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749 Pencils awarded at D&AD 2016

- *The UK tops the country rankings with 217 Pencils*
- *Grey London is the top awarded agency*
- *Black Pencil judging will be announced at 19 May Awards Ceremony*
- *Find out more <http://www.dandad.org/en/d-ad-festival-hub/>*

The 54th D&AD Judging Week has come to a close. 749 Pencils have been awarded in total, decided by juries made up of over 200 of the world's top creatives.

Entrants can visit www.dandad.org to see if they've won a Pencil, but they will have to wait until the Awards Ceremony at Battersea Evolution on the 19 May to see what kind - Wood, Graphite, Yellow, White or Black.

The inaugural D&AD Festival also enters its second day, with speakers including Wayne Hemingway, founder of Red or Dead, YouTube's Global Head of Culture and Trends Kevin Allocca and designer Kate Dawkins taking the stage today at the Old Truman Brewery, east London.

514 Pencils were awarded on the final day of judging, with juries returning results for: Art Direction (22); Book Design (17); Branded Film Content and Entertainment (26); Branding (26); Digital Design (26); Digital Marketing (38); Direct (35); Film Advertising (51); Film Advertising Crafts (61); Graphic Design (56); Media (30); Music Videos (18); Outdoor Advertising (45); Packaging Design (17); Product Design (19); Spatial Design (10); and Writing for Advertising (17).

Top ranking countries by Pencils won are:

- 1st: United Kingdom** - 217 Pencils
- 2nd: United States** - 143 Pencils
- 3rd: France** - 48 Pencils
- 4th: Japan** - 44 Pencils
- Joint 5th: Brazil and New Zealand** - 30 Pencils
- 7th: Australia** - 29 Pencils
- 8th: Singapore** - 28 Pencils
- 9th: Germany** - 25 Pencils
- Joint 10th: UAE and Colombia** - 14 Pencils

Please see below for a full listing of country rankings.

The top ranking agencies by Pencils won are:

- 1st: Grey London** - 15 Pencils
- Joint 2nd: AMV BBDO and R/GA and BBDO New York** - 12 Pencils
- 5th: Dentsu Tokyo** - 11 Pencils
- Joint 6th: Ogilvy & Mather London and Droga5 and Y&R Auckland and Ogilvy & Mather Singapore** - 10 Pencils
- Joint 10th: Google and FCB Chicago and Leo Burnett Chicago and DDB Group New Zealand** - 8 Pencils

After coming joint fourth in the rankings last year, Grey London has taken poll position with 15 Pencils, whilst agencies including AMV DDBO, R/GA and BBDO New York also maintain

spots near the top of the table. The in-house team at Google has also enjoyed a successful year, joining advertising agencies in the top 10 with a total of 8 Pencils.



All 749 Pencils 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 President Andy Sandoz commented: *“Black Pencil judging takes place today and is one of the most anticipated - and rigorous - sessions at D&AD. It is also the one that is the most difficult for our jury foremen, because selecting the best of the best from what is already a list of world-beating work is an almost impossible task. I’m excited to see which work, if any, claims a coveted Black Pencil.*

“Today at the D&AD Festival, an exhibition of this year’s submitted work opens for everyone to see. You can view some of the 26,000 pieces of entered work and be inspired by the crème de la crème of global creativity.”

D&AD CEO Tim Lindsay commented: *“A look at the list of this year’s D&AD winners shows how talent in the creative industries is now truly global. There are some notable additions to the top ten nations with the UAE and Colombia winning an impressive 14 pencils each. We have been impressed by the standard of work entered this year and look forward to seeing the final Pencil rankings at the Ceremony on May 19.”*

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/>

Full country ranking by Pencils won:

Ranking	Country	No. of Pencils
1	United Kingdom	217
2	United States	143
3	France	48
4	Japan	44
5=	Brazil	30
5=	New Zealand	30
7	Australia	29
8	Singapore	28
9	Germany	25
10=	Colombia	14
10=	United Arab Emirates	14
12=	South Africa	13
12=	Spain	13
14	Canada	12
15	India	11
16	Switzerland	10
17	Sweden	9
18=	Argentina	7



18=	Netherlands	7
20	China	6
21=	Denmark	5
21=	Hong Kong	5
23	Russian Federation	4
24	Sri Lanka	3
25=	Malaysia	2
25=	Norway	2
25=	Taiwan	2
25=	Tunisia	2
25=	Viet Nam	2
30=	Czech Republic	1
30=	Egypt	1
30=	Greece	1
30=	Guatemala	1
30=	Italy	1
30=	Lebanon	1
30=	Mexico	1
30=	Peru	1
30=	Romania	1
30=	Slovakia	1
30=	Thailand	1
30=	Turkey	1

ENDS

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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