

19 April 2016



78 Pencils awarded in Press Advertising, Radio Advertising, Mobile Marketing Writing for Design on Results Day One of D&AD Judging

The first set of D&AD Pencil winners for 2016 are announced today, but entrants will have to wait until the Award Ceremony at Battersea Evolution on 19 May to find out which colour Pencil (Wood, Graphite, Yellow or Black) they've won.

White and Black Pencil winners will also be announced at the Awards Ceremony on 19 May.

So far the Top 5 ranking countries by Pencils won are:

- **United Kingdom** - 21 Pencils
- **United States** - 15 Pencils
- **South Africa** - 8 Pencils
- **Singapore and Australia** - 6 Pencils (joint 4th)

The Top 5 ranking agencies so far are:

- **Ogilvy & Mather Johannesburg** - 5 Pencils
- **Grey London and The Community** - 4 Pencils (joint 2nd)
- **Ogilvy & Mather London and FCB Chicago and Wunderman Bogota** - 3 Pencils (joint 3rd)

The total number of Pencils awarded in each category are:

- **Press Advertising** - 20 Pencils
- **Radio Advertising** – 26 Pencils
- **Mobile Marketing** - 12 Pencils
- **Writing for Design** - 20 Pencils

All 78 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 just six. 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 President Andy Sandoz commented: *"D&AD Judging Week is the week when the world's best creative talent judges the world's best creative work. Winning a D&AD Pencil is notoriously tough, and our judges won't be giving them away easily, awarding them only to the very best work they see. This means it's a week when we'll create a benchmark for the industry to aspire to, so D&AD Judging is as much about the setting the pace and direction for the creative year ahead as it is about the awards. As D&AD President this year, I can't wait to witness some fantastic debates between our world-class jurors, and see which work rises to the top."*

D&AD CEO Tim Lindsay commented: *"Take a walk through the displays, or stop by some of the screening rooms at The Old Truman Brewery and you will see how fantastic over 26,000 pieces of the worlds best creative work looks side by side. To say that our juries have a difficult job is an understatement. It wouldn't be D&AD if it wasn't tough, we aren't just*



about celebrating creativity, we want to raise the standard for years to come. With the first results being released today, we are excited for the winners and join in with the nervous waiting as the rest of the juries continue to deliver their decisions.”

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/>

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About D&AD Pencil levels

All Pencil winners across each category will be announced at an event at Battersea Evolution, London on 22 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 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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