

First set of D&AD Pencil Awards winners announced

D&AD has announced the first set of Pencil winners for 2015, with six Pencils going to South African agencies. Entrants will have to wait until the Award Ceremony at Battersea Evolution in London on 21 May to find out which colour Pencil (Wood, Graphite or Yellow) they've won.

White and Black Pencil winners will also be announced at the Awards Ceremony.



PRESS ADVERTISING - 28 Pencils

- **Leo Burnett Sydney** - Shark for WWF (Australia)
- **Leo Burnett Sydney** - Poachers Campaign for WWF (Australia)
- **Leo Burnett Brasil (Leo Burnett Tailor Made)** - Letter Crashes for Fiat (Brazil)
- **Leo Burnett Brasil (Leo Burnett Tailor Made)** - Don't Make-up and Drive for Fiat (Brazil)
- **AlmapBBDO** - Worth a Lot More for Volkswagen do Brasil (Brazil)
- **AlmapBBDO** - It Fits for Volkswagen do Brasil (Brazil)
- **AlmapBBDO** - Mirrors for Volkswagen do Brasil (Brazil)
- **PROLAM / Young & Rubicam Santiago** - Funeral for Rothhammer (Chile)
- **Y&R China** - MIC for Jo Lusby (China)
- **Lowe China** - Human Traffic Sign for Shanghai General Motors (China)
- **Young & Rubicam Prague** - Harley Second World War for PHD Bikes a.s. (Czech Republic)
- **Herezie** - The Beauty Of Sharpness for Zwilling J.A. Henckels (France)
- **Publicis Conseil** - Paris Zoo for Parc Zoologique de Paris (France)
- **Marcel Worldwide** - Inglorious Fruits & Vegetables for Intermarch_ (France)
- **BBDO Proximity Dusseldorf** - Get Adopted for Mars Inc. (Germany)
- **Tribal DDB** - Parking for Volkswagen (Germany)
- **Young & Rubicam Kuala Lumpur / Malaysia** - Cans of Positivity for Campbell Soup for Southeast Asia Sdn Bhd (Malaysia)
- **Publicis M_xico** - CDC Banamex - Erase the Difference for CDC (Mexico)
- **Publicis Peru** - Change Your Life for Intralot (Peru)
- **Ogilvy Cape Town** - The Press Ads That Know What's Coming for Volkswagen South Africa (South Africa)
- **King James Cape Town** - Things Happen Fast for Independent Newspapers (South Africa)
- **DDB SPAIN** - VW Area View 360_ Campaign for VAESA (Spain)
- **Leo Burnett London** - Suffocation for Karma Nirvana (United Kingdom)
- **Bartle Bogle Hegarty London** - Peace for Unilever (United Kingdom)
- **Leo Burnett London** - Suffocation for Karma Nirvana (United Kingdom)
- **adam&eveDDB** - Bad Fit for Harvey Nichols (United Kingdom)
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- **McCann** - Erickson New York - Swords for Evolve (United States)

RADIO ADVERTISING - 20 Pencils

- **Leo Burnett Melbourne** - Foreign Objects (Cane Toad) for Honda Australia (Australia)
- **Leo Burnett Melbourne** - Foreign Objects for Honda Australia (Australia)
- **DM9DDB** - Spot Against Silence for Amnesty International (Brazil)
- **Grey Group Canada** - Poodle for Moms Demand Action for Gun Sense in America (Canada)
- **Sancho/BBDO** - Radiometries for Exito Group (Colombia)
- **Grabarz & Partner** - "Corrective action" for Volkswagen AG (Germany)
- **Ogilvy & Mather Group HK** - Blogger for Birdland (HK) (Hong Kong)
- **Ogilvy & Mather Group HK** - Made for You for Birdland (HK) (Hong Kong)
- **Colenso BBDO** - Talkies for MARS (New Zealand)
- **Colenso BBDO** - K9FM for MARS (New Zealand)
- **Colenso BBDO** - K9FM for MARS (New Zealand)
- **Ogilvy Johannesburg** - Give Me Strength for Suntory (South Africa)
- **DDB South Africa** - Disney for Wrigley (South Africa)
- **DDB South Africa** - YouTube the Rainbow for Wrigley (South Africa)
- **DDB South Africa** - YouTube the Rainbow for Wrigley (South Africa)
- **Impact BBDO** - Your Destiny Campaign for Commercial Insurance (United Arab Emirates)
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- **Wieden+Kennedy Portland** - Momsong for Old Spice (United States)
- **Wieden+Kennedy Portland** - Dadsong for Old Spice (United States)
- **Havas Worldwide** - The Most Interesting Man In The World for Dos Equis (United States)

WRITING FOR DESIGN - 8 Pencils

- **Wieden+Kennedy** - London Because No Reason for Brown-Forman (United Kingdom)
- **Design Bridge** - Fortnum & Mason Novelties for Fortnum & Mason (United Kingdom)
- **adam&eveDDB** - Could I Be Any Clearer for Harvey Nichols (United Kingdom)
- **Whybin\TBWA\IDAN** - Talk Rugby Like a Pro for New Zealand Media and Entertainment (New Zealand)
- **CHI & Partners** - Guildford Postcard for DC Thomson (United Kingdom)
- **Alt Group** - Twenty Six Characters for Alt Group (New Zealand)
- **The Writer** - From Home To Homek for Solidspace (United Kingdom)
- **StudioLR** - Seamab: Where We Live. for Seamab (United Kingdom)

All 56 pieces will appear in the 53rd D&AD Annual published later this year.

D&AD CEO Tim Lindsay commented: "International entries to D&AD have gone up over 15% this year, which is a reflection of D&AD's continued relevance in maturing creative markets like Brazil and India. The quality of craft in categories like Branded Content and Integrated is a real theme this year: an understanding that great creative can play a vital role in earning media is really coming through in the production value of much of the work."

To keep up with all the latest from D&AD Judging, follow the live-blog at www.dandad.org/en/judging-liveblog/

D&AD Judging Week 2015 finishes on Thursday, 23 April.

For more, visit: <https://www.bizcommunity.com>