

June 20, 2024

RE: The One Club on behalf of Wei Zhang

To Whom It May Concern:

The Art Directors Club Inc. is a New York-based not-for-profit organization dedicated to excellence in advertising, design and visual communications. ADC's mission to "Connect. Educate. Inspire." promotes the highest standards of excellence and integrity in visual communications and creative industries.

The Art Directors Club Inc. officially merged as one organization under the name The One Club for Creativity in April 2017, with the Type Directors Club joining the organization in 2021. Our members are comprised of some of the most elite creatives in the industry.

Every year, advertising agencies from over sixty countries submit thousands of entries into our professional award show. In 2023 alone, The One Show and ADC Awards had over 26,000 submissions. The entries are judged by the world's top creative practitioners and to be selected for a Pencil is a great honor.

This letter is to confirm that Zhang Wei, also known as Wei Zhang, is an active member of The One Club and can be seen on the members list at oneclub.org. Zhang Wei has been credited on the following work and awards.

2024 ADC Awards: Apple | Shot on iPhone | Little Garlic | Chinese New Year

Silver Cube, Craft in Motion / Film / Direction

Silver Cube, Craft in Motion / Film / Cinematography

Bronze Cube, Branded Content / Entertainment / Online Video - Long Form

Bronze Cube, Design for Good / Motion / Film Craft

Bronze Cube, Craft in Video / Direction - Single

Bronze Cube, Motion / Film / Narrative

Merit, Design for Good / Advertising - Single

Merit, Craft in Video / Cinematography

2024 One Show Awards: Apple | Shot on iPhone | Little Garlic | Chinese New Year

Gold Pencil, Long Form Video / Single

Silver Pencil, Direction / Single

Silver Pencil, Film & Video for Good

Merit, Craft / Art Direction

Merit, Cinematography / Single

Merit, Popular Culture Impact

2015 One Show Awards: Penguin China-audio books | MIC

Merit, Print & Outdoor / Billboards or Transit - Campaign

We have reviewed Mr. Wei's professional accomplishments in the field, and we believe that Wei Zhang is a creative of extraordinary ability, with expertise in Creative Direction.

Accordingly, The One Club fully supports this petition and has no objection to its being granted.

Sincerely,



Kevin Swanepoel
Chief Executive Officer

ADC AWARDS

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- AWARDS ARCHIVE
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- ONE SCREEN
- AWARD & LOGO IMAGES

ADC AWARDS

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2024 ADC AWARDS - MOTION / FILM CRAFT

SHOT ON IPHONE | LITTLE GARLIC | CHINESE NEW YEAR

AGENCY TBWA\Media Arts Lab / Los Angeles + M Production Shanghai + RadicalMedia

CLIENT Apple

BACK TO RESULTS

LITTLE GARLIC

小蒜头

Shot on iPhone 15 Pro Max

CATEGORY

Craft in Motion / Film / Direction

ANNUAL ID

ADC103_MOT017S

ABOUT THE WORK

This year, Apple launched a film about a young girl with the power to shape-shift, who overcomes her own insecurities with the help of family. Shot entirely on iPhone, the timely narrative of “Little Garlic” speaks directly to the insecurity felt by Gen-Z with a simple message that “you are enough”.

Directed by Marc Webb (500 Days of Summer, Gifted, The Amazing Spiderman), this is a story set in China, but one that resonates with a global audience.

Amidst the joyful vibes of Chinese New Year, telling a compelling story about the deep insecurities of young people is no easy task.

However, the director fearlessly delves into pressing issues such as small-town struggles, job uncertainties, and social media pressures, ingeniously weaving them into a lighthearted and entertaining narrative while seamlessly integrating a compelling product demonstration.

Despite being a young girl's story of self-discovery, the director astutely added the character of Grandpa to underscore the importance of family in Chinese culture, especially during the period of family reunions and celebrations. While the concept of shapeshifting might typically evoke images of superhero blockbusters, the director opts for a grounded approach, allowing emotions to unfold in an authentic manner.

Crucially, the film relies on practical effects for all shapeshifting moments. Meticulous art department settings and precise planning guide the camera’s movements, ensuring seamless transitions that infuse a touch of visual magic into the storyline.

Featuring over 18 shape-shift transitions, we ensured they were grounded and captured flawlessly to uphold the authenticity of the narrative while simultaneously showcasing the versatility of the iPhone.

After seven consecutive years launching a Chinese New Year film, Shot on iPhone continues to be the purest example of product demonstration in the world.

2024 AWARDS TOTAL POINTS: 21



PERSONALIZED DIGITAL AWARD

SILVER CUBE

CREDITS

AGENCY TBWA\Media Arts Lab / Shanghai TBWA\Media Arts Lab / Los Angeles	PRODUCTION COMPANY M Production Shanghai RadicalMedia	ART DIRECTOR Evelyn Yuan	ASSOCIATE CREATIVE DIRECTOR Carrol Shen Darren Leong Joey Chung Wei Zhang
CHIEF DIGITAL OFFICER Beth Keamy	CREATIVE DIRECTOR Ewan Yap	EXECUTIVE CREATIVE DIRECTOR Kienhoe Ong	EXECUTIVE PRODUCER Cristiana Ladki Williams Phoebe Fan
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TAGS

CONSUMER / BRAND TECHNOLOGY HARDWARE - ELECTRONICS / COMPUTERS / BUSINESS EQUIPMENT / MOBILE PHONES

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SHOT ON IPHONE | LITTLE GARLIC | CHINESE NEW YEAR

AGENCY TBWA\Media Arts Lab / Los Angeles + M Production Shanghai + RadicalMedia

CLIENT Apple

BACK TO RESULTS



CATEGORY	ANNUAL ID
Craft in Motion / Film / Cinematography	ADC103_MOT018S

ABOUT THE WORK

This year, Apple launched a film about a young girl with the power to shape-shift, who overcomes her own insecurities with the help of family. Shot entirely on iPhone, the timely narrative of “Little Garlic” speaks directly to the insecurity felt by Gen-Z with a simple message that “you are enough”.

In this film, our iPhone camera becomes a compelling storyteller, adjusting its movements to mirror the emotions of each scene.

Through intentional handheld techniques powered by iPhone’s latest features, we craft an intimate visual language that draws viewers into the narrative. This expression is both authentic and symbolic, as it’s crafted to be experienced through a device that feels intimately connected to us. From capturing tender moments with grandpa to the bustling city’s energy, the camera invites audiences into the characters’ world.

Crucially, the film relies on practical effects for all shapeshifting moments. Meticulous calculations and precise planning guide the camera’s movements, ensuring seamless transitions that infuse a touch of visual magic into the storyline. These grounded yet stunning shapeshifting effects contribute to the authenticity of the narrative while simultaneously showcasing the versatility of the iPhone.

After seven consecutive years launching a Chinese New Year film, Shot on iPhone continues to be the purest example of product demonstration in the world.

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CLIENT Apple

BACK TO RESULTS

LITTLE GARLIC

Shot on iPhone 15 Pro Max

CATEGORY

Design for Good / Motion / Film Craft

ANNUAL ID

ADC103_MOT040B

ABOUT THE WORK

How often do we wake up every morning questioning whether we are good enough?

Feelings of insecurity are among the most relatable struggles in life, with approximately 85% of people worldwide having low self-esteem or associated anxiety. In China, youth insecurity has reached crisis point.

Research shows 70% of young people in China experience anxiety caused from their studies, work, appearances, and health. About 80% of college students, roughly 9 million in 2023, say they have social anxiety. Record-high youth unemployment of 21% has left a generation feeling even more insecure about themselves and their futures.

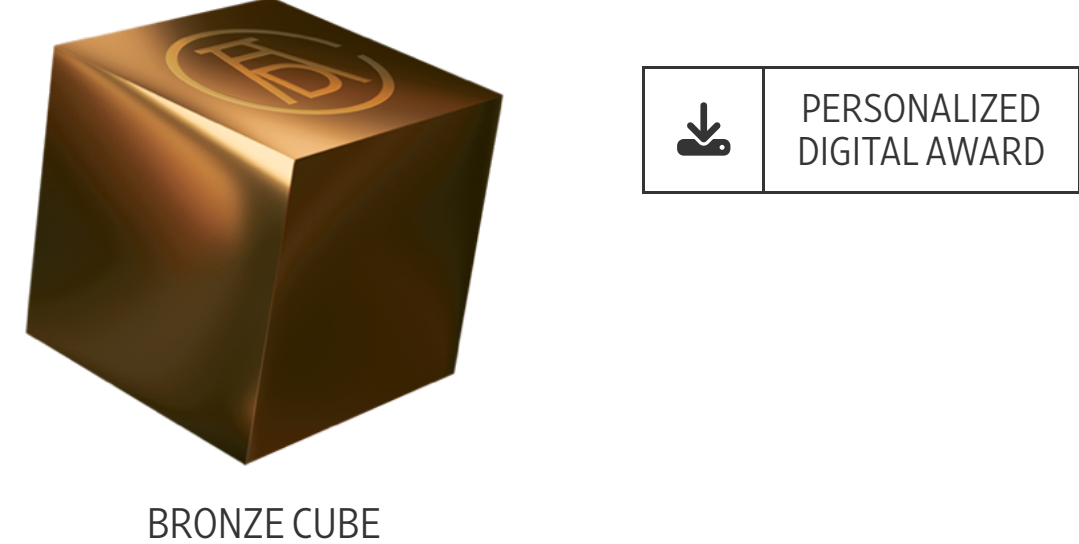
Amidst this perfect storm, the social media apps in our iPhones, while built to connect us, can paradoxically compound our insecurities. The unattainable beauty ideals perpetuated by social media are supercharged by China's influencer-dominated culture.

In the face of this crisis, Apple launched a film about a young girl with the power to shape-shift who overcomes her own insecurities with the help of family. Shot entirely on iPhone, the timely narrative of “Little Garlic” speaks directly to the insecurity felt by Gen-Z with a simple message that “you are enough”.

Powered by iPhone's latest features, we craft an intimate visual language that draws viewers into the narrative. This expression is both authentic and symbolic, as it's crafted to be experienced through a device that feels intimately connected to us. From tender moments with grandpa to the bustling city's energy, the camera invites audiences into the characters' world.

Crucially, the film relies on practical effects for all shapeshifting moments. Meticulous art department settings and precise planning guide the camera's movements, ensuring seamless transitions that infuse a touch of visual magic into the storyline.

2024 AWARDS TOTAL POINTS: 9



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CLIENT Apple

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CATEGORY	ANNUAL ID
Motion / Film / Narrative	ADC103_MOT041B

ABOUT THE WORK

How often do we wake up every morning questioning whether we are good enough?

Feelings of insecurity are among the most relatable struggles in life, with approximately 85% of people worldwide having low self-esteem or associated anxiety. In China, youth insecurity has reached crisis point. Research shows 70% of young people in China experience anxiety caused from their studies, work, appearances, or health.

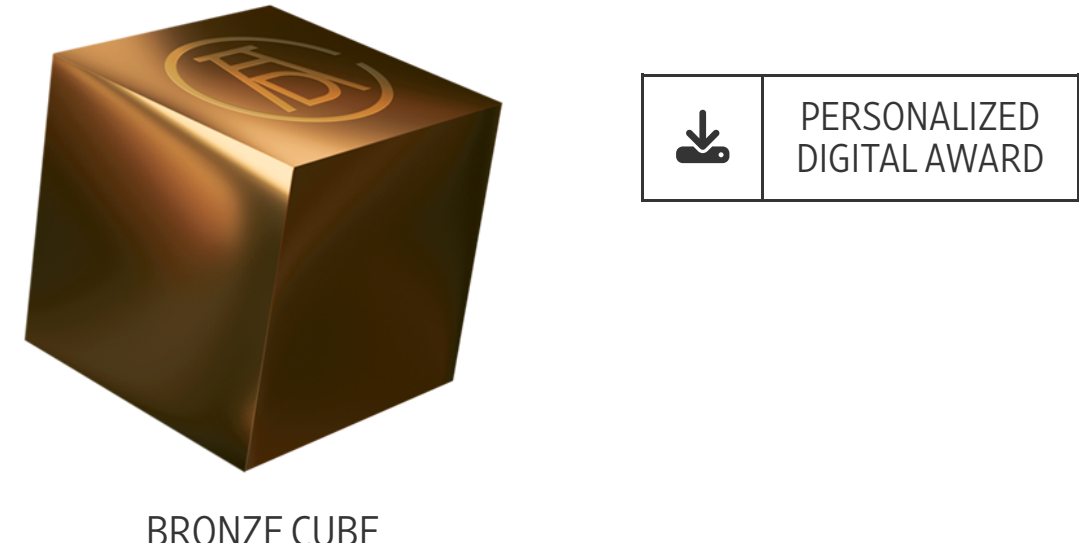
Amidst this perfect storm, the social media apps in our iPhones, while built to connect us, can paradoxically compound our insecurities. The unattainable beauty ideals perpetuated by social media are supercharged by China's influencer-dominated culture.

In the face of this crisis, Apple launched a film about a young girl with the power to shape-shift who overcomes her own insecurities with the help of family. Our protagonist's extraordinary gift mirrors the current crisis among Chinese youth, who grapple with the pressure to adopt various personas for acceptance. Featuring over 18 shape-shift sequences, all captured practically on the iPhone 15 Pro Max, this poignant coming-of-age narrative visually inspires and resonates with a timely reminder: you are enough.

Written by acclaimed Chinese screenwriter Pan Yiran, directed by Marc Webb (500 Days of Summer, Gifted, The Amazing Spiderman), and featuring renowned Chinese actor Fan Wei, this is a story set in China, but one that resonates with a global audience.

Our audience resonated with the film and was praised for being a source of inspiration with thousands sharing their favorite line in our story: "If you can't be perfect, why bother changing? Just be yourself".

2024 AWARDS TOTAL POINTS: 9



BRONZE CUBE

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