



Press Release: For immediate release

“But is it a Pencil?” – D&AD Awards 2008 open for entries

The call for entries to the D&AD Awards 2008 launches on 10 October with the release of the first in a series of animated films created by Saatchi & Saatchi London. Inspired by debates that happen every day in agencies and studios as creatives evaluate the merits of a new idea, the films will feature interviews with Yellow Pencil winners who reveal how they developed that great idea. How by repeatedly asking the question, “But is it a Pencil?” they produced work that colleagues, clients and juries wished they’d thought of. The films will be animated by several D&AD Student Award 2007 winners.

This year sees some changes to categories to reflect innovation across several disciplines. **Graphic Design** juries will have 3 new categories to consider – Applied Print Graphics, Environmental Graphics and Moving Image. **Mobile Marketing** and **Broadcast Innovations** will now have dedicated juries. **Magazine & Newspaper Design** entries can now be entered with their online version. Full details will be available from 10 October at www.dandad.org/awards08

The entry deadline is 16 January 2008. Early entrants will receive a 10% discount until 14 November.

Jury Foremen and members will be announced over the coming weeks.

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Notes:

1. D&AD is a not-for-profit organisation that represents the international design, advertising and creative communities. More than any other organisation, D&AD sets industry standards, educates and inspires the next generation and promotes the importance of creativity, innovation and ideas within the business community. Visit www.dandad.org for further information. Registered Charity Number: 305992.

September 2007