

UNDER EMBARGO UNTIL 9:00 A.M. BST / 4:00 A.M. EST ON WEDNESDAY 3 OCTOBER 2018

STARTS

Winners of the Third Annual D&AD Impact Awards Announced

- D&AD and Advertising Week collaboration highlights creativity with positive social impact from businesses around the world
- 76 D&AD Impact Pencils awarded at New York Ceremony
- DDB Mudra Group and NGO Prerana Anti-Trafficking announced as winners of the inaugural \$20,000 Impact prize fund for *Project Free Period* with Stayfree India / Johnson & Johnson
- Themes of sustainability, diversity and inclusion feature prominently in most awarded work

New York, October 2, 2018 - Leading figures from the worlds of business, advertising, design and philanthropy have tonight gathered at AMC Loews Lincoln Square 13 in New York City to hear the winners of the third annual D&AD Impact Awards.

D&AD Impact recognizes the best in creative work that has a real social impact, celebrating ideas that contribute towards a better and more sustainable future. During the New York Ceremony, shortlisted entrants found out if they won a coveted D&AD Impact Pencil, as well as which entrant was awarded the inaugural \$20,000 prize fund.

In total, **76** D&AD Impact Pencils were awarded to campaigns, projects and products addressing some of the most pressing issues in the world today.

This year, entries demonstrated a focus on issues of environmental sustainability and inclusion - reflected in the line-up of projects that took home the top awards. Eight White Pencils, one of the highest accolades for world-changing creativity, were handed out. Two Black Pencils, which are reserved for truly groundbreaking work, were awarded to the following projects:

- *Black Supermarket* by Marcel Paris for Carrefour
- *Palau Pledge* by Host/Havas for Palau Legacy Project

The full list of White and Black Pencil winners can be viewed at the end of this press release. The number of Pencils awarded at each level were:

- **2** Black Pencils
- **8** White Pencils
- **17** Graphite Pencils
- **49** Wood Pencils (12 of which were for beta products and programmes by businesses looking to scale their initiatives, like Dot Mini, the first smart device for the visually impaired created by Serviceplan and the Dot corporation, and ProxyAddress by Hildrey Studio, which helps those facing homelessness maintain access to support even after they have lost an address.)

New to D&AD Impact in 2018 is the introduction of a \$20,000 prize fund open for prototypes, products and projects from a range of categories. The cash prize was awarded to DDB Mudra Group and the organization Prerana Anti-Trafficking for their Project Free Period initiative. The project, developed with feminine hygiene brand Stayfree India / Johnson & Johnson, supports women in the sex trade to build vocational skills to allow them to sustain themselves in new lines of work.

The 2018 D&AD Impact Council who judged the work included William Seabrook (Global Chief Creative Officer, IBM), Neil Blumenthal (CEO, Warby Parker), Marcus East (CTO, National

Geographic), Kwame Taylor-Hayford (MD, Chobani), Aaron Gershenberg (Founder of Silicon Valley Bank Fund of Funds), KoAnn Vikoren Skrzyniarz (CEO and Founder, Sustainable Brands), Gal Barradas (Former CEO, BETC Brasil), Deborah Alden (MD, WeWork) and Claudia Romo Edelman (Special Adviser to Global Chief of Public Advocacy, UNICEF).

Speaking at D&AD Impact Judging, Claudia Romo Edelman said: *"I am delighted to be back at the D&AD Impact Awards, particularly at a time when there's a growing market for consumers and voters and people that are engaging in purpose. It's important to have such a relevant category of awards to incentivise a creative industry from all sectors, not just creatives and agencies, but also technology startups and all the different sectors that can be part of this. The work that I have been seeing is amazing. I've seen a huge number of creatives that are scalable and have the power to change legislation that can really bring a sense of change in society."*

This year, 40 shortlisted companies were also offered places on the D&AD Impact Academy - a masterclass program held on September 27 that aims to inspire talent and provide tangible tools based on the experience and knowledge of the D&AD Impact Council. Companies that earned a place at the Academy included Selman Design, Hildrey Studio and Aether-Tech. Sessions at the Academy were delivered by speakers including iProspect's Joanna Catalano, Ideo's Roshi Givechi and BitFury's Bill Tai.

The awards were hosted by Franchesca Ramsey, an American actor, activist, comedian and video blogger with over 29 million views on YouTube and over half a million followers across Facebook, Twitter and YouTube.

D&AD CEO Tim Lindsay said: *"In today's social climate, consumers are more conscious of the brands and companies they support; expecting them to contribute to wider societal issues. D&AD Impact celebrates the creativity and campaigns from businesses that are trying to create a better future for us all. This year, we're going the extra mile to make sure these businesses are supported in their ideas by introducing our £20,000 prize fund. I am eager to see what the future holds for our winners."*

Matt Scheckner Global CEO of Advertising Week - Stillwell Partners said: *"Brands that embrace real world issues that transcend our industry and actually improve people's lives represent the very best of what advertising does. Moreover, connecting the head to the heart is good for business. Advertising Week is proud to honor those who embrace issues like environmental sustainability, humanitarian aid, diversity, and education and to shine a light on great campaigns and stories which truly deserve broader recognition."*

The D&AD Impact Black and White Pencil winners were:

Award	Winning Agency	Winning Organization	Winning Work	Category
Black Pencil	Marcel Paris	Carrefour	Black Supermarket	Responsible Retail
Black Pencil	Host/Havas	Palau Legacy Project	Palau Pledge	Environmental Sustainability
White Pencil	AMVBBDO	Essity Libresse/Bodyform	bloodnormal	Diversity and Inclusivity
White Pencil	FCB Inferno	Change Please	Change Please	Responsible Retail
White Pencil	FCB/SIX	PFLAG Canada	Destination Pride	Equality

White Pencil	J.Walter Thompson Paris	Freedom Voices Network	Forbidden Stories	Community & Interaction
White Pencil	Maruri Grey	Sambito	Nature Represented	Environmental Sustainability
White Pencil	McCann NY	March For Our Lives	Price For Our Lives	Civic Engagement
White Pencil	BBDO New York	P&G	The Talk	Equality
White Pencil	AMVBBDO	LADBible/The Plastic Oceans Foundation	Trash Isles	Ocean Health & Wildlife

To see all the D&AD Impact 2018 winners, visit: www.dandadimpact.com/winners/2018

ENDS

For more information, including interviews with D&AD CEO Tim Lindsay, please contact:
 Ann Amarawansa | Common Industry | ann@commonindustry.co.uk | +44 (0)7858 132 658
 Matt Gurr | Common Industry | matt@commonindustry.co.uk | +44 (0)7734 465 030

For interviews with Matt Scheckner at Advertising Week please contact:
 Annik Spencer | Sunshine Sachs | spencer@sunshinesachs.com | (508) 243-1919

ABOUT

Winners

Winners received a D&AD Impact White Pencil, the premier accolade for creativity that has positive social impact, and for truly game-changing work, a coveted D&AD Impact Black Pencil was awarded. Runners-up received a Wood or Graphite Pencil, and all D&AD Impact Pencil winners will be included in D&AD case studies and Advertising Week Thought Leadership opportunities.

The Twelve Categories

- Civic Engagement
- Communication & Interaction
- Equality
- Diversity & Inclusivity
- Education
- Environmental Sustainability
- Financial Empowerment
- Health & Wellness
- Humanitarian Aid
- Ocean Health & Wildlife
- Responsible Retail
- Smart Living

About D&AD Impact

D&AD Impact seeks to identify and celebrate great, transformative, creative ideas that have had real impact, and ultimately, contribute towards a better, fairer and more sustainable future for all. The Impact Awards Ceremony took place Tuesday October 2 at AMC Loews Lincoln Square 13 in New York. The list of winners from D&AD Impact 2018 can be found at

www.dandadimpact.com/winners/2018

This year saw the appointment of the new Impact Council, which is made up of senior figures from across the creative, social entrepreneur, venture capital and NGO space, and exists to support and represent D&AD Impact's mission to drive creativity that powers change.

<https://www.dandadimpact.com>

About D&AD

For 56 years D&AD has stimulated, celebrated and enabled creative excellence in design and advertising, in the firm belief that great work always creates better outcomes.

But it's much more than just awards. Members join a vibrant global community, whilst creatives and clients are inspired by a world-renowned masterclass programme.

As a not-for-profit organisation we put all our surpluses back into the industry we serve, helping new talent prosper and campaigning for a fairer, more diverse, more sustainable industry.

www.dandad.org

About Advertising Week

Since it began in 2004, Advertising Week has evolved into the #1 business-to-business event in New York cutting across all industries and has expanded rapidly across the globe replicating its signature formula blending thought leadership on the business of the business by day and show business by night. The Week now enjoys a global footprint with editions in London, Tokyo, Mexico City and Sydney and via AW360 has extended the thought leadership platform beyond the events onto smartphones and tablets year-round.

Advertising Week is produced globally by New York-based Stillwell Partners led by co-founders Matt Scheckner and Lance Pillersdorf.

www.advertisingweek.com