

Bruno Bertelli's judging pick of the day

“For the third year they’ve come up with incredible pieces, each better than the previous one...” That’s how Bruno Bertelli, global CCO at Publicis Milan and One Show film juror, describes the entry that was a delight for him to watch.

The One Show and Art Directors’ Club’s judging is taking place on location on Bermuda. In order to keep the rest of the world intrigued and informed, they’ll be sharing selected judges’ picks of the day throughout the judging process.

Bertelli explains why the work for the Superhumans’ ‘Yes I can’ Channel 4 speaks to him in the video embedded below:

You can view this and other Art Directors’ Club and One Show entries by browsing [this year’s entries](#) and don’t miss the 96th Annual ADC Awards on 8 May 2017 and the One Show Creative Week Festival from 8 to 12 May 2017, in New York – visit our [One Show special section](#) for all the latest updates.

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