



PRESS RELEASE – UNDER EMBARGO UNTIL 20 MAY 2016, 00.01 BST

STARTS

20 May 2016

2 Black Pencils and 3 White Pencils awarded at D&AD 2016

- 61 Yellow Pencils awarded
- 747 Pencils awarded in total
- Y&R New Zealand most awarded advertising agency
- what3words most awarded design agency

LONDON - The 54th D&AD Professional Awards Ceremony took place last night (19 May) in London, where two Black Pencils were awarded - the highest accolade in the creative industry.

As well as being the most awarded design agency at the Ceremony, UK technology startup what3words claimed a Black Pencil for their pioneering method of communicating precise locations around the world. iyamadesign also won a Black Pencil for their spatial design of the *mt expo 2015* in Japan, on behalf of masking tape brand Kamoi Kakoshi.

Black Pencil awarded work:

- [‘The World Addressed’](#) by what3words (Creativity for Good) - UK
- [‘mt expo 2015’](#) by iyamadesign for Kamoi Kakoshi (Spatial Design) - Japan

Christian Davies, FITCH ECD Americas, Foreman for Spatial and Experiential Design talked about the judging process "We talked a lot about work that we viewed as game changing. We talked about the responsibility of sending a message to the design community to say this [a Black Pencil winner] will change the way we look at design. We also talked about the iconic work that had won in the past, and how you remember the impact it had."

"mt expo 2015 was beautiful in its simplicity. I thought it was a piece of work that inspired wonder in the people that experienced it."

"There was a common theme that was to discuss the backlash against ‘digital for digital’s sake’. So I voted for something that was beautifully simple."

Three White Pencils were also awarded, recognising work which demonstrates outstanding creativity for social good.

White Pencil awarded work:

- [‘Security Moms’](#) by Ogilvy Brasil for Sport Clube do Recife - Brazil
- [‘Fairphone 2’](#) by seymourpowell for Fairphone - UK
- [‘Clever Buoy’](#) by M&C Saatchi for Optus - Australia

The ‘Creativity for Good (White Pencil)’ category launched as a standalone awards show in April this year in partnership with Advertising Week parent company Stillwell Partners, under the new name, D&AD Impact.

In total, 747 Pencils were awarded during D&AD Judging 2016. The number of Pencils awarded by level are as follows:



- **Black Pencil** - 2
- **White Pencil** - 3
- **Yellow Pencil** - 61
- **Graphite Pencil** - 149
- **Wood Pencil** - 532

D&AD CEO Tim Lindsay commented: “We've seen a record number of entries and some truly wonderful work, including stand-out pieces of creative thinking in our new Media and PR categories. Equally pleasing is that putting purpose alongside profit and seeking to 'do well by doing good' is driving increasing numbers of incredibly high quality work for some very big brands. We love it when the commercial agenda and the sustainability agenda begin to intersect.”

Most awarded

Y&R New Zealand was crowned the Most Awarded Advertising Agency of 2016, winning 7 Yellow Pencils for its work with the Burger King Corporation on the 'McWhopper' campaign.

Technology startup what3words was the Most Awarded Design Agency, whilst DIVISION was recognised as Most Awarded Production Company and Burger King Corporation was the Most Awarded Client.

Results by country

The United Kingdom topped the rankings again, with a total of 217 Pencils, including 14 Yellow Pencils, 1 White Pencil and 1 Black Pencil. The US followed in second place, with 143 Pencils overall, of which 12 were Yellow, with France in third place, winning 6 Yellow Pencils and 48 Pencils in total.

Japan led the way in Asia, with 1 Black Pencil and 4 Yellow Pencils amongst their haul of 42 Pencils overall, whilst Brazil topped the table for Latin America, with a total of 30 Pencils, including 1 White Pencil.

New Zealand, who came in joint fifth position with Brazil (with 30 Pencils), claimed the third highest number of Yellow Pencils by country, with 11.

President's Award

This year the President's Award has gone to Steve Henry, co-founder of Decoded and one of the founders and creative partner of the world-renowned advertising agency HHCL. Working as part of the team that netted HHCL Campaign's "Agency of the Decade", Steve's work is iconic. He's perhaps most renowned for his "You've Been Tango'd" commercials, alongside other well-known catchphrases such as Ronseal's "does what it says on the tin". His influence continues to be felt in the industry today.

D&AD President Andy Sandoz commented:

“Steve Henry's work and approach has inspired, shaken and awoken a generation of today's Creative Directors. Populist TV, diversity, tech start-up, purpose and education - it's all here. As engaged today as ever, he's the person I most enjoy trying to reimagine the industry with over a cup of tea.”

Next Photographer and Next Director Awards



Winners for two awards, separate to the Professional Awards, were also announced at the Ceremony.

The Next Photographer Award, in partnership with Getty Images, sets out to find the best new photographers and promote them back to the creative industry. This year's winner is Hong Kong-Chinese photographer Tam Hoi Ying.

James Day, Foreman commented: "The overall standard of submissions for the Next Photographer award was very high but the Jury was unanimous in its decision to award the work of Tam Hoi Ying. We were all extremely impressed with the level of thought and execution which Tam brought to the subject matter and we all wish them the best of luck in what I'm sure will be a very successful career."

For more information, visit:

<http://www.dandad.org/awards/next-awards/2016/next-photographer/84/being-disappeared-the-paradoxical-relationship-between-human-right-and-law-in-china/>

More information here:

<http://www.dandad.org/en/d-ad-next-photographer-award/>

The Next Director Award, which aims to unearth the best new directorial talent, was given to British animation director Daisy Jacobs.

Director, **Dougal Wilson**, one the Next Director judges, said about the winning work: "A beautifully innovative animation technique that expressed the film's story in a deeply emotional and affecting way."

For more information, visit: <http://www.dandad.org/awards/next-awards/2016/next-director/92/the-bigger-picture/>

More information here:

<http://www.dandad.org/en/d-ad-next-director/>

ENDS

NOTE TO EDITORS

About D&AD Pencil levels

Wood Pencils: The best in advertising and design from the year, worthy of a place in the D&AD Annual.

Graphite Pencils: Standout work, beautifully executed with an original and inspiring idea at its core.

Yellow Pencils: The iconic D&AD Yellow Pencil awarded only to the most outstanding work that achieves true creative excellence.

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 D&AD Impact 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 are open for entries over the summer ahead of an awards ceremony later in the year.

Most Awarded

Advertising Agency:

1. *Y&R New Zealand*
2. *= Droga5 and AMVBBDO*
3. *Grey London*

Design Agency:

1. *what3words*
2. *seymourpowell*
3. *= johnson banks and The Partners*

Production Company:

1. *DIVISION*
2. *The Mill*
3. *4Creative*

Client:

1. *Burger King*
2. *Sky*
3. *Volvo*

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.

Partners for the D&AD Professional Awards 2016 are:

Adobe, Arjowiggins, Digital Cinema Media, FilmBrazil, Getty Images, Radiocentre, Royal Mail MarketReach, Shutterstock & YouTube.

Contact

Elisa Barnard | D&AD PR Manager | elisa.barnard@dandad.org

Matt Gurr | Common Industry | +44 (0)7734 465030 | matt@commonindustry.co.uk



Kit Cockburn | Common Industry | +44 (0)7989 173979 |
kit@commonindustry.co.uk