

20 April 2016



## 157 Pencils awarded on Day Two of D&AD Judging

- 235 Pencils awarded so far in total
- Inaugural D&AD Festival begins today

The second set of D&AD Pencil winners for 2016 are announced today, coinciding with the first day of the inaugural D&AD Festival, a three day event which will see over 150 expert speakers take to the stage at the Old Truman Brewery, east London, including Sir Martin Sorrell and Sir Paul Smith.

157 Pencils were awarded on Day Two in Crafts for Advertising (20 Pencils), Crafts for Design (19 Pencils), Integrated and Innovative Media (26 Pencils), Magazine and Newspaper Design (20 Pencils), Creativity for Good (36 Pencils) and the inaugural PR category (36 Pencils).

Including awards from Day One, 235 Pencils have been awarded with more to be announced when Judging finishes on Thursday. Please see below for a selection of Pencil awarded work from Day Two.

The Top 10 ranking countries by Pencils won so far are:

- 1st: **United Kingdom** - 53 Pencils
- 2nd: **United States** - 40 Pencils
- Joint 3rd: **Singapore** and **France** - 15 Pencils
- 5th: **Brazil** - 12 Pencils
- Joint 6th: **Australia** and **Japan** - 11 Pencils
- 8th: **New Zealand** - 10 Pencils
- 9th: **South Africa** - 9 Pencils
- 10th: **Germany** - 7 Pencils

The top ranking agencies by Pencils won so far are:

- 1st: **Grey London** and **Y&R Auckland** - 6 Pencils
- Joint 3rd: **Ogilvy & Mather London**, **Ogilvy & Mather Johannesburg**, **Ogilvy & Mather Singapore** and **The Community** - 5 Pencils
- Joint 7th: **FCB Chicago** and **Kinetic** and - 4 Pencils

Entrants will have to wait until the Award Ceremony at Battersea Evolution on 19 May to find out which colour Pencil (Wood, Graphite, Yellow, White or Black) they've won. All 235 pieces will appear in the 54th D&AD Annual published later this year.

There are no quotas for awards at D&AD. Therefore the number of awarded entries fluctuates year to year. Some years no Black Pencils are awarded: the record currently stands at seven. Traditionally the toughest of the awards shows, the judging process is famously rigorous, with the juries only selecting work they believe is truly exceptional.

**D&AD CEO Tim Lindsay commented:** *"There's been another strong showing for the White Pencil category this year with 36 Pencil winners, proving that creativity for good is alive and well. These results are a timely reminder of why brands and agencies must work together to make a change for the better. With the launch of D&AD Impact we envision this category growing and becoming even more integral to the creative industry."*

**D&AD President Andy Sandoz commented:** *"Day two of results and the first day of the D&AD Festival. We like to set ourselves a challenge! To hear that we've already awarded 235 pencils is hugely exciting, but there are more still to come which makes the wait almost too much to bear. Thankfully we have a line up of some of the world's best creative talent speaking at the Old Truman Brewery to take my mind off it."*

To keep up with all the latest from D&AD Judging, look out for the official #DandAD16 hashtag on Twitter, or follow our live-blog at <http://www.dandad.org/en/d-ad-festival-hub/>



## Day Two Winners:

### CRAFTS FOR ADVERTISING - 20 WINNERS

Work includes:

- **AlmapBBDO** - Audi, *Cornering Lights* (Brazil)
- **The Community** - City of Buenos Aires, *Never Stop Riding* (United States)
- **Ogilvy & Mather Singapore** - Twitter, *First On Twitter* (Singapore)

### CRAFTS FOR DESIGN - 19 WINNERS

Work includes:

- **HAKUHODO Inc** - Coca-Cola (Japan), *Cola-NOBORI* (Japan)
- **J. Walter Thompson Cairo** - Al Ismaelia for Real Estate Investment, *Downtown fonts/ NEFERTARI* (Egypt)
- **84 Paris** - Because Music, *Because Recollection* (France)

### INTEGRATED AND INNOVATIVE MEDIA - 26 WINNERS

Work includes:

- **Leo Burnett Solutions** - Asiri Group of Hospitals, *The World's First Soap Bus Ticket* (Sri Lanka)
- **Ogilvy & Mather Buenos Aires** - CCU - Compañía Cervecerías Unidas, *Beer Tooth Implant* (Argentina)
- **Crispin Porter + Bogusky Boulder** - Domino's, *Emoji Ordering* (United States)

### MAGAZINE AND NEWSPAPER DESIGN - 20 WINNERS

Work includes:

- **Sergio Juan Design Office** - Sirene Publishing, *Sirene* (Spain)
- **WIRED** - WIRED, *Sex in the Digital Age* (United States)
- **Le Monde** - Le Monde, *M le magazine du Monde* (France)

### CREATIVITY FOR GOOD - 36 WINNERS

Work includes:

- **Anomaly London** - ELLE UK, *#MoreWomen* (United Kingdom)
- **Ogilvy & Mather Brazil** - Sport Clube do Recife, *Security Moms* (Brazil)
- **M&C Saatchi Sydney** - Optus, *Clever Buoy* (Australia)

### PR - 36 WINNERS

Work includes:

- **Leo Burnett Istanbul** - Samsung Electronics Turkey, *Samsung Hearing Hands* (Turkey)

- **Young & Rubicam Auckland** - Burger King Corporation, *McWhopper* (New Zealand)
- **J. Walter Thompson Beirut** - Bou Khalil Supermarché, *Bou Khalil Supermarché - The Good Note* (Lebanon)



## ENDS

### **About D&AD Festival**

D&AD Festival 2016 will see over 150 speakers over four stages at The Old Truman Brewery in Shoreditch, London, with events from morning to evening. The Festival includes an exhibition of the world's best advertising and design, showcases from new talent and training sessions. Simultaneously, local studios and agencies will open their doors for talks, tours and workshops.

### **About D&AD Pencil levels**

All Pencil winners across each category will be announced at an event at Battersea Evolution, London on 19 May 2015.

**Wood Pencils:** Our equivalent to a bronze award. The best in advertising and design from the year, worthy of a place in the D&AD Annual.

**Graphite Pencils:** Our equivalent to a silver award. Standout work, beautifully executed with an original and inspiring idea at its core.

**Yellow Pencils:** Awarded to the work that is judged to be the best in the world, selected from projects that receive a Nomination during judging. The Yellow Pencils are one of the most-recognised and coveted awards for creativity anywhere in the world.

**Black Pencils:** The ultimate creative accolade, reserved for work that is ground-breaking in its field. Only a handful of Black Pencils are awarded each year, if any.

**White Pencils:** This year will see an expansion of the White Pencil concept, with the introduction of the D&AD Impact Awards in partnership with Advertising Week parent Stillwell Partners. These standalone awards will identify and celebrate real-world achievements generated through creativity across twelve categories. They are open to any agency, studio, media owner, publisher, startup or brand that has made a positive change to people's lives and contributed towards a sustainable future, shining a light on the power of creativity to positively affect the way the world works. Winners of D&AD Impact will receive a coveted White Pencil. Submissions open on Wednesday 20 April and will be open for entries over the summer ahead of an awards ceremony later in the year.

### **About D&AD**

Since 1962, D&AD has been inspiring a community of creative thinkers by celebrating and stimulating the finest in design and advertising. A D&AD [Award](#) is recognised globally as the ultimate creative accolade, entered and attended by the best from around the world.

But it's much more than just awards. [Members](#) join a vibrant global community, whilst creatives and clients are inspired by a world-class [Training](#) programme.

As a non-profit, all of D&AD's surpluses go straight into programmes such as [New Blood](#), that inspire the next generation of creative talent and stimulate the creative industry to work towards a fairer, more sustainable future.

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