

IS THERE SECRETLY A SECRET UNDERGROUND SOCIETY THAT SECRETLY CONTROLS THE ONE SHOW?

THE ANSWER IS SHROUDED IN SECRECY.

We've all heard the whispers. The hushed tones spoken by sad creatives everywhere after they've pored through the latest One Show Annual hoping to find their names on the pages within, only to see their dreams crushed - again. But by whom? The same men and women who crushed them the year



THEY ARE SECRET. THEY ARE POWERFUL. THEY ARE SECRETLY POWERFUL. THEY ARE THE ONES.

before and the year before and the year before that. Make no mistake about it, friends. Something sinister is afoot.

Flip through a stack of One Show Annuals and you'll notice an unmistakable pattern. Hegarty. Graf. Messrs. Goodby and Silverstein. The same names appear, year after year after year after year. Of course, one might ask, couldn't all of this just be due to talent, hard work and an unparalleled drive for excellence? Couldn't these people really just be that good? Maybe. Or maybe - just maybe - this little industry of ours is controlled by a super secret underground society that favors its own.

THE SPECIAL JUAN

Unconvinced? Take Juan Cabral. He burst onto the scene a few years ago with the undeniably brilliant Tate Tracks campaign and has been phoning it in with mediocre work ever since. Sony Balls. Sony Paint.



EITHER JUAN CABRAL IS A HIGH-RANKING MEMBER OF A SECRET UNDERGROUND SOCIETY CALLED THE ONES OR HIS CHOICE OF HEADWEAR IS BOLD TO SAY THE LEAST.

The Cadbury Gorilla. Clearly, Cabral has been the benefactor of some unspoken special privileges. Otherwise, would such work merit a place in the Grand Rapids, Michigan ADDYs let alone the One Show? So the question remains, who wields such power?

**SECRET HANDSHAKES.
SECRET PASSWORDS.
SECRET SECRETS.**



Rumors abound of an all-seeing all-knowing underground brotherhood comprised of a veritable who's who from the worlds of advertising, design and interactive.

They call themselves The Ones. And from their secret headquarters, from big cushy leather conference chairs or from floatie chairs in their bath-temperature infinity pool, they mold and shape the industry as we know it. For if you control the One Show, you control the industry - maybe the world.

According to various sources, every year The Ones gather for an all-nighter to judge the One Show. The process goes something like this: submissions whiz by on a giant overhead projector as obscenities and empty beer cans are hurled at the screen. Legacies aside,

every so often, a work of such undeniable genius may move The Ones to invite an unwashed outsider into their fold. For that lucky one, a land of milk and honey awaits: Passage into the world's top agencies and all the fame and fortune that comes with it. Massive cultural influence. Entry into The Ones' tri-annual invitation-only handball tournament.

**TOO OUTLANDISH TO BE TRUE?
OR TOO TRUE TO BE OUTLANDISH?**

So are The Ones real or just a half-baked conspiracy theory cooked up by a jaded copywriter who's never been in The One Show?



AMONG MEMBERSHIP'S MANY PERKS, IT IS BELIEVED THAT THE ONES REGULARLY GATHER FOR "BOOZE CRUISES" OFF THE COAST OF PUERTO VALLARTA.

There's only one way to find out. Attend the 2009 One Show and see if the names Hegarty, Graf, Goodby and Silverstein don't feature prominently - AGAIN.

