

A SHADOWY ORGANIZATION DOES NOT CONTROL THE ONE SHOW.

SO SAYS THE SHADOWY ORGANIZATION THAT CONTROLS THE ONE SHOW.

Rise from slumber and behold the truth. There is conspiracy afoot. An all-seeing all-knowing secret underground society that rules the world of advertising, design and interactive. Who are these dark figures standing in darkened rooms covered in darkness? They are known as The Ones and they are everywhere. Now, crank the music so the hidden microphones can't pick us up and listen closely.

How does this mysterious cabal rule the industry from behind locked doors? Those without keys can never be certain,



THE ONE SHOW PENCIL. THE WORLD'S MOST COVETED ADVERTISING AWARD. TO WIN ONE, CREATIVES HAVE FORSAKEN NIGHTS, WEEKENDS, SOCIAL LIVES, PERSONAL HYGIENE, SUNLIGHT, AND CHILDREN.

but it is believed that The Ones control the industry's most prestigious award show, the One Show. And by ensuring that only their own walk home with its accolades - every single year! - The Ones are able to secure top positions at all the world's finest agencies. For these select few,

membership in The Ones means a life of power, glory and iPhones.

WE'RE NOT PARANOID. YOU'RE PARANOID. WHY DO YOU THINK WE'RE PARANOID?

BELIEVE. This is no Elk's Lodge with silly hats and a regular Friday night fish fry. No fraternity house full of grab-ass, beer slides and hootenanny. This is a highly organized, über powerful society with tentacles that extend to the far corners of the globe. On that note, look for BBDO Tangakoulouga from the Boulkiemde region of Burkina Faso to dominate next year's One Show with a mind-blowing array of



ARE SUSPECTED MEMBERS OF THE ONES, GRAHAM WARSOP AND PRASOON JOSHI, ENGAGED IN A DOUBLE SECRET HANDSHAKE? IS THAT A SECRET RING? HOW DO THEY KEEP THEIR HANDS LOOKING SO BABY SOFT?



no-copy point-of-purchase posters for Matchbox and WonderBra.

A RIDDLE WRAPPED IN A MYSTERY INSIDE AN EL CAMINO.

Some time ago we received a phone call. A hushed voice speaking on the condition of anonymity confirmed what we knew to be true: The Ones were indeed the men behind the curtain controlling the industry as we know it. The voice then provided the break we had been waiting for: the location of the secret entrance to the underground lair of The Ones. The address led to an abandoned El Camino in an empty lot on New York's West Side. We parked the van,



THIS 1971 EL CAMINO IS ANOTHER PIECE OF THE PUZZLE THAT IS THE ONES. ALTHOUGH USELESS IN OUR INVESTIGATION, THE GENTLEMAN ON THE LEFT, BUNNY RUB, WAS KIND ENOUGH TO SHARE HIS BOTTLE OF THUNDERBIRD WITH US.

we watched, we waited. Several months passed. We subsisted solely on microwave burritos and Mr. Pibb from a nearby Gas 'n' Sip. While the van was "tagged" by a local street gang, we did not leave our post. Finally, a tall man with a scraggly beard who may or may not have been Lee Clow knocked on the window. He uttered, "Maka laka shini hei," then urinated on the van - clearly, some sort of secret sign. We were close. Very close.

Still you say nay, naysayer? Then come attend the 2009 One Show this May in New York City and see for yourself. You know where to find us. Parked across the street in a van with "Nut Nut" spray-painted on the side, smelling of radiated Tex Mex.

ONE SHOW FESTIVAL
MAY 4-8, 2009 NEW YORK CITY
VISIT ONESHOW.COM FOR
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