

May 12, 2006

**The One Club Believes in "noitulovE"**Guinness  
'Noitulove'

The One Club commenced its yearly show with trumpeted fanfare at Jazz at Lincoln Center on Wednesday night, and awarded Best in Show to Guinness' "noitulovE" from Abbot Mead Vickers BBDO in London and directed by Danny Kleinman.

✓ Combined with its Grandy win in April, the spot has gained momentum heading toward Cannes next month. "I think that it was such an immersive little 60 seconds," says jury chairman David Baldwin about the probable reasons for the spot's victory. "It was a huge production made about a simple little thing, a first taste. It was as if all of history was preparing you for a moment. I think it was very entertaining and fun to watch. There were some amazing integrated ideas that I thought would be up for Best of Show and so I'm looking forward to the One Show Interactive Awards tonight."

Crispin Porter + Bogusky was the most awarded agency with seven pencils (three gold, two silver and two bronze)—all for work with Mini except for a silver for Burger King's integrated campaign. DDB/London placed second among individual agencies with five pencils (two gold, two silver, one bronze) for Harvey Nichols and Volkswagen. BBDO and DDB led their networks in pencils, taking home 13 each. Unilever was named Client of the Year on the merits of its Axe campaigns. To see a list of all of the winners, visit [oneclub.org](http://oneclub.org). **Melanie Shortman**