

# THE ONE SHOW



# THE ONE SHOW

Judged To Be Advertising's Best Print, Radio, TV. Volume 8  
A Presentation of The One Club for Art and Copy



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# The One Club For Art and Copy

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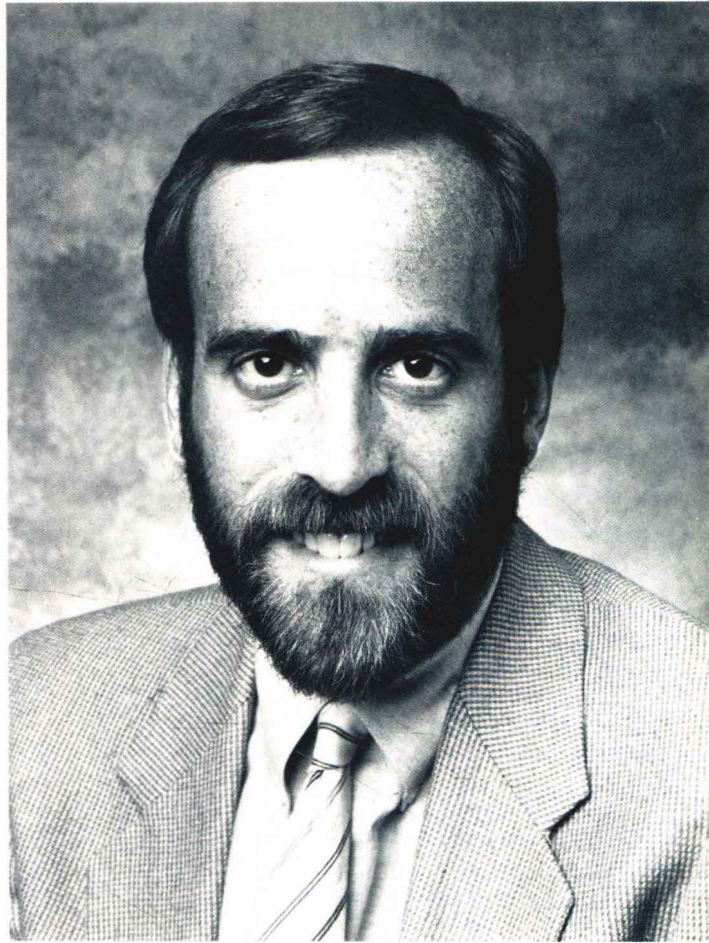
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# President's Message



To all of those creative people who in spite of things like concept testing, and animatics, and Burke, and Klucas, and McCullom-Spielman, and ASI, and who in spite of the fact that their agency may have just merged or been gobbled up by another agency, still have it in them to produce great creative work, we at The One Show offer our thanks.

Because without people like yourselves, going to work every morning (not to mention looking through this book) would be extremely depressing.

*Ron Berger*

# Judges Panel

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Norman Tanen	Clive Williamson	
George Tannenbaum	Cynthia Williamson	

# **GOLD, SILVER & BRONZE AWARDS**

# Contents

## **The Board of Directors**

## **President's Message**

## **Judges Panel**

## **One Club Members**

## **1986 Gold, Silver and Bronze Awards (1-95)**

## **The Gold Award Winners on the Gold Award Winners**

## **1986 Print Finalists**

### **Consumer Newspaper**

Over 600 Lines Single (96-192)

Over 600 Lines Campaign (193-197)

600 Lines Or Less Single (198-224)

600 Lines Or Less Campaign (225-237)

### **Consumer Magazine**

B/W: 1 Page Or Spread—Including Magazine Supplements (238-243)

Color: 1 Page Or Spread—Including Magazine Supplements (244-337)

Color Campaign—Including Magazine Supplements (338-346)

Less Than A Page Single (347-352)

Less Than A Page Campaign (353-354)

### **Trade**

B/W: 1 Page Or Spread (355-375)

Color: 1 Page Or Spread (376-405)

Less Than A Page Single (406-409)

Any Size Campaign (410-417)

### **Collateral**

Brochures Other Than By Mail (418-436)

Sales Kits (437-448)

Direct Mail (449-453)

P.O.P. (454-478)

### **Outdoor**

Single (479-512)

Campaign (513-516)

### **Public Service**

Newspaper Or Magazine Single (517-537)

Newspaper Or Magazine Campaign (538-543)

Outdoor Single (544-558)

### **Political**

Single (559)

## **1986 Radio Finalists**

Single (560-605)

Campaign (606-621)

Public Service Campaign (622)

## **1986 Television Finalists**

Consumer Over :30 (:45/:60/:90) Single (623-662)

Consumer Over :30 (:45/:60/:90) Campaign (663-670)

Consumer :30 Single (671-787)

Consumer :30 Campaign (788-815)

Consumer :10 Single (816-822)

Consumer :10 Campaign (823-825)

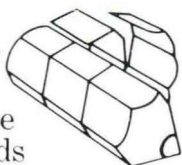
Public Service (826-834)

## **High School Competition (835-838)**

## **College Competition (839-842)**

## **Index**

Gold,  
Silver  
&  
Bronze  
Awards



**Consumer Newspaper  
Over 600 Lines: Single**

**1 GOLD**

ART DIRECTOR  
Bill Murphy

WRITER  
Margaret Wilcox

PHOTOGRAPHER  
Michael Pierce

CLIENT  
The Boston Globe

AGENCY  
Hill Holliday Connors  
Cosmopolos/Boston

**2 SILVER**

ART DIRECTOR  
Helmut Krone

WRITER  
Mike Rogers

CLIENT  
Doyle Dane Bernbach

AGENCY  
Doyle Dane Bernbach

**3 BRONZE**

ART DIRECTORS  
Ted Barton  
Geoff Roche

WRITER  
Kirk Citron

PHOTOGRAPHER  
Alan Krosnick

CLIENT  
California Prune Board

AGENCY  
Hal Riney & Partners/San  
Francisco

**If you missed it on this empty page,  
imagine how easy it is to miss it in your  
kid's Halloween candy.**

There. Up in the left hand corner. A pin. Just like the one your kids could bring home in a piece of their Halloween candy.

If you're going to find it before it finds your kid's mouth, you're going to have to look very carefully. Then look again. And not just for pins. For any breaks in a candy wrapper's surface.

Remember, when in doubt throw it out. Or your kids could get stuck with some Halloween candy they'll never forget.

*The Boston Globe*

A Pin. Missed on this empty page.

**1 GOLD**



Some ads write themselves.

#### Gold Effies 1985

DOYLE DANE BERNBACH.....	14
Dancer Fitzgerald Sample.....	3
Advertising to Women.....	2
Bozell & Jacobs.....	2
Chiat/Day.....	2
D'Arcy MacManus Masius.....	2
NW Ayer.....	2
Ogilvy & Mather.....	2
Young & Rubicam.....	2
Benton & Bowles.....	1
Della Femina Travisano.....	1
Foote, Cone & Belding.....	1
J. Walter Thompson.....	1
Keye/donna/pearlstein.....	1
Martin Agency.....	1
Moore, Hoch.....	1
Saatchi & Saatchi Compton.....	1
Shotwell.....	1
Siddall, Matus & Coughter.....	1
Smith Burke & Azzam.....	1
Ted Bates.....	1

#### Silver Effies

DOYLE DANE BERNBACH.....	7
Ogilvy & Mather.....	5
J. Walter Thompson.....	3
Young & Rubicam.....	3
BBDO.....	2
Grey.....	2
Mintz & Hoke.....	2
Patchen Brownfeld.....	2
Waring & LaRosa.....	2
W.B. Doner.....	2
Benton & Bowles.....	1
Bozell & Jacobs.....	1
Burton-Campbell.....	1
Campbell-Ewald.....	1
Cramer-Krasselt.....	1
Cunningham & Walsh.....	1
Dancer Fitzgerald Sample.....	1

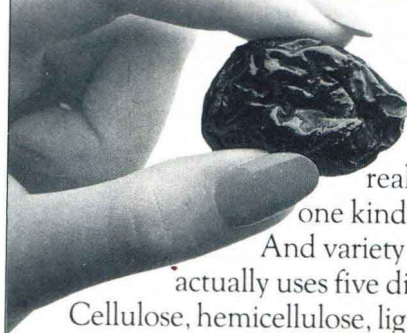
Koehler Iversen.....	1
Kolker & Gill.....	1
Marschalk.....	1
McCann-Erickson.....	1
Metcalf.....	1
NW Ayer.....	1
Pringle Dixon Pringle.....	1
Salvati Montgomery Sakoda.....	1
Scali McCabe Sloves.....	1
Siebert & McIntyre.....	1
Tucker Wayne.....	1
William Esty.....	1

#### Bronze Effies

DOYLE DANE BERNBACH.....	7
SSC&B.....	4
NW Ayer.....	3
Benton & Bowles.....	2
Della Femina Travisano.....	2
Grey.....	2
J. Walter Thompson.....	2
Young & Rubicam.....	2
Ally & Gargano.....	1
Altschiller Reitzfeld Solin.....	1
BBDO.....	1
Clarity Coverdale.....	1
Dancer Fitzgerald Sample.....	1
Eisner.....	1
Epstein Raboy.....	1
Healy-Schutte & Comstock.....	1
Ketchum.....	1
Lott Walker.....	1
Marschalk.....	1
Mintz & Hoke.....	1
Needham Harper.....	1
Noble.....	1
Ogilvy & Mather.....	1
Price/McNabb.....	1
Saatchi & Saatchi Compton.....	1
Sage Marcom.....	1
Siebert & McIntyre.....	1
Stephan.....	1
Ted Bates.....	1

2 SILVER

## There are five types of fiber your body uses. Here are four of them.



By now, you probably know most Americans don't eat enough fiber.

But what you may not have realized is that there's more than one kind.

And variety is important. Because your body actually uses five different types of dietary fiber. Cellulose, hemicellulose, lignin, pectin, and gums.

The first four are all found in the California prune. Which means prunes are a great way to balance your fiber diet.

Prunes are also one of the richest sources of fiber—they have nine grams per serving. Six prunes have more fiber than two bowls of bran flakes.\*

And prunes are high in potassium. They're a good source of vitamin A. And they have no fat, no cholesterol, and almost no sodium. Not to mention a sweet, delicious, one-of-a-kind taste.

So if you've been trying to get more fiber in your diet, try prunes. Fiber never tasted so good.

\*2/3 cup per serving



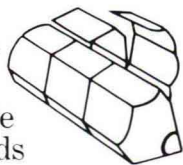
One way to serve your family prunes is in a fruit plate. You'll find many helpful serving suggestions in our free brochure. For your copy, write to: Prune Ideas, P.O. Box 982168, San Francisco, CA 94168-2168.

© CALIFORNIA PRUNE BOARD 1985

## Prunes. The high fiber fruit.

3 BRONZE

Gold,  
Silver  
&  
Bronze  
Awards



**Consumer Newspaper  
Over 600 Lines:  
Campaign**

**4 GOLD**

ART DIRECTOR  
Jerry Whitley

WRITERS  
Mark Silveira  
Joe O'Neill

PHOTOGRAPHERS  
Jeffrey Zwart  
Leon Kuzmanoff

CLIENT  
BMW of North America  
AGENCY  
Ammirati & Puris

# BMW PROVES THERE'S LIFE AFTER THE FIFTY PERCENT BRACKET.

Contrary to popular belief, all the members of the so-called "leisure class" do not pursue life at an entirely leisurely pace. Nor, for that matter, is all of the old money in old hands.

Thus, the shining examples of two- and four-wheeled wish fulfillment you see here.

The automobile, BMW's new 635CSi, you will probably recognize as the successor to the much-acclaimed 633CSi. The grand touring coupe AutoWeek once described as "the class of the field in a field of one."

A distinction that will doubtlessly endure, given the 635CSi's larger engine displacement

and revised rear axle ratio. Both of which contribute to increased acceleration. And, working in concert with the coupe's fully independent suspension and ABS anti-lock braking system, make it, perhaps, the world's most elegant and well-mannered means of negotiating the fast lane.

Beside it, however, is a vehicle you may find somewhat less familiar. Unless you've recently been on the Continent, where BMW's new K100 RS was recently named Motorcycle of the Year in no less than five countries.

This is a motorcycle that gives new meaning to the expression "upwardly

mobile." Possessing, as it does, a 4-cylinder engine that produces "a seamless crescendo of power" (Motorcyclist). Along with handling that "makes directional changes mere mentally inspired flicks" (Popular Science).

Of course, in neither case are these vehicles meant to be purchased solely as a means of transportation. But rather, they are for those individuals who find that, having provided for the family, the future and (albeit unwillingly) the federal budget, there are funds remaining for experiences of pure transport.

**THE ULTIMATE DRIVING MACHINE.**



**4 GOLD**



# FOR THOSE WHO KNOW THE VALUE OF A DOLLAR, A CAR THAT JUSTIFIES SPENDING FORTY THOUSAND OF THEM.

The old adage, "If you have to ask what it costs, you can't afford it," seems to be rapidly slipping out of date. And with it, a certain breed of luxury car whose lavish prices have always

unveiled a car that is just that, age-old. Examine the inner workings of a BMW 735i and you'll find quite the reverse. Its new 3.5-liter engine is the successor to a power plant that Road &

many eight-cylinder cars in its class. A CAR THAT DOES NOT ACCEPT THE INEVITABLE. BMW engineers are passionate believers in the theory that, in driving,

locking (a prime cause of skidding) and enables steering even in panic stops. One whose concept has been applied not just on roadways but on runways where, day-in and day-out, it brings the most sophisticated passenger jet aircraft to a controlled, secure halt.

Does the BMW 735i possess the luxuries befitting a car in its price range? Indeed, it's just that the 735i's luxuries are not there in lieu of necessities.

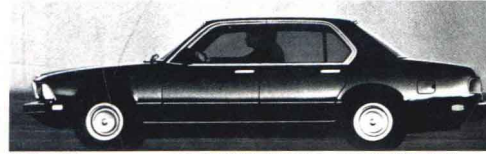
You will find everything that one, in good taste, could require. Eight-way power seats of hand-stitched leather. Walnut paneling. A cockpit-like dash that sweeps out to meet you. A telescopically adjustable steering column. Electrically controlled right-and-left mirrors. An electrically controlled, dual position sun roof.

The 735i is, in the end, a car that single-handedly justifies having expensive taste in cars.

An automobile that doesn't require rationalizations for its lofty \$40,000 purchase price, because it comes fully equipped with a long list of superbly engineered reasons.

A list that your BMW dealer will be more than pleased to continue at your earliest convenience.

**THE ULTIMATE DRIVING MACHINE.**



gone unquestioned. Today's enlightened car buyer not only asks, "How much?" but "Why so much?" A state of affairs that has left many car makers groping for answers. And placed a record number of buyers behind the wheel of a BMW 735i.

THE DIFFERENCE BETWEEN A CLASSIC CAR AND A DATED CAR. Peer beneath the glimmering hood ornaments and multicolored enamel of certain age-old status symbols and you'll

track named as "the most refined inline six in the world."

Working in tandem with that engine is the third generation of an electronic fuel management system that, in its original state, was among the world's most advanced. So advanced, it was used to govern the BMW engine that powered a Formula One champion race car.

The result? A veritable paradox—a six-cylinder automobile that is not only fuel-efficient but also out-accelerates

"forewarned is forearmed."

They've endowed the new 735i with an electronic Service Interval Indicator that signals you the moment service is recommended.

With an onboard computer that informs you of everything from range on remaining fuel to the potential of road long.

With an ABS braking system that helps provide you with infinitely more control over your fate during stopping. A system that helps prevent the wheels from



# AS LONG AS THERE ARE PEOPLE WHO CAN AFFORD PERFECTION, BMW WILL CONTINUE TO PURSUE IT.

"Life," the accountants often say, "is a series of compromises." If you can afford to ignore this wisdom, BMW would like to draw your attention to a car that defies it: the new 635CSi sports coupe.

Justifiably priced at about \$40,000, the BMW 635CSi demonstrates precisely what can be achieved when automotive engineers are free from the usual cost constraints and the importunities of mass production.

And when, of course, they have an ideal worth pursuing in the first place.

THE GRAND COUPÉ. THAT IS UNABASHEDLY GRAND. In the case of the 635CSi, the ideal is an ambrosiotic one: the European Grand Touring tradition, combining uncommon style and luxury with definitive performance.

The BMW 635CSi manages to fulfill the first two criteria even before you turn the ignition key.

Its finely tuned body panels and exterior surfaces meticulously hand-fitted and hand-examined, add up to a virtually objective definition of automotive beauty. The interior is equally a Roadster (Road & Track magazine).

Its amenities include supple hand-stitched leather seats, an electronic two-way sunroof, and cockpit-like ergonomics. And everything is put together as if lives depended on the coupe's solid

ty (Car and Driver).

Its front and rear carpeting is a molded single piece for a perfectly balanced fit. Even its trunk is lined and plushly carpeted on the notion that fine objects are carried in a fine car.

However, it's when you actually turn the ignition key that you discover its

ally how the 635CSi advances the cause of Grand Touring.

BMW ENHANCES GOING AND STOPPING ALONE.

The BMW coupe's new 3.5-liter, fuel-injected engine propels it from 0 to 60 in 7.8 seconds. A prowess perfected by the latest generation of BMW's Digital Motor Electronics, which sustains peak performance by adjusting fuel delivery and ignition timing literally hundreds of times a second. As well as via a new rear-axle shaft that further improves acceleration.

Before stopping, just as important as going, however, we'd like to call your attention to another new 635CSi feature: a computerized ABS anti-lock braking system.

Operating on the same principle that brings 267-ton 747 jet aircraft to a safe, secure halt, the ABS system helps prevent the brakes from locking. Thus, permitting the car to be maneuvered even during emergency stops. And, equally important, even on rain-slicked or icy roadways.

The new 635CSi, in sum, serves to confirm the BMW coupe's position as "the best coupe" without which you won't know how to judge anything else. (Autobooks magazine).

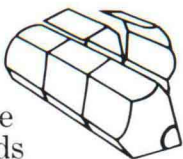
And, not incidentally, the managerial astuteness of a car company where even the head of finance is an engineer.

A handful are at your nearby BMW dealer now, awaiting auto-

mobile enthusiasts who also do not have to refer to accountants.

**THE ULTIMATE DRIVING MACHINE.**

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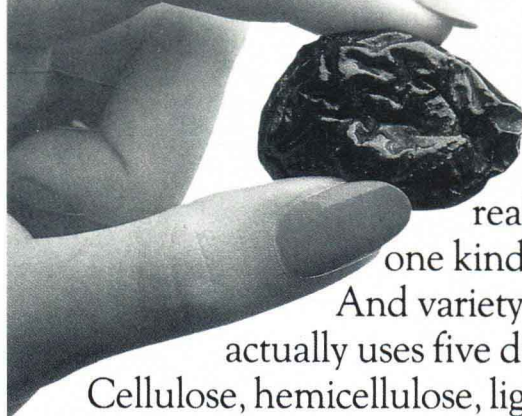
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California Prune Board

AGENCY

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# There are five types of fiber your body uses. Here are four of them.



By now, you probably  
know most Americans don't eat  
enough fiber.

But what you may not have  
realized is that there's more than  
one kind.

And variety is important. Because your body  
actually uses five different types of dietary fiber.  
Cellulose, hemicellulose, lignin, pectin, and gums.

The first four are all found in the California prune.  
Which means prunes are a great way to bal-  
ance your fiber diet.

Prunes are also one of the richest sources  
of fiber — they have nine grams per serving.  
Six prunes have more fiber than two bowls  
of bran flakes.\*

And prunes are high in potassium.  
They're a good source of vitamin A. And  
they have no fat, no cholesterol, and almost no sodium. Not  
to mention a sweet, delicious, one-of-a-kind taste.

So if you've been trying to get more fiber in your diet,  
try prunes. Fiber never tasted so good.

\* 2/3 cup per serving

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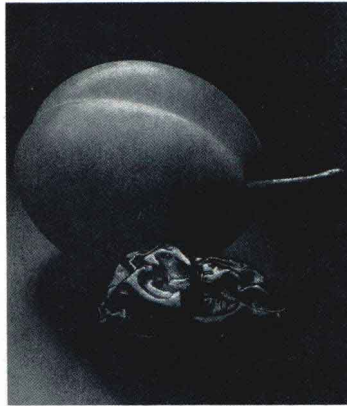
One way to serve your family  
prunes is in a fruit plate. You'll find more  
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## Prunes. The high fiber fruit.

**5 SILVER**



# Some news about fiber you'll find easy to swallow.



California prunes are dried plums.  
That's what makes them such a sweet way to get fiber.

You've heard a lot of news lately about fiber. How it's good for your health. How a high-fiber, low-fat diet may reduce the risk of some kinds of cancer.\*

Unfortunately, most high fiber foods just aren't very appetizing.

There is, however, a sweet way to get fiber. A bowl of prunes.

Prunes have more dietary fiber, ounce-for-ounce, than almost any other

food. A serving of six prunes has more fiber than two bowls of bran flakes.

The difference is, prunes are a spoonful of natural sweetness. Which means they're fiber you can actually enjoy.

And there's more. Prunes also give you potassium, vitamin A, no fat, no cholesterol, and almost no sodium.

So if you'd like to get more fiber in your diet, remember. Good nutrition doesn't have to put your taste buds to sleep.

## Prunes. The high fiber fruit.



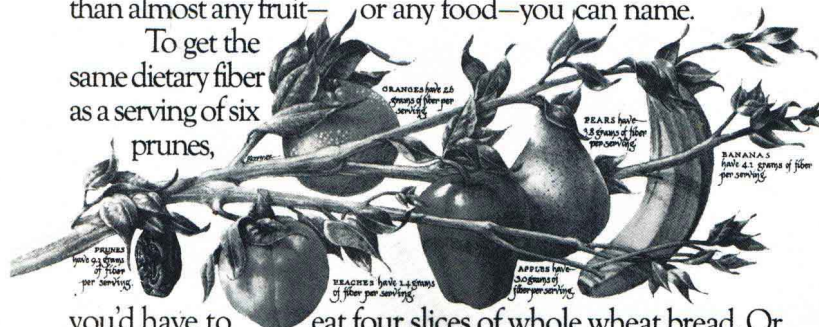
One way to serve your family prunes is at breakfast. You'll find more serving suggestions in our free brochure. Write to Prune Ideas, 103 World Trade Center, San Francisco, California 94111. \*According to the National Cancer Institute, NCI publication No. 85-7711.

## Which has the most fiber?

We'll give you a little hint. The fruit with the most fiber isn't a banana. Or an apple. Or an orange, a peach or a pear.

It's the humble prune. Which has more dietary fiber than almost any fruit—or any food—you can name.

To get the same dietary fiber as a serving of six prunes,



you'd have to eat four slices of whole wheat bread. Or six peaches. Or three apples. Or two and a half bowls of bran flakes.

And prunes don't just have fiber. They're one of the richest sources of potassium, and a good source of Vitamin A. With no fat, no cholesterol, almost no sodium, and a delicious, one-of-a-kind taste.

All of which makes prunes one of the most nutritious fruits you can buy.

So if you're looking for a sweet way to get more fiber in your diet, try California prunes.

Proof, once again, that good things come in small packages.

## Prunes. The high fiber fruit.



One way to serve your family prunes is at breakfast. They're delicious stewed, with a cinnamon stick and a slice of lemon. You'll find more helpful serving suggestions in our free brochure. For your copy, write to Prune Ideas, 103 World Trade Center, San Francisco, CA 94111.