



YOUNG CREATIVE COMPETITION & WORKSHOP ANNUAL

ONE SHOW 中国青年创意实录

—— 2008年青年创意竞赛&创意营作品及实录

ONE

万秀创意 (One Club China) 编著



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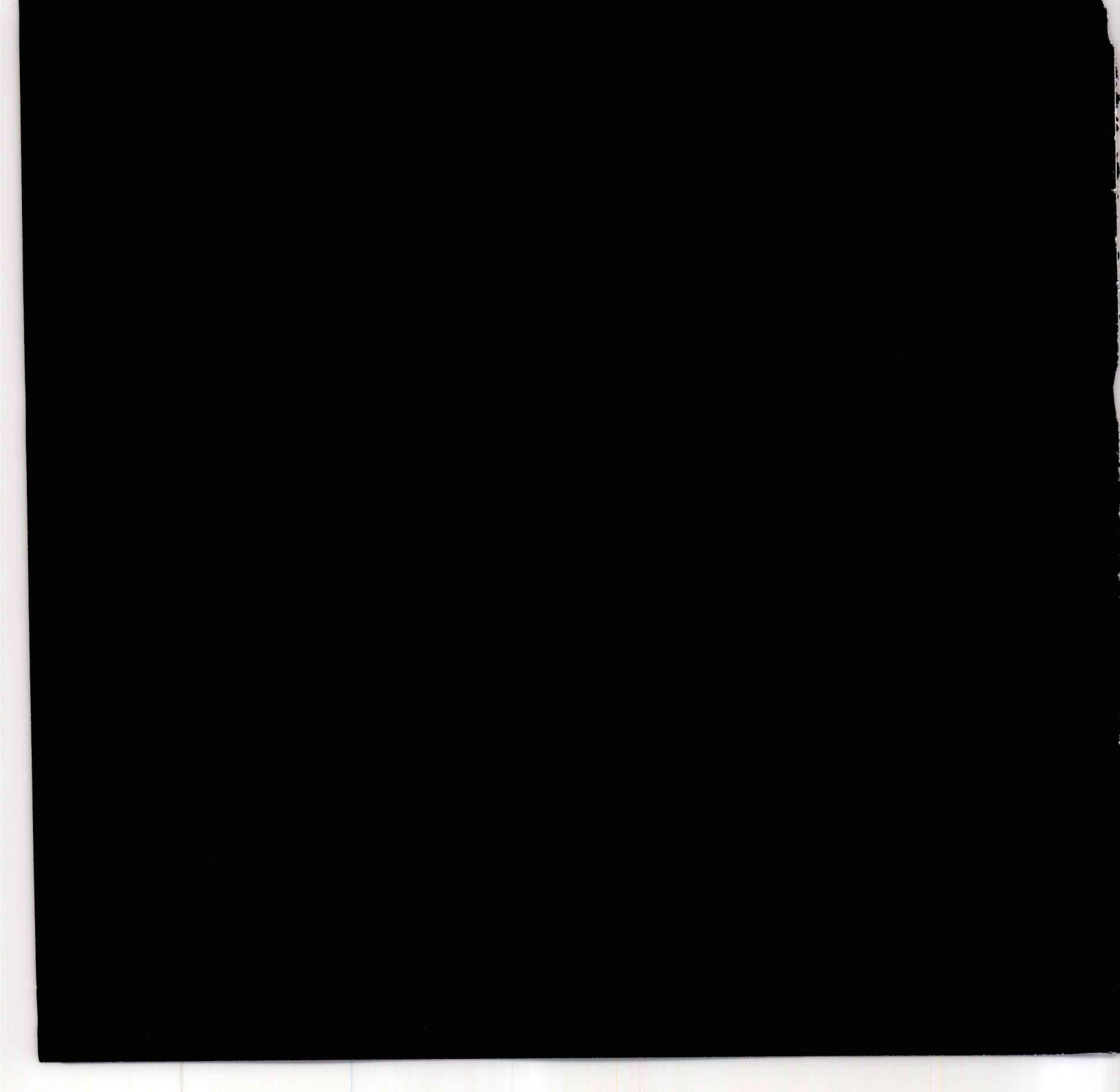
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ONE CLUB CHINA

中国传媒大学

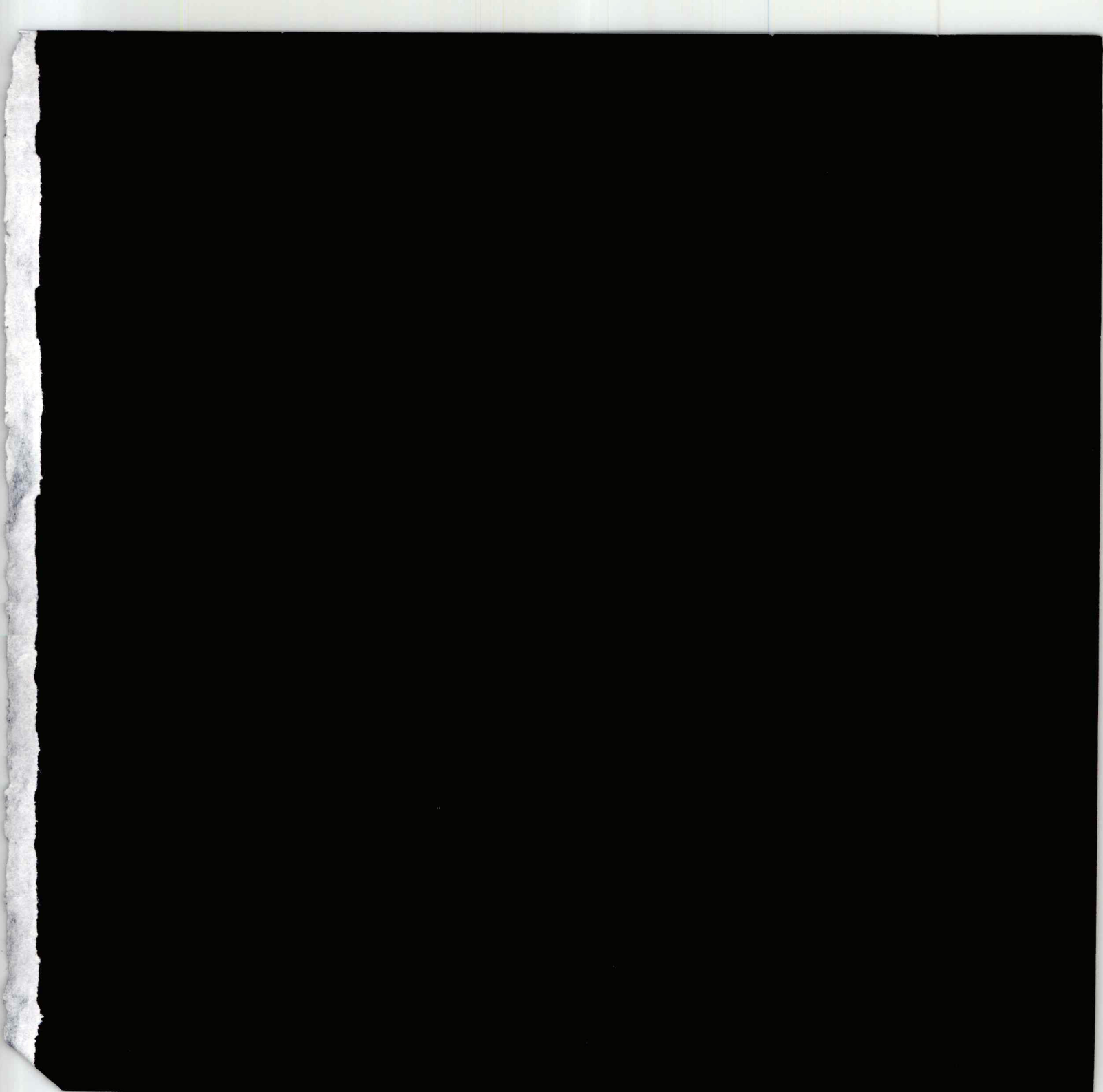


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INTRODUCTION

简介

THE ONE CLUB

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.

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.

And finally, The One Club 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.

The One Club存在的意义在于拥护和提倡各种形式的优秀广告和设计。它是世界上最主要的致力于创意工作的非营利性组织，旨在使创意广告的精神财富流传于世，并以此来激励后代。The One Club是广告创作的“邀请保护者”。One Show也是为世界最好的商品提供展示平台，通过相互协作有效开发杰出作品的成功典范。

The One Club旨在教育和鼓励学生，使下一代从奖学金、作品集回顾和每年的学生展览和比赛中受益。

最后，The One Club旨在激发客户寻求回报，这些回报会带来可计算的风险和新的思路。只要符合一定形式范围内的超凡构想，The One Club都会去鼓励 and 促进他们。

ONE SHOW

The One Show, the premiere international advertising award show, sets the industry standard for creative excellence with categories including print, television, radio, outdoor, innovative media and marketing, and integrated branding. Each year, a wide variety of work -- from multinational advertising giants to small regional shops -- is judged by an international jury of award-winning art directors, copywriters and creative directors. A Gold Pencil awarded at the One Show is considered the ultimate achievement for a creative director.

The One Show jury spends hours and days into nights giving careful consideration to more than 18,000 entries from nearly 60 countries. Selecting 500 finalists from this large pool of work is often a labor of love. What differentiates the One Show from other advertising award shows has always been a consistent and focused regard for the creative concept. The One Show, simply, is about great ideas.

Every year, Gold, Silver and Bronze winners are announced at the awards show and party in New York City. From there, the work becomes part of our international traveling exhibition making annual stops in Japan, Brazil, China, South Africa and other host cities domestically and abroad. All winning work -- including Pencil and Merit winners -- is also archived in our online database, the most comprehensive collection of award-winning creative advertising anywhere on the Web.

More importantly, and perhaps the single biggest reason people enter the One Show is the prospect of having your work immortalized in The One Show: Advertising's Best Print, Radio and TV, one of the industry's most respected advertising annuals. It is yet another way to ensure that the great ideas of today will be preserved and continue to influence the important ideas of tomorrow.

作为国际最顶级的广告大奖，One Show为各个领域的杰出创意者们设置了行业标准，涵盖平面、电视、广播、户外、新媒体、营销以及整合品牌。每年，由荣获过大奖的美指、文案和创意总监组成的国际评审团，对来自上至跨国广告公司巨头、下到小型地区工作室的各种作品做出评审。赢得One Show金铅笔被视为创意人的最高成就。

One Show的评审团花费大量时间，对来自60个国家超过18000件入围作品进行仔细考量，最终从众多作品中选出500名胜出者。这虽然是件苦差事，但也是评审情愿的事。对创意概念的坚持和关注一直是One Show与其他广告奖项的区别。

每年，金银铜奖得主会在纽约举办的颁奖典礼和酒会上公布。这些作品同时也成为国际巡回展览的一部分，展览每年在日本、巴西、中国、南非和其他一些国家举办。所有获奖作品，包括获得铅笔奖和优胜奖的作品都会在我们的在线数据库里存档，堪称网络上最全面的获奖作品集。

更重要的，并且也许是人们参加One Show最重要的原因，是它可以使你的作品永载One Show——这一广告界最重要奖项的史册。而这种方式，也使得伟大的创意得以保存，继而对今后的创意产生影响。

ONE SHOW CHINA ANNUAL
青年创意竞赛和创意营

The One Club has been hosting educational competitions and workshops in China since 2001, and they have become the most important international advertising education programs in the region.

The briefs for the competition, derived from the most exciting brands in the industry, are sent to advertising schools and young professionals all over China. Entries are judged online by a panel consisting of international One Show judges and leading creative directors in China. Each year the number of entries has increased dramatically, but more importantly the level of work has improved tremendously as well.

The finalist teams in the competition are invited to a hands-on workshop, where top creative directors help prepare them for a career in advertising. The teams present their work and receive feedback from creatives, and they also have the rare opportunity to work on a new brief with top professionals in order to understand the whole creative process and improve their skills. A lot of teams are hired by top agencies after the workshop and it has become an important source of new creative blood.

For more information, please go to oneshow.com.cn

The One Club自2001年起在中国开展教育性质的创意竞赛和创意营活动，现如今，它已发展为中国最重要的国际级广告教育活动之一。

每年的简报都由行业里最激动人心的品牌构成，这些简报被发送到全国各地的学校和年轻广告人手中，参赛作品由One Show的国际评审团和中国最顶尖的创意人进行在线评审。每年，参赛的作品数量都在激增，作品的质量也有显著提高。

竞赛的入围团队受邀参加实践性的创意营活动，这里有最顶尖的创意人为他们进行职业规划。选手们在创意营展示他们的作品，并且可以得到创意人的反馈意见。更令人兴奋的是，创意人会同选手们一起完成新的简报，让大家对整个创意流程有更深刻的认识，并逐步提高自身水平。创意营活动结束后，很多团队会被最顶尖的广告公司录用，这也成为广告公司补充新鲜血液的重要渠道。

更多信息请登陆 www.oneshow.com.cn

MESSAGE FROM THE HOST
主办方的话



Mary Warlick

CEO, The One Club, New York

首席执行官, The One Club, 纽约

The One Club shares with the students of China the enthusiasm of seeing new programs and workshops grow. In 2008 the professionalism of the One Show China workshops and the excitement at the awards ceremony further strengthened our commitment to build successful educational programs for students of design, advertising and new media.

The One Club will continue to support and build on the success of the workshops with the goal of educating and training a new generation of advertising and design professionals. One Show China tells a story that makes us very proud.

看着中国的新项目和创意营发展壮大, The One Club与中国学生共享其中的喜悦。无论是2008年中国创意营的专业水准, 还是颁奖晚会上那激动人心的时刻, 无不加强了我们要打造针对设计、广告和新媒体类成功教育项目的信念。

The One Club会继续为教育和培养新一代广告设计专业人才贡献自己的力量, 支持并打造卓越的创意营活动。One Show中国真的让我们非常引以为傲!



Kevin Swanepoel

President, The One Club, New York

主席, The One Club, 纽约

Since its inception in 2001 the One Show China Workshop has become the most important advertising educational event in China.

This year more than 9000 students competed for 450 slots in the prestigious one-week workshop overseen by top international creatives. More important than the growth however was the ever-increasing quality of the work. This year we saw work that was truly integrated and showed an excellent understanding of emerging new media. What also speaks volumes for the workshop is the number of students and teams hired after a week with local and international ECDs. It's clear that participation in The One Show China Workshop is the best way for aspiring creatives to not only be seen by top ECDs but to work hand in hand with them.

自2001年ONE SHOW青年创意营始创至今, 它已成为中国广告业内最重要的创意教育活动。

今年, 有超过9000名青年人参加比赛, 最终有450名优胜者入选为期一周的创意营, 接受来自全球顶级创意人的培训。比赛参赛者人数增长更加令人兴奋的是作品质量的显著提升。今年的作品展示给我们的是真正意义上的整合和对新媒体的创造性领悟与敏锐的触觉。同样令人兴奋的一个事实是, 通过创意营而被来自国内和国际的执行创意总监看中, 继而被雇用的年轻人也大大增加了。这个事实清楚地显示出, ONE SHOW创意营的意义不仅为执行创意总监们所认识, 更为重要的是, 它为学生与这些总监之间搭建了一道沟通的桥梁, 给他们提供了一个互相了解、点将选材的平台。



Fench Guan

General Manager, One Club China, Beijing

管逢泉，中国区总经理，
万秀创意，北京

2008 was a great year but also a tough year. On one hand we celebrated the Olympic Games in Beijing and on the other hand we suffered an economic downturn. The advertising industry suffered significantly. Everywhere I went I heard about agencies laying off people, losing clients or struggling for finance.

But what did not fade is the passion that I saw from the participants, students, young professionals and travelling creative directors.

A foreign creative director said about the Chinese students “these kids are tough” and that he wants to come back next year. Some other creative directors from independent agencies said that they wanted to hire students from China. Well, I am happy. After doing The One Show Workshop for years, this is just where we want to be. This year we have more students from Taiwan, Hong Kong, Singapore, Malaysia, Thailand and the US. They came to make this a big party.

What is the reason for organizing such a costly event during such a tough year? The answer is for the passion and for the future. This was our focus throughout the entire event, from call for entries to final workshop.

In a competition, there are always winners and losers. But for a seven day creative journey, everyone has their own findings. As one student said: we are not coming for the certificate, we want real experience and have our eyes wide open. It is all about a dream, no matter how tough the industry is or will become, we are ready to fight.

Thanks to all the people who made this happen. This book will show you how amazing your efforts have been and how proud we are of you.

2008年是精彩和艰难并存的一年。刚刚举办完一届伟大的奥运会，我们就直面经济危机。广告业或许是受影响最大的一个行业，一时间业内充斥着裁员、客户流失和预算大幅削减的信息。

然而，有一种东西不曾消退，那就是热情。这种热情，体现在所有创意营的参与者身上，无论是学生、青年职业者还是创意总监。

一个国外创意总监告诉我，这些孩子很难缠，但他明年还想再回来。还有一些国外独立广告公司的创意总监说，他们要请中国的孩子去工作。这种感觉很令人激动，在中国做了多年创意活动后，这些是我们一直想要实现的。今年我们很高兴有更多港台地区的参与者，以及来自美国、新加坡、马来西亚和泰国的留学生参与创意营，加入这个创意大派对。

是什么原因让我们在经济形势如此严峻的情况下，仍然投入大量的资金来做这样的活动？答案是热情和希望。这些一直存在于创意竞赛和创意营的每个角落，从作品征集到最后的新简报创作。

对于竞赛，总是会有输有赢。但是对于七天的创意之旅，每个参与者都有自己的发现。有学生说，他们不为获奖而来，他们想看看什么叫做创意，想开阔自己的眼界。这是一个寻梦之旅，不管现在或将来这个行业何去何从，他们随时可以提枪上马。

最后，感谢所有支持和参与创意竞赛和创意营的朋友，这本书将告诉大家你们的努力有多么神奇，我们为此而感到骄傲。

Shengmin Huang

Dean, Advertising School,
Communication University of China, Beijing

黄升民，院长
中国传媒大学广告学院，北京



2008 is the year of China. The child of The One Club and the Communication University of China, the One Show Young Creative Competition, is 5 years old in the celebrating year.

This year we have the most powerful team of instructors. More than 20 world-class creatives, the best creative directors from Chinese advertising agencies came to our event, which is rare in China and the world. As one of the hosts, I'm glad we at CUC can make a contribution to Chinese advertising education and internationalization. I believe there will be more miracles at the 2009 One Show Young Creative Competition.

2008年是中国年，我们传媒大学与One Club在中国合作举办的One Show青年创意竞赛也在这一万众欢腾的年头度过了第五个生日。

2008年的One Show青年创意营拥有自举办以来最强大的讲师阵容，包括20余位国际知名创意公司的创意人，以及中国各大广告公司的一线创意总监。这一师资力量在全中国，乃至全世界都是不多见的。作为主办方之一，我很高兴传媒大学可以为中国的广告教育事业以及中国广告业的国际化发展做出贡献。

2009年的One Show青年竞赛，相信会带给我们更多奇迹！

Hu Huang

Deputy Dean, Journalist School,
Fudan University, Shanghai

黄瑚，副院长
复旦大学新闻学院，上海



International communication and collaboration play an important part in the development of China's advertising industry. I'm glad Fudan can be involved in the One Show Young Creative Workshop, an international advertising festival for young creative talents. In the one-week workshop, students from America and Taiwan work together with students from the mainland on a brief, which reflects the internationalization of Chinese advertising. These students are the future of the industry.

中国广告业的发展离不开国际交流与合作的加强，我很高兴复旦大学可以参与One Show青年创意营这场国际性的、青年人的广告盛会。在这一周的创意营里，我看到来自不同国家和地区的学生一起配合完成一个项目，这让我看到了中国广告业国际化的步伐正在加快，看到了中国广告业的未来。

Shi'an Cheng

Department Head, Journalist School,
Fudan University, Shanghai

程士安，系主任，
复旦大学新闻学院，上海



We're glad to organize the 2008 One Show Workshop.

In the short week, 400 students from the mainland, Taiwan and America gather to our journalism school. The collision of cultures is interesting.

The most exciting thing is to see the students' input and output. They get noticeable improvement from the experience of communicate with so many international creatives during this event.

The event is closed, but I believe it has a lasting influence among the participants. I'm looking forward to more collaboration between One Show and Fudan to contribute to the creative education of China and provide a good stage for students to have fun.

我们非常高兴能够承办2008年的One Show青年创意营。

在短短一周的时间里，来自不同国家和地区的400多名学生齐聚新闻学院，这样的碰撞本身就令人欣喜。我最兴奋的是看到学生们的积极投入和巨大收获。活动中，他们在与众多资深国际广告人的交流中，获得了宝贵的经验，开阔了创意视野。尽管活动结束了，但是我相信，它将对所有参与这次活动的人产生持续的影响。我希望，One Show的活动能够继续壮大和发展，也希望One Show与复旦大学会有更多更广泛的合作与互动，共同为中国的创意教育出力，提供更好的平台让更多学生好好“玩”起来。

Dinghai Jin

Deputy Dean
Humanity & Communication College,
Shanghai Normal University

金定海，副院长
上海师范大学
人文与传播学院



We're glad to organize the 2008 One Show Photo Workshop in Shanghai Normal University this year. Our department of photography supports the event well and the students also have training. I really value what the students learn from the training.

Frankly speaking, it's the first I had heard of the One Show Photo Workshop, although I pay attention to One Show, a pencil award, and its other creative events in China. When I got to know that the photo workshop had been held for two years successfully, I immediately decided to organize the event.

This is a new education method to allow the photographic fans to have a workshop with professional photographer from New York. And this is not a simple class work but a outdoor project with a theme to maximize the participants' creativity. At last, they integrate the photo with music and make it a film to connect the photos to tell a story.

The event was successful and we have a pleasant collaboration with One Show. We should have more international open workshop at campus to complete the daily classes.

这次的影像创意营在上海师范大学举办，我感到非常荣幸。上海师范大学摄影专业对本次活动提供了大力支持。在活动中，同学们的专业技能得以展示，并且在实际操作中有所收获，这是我始终最为关注的。

One Show影像创意营，老实讲，我今年第一次接触。但对One Show创意奖和之前在中国举办的一系列创意活动，我一直有所了解和关注。在听说摄影营也已经举办过两届后，我几乎是毫不犹豫地接受了承办这次活动的邀请。

首先，这是一个非常新颖的教育模式，是汇集了来自五湖四海的摄影爱好者与来自纽约的职业摄影师的workshop模式；其次，这不是一个简单的课堂作业，而是有主题的、能够最大程度地发挥学员自身创作能力的户外作业能力；最后，作品的呈现方式不是简单的照片堆积，而要用音乐进行联系，让每幅照片之间都有了内在联系，让照片自己讲故事。

这次的活动非常好，我们与One Show也经历了一次相当愉快的合作。这样的活动在校园里应该多开展，使这种国际交流型的开放式创意营活动与日常教学活动配合得当，相得益彰。