membership has become a key part of the organization's corporate outreach. 🍌



1991

Electricity Association by GKG/London wins Best of Show

1992

British Airways and Saatchi & Saatchi/London win Best of Show





GOLD

BBH New York
 BBDO New York
 Blattner Brunner
 Butler Shine Stern & Partners
 Carmichael Lynch
 Cliff Freeman & Partners
 Cline Davis & Mann
 Crispin Porter + Bogusky
 davidandgoliath
 DDB New York
 Dentsu Tokyo
 Draft FCB New York
 Euro RSCG New York
 Fallon Minneapolis
 Goodby, Silverstein & Partners
 GSD&M
 JWT New York
 Leo Burnett Chicago
 Lowe New York
 McCann-Erickson New York
 McKinney Durham
 Ogilvy & Mather New York
 Publicis New York
 Saatchi and Saatchi New York
 School of Visual Arts New York
 TBWA\Chiat\Day New York
 TBWA\Chiat\Day Los Angeles
 Team One Advertising
 Wieden + Kennedy New York
 Young & Rubicam New York

SILVER

Arnold Worldwide
 DDB Canada
 DDB Chicago
 DeVito/Verdi
 Hill Holliday
 KraftWorks
 la comunidad Miami
 LKM
 Ogilvy & Mather Chicago
 Publicis in the West
 Publicis Mid-America
 The Richards Group
 Venables Bell & Partners
 Wieden + Kennedy, Portland
 Young & Rubicam, Chicago

BRONZE

BooneOakley
 Cactus
 Conill Advertising
 The Creative Circle
 Hakuhoodo
 Marc USA
 Publicis & Hal Riney
 Publicis Lado C
 The Republik
 Sarkissian Mason
 TBWA Media Arts Lab

1993

The Internet goes mainstream, ushering in the dot-com era





THE series of events hosted by The One Club throughout the year is designed to be thought-provoking, fun and inspirational. Such events also offer networking opportunities for thousands of advertising professionals including creative directors and top clients dedicated to raising creative standards.

JANUARY: Gold on Gold Lecture Series Creature/Seattle 1/04/07

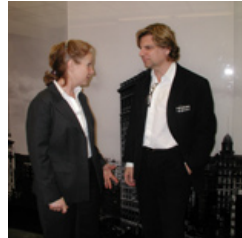
Jim Haven and Matt Peterson, Creative Directors of Creature/Seattle and winners of a 2006 Gold Pencil in the Innovative Media category for Starbucks, explain the thinking behind that company's "Sir, you have a cup of coffee on your roof," campaign.

New York State of Mind Exhibition 11/30/06 — 1/19/07

New York's hot shots, including BBDO, Bartle Bogle Hegarty, Cliff Freeman, McGarry Bowen, Mother, Strawberry Frog and Wieden+ Kennedy, showed off their creative wares, proving why Manhattan is still the one to beat.

APRIL: Evening with Richard Kirshenbaum 04/12/07

The charismatic founder of New York's Kirshenbaum & Bond discussed his agency's evolution and its creative highlights.



MAY: One Club China 05/02/07 — 05/25/07

Students and young professionals at the One Club China workshops exhibit their creative work for sponsors NRDC, Absolut and Samsung.

MAY: Book Party for *Brand Apart* by Joe Duffy 05/23/07

(in partnership with AIGA)

Published by One Publishing, *Brand Apart* examines how design factors into a brand's identity, its contribution to the success of famous brands, and its role in some of the most effective integrated marketing campaigns of the past decade.

1993

Lee Garfinkel becomes One Club President





OCTOBER: Gold on Gold Lecture Series R/GA (One Show Interactive Gold Pencil Winners) 10/10/07

R/GA's Nick Law and Nick Coronges explained how the



award-winning Nike+ promotion was not so much an ad campaign as an integrated application involving a shoe, a sensor, an iPod and a Website.

Creative Hall of Fame Exhibition 10/16/07 – 10/31/07

An exhibition of ads by Creative Hall of Fame inductees Paul Rand, Phil Dusenberry and Tim Delaney.

33

Creative Hall of Fame 10/17/07

Ad legends Phil Dusenberry and Tim Delaney, and, posthumously, Paul Rand, were inducted into the Creative Hall of Fame in a gala black tie evening at the Metropolitan Club of New York. Hall of Fame member David Abbott chaired the evening.

NOVEMBER: Night of the Living Dead 11/01/07

Bring out your Dead! Dead ads that is. This is The One Club's annual romp through the ads that never quite saw the dawn of day.

South African Loerie Award Exhibition 11/07/07 – 11/16/07

South Africa's preeminent awards show offers insights into that country's best print ads, radio and TV commercials.

Gold on Gold Lecture Series "The Client Speaks" 11/08/07

Masterfood's VP of Marketing, Michelle Kessler, and Executive Creative Director of TBWA/Chiat/Day, Gerry Graf, discuss the winning strategies behind the successful Skittles and Combos ad campaigns.

DECEMBER: NY State of Mind Exhibition 12/06/07 – 01/04/08

More New York shops show off their goods. This annual show concludes The One Club's year with a holiday party and annual meeting. ✍

2007 ONE CLUB EVENTS

1994

The One Club education department is founded and the annual student exhibition debuts





Every year, The One Club takes a complete exhibition of Pencil winners on the road to universities and advertising clubs throughout the U.S. to showcase the best advertising, design and digital media from around the world. Each host venue has the opportunity to create presentations and workshops featuring One Show judges and top regional creatives as a part of the Traveling One Show Exhibit.

National Venues:

York, PA (Sep 2007, York College of Pennsylvania); Chicago, IL (Oct 2007, Columbia College Chicago); Detroit, MI (Oct 2007, College of Creative Studies).

International Venues:

South Africa: Cape Town and Johannesburg; **Brazil:** Sao Paulo; **Sweden: Stockholm;** **China:** Beijing, Shanghai; **India:** New Delhi; **Japan:** Tokyo; **Taiwan:** Taipei; **Philippines:** Manila; **Russia:** Moscow.

In 2007, for the first time ever, the One Show visited the Indian subcontinent. One Club President Kevin Swanepoel, gave an overview of the One Show and showed highlights of One Show winners from 2003-2007. In Taipei, Taiwan, Kevin Swanepoel and a panel of One Show judges including Brian Collins, discussed "The New Creative Revolution," detailing the challenges and opportunities creatives face with new media. 🍷

2007 TRAVELLING SHOWS



1994

Prego Restaurant and Hoffman/Lewis/San Francisco win Best of Show

1995

Nike and Wieden+Kennedy/Amsterdam win Best of Show





ONE. A MAGAZINE is the professional home for advertising's creative community. Launched 14 years ago, each quarterly issue features interviews with creative leaders and thinkers, and unearths the latest ad trends. With its behind-the-scenes coverage of the making of ads, the magazine is an index of industry standards for advertising professionals worldwide.


2007 Issues

Themes included: Legends, Green issues, and Off the Beaten Track, as well as our annual One Show awards issue. Legends was packed full of, well, legendary work from venerable agencies celebrating milestones, including Wieden+Kennedy, TBWA\Chiat\Day, Fallon, Goodby Silverstein & Partners, The Martin Agency, and Cliff Freeman & Partners. Regular features include a "Gallery" section; "Technique," and "Making It," which provides insight into how commercial directors, special-effects editors and Web designers work their magic.

Book Publishing

The One Show annual has long been regarded worldwide as the Gold Standard—a bible of creative advertising in any given year. In 2007, this important publication was expanded into a new three-volume box set, including One Show vol. 29, One Show Interactive vol.10 and One Show Design, vol. 1. In addition, Individual volumes are also available.

The One Club's for-profit book publishing arm, One Club Publishing LLC, publishes the One Show annuals, as well as a series of other industry guides and resources. For example, Joe Duffy's *Brand Apart*, which focuses on the role of design in a brand's identity, is now in its second printing and will come out in May, 2008.

Also published in 2008, *Idea Industry: How to break the advertising career code*, co-edited by Deborah Morrison and Brett Robbs. This compendium provides an excellent reference tool for individuals aiming to break into a career in advertising. *Idea Industry* examines the different roles people play at an ad agency. Interviews with hundreds of advertising professionals give a comprehensive glimpse into their day-to-day tasks, as well as offer advice in their specialty. 

1996

Interactive categories are added to the One Show, reflecting the growing power of the Internet

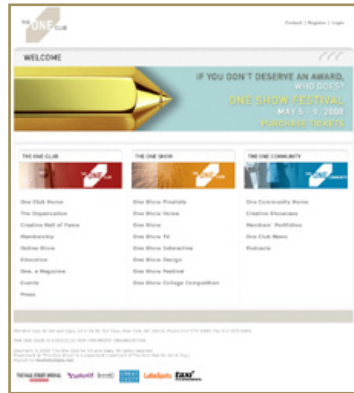
1997

Volkswagen and BMP DDB/London win Best of Show





IN January 2006, The One Club launched its revamped website with many new features, showcasing the Club's growing online capabilities. The website contains an encyclopedic advertising archive, with over 10,000 ads, underscoring the Club's dedication to advertising excellence. The current archives contain comprehensive records of every winning entry since 2000, and within the next year, this will expand to include all the winning ads from 1975. The One Club's website receives more than 130,000 unique visitors each month, making it one of the most widely visited advertising awards destinations online. Part



of The One Club's mandate and mission is to preserve the history of the advertising industry, which includes archiving the annual entries and awards of the One Show, One Show Interactive and One Show Design. This advanced search feature allows users to do in-depth research on both the ads and the individuals responsible for the winning work. Included in the archives are profiles of The One Club Board of Directors and members of the One Club Creative Hall of Fame – the elite creatives who have shaped modern day advertising with their award-winning work and vision. The One Club archives and website offer an invaluable resource to creatives, clients, students and members of the press.

The One Club Community

The community section of the website is designed to be entertaining, informative and easily updated. It serves as an international forum and provides One Club members with a dedicated venue in which to display and share individual creative work. Here, they can view One Show videocasts, the famed Gold on Gold Lecture series, creative briefs, educational programs, read the new One Club blog and newsletter, upload their personal advertising portfolios and profiles, as well as

1998

One Show Interactive launches





trade information and interact with fellow members and the advertising community at large.

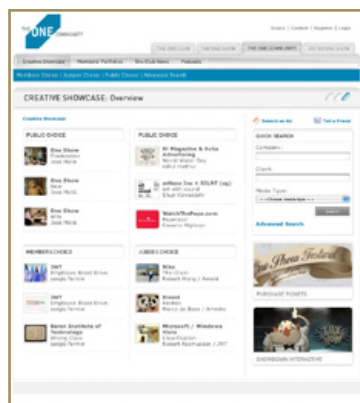
In 2007's busiest month, The One Club Website registered 100,000 unique visits.

37

One Club Website Features

1) Searchable ad archives – This invaluable archival tool provides comprehensive records of each year's judges, board, One Show Pencil and Merit winners. Ads are archived by credits. (Including copywriter, art director, agency, etc.)

2) Multiple format player – The One Club Website has a unique media player through which viewers can zoom in and read the small print and play back TV and radio.



3) One Show TV – In 2007, The One Club launched One Show TV, where consumers, clients and creatives could vote for their favorite TV spots.

4) Creative showcase – This allows members and regular users to upload current work. In addition, anyone who registers on oneclub.org can post work in the "Creative Showcase's Public Choice" section. Other content

THE WEB

1998

Bob Barrie becomes One Club President

1998

Best of Show is won by Volkswagen and BMP DDB/London

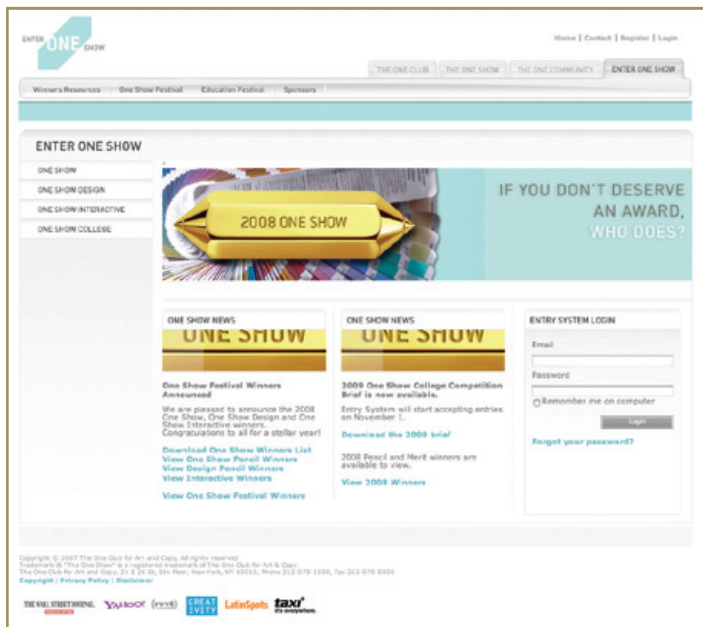


will highlight compilations of contributing editors, and a judges and a members' choice list.

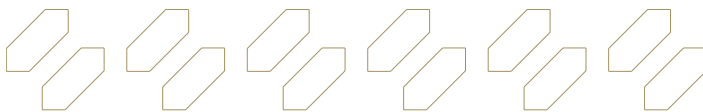
Online Entry System

The One Club's unique patented online entries entry system is recognized internationally for its ease of use in managing and processing entries into the annual award shows. The One Club leases this online entry system to other awards shows, establishing standards for online submissions for organizations such as the Art Directors Club, AIGA, Graphis, Loerie Awards and Telly Awards. 🍌

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THE WEB



1998

Wells Rich Greene closes its doors

2000

Fox/Liberty Network and Fallon/New York win Best of Show



FOR the first time, the complete international jury met together in New York City to select One Show Pencils during the actual One Show Festival Week. Winners were announced at the One Show ceremony on May 7, 2008 at Jazz at Lincoln Center. There were two preliminary judging sessions in Hawaii and the Dominican Republic prior to the jury selecting the Pencil winners.

Feature Film

Imagine a documentary that, for the first time ever, pulls the curtain back to reveal a small group of individuals you've probably never heard of, but who changed your mind and profoundly impacted your life. This new documentary film is a surprisingly personal exploration of some of the most influential advertising giants of the last century, and the communication they created which rocked our culture. Inspired by the social movements of their time and driven by the need to communicate some greater truth, these artists and writers despised mediocrity and the status quo of the advertising industry and brought a revolutionary spirit to their work.

The Real Men and Women of Madison Avenue and their Impact on American Culture

The One Club examines the lives and work of many of the Creative Hall of Fame inductees in an exhibition at the New York Public Library of Science, Business and Industry on Madison Avenue. Open to the public, June 24 - September 26, 2008.

One Club Student Chapters

In 2007, Student Chapters were established to foster the next generation of advertising professionals by creating a proactive and vibrant local creative community. It is only by belonging to, and participating in, such an active and creative organization that students discover whether a career in advertising is right for them.

The Future:

While 2007 focused on the creative side of advertising via presentations and talks to creative schools and universities, in 2008, The One Club aims to expand that reach to business schools to present case histories and advertising studies that clearly demonstrate the effectiveness of creative advertising. 🍌

2001

The One Show introduces design categories in its show

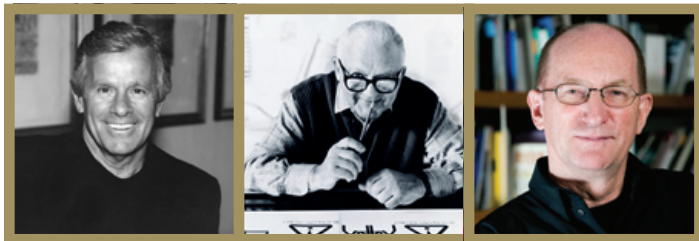
2001

One Show China launches





IN October 2007, The One Club inducted three of advertising's legends into the Creative Hall of Fame: the late, renowned graphic designer Paul Rand; former BBDO Chairman and Chief Creative Officer Phil Dusenberry, who passed away in December of 2007, and Tim Delaney, Chairman and Creative Director of Leagas Delaney. Each, in his own way, helped change advertising for the better. Paul Rand was a seminal figure in American graphic design and his work is characterized by wit, simplicity and a Bauhaus approach to problem solving. His impact on modern communications practice and theory is unparalleled. Phil Dusenberry was one of the most influential people on Madison Avenue in the '80s and '90s. He helped create ads that became an indelible part of pop culture. Phil brought big commercials to living rooms throughout America and practically invented the big-budget Super Bowl commercial genre. British ad guru Tim Delaney is considered one of the greatest copywriters of all time. Seen as a creative genius in the U.K., he worked his way up from mail boy to become, at the age of 27, a creative director at BBDO, London. His work for Harrods, Timberland and the Courtauld Institute helped elevate the long-copy ad to an art form.

*Phil Dusenberry**Paul Rand**Tim Delaney*

A Proud History

From Bill Bernbach to Dan Wieden, David Ogilvy to Herb Lubalin, the esteemed inductees into The One Club Creative Hall of Fame are in rare company. The One Club salutes, and celebrates their outstanding contributions to the industry they helped to shape. A total 45 advertising luminaries have been inducted. 🍌

2002

John Butler becomes president of The One Club





IN exercising its mission of the promotion of excellence in advertising, The One Club, which is a Not-for-Profit Organization that is exempt from Federal and State income taxes, has demonstrated a history of fiscal responsibility, sound financial management and decision making. As detailed below, The One Club has substantial net assets, which have been steadily increasing over the past several years. Liquid assets that are not required for immediate cash flow needs are professionally managed.

The most significant source of revenue for The One Club is its several annual events, including the One Show, One Show Interactive and One Show Design. Revenue from the events for the fiscal year ended July 31, 2006 was approximately \$4 million, up approximately 9 percent from the previous year. Other significant sources of revenue are membership dues, sponsorships and revenue from publications.

The most significant cash outflows for The One Club are the costs for the above mentioned events and publications as well as general operating expenses. As detailed below, The Club has generated recurring increases of net assets, including approximately \$800,000 for the fiscal year ended July 31, 2006. 🍌

Jonathan Taylor, CPA
 Spielman, Koenigsberg & Parker, LLP

2002

Fallon/Minneapolis wins Best of Show for the landmark BMW Films

2003

The One Club Education Summit is established





THE ONE CLUB FOR ART & COPY, INC.
 (A Not-for-Profit Organization)
STATEMENTS OF FINANCIAL POSITION
 July 31, 2006 and 2005

42

	2006 Total	2005 Total
ASSETS	All Funds	All Funds
Current		
Cash and cash equivalents	\$2,985,294	\$2,384,629
Accounts receivable	37,947	41,061
Book inventory	34,570	8,130
Due from related party, net	38,478	19,210
Prepaid insurance	12,357	14,658
TOTAL CURRENT ASSETS	3,108,646	2,467,688
Property and equipment, net of accumulated depreciation	429,556	384,415
Security deposit	60,000	40,000
TOTAL ASSETS	\$3,598,202	\$2,892,103
LIABILITIES		
Current		
Accounts payable and accrued expenses	\$166,550	\$251,266
TOTAL CURRENT LIABILITIES	166,550	251,266
Deferred rent	77,511	81,493
TOTAL LIABILITIES	244,061	332,759
NET ASSETS		
Unrestricted	3,354,141	2,559,344
Temporarily restricted		
TOTAL NET ASSETS	3,354,141	2,559,344
TOTAL LIABILITIES AND NET ASSETS	\$3,598,202	\$2,892,103

FINANCIAL REPORT

2003

Crispin Porter+Bogusky wins Best of Show for MINI and MINI
 wins the One Show's first Client of the Year award





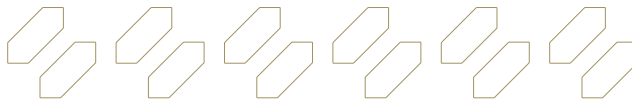
THE ONE CLUB FOR ART & COPY, INC.

(A Not-for-Profit Organization)

STATEMENTS OF ACTIVITIES

For the Years Ended July 31, 2006 and 2005

	2006 Total	2005 Total
	All Funds	All Funds
SUPPORT AND REVENUE		
One Show events	\$3,999,656	\$3,632,702
Membership dues	192,220	192,586
Publications	97,979	109,770
Other income	288,713	230,713
Total support and revenue	4,578,568	4,165,771
EXPENSES		
Program services:		
One Show events	1,498,360	1,053,378
Publication, Education & Exhibition expenses	190,680	237,208
	1,689,040	1,290,586
Supporting Services:		
Management and general	2,094,731	1,912,134
Total expenses	3,783,771	3,202,720
Increase in net assets	794,797	963,051
TOTAL NET ASSETS		
Beginning of year	2,559,344	1,596,293
End of year	\$3,354,141	\$2,559,344



2004

The One Club opens an office in Beijing, China

2004

David Baldwin becomes One Club President



A

David Abbott
Chris Adams
Doug Adkins
Rachel Adler
Daniel Ahearn
Isami Akasaka
Mauricio Alarcon
Patricia Alvey
Ralph Ammirati
Magnus Andersson
James Andrews
David Apicella
Mathias Appelblad
Marcelo Aragao
Gil Arevalo
Jimmy Ashworth
Brian Avenius
Hisako Awaya
Andrew Ayad
Andy Azula

B

Ron Bacsa
Chris Baier
Rob Baiocco
Rob Baird
Larry Baisden
Roger Baldacci
Sam Ball
Fabrizio Ballabeni
Brenda Ballard
Antonio Banos
Marian Bantjes
Jane Barber
Kevin Barclay
Jonathan Barco
Gail Barlow
Bob Barnwell
Ann Barrick
Bob Barrie
Lars Bastholm
Jeffrey Batson
Paul Belford
Pilar Belhumeur
Juliana Bellini
Benjamin Bensimon
Abbey Bentley
Daniel Berenson
Nicke Bergstrom
David Bernstein
Beverly Bethge
Tara Biek
Arthur Bijur
John Bilas
Samantha Birchard
Jill Bonk

Eric Boscia
Peter Bossio
Jeff Bowman
Michael Boyce
Mark Braddock
Robert Braden
Tim Braybrooks
Henry Brimmer
Robert Brothers
Mark Brown
Justin Brubaker
Elinor Buchler
Jiri Bures
Heather Buscho
Brian W. Button
Mike Byrne

C

Jorge Calleja
Bridget Camden
Karena Cameron
Xavi Caparros
Josephine Carey
Valerie Carpenter
Kimball Carter
Pete Case
Isabella Castano
Mark Chalmers
Alexander Chamas
Sue Won Chang
Claire Chapman
Luke Chess
Christine Chi
Ka Chin
Annie Chiu
Angela Cho
Chris Choi
Chris Clark
Bart Cleveland
Warren Cockrel
Peter Cohen
Christopher Cole
Glenn Cole
Carol Collins
Brian Collins
Mark Collis
Mark Conahan
Andy Conroy
Marty Cooke
Jake Cooney
John Cooper
Fabio Costa
Susan Cotler-Block
Jac Coverdale
Jeremy Craigen
Jay Cranford
Jonathan Cranin

Juan Cravero
Sherri Cumberbatch
Hillman Curtis
Adriana Cury

D

Deborah Dachis-Gold
Paul Daigle
Rick Dalbey
Nigel Dawson
Tyler Deangelo
Rich Degni
Eduardo Del Fraile
Tom Delmundo
Josh Denberg
Tres Denton
Anil Deorukhakar
Hiren Desai
Joe Desouza
Sarah Di Domenico
Aurora Diaz
Barb Dickey
Steve Dildarian
Bob Disilva
Joe Dobbin
Tommy Donoho
Michael Duckworth
Ricardo Duran
Jim Durfee

E

Lee Earle
Catherine Eccardt
Mark Edwards
Leslie Edwards
Jenny Ehlers
Randy Elles
Chris Elliott
Elaine Ellman
Emily Engelson
Maureen Enright
Ken Erke
Dirk Eschenbacher
Denise Esterkyn
Stephen Etzine
Gwynne Evans

F

Jordan Farkas
Stephen Fechtor
Laura Fegley
Svetlana Fehretdinov
Natalie Ferguson
Sergio Fermin
Daniele Fiandaca
Dan Fietsam
Michael Fiore

Julie Flannery Allen
Cameron Fleming
Peter Foubert
Cliff Freeman
Kevin Freidberg
Andrew Frith
Calley Frith
Toshiya Fukuda
Gabrielle Fulginiti

G

Tom Gabriel
Jesse Gadola
Nanette Gaffin
Chris Garbutt
Ermelyn Garcia
Amil Gargano
Mario Paolo Garofano
Preston Garrett
Stephen Gates
Anne Geri
Pia Ghosh Roy
Kent Gilbert
Jeff Gillette
Andrew Glafcke
Jason Glassman
Ken Gleason
Dan Goldgeier
Adam Goldstein Goldstein
Jeff Goodby
Robyn Goodman
Kara Goodrich
Mitch Gordon
Brian Grabell
Jeff Graham
Steven Graham
Ian Grais
R. Vann Graves
Andy Greenaway
Adam Greenhood
Ken Grimm
Matt Grogan
Frank Grosberger
Philip Growick
Scott Grubb
Theresa Guttridge

H

Sungkwon Ha
Lori Habas
Nicki Hallenberg
Natalie Hammel
Sangeun Han
Rhea Hanges
Sascha Hanke
Lisa Harper

2004

Adidas is named Client of the Year



Mark Harricks
 Stuart Harricks
 Ellen Harwick
 Jessica Hatchett
 Jackie Hathiramani
 Jim Haven
 Kiel Hawkins
 Mark Hayden
 John Hegarty
 Thomas Helms
 Brendan Hemp
 Ralf Heuel
 Helmut Himmeler
 Keiko Hirano
 Paul Hirsch
 Keith Ho
 Brad Hochberg
 Rob Hoffman
 John Hofmeister
 Bjorn Hoglund
 Heather Hollis
 Dave Holloway
 Alita Holly
 Kevin Honegger
 Austin Howe
 Paul Howell
 Mike Hughes
 Francisco Hui
 Richard Hundley

I

Matt Ian
 Sun-Bin Im
 Rei Inamoto
 Brenda Innocenti
 Naoki Ito
 Masashi Ito
 Raisa Ivannikova

J

Harry Jacobs
 Chris Jacobs
 John Jay
 Anne-Marie Jeffrey
 Andrew Jeske
 Jennifer Johnson
 Anthony Johnson
 Erin Johnson
 Derek Johnson
 Jeffrey Johnson
 Erik Joiner
 Stephen Jones
 Ed Jones
 Laura Jordan Barnbach
 William Jurewicz
 Stephen Jurisic

K

Stephen Kamsler
 Adris Kamuli
 Scott Kaplan
 Jeremi Karnell
 Woody Kay
 Peter Kehr
 Paul Keister
 Jessica Keller
 Carol Lee Kelliher
 Marcus Kemp
 David Kennedy
 Matthew Ketchum
 Jerry Ketel
 Kris Kiger
 Joanne Kim
 Eugina Kim
 Joyce King Thomas
 Greg Knagge
 Joe Knezic
 Jay Ko
 Andy Kohman
 Gabriela Kopernicky
 Anders Kornstedt
 Brandon Kos
 Stan Kovics
 Dennis Koye
 Mike Kriefski
 Nao Kumagai
 Laura Kunkel
 Denny Kurien

L

Brittney Lacoste
 Lauren Lafranz
 Merav Lahr
 Ming Lai
 Sean Lam
 Stephen Land
 Robin Landa
 Bryan Landaburu
 Augusto Landauro
 Steve Landsberg
 Jim Lansbury
 Alessandra Lariu
 Anne Larribau
 Michael Lebowitz
 Hosan Lee
 Won Cheol Lee
 David Lee
 Nattavut Leekulitak
 Adam Leighton
 Dany Lennon
 Kerry Lennon
 Jim Lesser
 Nelson Leung
 Kate Levin

Rachel Levin
 Ted Lim
 Julio Lima
 Sofia Limpantoudi
 Rui(Asam) Lin
 Arno Lindemann
 Sophia Lindholm
 Paul Little
 Jason Little
 Dave Loew
 George Lois
 Lyndon Louis
 David Lubars
 Elspeth Lynn
 Ethan Lyon

M

Travis Mabrey
 Leo Macias
 Sam Maclay
 Steven Majure
 Karen Mallia
 Mark Manion
 John Mannion
 Hope Marville
 Jan-Till Manzius
 Rankin Mapother
 Steve Mapp
 Nadav Markel
 John Marques
 Eric Martz
 John Matejczyk
 Kim Mathers
 Mauricio Mazzariol
 Cal McAllister
 Ed McCabe
 Joe McDonagh
 Nicole McDonagh
 Emma McDonald
 Will McGinness
 Jack McGoldrick
 James McGrath
 Chris McGroarty
 Kevin Medlyn
 Goullain Mélanie
 Alex Melvin
 Thomas Mendes
 Jarnie Meriwether
 John Merrifield
 Melinda Mettler
 Stephanie Meyers
 Brett Michael
 Raphael Milczarek
 Burke Miles
 Linda S. Miller
 Graham Mills
 Stephen Minasvand

Laurence Minsky
 Brittney Mitchell
 David R. Mitchell
 Noah Miwa
 Sarah Moffat
 James Mok
 Clement Mok
 Sakol Mongkolkasetarin
 Youghwa Moon
 Milind More
 John Moses
 Jim Mountjoy
 Zak Mroueh
 Jacob Murphy

N

Yuto Nakamura
 Rebecca Naul
 Jeff Neely
 Enrie Nel-Lo
 Arun K. Nemali
 Jessie Nemergut
 Patrick Niebrzydowski
 Filip Nilsson
 Jacqueline Nolan
 Laura Novack
 William Novak

O

Coby O'Brien
 Frank O'Brien
 William O'Connor
 Brendan O'Flaherty
 Derek O'Leary
 Emily Oberman
 Jesse Oberst
 Colin Ochel
 Matthew R. Ogelby
 Masako Okamura
 Martin Olinger
 Richard Oliver
 Jeff Olsen
 Chantal Olson
 Lauren Omanoff
 Takashi Omura
 Hollie Ontrop
 Krityatop Opasatavorn
 Simone Oppenheimer
 Kristen Opsal
 Ron Ordansa
 Jen Orser
 Mikio Osaki
 Keith Otter
 Arve Overland
 Akira Oyama

2005

Burger King wins Client of the Year

2005

Best of Show is Honda "Grrr" by Wieden+Kennedy/London



**P**

Ben Pagel
 Jack Palancio
 Rob Palmer
 Benjamin Palmer
 Alfred Park
 Charles Parr
 Ciaran Parsley
 Jeff Parson
 Todd Paulson
 Stan Pearlman
 Andy Pearson
 B. Martin Pedersen
 Richard Pels
 Larry Perera
 Theresa Petri
 Fabio Pinto
 Matt Powell
 Kevin Proudfoot

Q

Sara Quint

R

Doug Raboy
 Alan Rado
 Bjorn Ramberg
 Anselmo Ramos
 John Rankins
 Alvaro Rego
 Ian Reichenthal
 John Reider
 Michelle Reitblat
 Nancy Rice
 Rob Rich
 Allen Richardson
 Alexander Ridore
 Jason Ring
 Chris Robb
 Tracie Roberson
 Phyllis Robinson
 Kate Robinson
 Ginger Robinson
 Kai Roeffen
 Jason Rogers
 Meg Rogers
 Nick Roope
 Jeremiah Rosen
 Laurie Rosenwald
 Laurel Rossi
 Damian Royce
 Ted Royer
 Roger Ruegger
 Alan Ruthazer
 Luis Ruvalcaba
 Dr. Bill Ryan
 Timothy Ryan

Beth Ryan
 Dalit Saad
 Jessica Sachs
 Nicole San Filippo

S

Steve Sandstrom
 Nathan Sansom
 Stephanie Sarnelli
 Sara Sarshar
 Ruth Sauvageau
 Robert Saxon
 Marc Schaad
 Ian Schafer
 Jonathan Schoenberg
 Joe Schrack
 Ashley Schrott
 Michael Schwabenland
 Jaime Schwarz
 Andrew Seagrave
 Tod Seisser
 Ariel Severino
 Adrienne Shapera
 Jon Sharpe
 Jessica Shaw
 Glen Sheehan
 Bill Shelton
 Hee Kyung Helen Shin
 Marie Shirato
 Dan Sicko
 Alyssa Siegel
 Mark Silber
 Eric Silver
 Isaac Silverglate
 Rich Silverstein
 Todd Simmons
 Michael Simon
 Michael Simon
 Robert Skwiat
 Pat Sloan
 Rachel Smith
 Jason Smith
 Jade Snyder
 Taylor Snyder
 Mo Solomon
 Rafa Soto
 Nick Spahr
 Rebecca Spring
 Susan St Laurent
 Arne Stach
 Joe Staluppi
 Kate Stankis
 Russ Stark
 Reuben Steiger
 Hillary Steinberg
 Sasha Stern
 Lorna Stovall

Rob Strasberg
 Thomas Stringham
 Wade Sturdivant
 Luke Sullivan
 Steve Swartz
 Manoj Swearingen
 Mike Sweeney

T

Nancy R. Tag
 James Talerico
 Norman Tan
 Koichiro Tanaka
 Matthew Tarulli
 Monica Taylor
 Mike Tesch
 Tony Thielen
 Renny Tirador
 Rodrigo Torres
 Brian Torsney
 William Tran
 Ezequiel Trivino
 Chuck Tso
 Roman Tsukerman
 Guy Tucker
 Miles Turpin
 Mark Tutssel

U

Drew Ungvarsky
 Fehmi Mahir Uraz

V

Robert Valentine
 Peter Van Bloem
 Damion Van Slyke
 Dirk Vandeman
 Tanya Vanriel
 Ana Velasco
 Paul Venables
 Michael Ventura
 Larry Vine
 Megan Voepel
 Nancy Vonk

W

Graham Warsop
 Todd Waterbury
 Steve Wax
 Robin Webb
 Craig Welsh
 Ben Welsh
 Robert Shaw West
 Patrick West
 Kailey Wheaton
 John White
 Richard White

Dan Wieden
 Liam Wielopolski
 Jace Wietzikoski
 Mattias Wikman
 Scott Wild
 Tim Williams
 Katie Williams
 Kianga Williams
 Dominique Wilson
 David A Wong
 Ray Wood
 Jennifer Wowk
 Bill Wright
 Jiashan Wu
 Yu Hui Wu
 Stephen Wyatt

Y

Betsy Yamazaki
 Lo Sheung Yan
 Fariida Yasin
 Yang Yeo
 Jeseok Yi
 Jeongjyn Yi
 Forest Young

Z

Mark Zapico
 Jeffrey Zavala
 Richard Zeid
 John Zhao
 Pamela Zuckcer
 Mat Zucker

2007

One Show Design becomes its own separate awards show





THE ONE CLUB

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ORGANIZATION

2007

Client of the Year is Nike





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2007

Mary Warlick is named CEO, Kevin Swanepoel
is named One Club President

