



For immediate release

D&AD Awards 2008: Entries to digital categories continue to rise

D&AD announced today that entries to digital categories for the Awards have continued to rise for the second year running. The most significant increases were in Digital Installations, up by 75% from last year, Online Advertising, up 34%, and Websites, up 18%. Submissions to the Awards are up 5% overall from last year with entries coming from almost 70 countries. The judging venue, Excel in London, will be crammed with over 25,000 pieces of work.

Three hundred of the world's leading creatives from 21 countries will arrive in London next week (April 7-10) to decide what work, if any, is worthy of a coveted Yellow Pencil for setting new standards of creative excellence. This year, jury members are hotly anticipating charged debate and discussion:

"I find the judging process to be fascinating. I always look forward to being with the other judges, comparing opinions and processes, even sparring a little. I like having my mind changed, and changing other people's minds, too."

Marian Bantjes: Canada, Freelance Designer, Typography Jury

"I'm looking forward to the discussions, the arguments, the fist fights and the sulks. Agreeing on winners is never easy."

Heidi Lightfoot: UK, Together Design, Packaging Design Jury

"I'm looking forward to robust discussion with other judges about what constitutes 'good design' today."

Matt Marsh: UK, firsthand, Product Design Jury

"When it comes to D&AD, judging is a significant honor for me because of the high standards that have been set for this show over the years. Judging is also hard work. It requires an intensely focused, critical examination of every piece, which can be mentally exhausting and physically (neck and back pain) as well. Judging is a serious responsibility that I could never take lightly."

Steve Sandstrom: USA, Sandstrom Partners, Packaging Design Jury

"D&AD Pencils are one of the few iconic testaments to someone's craft – wherever you are in the world, people are proud to have a Pencil on their mantelpiece."

Matt Hardisty: UK, AnalogFolk, Ambient Jury



“I’m looking forward to being part of what will no doubt be a passionate debate about what is worthy of Yellow Pencil.”

Emma Slater: UK, Williams Murray Hamm, Graphic Design Jury

“It’s a great privilege to be involved in judging. It’s the advertising equivalent of the World Cup - who wouldn’t want to be involved.”

Nick Thompson: UK, Claydon Heeley, Ambient Jury

“I’m looking forward to sharing time with other creative leaders in this most fascinating business. It is so subtle and sophisticated now. I look forward to getting to hear how other creative leaders are attacking this challenge.”

Dr. Scott Wild: USA, Wild Worldwide, Writing for Advertising Jury

“The processes of judging the Awards should help us all re-address the criteria by which work can be deemed 'successful.' I feel genuinely excited and slightly scared at the prospect of debating these criteria with my colleagues.”

Alex Maclean: UK, Airside, Websites Jury

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Notes to Editors:

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.

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