

## judge pick of the day: The greatest interception

How can a brand trend on social media without even advertising? This is what Volvo did during the Superbowl. While other car companies were spending millions of dollars to advertising during the game, Volvo prompted viewers to tweet with the hashtag #volvocontest every time they saw a car commercial to stand a chance to win one of their cars.

The One Club's One Show judging has begun. In order to keep the rest of the world intrigued and informed of the judging process, they'll be sharing selected judges' Picks of the Day throughout the judging process.

Norman Tan, CCO at J. Walter Thompson in Shangai, China, shares his pick of the day below:

You can view this and other One Show entries by browsing [this year's entries](#) and don't miss the One Show Creative Week Festival from 9 to 13 May in New York – visit our [One Show special section](#) for all the latest updates.

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