

2018 YOUNG ONES – FINALISTS

BRIEF

BY CATEGORY

Includes Gold, Silver, Bronze Pencils and Merit winners.
Award details will be announced during Creative Week, May 7–11.

CLIENT BRIEF – DIGITAL / ONLINE

Berghs School of Communication / Stockholm	Slow Down to Speed Up	Hugo Barne Svante Ahlman Hanna Lundberg Adam Stark
Miami Ad School / Madrid	Sonnet Little Problems	Javier Alcobendas Castro Alfredo Flórez Portell Ross Norton Javier García Moreno
Miami Ad School / Miami	Optimizer by Sonnet	
Miami Ad School / New York	Sonnet's Peace of Mind Registry	Emily Kaufman Marina Ferraz Rebecca Friedman
Miami Ad School / New York	Sunny Sonnet	John Kim Alessandra Divizia
Miami Ad School / New York	"Oh Sh*t" Insurance	Patrick Dalton Luis Paladino Allie Smith Jared Liebmann
Savannah College of Art and Design / Savannah	Sonnet Insurance - "Elevated Optimism"	Sage Lucero George Comatas Ashley Crouch Nick Taormina

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CLIENT BRIEF – EXPERIENTIAL

ArtCenter College of Design / Pasadena	Sonnet Superhero Damage Report	Loki Jiang JongWoo Han Jack Xu
ArtCenter College of Design / Pasadena	Optimism in a Box	Maggie Michella Ada Zhang
Beckmans Collage of Design / Stockholm	April Fools	Julius Tuvenvall
IED Istituto Europeo di Design S.p.A. / IED Comunicazione / Milan	Optimism Coverage	Alessandro Borrelli Claudia Greco Cecilia Panisi Valentina Marci
Miami Ad School / New York	Home Is Where You Make It	Clay Schwiering John Locanthi Juan Kurtzman-Gonzalez
Miami Ad School / San Francisco + Miami Ad School / New York	Street Sonnets	Hampus Elfström Thomas Nguyen
School of Visual Arts / New York	Rain Smile	

CLIENT BRIEF – INTEGRATED

Marist College / Poughkeepsie	Life Made Simple	Marissa Kelly Kait Franey
Media Design School / Auckland	Upcycled by Optimism	Hannah Rose Stokes Maisie D'Cruz
Media Design School / Auckland	Optimism Fragrances	Philip Meki Rebecca Sharp Tatiana Grigore
Miami Ad School Europe / Hamburg + Miami Ad School Europe / Berlin	Best Worst Ever	Belen Aragon Hannes Rath Boreum Kim John Speer
Michigan State University / East Lansing	The Canadian Thing To Do	Madeline Guzzo Benjy Joung Lorraine Fu Abby Wild
The Book Shop / Los Angeles	Camp Grown Up - Powered by Sonnet Insurance	Amanda Tempesta Matthew Lemas Courtney Chambers
University of Colorado / Boulder	Mining for Happiness	Riley Draper Alisha Benda

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CLIENT BRIEF – MOBILE

Miami Ad School / New York City	Sun Mode	Blessy Samuel David Sierra Maaike Pull Rachel Power
NABA - Nuova Accademia delle Belle Arti / Milano	to.do. it removes your worries to give you optimism	Rosaria Bartone Alina Cortese Stefano Filippini Ludovica Vittoria Gagliardi Amedeo Rosso Lucia Vesco
Robertson School of Media & Culture at VCU / Richmond	Dashboard Dollars	Daniel Green Erin Spare

CLIENT BRIEF – OUTDOOR

Savannah College of Art and Design / Savannah	Life Is Out To Get You	Bella Stuart Manuel Garcia
School of Visual Arts / New York	Starbucks Venti	
School of Visual Arts / New York	Parking Protection	
University of Colorado / Boulder	Project Reface	Andrew Garfield Megan Weber Thinh Dinh Theo Gagen Daniella Cavaliere

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CLIENT BRIEF – PRINT

BYU AdLab / Provo	S*!# Happens	Chance Hansen Nick Huey Kelsey Martinez Keith Read
Fashion Institute of Technology / New York	You Can Do It	Janice Chen Patrick Obando Maria Tsihlis Jacqueline Boody
Miami Ad School Europe / Hamburg	Fearless optimism	Gonçalo Gameiro Juan González Miralles de Imperial
Pratt Institute / Brooklyn	Rose-Tinted Glasses	Isla Anne Macmillan Bob Mischo
Pratt Institute / New York	See it the Sonnet Way	Stephany de Jongh Andrew Han
The Creative Circus / Atlanta	Sweat the Small Stuff.	Paige Murphy Lamar Phillips Sara Brundige

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CLIENT BRIEF – VIDEO / FILM

Brigham Young University / Provo	Sonnets by Sonnet (Re-entry)	Chris Petersen Seth Mollerup Ian Forsyth Cooper Epps Andrew Congleton
BYU AdLab / Provo	When Luck Isn't Enough	Sara McLaws Scott McIntosh Forrest Quinn Wilsynn Wheat Parker Hadley Michael Hanks
BYU AdLab / Provo	Nothing Makes Us Happier	Allora Rameson David Shum Amy Hauck Taylor Galbraith Andrew Holman Scott James
BYU AdLab / Provo	Life is Full of Fortune - Skatanists	Taylor Dahl Anthon Johnson Tyler Archibald Scott James Jedediah Thunnell Connor Dean Evan Kirby Paul Monk Bentley Rawle
Fondazione Accademia di Comunicazione / Milan	Cry me a song	Elisetti Micaela Giulia Galbiati Francesco Pasqualino Di Marineo Erika Troccoli Samuele Macchi
Media Design School / Auckland	A lot happens in cars	William Budgett Tess Saxby
Miami Ad School Europe / Hamburg	Insurance Made Easy	Alexandru Lungu Kushal Birari Stefan Rotaru
New York Institute of Technology / New York	Sonnet - Power Up	Radamanthys Hourdakis
The Bookshop School for Ads / Los Angeles	STUFF	Kerigan Kenny Isaac Simpson Chris Callahan Tyree Hicks

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SOCIAL BRIEF – DIGITAL / ONLINE

Berghs School of Communication / Stockholm	Create Intervention	Signe Belfiore Anna Thofte Erik Nyström David Lie
Berghs School of Communication / Stockholm	Reversed Safety Check	Andreas Karlsson Sofia Gustafsson Noah Bramme
Berghs School of Communication / Stockholm	The Dead Pixels	John Lundquist Coey Jacob Eklöf Anton Holmstrand
Berghs School Of Communication / Stockholm	Ambidiction	Ellen Marklund Julia Högberg Vilma Heimer Rikard Köhler
Berghs School of Communication / Stockholm	A Moment of Silence	Svante Ahlman Petter Dufvenberg Hugo Barne Hanna Adelstål
Forsbergs / Stockholm	Nike x Athletes Against Opioids	Lamin Cassama Daniel Yousefi
Miami Ad School / Miami	Hooked	Daniel Pujol Agustina Lavignasse Lisette Azulay Nidal Koteich
Miami Ad School Europe / Hamburg	Rxacman	Abdelrahman Galal Samar Veer Singh Omar Aly
Miami Ad School Europe / Hamburg	EyeWatch	Rafael Joos
School of Visual Arts / New York	Google Search	
School of Visual Arts / New York	Spotify OD	
School of Visual Arts / New York	SMRxT Bottle	Younghoe Koo Brittany Newman James kuczynski
Syracuse University The Newhouse School / Syracuse	The Social Dosage	Danika Petersen Chi-Ching Lam
The Creative Circus / Atlanta	iMean	Matt DeMilner Bessie Chang Maria Khodorkovsky Andrey Ter-Grigorian James McAlister Allie Haroutunian Lizzy Cohen

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SOCIAL BRIEF – EXPERIENTIAL

ArtCenter College of Design / Pasadena	The O Campaign	Amalia Ambartsumyan Jesse Portillo Ksenia Mikhaylova
Boston University / Boston	Message in a Bottle	Kara O'Hearn Nihal Atawane
Miami Ad School / New York	Safe Use Syringe	Clay Schwiering Rachel Power
Miami Ad School / San Francisco	Nationwide Narcan Network	Donghoon Lee Erica Yoshimura Rodd Naimi Donghoon Lee Erica Yoshimura Rodd Naimi
School of Visual Arts / New York	Alexa Rehab	
The University of Alabama / Tuscaloosa	Follow the Signs	Emeline Earman Nelle Thomas Lauren Meadows Rick Molinaro Charlotte Frank
University of Alabama / Tuscaloosa	Beyond Boundaries: Help is on the way.	Mary Buzbee Sydney Estill MK Holladay Sydney Pellegrini Elizabeth Swartz
University of Central Oklahoma / Edmond	Don't Forget The PlanThis awareness campaign rethinks that way people receive information about opioid	Maisie Cross

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SOCIAL BRIEF – INTEGRATED

Alberta College of Art + Design / Calgary	Opikit	Candace De Vuyst Kerry Neale
College for Creative Studies / Detroit	The Opioid Outlook	Andrew Furca Philip McAvoy Francine Siew
Fashion Institute of Technology / New York	The Addict's Diary	Lawrence Staebler Loisse Ledres
IED Istituto Europeo di Design S.p.A. / IED Comunicazione / Milan	Opium grand opening	Adele Basevi Massimiliano Bratti Simone Canova Francesco Negri
Syracuse University / Syracuse	Reverse Pac-man	Joshua Race
The Book Shop School for Ads / Santa Monica	Take a Second	Kathryn Izquierdo-Gallegos Ryan Hill Michelle Marquez Mandana Wright

SOCIAL BRIEF – MOBILE

Berghs School of Communication / Stockholm	An Opioid Victims Remix	Victor Lindkvist Simon Magnusson Alvin Marelius
Berghs School of Communication / Stockholm	Time to get SIRlous	Daga Simonsson Teodor Fjäll Viktor Einarsson
College For Creative Studies / Detroit	Overcome Overdose	Maxwell Franklin Raphael Manigault Philip McAvoy
Kutztown University / Kutztown	Pain+ Application	Bryn O'Reilly
Miami Ad School / New York	Behind the addiction	Kang Soo Cho Frank Moore
Miami Ad School / San Francisco	Pain. Killer.	Nutnicha Achavakulthep Vaidehi Mewawalla
School of Visual Arts / New York	Instagram	
School of Visual Arts / New York	Digital Container	
Texas Christian University / Fort Worth	Calabil - The Accountability Calendar	Jaena Delahunt Alicia Martinez

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SOCIAL BRIEF – OUTDOOR

Berghs School of Communication / Stockholm	The Game Changer	Anna Salonen da Jonsson Jack Strömer
Berghs School of Communication / Stockholm	Opioid addiction is a disease	Simon Magnusson Victor Lindkvist
Boston University / Boston	The Last Stop	Yaluan Song Natalia Jaroszek
IED Istituto Europeo di Design S.p.A. / IED Comunicazione / Milan	Addictil	Guido Vanetti Bianca Bizzozzero Augusta Giannasi Sara Ciceri
Miami Ad School	R.I.P. Seating	Marcelo Shalders Ioannis Kalormakis
Miami Ad School Brazil / São Paulo	Overdose Siren	Gabriel Azevedo Cavalcante Gabriel Soeiro Ochiuto Ronaldo Lopes Junior
Miami Ad School Europe / Hamburg	#RIPRAPPERS	Kushal Birari Stefan Rotaru Philip Ziegler
School of Visual Arts / New York	Subway Maps	

SOCIAL BRIEF – PRINT

ArtCenter College of Design / Pasadena	Anyone. Anywhere.	Arthur Jung Jason Ham Mariya Munsey Kristine Lim Samantha Kim Dennis Lee
ArtCenter College of Design / Pasadena	Stop the Stigma	Stephanie Rhee
Berghs School of Communication / Stockholm	Opioids Don't Care.	Elin Hjelte Lina Bergman Elin Johansson Jacqueline Hellstedt
Berghs School of Communication / Stockholm	Accidental drug dealer.	Gustaf Haffling Kevin Krooks
Boston University / Boston	Same Day	Sadie Devane You Wu
Boston University / Boston	Vows	Ghewa Taha Shunyi Yu

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SOCIAL BRIEF – PRINT (CONT.)

Boston University / Boston	Opioid Addiction and the Fairy Tale Ending	Sophie Lindemann Tiffany Ahi
Miami Ad School / Madrid	Beware of Overdoses As opioid overdoses are constantly on the rise and have reached epidemic proportions i	Cristina Gómez Villar Thanh Ngo Marta Bañon
Miami Ad School / Mumbai + Miami Ad School / San Francisco	Deadly Drawings	Hampus Elfström Adithya Venugopal
Miami Ad School / New York	Don't let opioids take over your story	Marina Ferraz Ana Miraglia
Miami Ad School / New York	No one plans an overdose.	Ana Miraglia Diane Danneels
Miami Ad School Europe / Hamburg	The End	Aruzhan Smaielova Giovanni Scopece Imad El Rayess Mubarak Nojimudeen Justus Rosenkranz
Miami Ad School Europe / Hamburg	PART OF LIFE	Aditya Sunilkumar Christophe Lefèvre-Henzel Opeyemi Aluko Felix Ebell
School of Visual Arts / New York	Kills More Than	
School of Visual Arts / New York	Crushed	
The atomic garden / Madrid	Opioid's abuse	Rocio Perez navarro Belen Turreira argamentería Noelia maría moreno mateo-Sidrón

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SOCIAL BRIEF – VIDEO / FILM

Berghs School of Communication / Stockholm	An Opioid Victims Remix	Victor Lindkvist Simon Magnusson Alvin Marelius
Fondazione Accademia di Comunicazione / Milan	Pillshot	Micaela Elisetti Giulia Galbiati Francesco Pasqualino Di Marineo Erika Troccoli Samuele Macchi
Fondazione Accademia di Comunicazione / Milan	Pillcidence	Simone Bellardinelli Luca Morsellino Giovanni Luca Orlandi Alessandra Paganoni Eleonora Giovia
Miami Ad School	The Obituary Project	Leticia Romano Nellie Santee Ranjana Naik
Miami Ad School / San Francisco	Red Flags	Carolina Latorraca Margherita Teodori Daphne Lefran
Miami Ad School / San Francisco + Miami Ad School / Mumbai + School of Visual Arts / New York	Everyday Epidemic	Hampus Elfström Madelene Wikskaer Adithya Venugopal
Texas A&M Commerce / Commerce	Game Over	Ericka Lindsey Christa Griffith Aerielle Karpinsky Cooper Weinstein

DESIGN BRIEF – PRINT

Fondazione Accademia di Comunicazione / Milan	Stumbling Blocks	Simone Bellardinelli Luca Morsellino Giovanni Luca Orlandi Eleonora Giovia Alessandra Paganoni Francesca Serpi
Miami Ad School Europe / Hamburg	hel!pMAP	Henriett Racz Kendra Little
School of Visual Arts / New York	Barb Wire Fingerprint	
School of Visual Arts / New York	Blood Bags	
School of Visual Arts / New York	Feel Home Again	Sang Young Bae
Texas A&M University Commerce / Commerce	#Empathy	Cooper Weinstein Brandon Mulkey