



One Show Annual, Vol. 26: Advertising's Best Print, Design, Radio, and Television (One Show: Advertising's Best Print, Design, Radio, TV)

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Great advertising and design can make the world stop and think. It can make people listen. And, sometimes it can even change a person's life. One Show Annual celebrates all of the qualities that go into making a successful ad campaign or design. Considered by many to be the benchmark in advertising annuals, this year's edition features the very best work from around the world from the 2004 One Show and One Show Design contests. In these pages there are more than 1,500 four-color images from the finalists and winning entries, insider perspectives from the Gold Pencil winners, a spotlight on the Client of the Year, the college competition winners, and a look into the judging process with a Judge's Choice section. Lavishly produced with full-color throughout, this is the must-have annual for creatives, clients, students, and anyone interested in advertising and design. Categories covered include print, design, integrated branding, television, and radio.

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