

All the winners: Second day of D&AD 2017

The second set of D&AD Pencil winners have been announced, with an additional 10 South African entries making the grade in the final categories!

D&AD 2017's second set of results coincide with the closure of the [D&AD Festival](#)'s 55th D&AD Judging Week, at the Old Truman Brewery in London.



26,000 pieces of work were entered into this year's D&AD Awards.

A total of **13 Pencils have been awarded to South African agencies** ranking us in 13th country spot overall, of a total 723 Pencils awarded to 177 pieces of winning work across various categories. These will all appear in the 55th *D&AD Annual*, published later this year.



All the winners: First day of D&AD 2017

25 Apr 2017



United States tops the country rankings, with 182 Pencils in total, and Dentsu is the top awarded agency.

The D&AD Next Photographer award has also been announced, with the prize going to French photographer Antoine Bruy.

Total list of D&AD Pencil winners

Category: Name	Name	Entrant company	Primary Client
Art Direction			
Art Direction for Digital Marketing	1003 What's Happening	Twitter - United States	Twitter
Art Direction for Digital Marketing	Give The Rainbow	adam&eveDDB - United Kingdom	Mars
Art Direction for Digital Marketing	Nike Unlimited Stadium	BBH Singapore - Singapore	Nike
Art Direction for Digital Marketing	Serena Williams' Match Point Gatorade	TBWA\Chiat\Day Los Angeles - United States	Gatorade
Art Direction for Direct	Kobe's Rules Book	Africa - Brazil	ESPN

Art Direction for Direct	Reality Xmas	McCann London - United Kingdom	Doctors of the World
Art Direction for Poster Advertising	Animals	TBWA\Chiat\Day NY - United States	Airbnb
Art Direction for Poster Advertising	Car vs Jeep	Leo Burnett Tailor Made - Brazil	Jeep
Art Direction for Poster Advertising	Get Back, Tohoku.	DENTSU - Japan	EAST JAPAN RAILWAY COMPANY
Art Direction for Poster Advertising	Modern Pop Sushi	HAKUHODO - Japan	Kappa Create
Art Direction for Poster Advertising	No More Black Targets	FRED & FARID - France	New York Society for Ethical Culture
Art Direction for Poster Advertising	Poverty Line Prices	Goodby Silverstein & Partners - United States	Tipping Point Community
Art Direction for Press Advertising	3 Pretty Playful Minutes	La Comunidad - United States	Ferrero Rocher, Argentina
Book Design			
Children_s & Young Adult Books	The Dancing Letters	McCann World Group, Mumbai - India	Maharashtra Dyslexia Association
Culture, Art & Design Books	Manus x Machina: Fashion in an Age of Technology	The Metropolitan Museum of Art - United States	The Metropolitan Museum of Art
Culture, Art & Design Books	NUDIST	N.G. - Japan	Quinientos
Culture, Art & Design Books	Parliament	Haller Brun - Netherlands	XML
Culture, Art & Design Books	Pulp: A Short Biography of the Banished Book Vol. I of V	Swell - Singapore	Shubigi Rao
Culture, Art & Design Books	Sixty Years of Taohuawu New Year Prints	T-Change Design Co. - China	Suzhou Taohuawu Woodblock Year Prints Society
Culture, Art & Design Books	Some posters from the NGV	Stuart Geddes - Australia	National Gallery of Victoria
Culture, Art & Design Books	Somos Brasil	Lyon - United Kingdom	Lyon
Specialist & Limited Edition Books	99	Manic Design - Singapore	David Fuhrmann Lim
Specialist & Limited Edition Books	Honda. Great Journey. -Travel sticker scrapbook	Dentsu - Japan	Honda Motor
Specialist & Limited Edition Books	Rubbish Issue No.5 In the Name of the Father	Kinetic Singapore - Singapore	Holycrap.sg
Trade Covers	Penguin Galaxy	Alex Trochut (design) Paul Buckley (Art Direction/Penguin Art Group) - United States	Penguin Classics Art Group
Trade Covers	The Joy of Quiz	Penguin Press, Penguin Random House - United Kingdom	Penguin Random House
Branded Content & Entertainment			
Audio	GE Podcast Theater Presents Life after	BBDO New York - United States	GE
Fiction Film 5-30 mins*	Home	Somesuch - United Kingdom	UN
Fiction Film 5-30 mins*	JellyWolf	B-Reel Films - Sweden	i-D The Fifth Sense
Fiction Film 5-30 mins*	Road Trip	adam&eveDDB - United Kingdom	H&M
Fiction Film over 30 mins	Lifeline	Ogilvy New York - United States	Qualcomm
Fiction Film up to 5 mins	Evan	BBDO New York - United States	Sandy Hook Promise
Fiction Film up to 5 mins	Gravity Cat	TOHOKUSHINSHA FILM CORPORATION - Japan	Sony Interactive Entertainment
Fiction Film up to 5 mins	Halloween	TBWA\Paris - France	Burns & Smiles
Gaming	Sea Hero Quest	Saatchi & Saatchi - United Kingdom	Deutsche Telekom
Gaming	Under Armour - Game Changer	Droga5 - United States	Under Armour
Immersive	ANTIdiaRy	R/GA - United States	Samsung
Immersive	Back to Life in Virtual Reality. Rhomaleosaurus & Giraffatitan	Google Creative Lab and Google Arts & Culture - United Kingdom	Google Arts & Culture
Immersive	Enter Sandbox	POL - Norway	Audi
Immersive	Nosulus Rift	Buzzman - France	Ubisoft
Immersive	Teleporter Adventures	M&C Saatchi - Australia	Commonwealth Bank
Live Experience	The Swedish Number	INGO Stockholm - Sweden	The Swedish Tourist Association

Non-Fiction Film 5-30 mins	humanLIMITS	UproxxMedia - United States	MillerCoors
Non-Fiction Film 5-30 mins	The DNA Journey	&Co./NoA - Denmark	Momondo
Non-Fiction Film over 30 mins	Wildlands	Chief Productions - United Kingdom	Ubisoft
Non-Fiction Film up to 5 mins	All That We Share	&Co./NoA - Denmark	TV2
Non-Fiction Film up to 5 mins	One Breath	RSA Films - United Kingdom	Nicorette
Sponsored	Ode to Lesbos	Anomaly - Netherlands	Anomaly
Sponsored	Sausage Dome	Droga5 - United States	Johnsonville Sausage
User Generated	Design your time	Leo Burnett Germany - Germany	Samsung
User Generated	The Swedish Number	INGO Stockholm - Sweden	The Swedish Tourist Association
Branding			
Brand Experience & Environments	#Paintback	Heimat Berlin - Germany	Legacy Berlin
Brand Experience & Environments	Analog	MullenLowe Boston - United States	American Greetings
Brand Experience & Environments	Dads #ShareTheLoad	BBDO India - India	P&G India
Brand Experience & Environments	Doors of Thrones	Publicis London - United Kingdom	Tourism Ireland
Brand Experience & Environments	Every Freedom Needs a Fighter	Ogilvy & Mather Group HK - Hong Kong	Amnesty International Hong Kong
Brand Experience & Environments	Project Germany	Heimat Berlin - Germany	HORNBACH Baumarkt AG
Brand Experience & Environments	SMS Last Words	Havas Shanghai - China	Global Road Safety
Brand Experience & Environments	The Unusual Football Field Project	CJ Worx - Thailand	AP (Thailand)
Brand Experience & Environments	YMCA Playnasium	McCann Melbourne - Australia	YMCA Victoria
Brand Expression in Moving Image	Fashion Business School	Alphabetical - United Kingdom	Rob Lakin
Brand Expression in Moving Image	Fuel Transport	Sid Lee - Canada	Fuel Transport
Brand Expression in Moving Image	SHHH! Jack Sachs x Tate Britain	Blink Productions - United Kingdom	Tate Collective
Brand Expression in Print	BAO BAO ISSEY MIYAKE "CHORD"	Flame - Japan	BAO BAO ISSEY MIYAKE
Brand Expression in Print	Jacamo Real-Man Manual	LOVE - United Kingdom	N Brown
Brand Expression in Print	Life Is Electric	Dentsu - Japan	Panasonic
Branding Schemes/Large Organisation	Kappa Sushi Re-branding	Hakuhodo - Japan	Kappa Create
Branding Schemes/Large Organisation	Life is a Matter of Black and White	Interbrand Milan - Italy	Juventus Football Club
Branding Schemes/Large Organisation	Viceland	Gretel - United States	Vice
Branding Schemes/Medium Organisation	Camden Market	Ragged Edge Design - United Kingdom	Robert Boon
Branding Schemes/Medium Organisation	Fashion Business School	Alphabetical - United Kingdom	Rob Lakin
Branding Schemes/Medium Organisation	Filling the Gap	Interbrand - Spain	Gómez-Acebo & Pombo
Branding Schemes/Medium Organisation	Genesis Beijing Branding Schemes	Wolff Olins - United States	Genesis Beijing
Branding Schemes/Medium Organisation	Helseutvalget (Gay and Lesbian Health Norway)	Bielke&Yang - Norway	Helseutvalget (Gay and Lesbian Health Norway)
Branding Schemes/Medium Organisation	Streamtime	For The People - Australia	Streamtime

Branding Schemes/Medium Organisation	Visual Identity Conducted by Sir Simon Rattle	The Partners - United Kingdom	London Symphony Orchestra
Branding Schemes/Medium Organisation	Visual Identity for Oslo City Bike	Urban Infrastructure Partner - Norway	Urban Infrastructure Partner
Branding Schemes/Small Organisation	Fuel Transport	Sid Lee - Canada	Fuel Transport
Branding Schemes/Small Organisation	Hidden Characters	Re - Australia	Hidden Characters
Branding Schemes/Small Organisation	Kennaland	Jones Knowles Ritchie - United Kingdom	Kenna Kennor
Branding Schemes/Small Organisation	Speechless	john st - Canada	Carly Fleischmann
Branding Schemes/Small Organisation	The Butcher The Baker	The Partners - United Kingdom	The Butcher The Baker
Branding Schemes/Small Organisation	TypoCircle	The Typographic Circle - United Kingdom	The Typographic Circle
Campaign Branding & Identity	1311 What's Happening	Twitter - United States	Twitter
Campaign Branding & Identity	The Give-A-Care Collection	Ig2 - Canada	Rethink Breast Cancer
Channel Branding & Identity	Arte. Europe's Cultural Magnet.	The Partners/Lambie Nairn - United Kingdom	Arte
Channel Branding & Identity	Viceland	Gretel - United States	Vice
Digital Brand Expression	ANTIdiaRy	R/GA - United States	Samsung
Digital Brand Expression	Genesis Beijing Digital Brand Expression	Wolff Olins - United States	Genesis Beijing
Digital Brand Expression	Olympics News Lab at Google	Google Brand Studio - United States	Google
Logos	Bog Eyed Books	Baxter and Bailey - United Kingdom	Bog Eyed Books
Logos	Cape Animal Dentistry Service	FoxP2 Design - South Africa	Cape Animal Dentistry
Logos	Christopher Ward Logo	Hello Communications - United Kingdom	Christopher Ward
Logos	Eero Aarnio Originals	Bond Creative Agency - Finland	Eero Aarnio Originals
Logos	Heart & Stroke Foundation Identity Redesign	Pentagram - United States	Heart & Stroke Foundation
Logos	Logo for Oslo City Bike	Urban Infrastructure Partner - Norway	Urban Infrastructure Partner
Crafts for Advertising			
Animation & Illustration for Digital Marketing	Dream	DDB New York - United States	Wildlife Conservation Film Festival
Animation & Illustration for Digital Marketing	Make a Masterpiece	Goodby Silverstein & Partners - United States	Adobe
Animation & Illustration for Digital Marketing	Tripl Stitched	Nexus - United Kingdom	Tripl Stitched
Animation & Illustration for Digital Marketing	Vans 50th Anniversary. The Story of Vans	Vans - United Kingdom	Vans
Illustration for Advertising	Animals	TBWA\Chiat\Day NY - United States	Airbnb
Illustration for Advertising	Assassin's Creed Syndicate	Bleublancrouge - Canada	Ubisoft Canada
Illustration for Advertising	Berwick Street	BBH London - United Kingdom	Berwick Street Traders Society
Illustration for Advertising	Dinosaurs	Cavalcade - Switzerland	Museum of Natural History Geneva
Illustration for Advertising	Eyes Will Follow	Saatchi & Saatchi Singapore - Singapore	Lexus
Illustration for Advertising	Fortunes Told	CHI&Partners - United Kingdom	The Sunday Times
Illustration for Advertising	Headaches	Publicis Mexico - Mexico	Liomont
Illustration for Advertising	Human Plants	McCann Worldgroup Lima - Peru	Save The Children
Illustration for Advertising	Metalfest Gong 2016	Kinetic Singapore - Singapore	The Association of Accredited Advertising Agents Singapore
Illustration for Advertising	No More Black Targets	FRED & FARID - France	New York Society for Ethical Culture
Illustration for Advertising	Pinball	La Comunidad - United States	Ferrero Rocher, Argentina
Illustration for Advertising	Prison of the Head	The Nine - China	Amnesty International
Illustration for Advertising	Slow Train, Slow Life. ?Get Back, Tohoku.?	DENTSU - Japan	East Japan Railway Company

Illustration for Advertising	The 100 Pipers Guitar Series	Ogilvy & Mather India, Gurgaon - India	Pernod Ricard India Pvt. Ltd.
Illustration for Advertising	Thorough Examination	The Nine - China	No.8 Animal Hospital
Photography for Advertising	#NoFilter	Happiness / FCB - Belgium	Unicef Global
Photography for Advertising	As American As	SS+K - United States	Isaac Lee, Chief Executive Officer
Photography for Advertising	Be Seen	Y&R Dubai - United Arab Emirates	The Cartel
Photography for Advertising	Burnt	Saatchi & Saatchi Singapore - Singapore	Birdlife International
Photography for Advertising	Loving The Night 1	TBWA\Thailand - Thailand	McDonald's
Photography for Advertising	Switch it off.	Ogilvy Germany - Germany	Amnesty International
Photography for Advertising	Urban Melodies	Scholz & Friends - Germany	Berliner Philharmonie
Sound Design & Use of Music for Digital Marketing	Sound Skills	WCRS - United Kingdom	Royal Air Force
Sound Design & Use of Music for Radio Advertising	Love At First Wash - Date Night	DDB Dubai - United Arab Emirates	Henkel
Sound Design & Use of Music for Radio Advertising	War of Words	FCB Joburg - South Africa	Netflorist
Typography for Advertising	100 Year Anniversary of TfL's Johnston Typeface	Transport for London - United Kingdom	Transport for London
Typography for Advertising	Making Sense of Dyslexia	Impact BBDO Dubai - United Arab Emirates	Sydney
Typography for Advertising	Typevoice	Ogilvy New York - United States	Webby Awards
Crafts for Design			
Animation & Illustration for Websites & Digital Design	An Experiment of the Imagination	DENTSU - Japan	Nikkei Inc.
Animation & Illustration for Websites & Digital Design	Telia Company Digital Design	Wolff Olins - United States	Telia Company
Animation & Illustration for Websites & Digital Design	Through the Dark	R/GA Sydney - United States	Google
Illustration for Design	30	Good Morning Design - Japan	Here Is Zine Tokyo
Illustration for Design	A Taste of Freedom	CHI&Partners - United Kingdom	Freedom Brewery
Illustration for Design	Agatha Christie Stamps	Royal Mail Stamps & Collectibles - United Kingdom	Royal Mail Stamps & Collectibles
Illustration for Design	East of Eden	Ogilvy & Mather - United States	Steppenwolf Theatre
Illustration for Design	Le magazine du Monde	James Joyce - United Kingdom	Le magazine Du Monde
Illustration for Design	Life is Electric	DENTSU - Japan	Panasonic Corporation
Illustration for Design	One Flew Over the Cuckoo's Nest	Ogilvy & Mather - United States	Steppenwolf Theatre
Illustration for Design	SLOW TRAIN, SLOW LIFE. ?Get Back, Tohoku.?	DENTSU - Japan	EAST JAPAN RAILWAY COMPANY
Illustration for Design	The Dumbwaiter	Ogilvy & Mather - United States	Steppenwolf Theatre
Illustration for Design	The København Collection	Taxi Studio - United Kingdom	Carlsberg UK
Photography for Design	After the Blow	Estudio Javier Jaén - Spain	de Volkskrant
Photography for Design	Get Back, Tohoku.	DENTSU - Japan	EAST JAPAN RAILWAY COMPANY
Photography for Design	Rubbish Issue No.5 In the Name of the Father	Kinetic Singapore - Singapore	Holycrap.sg
Sound Design & Use of Music for Websites & Digital Design	AKauri Cries	Ogilvy & Mather New Zealand - New Zealand	Auckland City Council
Typefaces	20th Biennale of Sydney Display Typeface	For The People - Australia	Biennale of Sydney
Typefaces	Baloo	Ek Type - India	Open Source through Google
Typefaces	Juventus Fans: Black and White DNA	Interbrand Milan - Italy	Juventus Football Club
Typography for Design	20th Biennale of Sydney	For The People - Australia	Biennale of Sydney
Typography for Design	Budweiser Prohibition	Jones Knowles Ritchie - United Kingdom	Marcela Garcia
Typography for Design	Eeormoo?	Sutherland&Smith - United Kingdom	Sutherland&Smith
Typography for Design	National University of Singapore, Department of Architecture	Do Not Design - Singapore	National University of Singapore, Department of Architecture
Creativity for Good			
Advertising & Marketing Communications /Not for Profit	#20MinutesofActionforChange	J. Walter Thompson Canada - Canada	Todd Mnerson

Advertising & Marketing Communications /Not for Profit	MANBOOBS4BOOBS	DAVID Buenos Aires - Argentina	MACMA
Advertising & Marketing Communications /Not for Profit	Meet Graham	Clemenger BBDO Melbourne - Australia	Transport Accident Commission (Victoria)
Advertising & Marketing Communications /Not for Profit	Signemoji	TBWA\ Shanghai - China	China Association of the Deaf
Advertising & Marketing Communications /Not for Profit	UNICEF - Unfair Tales	180LA - United States	UNICEF
Advertising & Marketing Communications/Brand	Aland Index Initiative	RBK Communication - Sweden	Ålandsbanken
Advertising & Marketing Communications/Brand	Amarok Test Drives For Good	Ogilvy & Mather Cape Town - South Africa	Taryn Knight
Advertising & Marketing Communications/Brand	BLOOD	AMBBDO - United Kingdom	SCARED FIT
Advertising & Marketing Communications/Brand	Dads #ShareTheLoad (Integrated Case)	BBDO India - India	P&G India
Advertising & Marketing Communications/Brand	Edible Six Pack Rings	We Believers - United States	Saltwater Brewery
Advertising & Marketing Communications/Brand	LandCruiser Emergency Network	Saatchi & Saatchi Sydney - Australia	Toyota Motor Corporation Australia
Advertising & Marketing Communications/Brand	Libé des réfugiés	FRED & FARID - France	Libération
Advertising & Marketing Communications/Brand	Make What's Next	McCann New York - United States	Microsoft
Advertising & Marketing Communications/Brand	No Baby Unhugged	Ogilvy and Mather - Canada	Kimberly-Clark
Advertising & Marketing Communications/Brand	Savlon Healthy Hands Chalk Sticks	Ogilvy & Mather, Mumbai - India	ITC Savlon
Advertising & Marketing Communications/Brand	The DNA Journey	&Co./NoA - Denmark	Momondo
Advertising & Marketing Communications/Brand	The Light Side of Disability	AMBBDO - United Kingdom	Mars Chocolate
Advertising & Marketing Communications/Brand	The Second Scoreboard	J. Walter Thompson Costa Rica - Costa Rica	Teletica, Inamu, Fedefutbol
Design/Brands	The Conscious Crossing	Clemenger BBDO Wellington - New Zealand	KiwiRail
Design/Not for Profit	Behind the leather	Ogilvy Group Thailand - Thailand	People for the Ethical Treatment of Animals
Design/Not for Profit	Reality Xmas	McCann London - United Kingdom	Doctors of The World
Product Design	Air-Ink	Marcel Sydney - Australia	HEINEKEN Asia Pacific Pte. Ltd.
Product Design	brainBAND	Leo Burnett Sydney - Australia	Samsung Australia
Product Design	DOT. The first Braille Smartwatch.	Serviceplan/Serviceplan Korea - Germany	Dot Incorporation
Product Design	Lifesaver Backpack	J. Walter Thompson Colombia - Colombia	Casa Luker
Product Design	The Humanium Metal Initiative	GreatWorks / Akestam Holst - Sweden	IMS Swedish Development Partner
Product Design	YMCA Playnasium	McCann Melbourne - Australia	YMCA Victoria
Service Design	Blood Banking	J. Walter Thompson India - India	Indian Red Cross Society
Service Design	Let's Talk	KING - Sweden	Cloetta
Service Innovations	Air View	Burson-Marsteller - Belgium	Blueair
Service Innovations	LandCruiser Emergency Network	Saatchi & Saatchi Sydney - Australia	Toyota Motor Corporation Australia
Service Innovations	Reword	Leo Burnett Melbourne - Australia	Headspace
Service Innovations	Sea Hero Quest	Saatchi & Saatchi - United Kingdom	Deutsche Telekom
Digital Design			
Beta Tech Innovation	brainBAND	Leo Burnett Sydney - Australia	Samsung Australia
Beta Tech Innovation	Project Bloks	Google Creative Lab - United Kingdom	Google
Beta Tech Innovation	Smile Lock Outlet	Dentsu - Japan	TOYOTA
Connected Products	LandCruiser Emergency Network	Saatchi & Saatchi Sydney - Australia	Toyota Motor Corporation Australia

Digital Installations	Back to Life in Virtual Reality. Rhomaleosaurus & Giraffatitan	Google Creative Lab and Google Arts & Culture - United Kingdom	Google Arts & Culture
Digital Installations	Making of Björk Digital	DENTSU - Japan	One Little Indian Records
Digital Installations	Nike Unlimited Stadium	BBH Singapore - Singapore	Nike
Digital Installations	The Field Trip to Mars	McCann New York - United States	Lockheed Mars
Existing Platform/New Iteration	Rick and Morty Rickstaverse	Carrot Creative - United States	Cartoon Network
Existing Platform/New Iteration	Serena Williams' Match Point Gatorade	TBWA\Chiat\Day Los Angeles - United States	Gatorade
Existing Platform/New Iteration	Signemoji	TBWA\ Shanghai - China	China Association of the Deaf
Service Design	Tr?v Mobile Application	Tr?v - United States	Tr?v
Service Design	Volkswagen Connected Customer Journey	Tribal Worldwide London - United Kingdom	Volkswagen UK
Technological Innovation	DOT. The first Braille Smartwatch.	Serviceplan/Serviceplan Korea - Germany	Dot Incorporation
Technological Innovation	The Next Rembrandt	J. Walter Thompson Amsterdam - Netherlands	ING Nederland
User Experience Design (UX)	#BeFearless	Cheil Worldwide - Korea, Republic of	Samsung Electronics
User Experience Design (UX)	BotBot	R/GA San Francisco - United States	Reply.ai
User Experience Design (UX)	Reword	Leo Burnett Melbourne - Australia	Headspace
User Experience Design (UX)	TinyMOS	Y&R Singapore - Singapore	TinyMOS Private Limited
User Experience Design (UX)	URSA Mini OS	Blackmagic Design - Australia	Blackmagic Design
User Interface Design (UI)	F37 Foundry	Face37 - United Kingdom	Face37
User Interface Design (UI)	The Outline	Code and Theory - United States	The Outline
Websites	FKA twigs Official Website	International Magic - United Kingdom	FKA Twigs
Websites	Meet Graham	Clemenger BBDO Melbourne - Australia	Transport Accident Commission (Victoria)
Websites	Microsculpture ? The insect portraits of Levon Biss	William Cookson - United Kingdom	Levon Biss
Websites	Predictive World	SID LEE Paris - France	UBISOFT
Digital Marketing			
Branded Apps & Games	Sea Hero Quest	Saatchi & Saatchi - United Kingdom	Deutsche Telekom
Digital Adverts	Amnesty Unblocker	Colenso BBDO - New Zealand	Amnesty International
Digital Tools & Utilities	Donate the Bars	J.Walter Thompson Brasil - Brazil	Atados
Digital Tools & Utilities	LandCruiser Emergency Network	Saatchi & Saatchi Sydney - Australia	Toyota Motor Corporation Australia
Innovative Use of Beta Technology	BrainBAND	Leo Burnett Sydney - Australia	Samsung Australia
Innovative Use of Technology	LandCruiser Emergency Network	Saatchi & Saatchi Sydney - Australia	Toyota Motor Corporation Australia
Innovative Use of Technology	Nike Unlimited Stadium	BBH Singapore - Singapore	Nike
Innovative Use of Technology	The Field Trip to Mars	McCann New York - United States	Lockheed Mars
Innovative Use of Technology	The Next Rembrandt	J. Walter Thompson Amsterdam - Netherlands	ING Nederland
Integrated Digital Campaigns	Desolation and Airbnb	Venables Bell and Partners - United States	Audi
Integrated Digital Campaigns	Idiot Proof	Ogilvy & Mather Singapore - Singapore	Otterbox
Integrated Digital Campaigns	Paralympics	4creative - United Kingdom	Channel 4
Online Video Adverts	Evan	BBDO New York - United States	Sandy Hook Promise
Online Video Adverts	SickKids VS - Undeniable	Cossette - Canada	SickKids Foundation
Online Video Adverts	The World's Biggest Asshole	The Martin Agency - United States	Donate Life
Social Video	All That We Share	&Co./NoA - Denmark	TV2
Social Video	MANBOOBS4BOOBS	DAVID Buenos Aires - Argentina	MACMA
Social Video	The DNA Journey	&Co./NoA - Denmark	Momondo

Social Video	UNICEF The Shared Story of Harry and Ahmed	180 Amsterdam - Netherlands	Tanya Turkovich
Tactical Digital Marketing	#20MinutesofActionforChange	J. Walter Thompson Canada - Canada	Todd Mnerson
Tactical Digital Marketing	Dear Media	SapientRazorfish - United States	Unilever
Tactical Digital Marketing	Down Syndrome Answers	FCB Toronto - Canada	Canadian Down Syndrome Society (CDSS)
Tactical Digital Marketing	President of Playlists	Spotify - United Kingdom	Spotify
Tactical Digital Marketing	The Swedish Number	INGO Stockholm - Sweden	The Swedish Tourist Association
Use of Social Media	Check It Before It's Removed: Naked Breasts on Facebook Against Breast Cancer.	DDB Group Germany - Germany	Pink Ribbon Deutschland
Use of Social Media	Girl Emojis	Leo Burnett Chicago - United States	Procter & Gamble
Use of Social Media	Hungerithm	Clemenger BBDO Melbourne - Australia	Mars Chocolate Australia
Use of Social Media	Paralympics	4creative - United Kingdom	Channel 4
Websites	Google Presents: The Hidden Worlds of the National Parks	Google Brand Studio - United States	National Park Service
Websites	The Next Rembrandt	J. Walter Thompson Amsterdam - Netherlands	ING Nederland
Direct			
Direct Acquisition & Retention	smart social leasing	BBDO Group Germany - Germany	Daimler AG / smart
Direct Acquisition & Retention	The Swedish Number	INGO Stockholm - Sweden	The Swedish Tourist Association
Direct Innovation	LandCruiser Emergency Network	Saatchi & Saatchi Sydney - Australia	Toyota Motor Corporation Australia
Direct Innovation	Lifesaver Backpack	J. Walter Thompson Colombia - Colombia	Casa Luker
Direct Innovation	The Field Trip to Mars	McCann New York - United States	Lockheed Mars
Direct Innovation	The Swedish Number	INGO Stockholm - Sweden	The Swedish Tourist Association
Direct Integrated Campaigns	#20MinutesofActionforChange	J. Walter Thompson Canada - Canada	Todd Mnerson
Direct Integrated Campaigns	Coins of Hope	These Days - Belgium	Child Focus
Direct Integrated Campaigns	Desolation and Airbnb	Venables Bell and Partners - United States	Audi
Direct Integrated Campaigns	Meet Graham	Clemenger BBDO Melbourne - Australia	Transport Accident Commission (Victoria)
Direct Integrated Campaigns	TV Doctors of America	McCann New York - United States	Cigna
Direct Mail	»Wurst«	Studio Riebenbauer - Austria	Buchberger, Butchery since 1946
Direct Mail	Loyalty Stock Box	CP+B - United States	Domino's
Direct Mail	The tear-open-mailing for ?Mein Kampf ? against racism?	Ogilvy Germany - Germany	Gesicht Zeigen! An association encouraging people to stand against racism in Germany
Direct Mail	UHD VANITY KIT	AMBBDO - United Kingdom	BT
Direct Mail	What 3 Words	OgilvyOne - United Kingdom	What 3 Words
Direct Mail	Winston Fletcher	MullenLowe London - United Kingdom	Winston Fletcher
Direct Product & Service	Adidas Odds	Taproot Dentsu - India	Adidas
Direct Product & Service	Lifesaver Backpack	J. Walter Thompson Colombia - Colombia	Casa Luker
Direct Product & Service	One-Drop Bottle	TBWARRAAD - United Arab Emirates	TBWARRAAD
Direct Product & Service	Sugar Detox	Marcel - France	Intermarché
Direct Response/Ambient	25m2 SYRIA	POL - Norway	TV-Aksjonen NRK
Direct Response/Ambient	Behind the leather	Ogilvy Group Thailand - Thailand	People for the Ethical Treatment of Animals
Direct Response/Ambient	Meet Graham	Clemenger BBDO Melbourne - Australia	Transport Accident Commission (Victoria)
Direct Response/Ambient	The Conscious Crossing	Clemenger BBDO Wellington - New Zealand	KiwiRail
Direct Response/Ambient	The Field Trip to Mars	McCann New York - United States	Lockheed Mars
Direct Response/Ambient	The Next Rembrandt	J. Walter Thompson Amsterdam - Netherlands	ING Nederland
Direct Response/Ambient	The Reversed Trailer	TRY - Norway	HARALD A. MØLLER / VOLKSWAGEN NORWAY

Direct Response/Digital	Check it before it's removed: naked breasts on Facebook against breast cancer.	DDB Group Germany - Germany	Pink Ribbon Deutschland
Direct Response/Digital	Like my addiction	BETC - France	Addict Aide
Direct Response/Digital	The end of society simulator	BETC - France	Ubisoft
Direct Response/Film Advertising	Evan	BBDO New York - United States	Sandy Hook Promise
Film Advertising			
Cinema Commercial Campaigns	Ticket Twosdays	BBDO New York - United States	AT&T
Cinema Commercials 121-240 seconds	Come Together	adam&eveDDB - United Kingdom	H&M
Cinema Commercials 121-240 seconds	Dream	DDB New York - United States	Wildlife Conservation Film Festival
Cinema Commercials 121-240 seconds	Evan	BBDO New York - United States	Sandy Hook Promise
Cinema Commercials 121-240 seconds	The World's Biggest Asshole	The Martin Agency - United States	Donate Life
Cinema Commercials 121-240 seconds	We're the Superhumans	4creative - United Kingdom	Channel 4
Cinema Commercials 41-60 seconds	Alien	adam&eveDDB - United Kingdom	Volkswagen
Cinema Commercials 61-120 seconds	Everything in Black&White	F/Nazca Saatchi & Saatchi - Brazil	Leica Gallery São Paulo
Cinema Commercials 61-120 seconds	SickKids VS - Undeniable	Cossette - Canada	SickKids Foundation
Cinema Commercials over 240 seconds	B.E.N	BBDO Paris - CLMBBDO - France	Society of Saint-Vincent-de-Paul
Film Advertising Innovation	Bradshaw Stain	Saatchi & Saatchi New York - United States	Procter & Gamble
Film Advertising Innovation	Condensed Ads	The Martin Agency - United States	GEICO
Interactive Film Advertising	Tomcat: Facebook "Not Live" Event	Barton F Graf - United States	The Scotts Miracle-Gro Company
Public Service Commercials	Dream	DDB New York - United States	Wildlife Conservation Film Festival
Public Service Commercials	Evan	BBDO New York - United States	Sandy Hook Promise
Public Service Commercials	GAY TURTLE	TBWA/Istanbul - Turkey	Amnesty International
Public Service Commercials	MANBOOBS4BOOBS	DAVID Buenos Aires - Argentina	MACMA
Public Service Commercials	The World's Biggest Asshole	The Martin Agency - United States	Donate Life
TV Commercial Campaigns	It's What You Do	The Martin Agency - United States	GEICO
TV Commercial Campaigns	Johnsonville - Made the Johnsonville Way	Droga5 - United States	Johnsonville Sausage
TV Commercial Campaigns	Nicknames	Ponce - Argentina	Unilever
TV Commercial Campaigns	Nike Time is Precious	Wieden+Kennedy - United States	Nike Inc.
TV Commercial Campaigns	Nike Unlimited Raw Stories	Wieden+Kennedy - United States	Nike Inc.
TV Commercial Campaigns	Old Spice - For These Drying Times	Wieden + Kennedy - United States	Old Spice
TV Commercial Campaigns	Old Spice - Smell 'Em Who's Boss	Wieden + Kennedy - United States	Old Spice
TV Commercial Campaigns	Stress Tested For Women	Wieden + Kennedy - United States	Janine Mletic
TV Commercial Campaigns	The Boys	Clemenger BBDO Melbourne - Australia	Pacific Brands Underwear Group Australia/ Bonds
TV Commercials 121-240 seconds	Paralympics ?We?re The Superhumans?	4creative - United Kingdom	Channel 4
TV Commercials 21-40 seconds	Be Harder	Biscuit Filmworks - United States	Procter & Gamble

TV Commercials 21-40 seconds	Fish	MJZ - United Kingdom	Klama
TV Commercials 21-40 seconds	Old Spice - The Road	Wieden + Kennedy - United States	Old Spice
TV Commercials 21-40 seconds	The Beautiful Game	TBWA\Media Arts Lab - United States	Apple
TV Commercials 41-60 seconds	Jungle Hero	Biscuit Filmworks - United States	Procter & Gamble
TV Commercials 41-60 seconds	Not Just a Pretty Hairstyle	Ponce - Argentina	Unilever
TV Commercials 41-60 seconds	Stroll	TBWA\Media Arts Lab - United States	Apple
TV Commercials 61-120 seconds	adidas Originals - Future	Johannes Leonardo - United States	adidas Originals
TV Commercials 61-120 seconds	All that we share	&Co./NoA - Denmark	TV2
TV Commercials 61-120 seconds	Audi 'Duel'	Rattling Stick - United Kingdom	Audi USA
TV Commercials 61-120 seconds	Blood	Stink Films - United Kingdom	Bodyform
TV Commercials 61-120 seconds	Bulbs	TBWA\Media Arts Lab - United States	Apple
TV Commercials 61-120 seconds	Buster The Boxer	adam&eveDDB - United Kingdom	John Lewis
TV Commercials 61-120 seconds	Hennessy V.S - The Piccards	Droga5 - United States	Moët Hennessy USA
TV Commercials 61-120 seconds	Kitchen	BETC - France	CANAL
TV Commercials 61-120 seconds	Last Days	CP+B LA - United States	Jose Cuervo
TV Commercials 61-120 seconds	Moving	J Walter Thompson Argentina - Argentina	Savant Pharm S.A
TV Commercials 61-120 seconds	Nike Kobe The Conductor	Wieden+Kennedy - United States	Nike Inc.
TV Commercials 61-120 seconds	SickKids VS - Undeniable	Cossette - Canada	SickKids Foundation
TV Commercials over 240 seconds	Nike The Switch	Wieden+Kennedy - United States	Nike
TV Programme Promotions	Paralympics ?We're The Superhumans?	4creative - United Kingdom	Channel 4
Film Advertising Crafts			
Animation for Film Advertising	A Love Story	CAA Marketing - United States	Chipotle Mexican Grill
Animation for Film Advertising	AICP Sponsor Reel	Method Studios - United States	AICP
Animation for Film Advertising	Air Max '17 ? Positive Space	ManvsMachine - United Kingdom	Nike Europe
Animation for Film Advertising	Everything in Black&White	F/Nazca Saatchi & Saatchi - Brazil	Leica Gallery São Paulo
Animation for Film Advertising	Fish	MJZ - United Kingdom	Klama
Animation for Film Advertising	Klama	Glassworks - Netherlands	Klama
Animation for Film Advertising	MARS	Framestore - United Kingdom	National Geographic
Animation for Film Advertising	Spectacle of the Real	Buck - United States	David Blaine Productions
Animation for Film Advertising	SSE 'Neon House'	The Mill - United Kingdom	adam&eveDDB
Animation for Film Advertising	The Innovator	Buck - Australia	The Woolmark Company
Animation for Film Advertising	Usain Bolt Boy Who Learned to Fly Gatorade	TBWA\Chiat\Day Los Angeles - United States	Gatorade

Animation for Film Advertising	VERSUS	ManvsMachine - United Kingdom	Maxon
Animation for Film Advertising	We are all connected	White Rabbit Budapest - Hungary	Alexa Antal
Casting for Film Advertising	ANZ POCKET MONEY	TBWAMelbourne - Australia	ANZ
Casting for Film Advertising	Bauble	The Sweet Shop - New Zealand	Lipton
Casting for Film Advertising	Be Gamble Aware	Park Pictures - United Kingdom	GambleAware
Casting for Film Advertising	Bo Gilbert The 100 Year Old Model	adam&eveDDB - United Kingdom	Harvey Nichols
Casting for Film Advertising	Dillan's Voice	TBWAMedia Arts Lab - United States	Apple
Casting for Film Advertising	L'amour L'amour	Carnibird - France	Intermarché
Casting for Film Advertising	Paralympics ?We're The Superhumans?	4creative - United Kingdom	Channel 4
Casting for Film Advertising	Strangers in Conversation	Re - Australia	Uniting
Casting for Film Advertising	Stroll	TBWAMedia Arts Lab - United States	Apple
Casting for Film Advertising	The World's Biggest Asshole	Furlined - United States	Donate Life
Cinematography for Film Advertising	84 Lumber	Sanctuary content - United Kingdom	84 Lumber
Cinematography for Film Advertising	Barnardo's 'Believe in Me - Gymnast'	Rattling Stick - United Kingdom	Barnardo's
Cinematography for Film Advertising	Bauble	The Sweet Shop - New Zealand	Lipton
Cinematography for Film Advertising	BODY WORN	AMBBDO - United Kingdom	METROPOLITAN POLICE SERVICE
Cinematography for Film Advertising	Bulbs	TBWAMedia Arts Lab - United States	Apple
Cinematography for Film Advertising	Come Together	adam&eveDDB - United Kingdom	H&M
Cinematography for Film Advertising	Hennessy V.S - The Piccards	Droga5 - United States	Moët Hennessy USA
Cinematography for Film Advertising	Journey to your Dream/Ingrid	Wunderman Paris - France	Activia/ Pierre Leurquin
Cinematography for Film Advertising	Nike - EQUALITY	Wieden + Kennedy - United States	Nike
Cinematography for Film Advertising	NIKE DADADING	DIMSION PARIS - France	NIKE
Cinematography for Film Advertising	Stroll	TBWAMedia Arts Lab - United States	Apple
Cinematography for Film Advertising	The Most Shocking Second A Day	Stink Films - United Kingdom	Save the Children
Direction for Film Advertising	Audi 'Spin'	Rogue Films - United Kingdom	Audi
Direction for Film Advertising	Barnardo's 'Believe in Me - Gymnast'	Rattling Stick - United Kingdom	Barnardo's
Direction for Film Advertising	Bauble	The Sweet Shop - New Zealand	Lipton
Direction for Film Advertising	Every Second Counts	FINCH - Australia	St Kilda Film Festival
Direction for Film Advertising	H&M 'Come Together'	Riff Raff Films - United Kingdom	H&M
Direction for Film Advertising	Love Labyrinth	Park Pictures - United States	One Love
Direction for Film Advertising	Move	Somesuch - United Kingdom	Uniqlo
Direction for Film Advertising	My Mutant Brain	MJZ - United States	Kenzo
Direction for Film Advertising	Samsung Galaxy Note 7 ?Busy, Busy, Busy?	Biscuit Filmworks - United States	Samsung North America
Direction for Film Advertising	Stroll	TBWAMedia Arts Lab - United States	Apple
Direction for Film Advertising	The Atlantic	O Positive - United States	The Atlantic
Direction for Film Advertising	The Line-up Song	FP7/CAI - Egypt	Coca Cola

Direction for Film Advertising	The Most Shocking Second A Day	Stink Films - United Kingdom	Save the Children
Direction for Film Advertising	The Unseen	BBDO New York - United States	AT&T
Direction for Film Advertising	The World's Biggest Asshole	Furlined - United States	Donate Life
Direction for Film Advertising	Unanswered	Station Film - United States	OneMoreDay
Direction for Film Advertising	We're The Superhumans	Blink - United Kingdom	Channel 4
Editing for Film Advertising	84 Lumber "The Journey"	Final Cut - United Kingdom	84 Lumber
Editing for Film Advertising	Apple 'Stroll'	Trim Editing - United Kingdom	Apple
Editing for Film Advertising	Blood	Stitch - United Kingdom	SCALibresse
Editing for Film Advertising	Chris Fonseca Smirnoff Ice Keep It Moving	72andSunny New York - United States	Diageo North America
Editing for Film Advertising	NIKE DADA DING	DIVISION PARIS - France	NIKE
Editing for Film Advertising	Sport England 'This Girl Can: Phenomenal Women'	Trim Editing - United Kingdom	Sport England
Editing for Film Advertising	Still the Most Shocking Second A Day	Whitehouse Post - United States	Save the Children
Editing for Film Advertising	We are the Super Humans	Final Cut London - United Kingdom	Channel 4
Production Design for Film Advertising	Born the Hard Way	Anomaly - United States	Anheuser-Busch
Production Design for Film Advertising	Bulbs	MJZ - United States	Apple
Production Design for Film Advertising	Come Together	adam&eveDDB - United Kingdom	H&M
Production Design for Film Advertising	Hennessy V.S - The Piccards	Droga5 - United States	Moët Hennessy USA
Production Design for Film Advertising	Samsung Galaxy Note 7 ?Busy, Busy, Busy?	Biscuit Filmworks - United States	Samsung North America
Production Design for Film Advertising	Stella Artois Wimbledon - Never Heard Of It	Biscuit Filmworks UK - United Kingdom	Stella Artois
Production Design for Film Advertising	The Beauty of the World	DDB Paris - France	Doctors of the World
Sound Design for Film Advertising	Chris Fonseca Smirnoff Ice Keep It Moving	72andSunny New York - United States	Diageo North America
Sound Design for Film Advertising	Every Last Child	adam&eveDDB - United Kingdom	Save The Children
Sound Design for Film Advertising	Food for Men	M2Film - Denmark	Stryhn's
Sound Design for Film Advertising	Hennessy V.S - The Piccards	Droga5 - United States	Moët Hennessy USA
Sound Design for Film Advertising	La vie en rose	TBWA\Paris - France	SYSTEME U
Sound Design for Film Advertising	Nike AIR MAX 2017	Zelig Sound - United Kingdom	Nike Europe
Sound Design for Film Advertising	Noise	CHI&Partners - United Kingdom	The Times
Sound Design for Film Advertising	Numbers	Factory - United Kingdom	Under Armour
Sound Design for Film Advertising	Still The Most Shocking Second A Day	Factory - United Kingdom	Save The Children
Sound Design for Film Advertising	Under Armour - Prince With 1000 Enemies	Droga5 - United States	Under Armour
Special Effects for Film Advertising	Craverider	Deutsch - United States	Dr Pepper Snapple Group
Special Effects for Film Advertising	Duel	Venables Bell and Partners - United States	Audi
Special Effects for Film Advertising	Hennessy V.S - The Piccards	Droga5 - United States	Moët Hennessy USA
Special Effects for Film Advertising	Hyundai Brand	Trizz studio - Spain	Innocean Worldwide
Special Effects for Film Advertising	John Lewis x Buster The Boxer	MPC - United Kingdom	Craig Inglis: Customer Director

Special Effects for Film Advertising	Kitchen	BETC - France	CANAL
Special Effects for Film Advertising	Laughing Horses	Grabarz & Partner - Germany	Volkswagen
Special Effects for Film Advertising	PlayStation 'The King'	The Mill - United States	PlayStation
Special Effects for Film Advertising	SSE ?Neon House?	The Mill - United Kingdom	adam&eveDDB
Special Effects for Film Advertising	Stroll	TBWAMedia Arts Lab - United States	Apple
Special Effects for Film Advertising	TAC - Rethink Speed	Blackbird - Australia	Traffic Accident Commission Victoria
Use of Music for Film Advertising	Bauble	The Sweet Shop - New Zealand	Lipton
Use of Music for Film Advertising	Believe In Me - Ballerina	FCB Inferno - United Kingdom	Barnardo's
Use of Music for Film Advertising	Believe In Me - Gymnast	FCB Inferno - United Kingdom	Barnardo's
Use of Music for Film Advertising	For Living	WCRS - United Kingdom	Bupa UK
Use of Music for Film Advertising	Kyrie 3: Improv	R/GALos Angeles - United States	Nike
Use of Music for Film Advertising	Madness	Leo Burnett London - United Kingdom	McDonald's
Use of Music for Film Advertising	Merry Christmas from Syria	Duval Guillaume - Netherlands	Red Cross Flanders
Use of Music for Film Advertising	Nike Da Da Ding	Wieden+Kennedy, Delhi - India	Nike, India
Use of Music for Film Advertising	Paralympics 'We're The Superhumans'	Leland Music - United Kingdom	Channel 4
Use of Music for Film Advertising	Spin	BBH London - United Kingdom	Audi
Use of Music for Film Advertising	Stroll	TBWAMedia Arts Lab - United States	Apple
Use of Music for Film Advertising	The Design Museum: Now Open	GravityRoad - United Kingdom	The Design Museum
Use of Music for Film Advertising	THE GREATEST GIFT	AMBBDO - United Kingdom	SAINSBURY'S
Use of Music for Film Advertising	The Line-up Song	FP7/CAI - Egypt	Coca-Cola
Use of Music for Film Advertising	Unlimited Together	Wieden+Kennedy New York - United States	Nike and Jordan Brand
Use of Music for Film Advertising	What are girls made of?	Wieden+Kennedy Amsterdam - Netherlands	Nike
Use of Music for Film Advertising	Year In Search 2016	72andSunny - United States	Google
Use of Music for Film Advertising	YouTube Music Launch	Anomaly - United States	YouTube
Graphic Design			
Annual Reports	Hope	Brucketa&Zinic OMd.o.o. - Croatia	Adris grupa
Annual Reports	HRC 2016 ANNUAL REPORT	Design Army - United States	Human Rights Campaign
Applied Print Graphics	Avery	White Studio - Portugal	Avery Dennison
Applied Print Graphics	Night Chocolates	Atlas - Spain	Wallpaper*
Applied Print Graphics	Pina_	F/Nazca Saatchi & Saatchi - Brazil	Pinacoteca do Estado de São Paulo
Applied Print Graphics	Smith Brunch Menu	Leo Burnett, Toronto - Canada	Smith Restaurant + Bar
Calendars	The Slave Calendar	Geometry Global Cape Town and Ogilvy & Mather Cape Town - South Africa	Melody Kleinsmith
Catalogues & Brochures	A New Kind of Support	Landor Paris - France	Nachson Mmran & Arie Mmram
Catalogues & Brochures	Both Sides	BOB Design Ltd - United Kingdom	Kingston University, The Design School
Catalogues & Brochures	Greek National Theatre	busybuilding D GKAZIS & COLP - Greece	National Theater of Greece
Catalogues & Brochures	Incite Magazine	Dixon Schwabl - United States	Dixon Schwabl

Catalogues & Brochures	ISKANDAR JALIL: KEMBARA TANAH LIAT (CLAY TRAVELS)	WORK PTE - Singapore	NATIONAL GALLERY SINGAPORE
Catalogues & Brochures	The 3-D	Sigi Mayer - Austria	Horst Stasny
Catalogues & Brochures	Thinking Out Loud	Bendita Gloria - Spain	Anna Bonny
Catalogues & Brochures	TypoCircle 40th Anniversary book	The Typographic Circle - United Kingdom	The Typographic Circle
CD, DVD & Record Sleeves	Oh You People	KOREFE - Germany	Telefónica/o2
Data Visualisation	Nike Unlimited Stadium	BBH Singapore - Singapore	Nike
Data Visualisation	Somos Brasil	Lyon - United Kingdom	Lyon
Data Visualisation	The Next Rembrandt	J. Walter Thompson Amsterdam - Netherlands	J. Walter Thompson Amsterdam
Digital & Mobile	F37 Foundry	Face37 - United Kingdom	F37 Foundry
Digital & Mobile	The Impossible Game	TBWA/Paris - France	SNCF
Digital & Mobile	Through the Dark	R/GA Sydney - United States	Google
Direct Mail	?Let?s stick together?	KMS TEAM GmbH - Germany	KMS TEAM GmbH
Direct Mail	IKEA: Cook This Page	Leo Burnett, Toronto - Canada	IKEA Canada
Direct Mail	The Book Tape	Serviceplan - Germany	Random House
Direct Mail	What 3 Words	OgilvyOne - United Kingdom	What 3 Words
Greeting Cards & Invitations	1 of 300: Limited Edition Invitations of Contemporary Art	Leo Burnett, Toronto - Canada	Museum of Contemporary Art
Greeting Cards & Invitations	Anna	BOB Design - United Kingdom	Mreille and Timo Burkhardt Hädrich
Greeting Cards & Invitations	Christmas Card	RRDCreative - United Kingdom	RRDCreative (Self Promotion)
Greeting Cards & Invitations	Imprimerie Du Marais - Luxepack 2016 invite	Made Thought - United Kingdom	Imprimerie Du Marais
Greeting Cards & Invitations	Reality Xmas	McCann London - United Kingdom	Doctors of The World
Integrated Graphics	A New Kind of Support	Landor Paris - France	Nachson Mmran & Arie Mmram
Integrated Graphics	An Experiment of the Imagination	DENTSU - Japan	NIKEI inc.
Integrated Graphics	Carpenters Wharf	Jack Renwick Studio - United Kingdom	Anderson
Integrated Graphics	Casa Bonay	Mucho - Spain	Casa Bonay
Integrated Graphics	Honda. Great Journey.	DENTSU - Japan	Honda Motor Co., Ltd.
Integrated Graphics	Life is Electric	DENTSU - Japan	Panasonic corporation
Integrated Graphics	Somos Brasil	Lyon - United Kingdom	Lyon
Integrated Graphics	Staatstheater Mainz CI	Neue Gestaltung GmbH - Germany	Staatstheater Mainz GmbH
Moving Image (Graphic Design)	1966 World Cup Final	Uniform - United Kingdom	Uniform
Moving Image (Graphic Design)	Fashion Business School	Alphabetical - United Kingdom	Rob Lakin
Moving Image (Graphic Design)	Made in a Minute	BBDO New York - United States	Lowe's
Moving Image (Graphic Design)	STONE MLK	FCB Brasil - Brazil	Clube de Criação
Point of Sale	IKEA: Cook This Page	Leo Burnett, Toronto - Canada	IKEA Canada
Posters	?Mist-ery" Train / Sea Train	DENTSU - Japan	WILLER TRAINS
Posters	I AM A WOMAN	Interbrand - United States	Charles Martella
Posters	Life is Electric	DENTSU - Japan	Panasonic corporation
Posters	Philips LED Storm - Cycle	Ogilvy & Mather India, Gurgaon - India	Philips India
Posters	Staatstheater Mainz Premiere Posters	Neue Gestaltung GmbH - Germany	Staatstheater Mainz GmbH
Posters	Steppenwolf Series I	Ogilvy & Mather - United States	Steppenwolf Theatre
Posters	Straightline Poster	Supple Studio - United Kingdom	Prison Radio Association
Posters	The Refugee Collection	Ogilvy & Mather Japan GK - Japan	Refugees International Japan
Posters	The Study of Human Being	DENTSU - Japan	Dentsu Advertising Awards Selection Council
Stamps	Agatha Christie Stamps	Royal Mail Stamps & Collectibles - United Kingdom	Royal Mail Stamps & Collectibles
Stamps	Animail Stamps	Osborne Ross - United Kingdom	Royal Mail Group
Stamps	Great Fire of London	The Chase - United Kingdom	Royal Mail
Stationery	A New Kind of Support	Landor Paris - France	Nachson Mmran & Arie Mmram

Stationery	Karoline Trier	Studio Gry Strange Echwald/ gryechwald.com - Denmark	Karoline Trier
Stationery	Rubbish Famzine The Identity Issue	Kinetic Singapore - Singapore	Holycrap.sg
Wayfinding & Environmental Graphics	Kindergarten Marktstrasse Signaletik	Sägenvier DesignKommunikation - Austria	Stadt Dornbirn ? Kindergarten Marktstrasse
Wayfinding & Environmental Graphics	Sentralen Wayfinding	Metric - Norway	Sentralen
Wayfinding & Environmental Graphics	Tate Modern	Cartlidge Levene - United Kingdom	Tate Modern
Wayfinding & Environmental Graphics	Zaans Medical Centre	SIL0 - Netherlands	Mecanoo Architecten / Zaans Medical Centre
Integrated & Collaborative			
Collaborative	215MCCANN/Xbox	215MCCANN - United States	Xbox
Collaborative	Lurpak	Wieden+Kennedy London - United Kingdom	Christian Fischer
Collaborative	Mother & IKEA	Mother - United Kingdom	IKEA
Earned Media/Large Business (over 500 employees)	#BreaktheGame	Droga5 - United States	Under Armour
Earned Media/Large Business (over 500 employees)	#DadDo	Grey New York - United States	P&G
Earned Media/Large Business (over 500 employees)	Buster The Boxer	adam&eveDDB - United Kingdom	John Lewis
Earned Media/Large Business (over 500 employees)	Dads #ShareTheLoad (Integrated Case)	BBDO India - India	P&G India
Earned Media/Large Business (over 500 employees)	Meet Graham	Clemenger BBDO Melbourne - Australia	Transport Accident Commission (Victoria)
Earned Media/Large Business (over 500 employees)	The Nation's Bike	Leo Burnett India - India	Bajaj Auto
Earned Media/Medium Business (50-500 employees)	Reality Xmas	McCann London - United Kingdom	Doctors of The World
Earned Media/Medium Business (50-500 employees)	The Refugee Nation	Ogilvy New York - United States	Amnesty International
Earned Media/Medium Business (50-500 employees)	You Never Lamb Alone	The Monkeys - Australia	Meat and Livestock Australia
Earned Media/Small Business (under 50 employees)	Kafa "Legally Bride"	Leo Burnett Beirut - Lebanon	KAFA (enough) Violence & Exploitation
Innovative Media	IKEA: Cook This Page	Leo Burnett, Toronto - Canada	IKEA Canada
Innovative Media	LandCruiser Emergency Network	Saatchi & Saatchi Sydney - Australia	Toyota Motor Corporation Australia
Innovative Media	The Reversed Trailer	TRY - Norway	Harald A. Møller / Volkswagen Norway
Innovative Media	The Swedish Number	INGO Stockholm - Sweden	The Swedish Tourist Association
Innovative Media	Time Is Precious Case Study	Wieden+Kennedy - United States	Nike Inc.
Integrated/Established Campaigns	Dads #ShareTheLoad (Integrated Case)	BBDO India - India	P&G India
Integrated/Large Business (over 500 employees)	Johnsonville - Made the Johnsonville Way	Droga5 - United States	Johnsonville Sausage
Integrated/Large Business (over 500 employees)	Life is Electric	DENTSU - Japan	Panasonic corporation
Integrated/Large Business (over 500 employees)	Meet Graham	Clemenger BBDO Melbourne - Australia	Transport Accident Commission (Victoria)
Integrated/Large Business (over 500 employees)	Social Innovation Campaign	BBDO New York - United States	Lowe's
Integrated/Large Business (over 500 employees)	The Boys	Clemenger BBDO Melbourne - Australia	Pacific Brands Underwear Group Australia/ Bonds
Magazine & Newspaper Design			

Consumer Magazines	Bloomberg Businessweek: The Electorate	Bloomberg Businessweek - United States	N/A
Consumer Magazines	Kinfolk Magazine Issue 23	AlexHunting Studio - United Kingdom	Kinfolk Magazine
Consumer Magazines	The New York Times Magazine / High Life	The New York Times Magazine - United States	The New York Times
Consumer Magazines	Vanity Fair Issues	Vanity Fair - United States	Vanity Fair
Independent Magazines	Avaunt Magazine Issue 4	Avaunt Magazine - United States	Avaunt Magazine
Independent Magazines	Buffalo Zine No. 4	Buffalo Zine - United Kingdom	Buffalo Zine
Independent Magazines	COMPOST	COMPOST Publisher - Argentina	COMPOST MAGAZINE
Independent Magazines	Creative Direction of Port magazine issue 18	Field Projects - United Kingdom	Port Magazine
Independent Magazines	Elephant magazine	Atlas - Spain	Elephant Publishing Ltd
Independent Magazines	MacGuffin Magazine	MacGuffin - Netherlands	MacGuffin
Independent Magazines	Parterre de Rois	Parterre de Rois - Italy	Parterre de Rois
Independent Magazines	Rubbish Issue No.5 In the Name of the Father	Kinetic Singapore - Singapore	Holycrap.sg
Independent Magazines	Sabat Magazine - The Mother Issue	Sabat Magazine - United Kingdom	Sabat Magazine
Independent Magazines	The Gentlewoman	The Gentlewoman - United Kingdom	The Gentlewoman
Magazine Front Covers	Issue 04(16): Single Ladies	New York Magazine - United States	New York Magazine
Magazine Front Covers	Issue 22(16): Trump	New York Magazine - United States	New York Magazine
Magazine Front Covers	Parterre de Rois	Parterre de Rois - Italy	Parterre de Rois
Magazine Front Covers	The Gentlewoman	The Gentlewoman - United Kingdom	The Gentlewoman
Magazine Front Covers	The New York Times Magazine / Covers	The New York Times Magazine - United States	The New York Times
Newspaper Front Covers	The Panama Papers	The Guardian - United Kingdom	The Guardian
Newspaper Supplements	ROBINSON - la Repubblica	Gruppo Editoriale L'Espresso - Italy	La Repubblica
Print with Digital/Magazines	The New York Times Magazine / The Music Issue	The New York Times Magazine - United States	The New York Times
Trade Magazines	Beauty and the Abyss Magazine	Seite Zwei - Branding & Design - Austria	Vienna Tourist Board
Media			
Use of Collaboration	Speak like the Patrón	Netflix / We Are Social - Italy	Netflix
Use of Direct	Lifesaver Backpack	J. Walter Thompson Colombia - Colombia	Casa Luker
Use of Direct	The Swedish Number	INGO Stockholm - Sweden	The Swedish Tourist Association
Use of Events	GAYNZ	TBWA/Melbourne - Australia	ANZ
Use of Events	Marriage Market Takeover	Forsman & Bodenfors - Sweden	SK-II
Use of Events	The Love Cam	R/GA - United States	The Ad Council
Use of Interaction	Nike Unlimited Stadium	BBH Singapore - Singapore	Nike
Use of Interaction	NIKEiD VR Studio	R/GA Buenos Aires - United States	Nike
Use of Mobile	PHE - Change 4 Life - Sugar Smart	M&C Saatchi - United Kingdom	Sheila Mitchell
Use of Mobile	Pocket Patrol	Leo Burnett Sydney - Australia	Samsung Australia
Use of Mobile	Rink Bingo	FCB Zürich - Switzerland	Hockey Club Davos
Use of Mobile	Sugar Smarts	MEC - United Kingdom	Public Health England
Use of Online Advertising	Cadbury Pre Joy	Ogilvy & Mather Johannesburg - South Africa	Mondelez
Use of Online Advertising	Champions' Hijack	TBWA/RAAD - United Arab Emirates	Go Sport
Use of Online Advertising	Donate the Bars	J.Walter Thompson Brasil - Brazil	Atados
Use of Online Advertising	Drag, Drop and Go	Uncle Grey - Denmark	Cheapflights
Use of Outdoor	#PaintBack	Heimat Berlin - Germany	Legacy Berlin
Use of Outdoor	Dog Channel	AlmapBBDO - Brazil	Mars Pet
Use of Outdoor	Heat Tech Window	Cheil Worldwide - Korea, Republic of	UNIQLO
Use of Outdoor	Nike Unlimited Stadium	BBH Singapore - Singapore	Nike
Use of Outdoor	The Reversed Trailer	TRY - Norway	Harald A. Møller / Volkswagen Norway
Use of Outdoor	The Unusual Football Field Project	CJ Worx - Thailand	AP Thailand
Use of PR	Coverboy	Grey New York - United States	P&G
Use of PR	pUp syndrome	BBDO Russia Group - Russian Federation	Mars
Use of PR	Sign Their Yearbook	Volt Stockholm - Sweden	New Yorkers Against Gun Violence
Use of PR	The Mndchanger Workout	Ogilvy Brasil - Brazil	Rio 2016
Use of Publications	Hunt on the News	AKQA - United Kingdom	Netflix

Use of Publications	Made From Remains	FCB New Zealand - New Zealand	NZ Fire Service
Use of Radio & Audio	Girls of Paradise	McCann Paris - France	Mouvement du Nid
Use of Retail	Behind the Leather	Ogilvy Group Thailand - Thailand	People for the Ethical Treatment of Animals
Use of Social	Check it Before it's Removed: Naked Breasts on Facebook Against Breast Cancer	DDB Group Germany - Germany	Pink Ribbon Deutschland
Use of Social	ManBoobs4Boobs	DAVID Buenos Aires - Argentina	MACMA
Use of Social	Reword	Leo Burnett Melbourne - Australia	Headspace
Use of Social	smart Social Leasing	BBDO Group Germany - Germany	Daimler AG / smart
Use of Social	Twitter Refugees	VML South Africa - South Africa	PASSOP
Use of Social	Unsafety Check	J. Walter Thompson New York - United States	Black Lives Matter
Use of Talent	#BreaktheGame	Droga5 - United States	Under Armour
Use of Talent	Bradshaw Stain	Saatchi & Saatchi New York - United States	Procter & Gamble
Use of TV & Cinema	Bradshaw Stain	Saatchi & Saatchi New York - United States	Procter & Gamble
Use of TV & Cinema	The Second Scoreboard	J. Walter Thompson Costa Rica - Costa Rica	Teletica, Inamu, Fedefutbol
Music Videos			
Cinematography for Music Videos	False Alarm	Great Guns - United Kingdom	Universal /Republic Records In Association With Intel
Cinematography for Music Videos	Gosh - Jamie XX - Romain Gavras	Iconoclast - France	Young Turks Recordings Ltd
Direction for Music Videos	False Alarm	Great Guns - United Kingdom	Universal /Republic Records In Association With Intel
Direction for Music Videos	Gosh - Jamie XX - Romain Gavras	Iconoclast - France	Young Turks Recordings
Direction for Music Videos	Kolshik	Great Guns - United Kingdom	Leningrad
Direction for Music Videos	The One Moment	Park Pictures - United States	OKGO
Music Videos	Coldplay - "Up&Up"	PRETTYBIRD - United States	Coldplay
Music Videos	Gosh - Jamie XX	Iconoclast - France	Young Turks Recordings
Music Videos	Kolshik	Great Guns - United Kingdom	Leningrad
Music Videos	Young Thug - Wydef John	Pomp&Clout - United States	Atlantic Records
Production Design for Music Videos	Bonobo 'No Reason'	Pulse Films - United Kingdom	Bonobo
Special Effects for Music Videos	Coldplay - "Up&Up"	PRETTYBIRD - United States	Coldplay
Outdoor Advertising			
Ambient	Meet Graham	Clemenger BBDO Melbourne - Australia	Transport Accident Commission (Victoria)
Ambient	Nike Unlimited Stadium	BBH Singapore - Singapore	Nike
Ambient	No Metro	SHACKLETON - Spain	Sony Pictures Spain
Ambient	The Baby Stroller Test-Ride by Contours	FCB Chicago - United States	Kolcraft
Ambient	The Refugee Nation	Ogilvy New York - United States	Amnesty International
Ambient	The Reversed Trailer	TRY - Norway	HARALD A. MØLLER / VOLKSWAGEN NORWAY
Outdoor Advertising/Tactical	The Unusual Football Field Project	CJ WORX - Thailand	AP THAILAND
Poster Advertising Campaigns	Chav/Bed/War	Grey London - United Kingdom	Tate Britain
Poster Advertising Campaigns	Everything in Black&White	F/Nazca Saatchi & Saatchi - Brazil	Leica Gallery São Paulo
Poster Advertising Campaigns	FINDING HER	DDB DUBAI - United Arab Emirates	UN WOMEN EGYPT
Poster Advertising Campaigns	Fortunes Told	CHI&Partners - United Kingdom	The Sunday Times
Poster Advertising Campaigns	IRN-BRU - It makes no sense	Leith - United Kingdom	IRN-BRU
Poster Advertising Campaigns	Kol Nokta Btefrek	Impact BBDO Dubai - United Arab Emirates	Law Andak Dam
Poster Advertising Campaigns	Make Love Not Walls	Anomaly - Netherlands	Diesel

Poster Advertising Campaigns	Newspaper Stack	Scholz & Friends - Germany	Der Tagesspiegel
Poster Advertising Campaigns	No More Black Targets	FRED & FARID - France	New York Society for Ethical Culture
Poster Advertising Campaigns	No Shame	Cossette - Canada	Easy.
Poster Advertising Campaigns	Thanks, 2016. It's been weird.	Spotify - United Kingdom	Spotify
Poster Advertising/Enhanced Posters	Keep Hope Alive	These Days - Belgium	Child Focus
Poster Advertising/Existing Sites	Get Back, Tohoku	DENTSU - Japan	EAST JAPAN RAILWAY COMPANY
Poster Advertising/Free Format	The King of Drive-Thrus	TBWA\Paris - France	McDonald's
Packaging Design			
Consumer Packaging Design	Ageing Wine Bottle	Kolle Rebbe GmbH - Germany	Weingut Knipser
Consumer Packaging Design	Give The Rainbow	adam&eveDDB - United Kingdom	Mars
Consumer Packaging Design	Heavy Weight Packaging	Kolle Rebbe GmbH - Germany	TOX-DÜBEL-TECHNIK GmbH
Consumer Packaging Design	Jaegermeister Coolpack	Cheil Germany GmbH - Germany	Mast-Jaegermeister SE
Consumer Packaging Design	The Domino Effect	jones knowles ritchie - United Kingdom	Domino's Pizza Group
Consumer Packaging Design	The tear-open-mailing for "Mein Kampf" - Against Racism"	Ogilvy Germany - Germany	Gesicht zeigen! An association encouraging people to stand against racism in Germany
Innovative Packaging Design	Edible Six Pack Rings	We Believers - United States	Saltwater Brewery
Luxury Packaging Design*	Air-Ink	Marcel Sydney - Australia	HEINEKEN Asia Pacific
Luxury Packaging Design*	Life is Electric	DENTSU - Japan	Panasonic corporation
Luxury Packaging Design*	Loose Case For Type II Diamonds	Harumi Sasaki, Anna Sakaguchi - Japan	TO-WA kiseki Co.
Luxury Packaging Design*	Package of Kishimen (flat-shaped udon noodle)	Peace Graphics - Japan	Tatsumimenten
Luxury Packaging Design*	The Badger	BrandOpus - United Kingdom	Hall & Woodhouse
Sustainable Packaging Design	Edible Six Pack Rings	We Believers - United States	Saltwater Brewery
PR			
Creative B2B Campaign*	Åland Index Initiative	RBK Communication - Sweden	Ålandsbanken
Creative B2C Campaign*	ANZ POCKET MONEY	TBWA\Melbourne - Australia	ANZ
Creative B2C Campaign*	Marriage Market Takeover	Forsman & Bodenfors - Sweden	SK-II
Creative Use of Media	Bradshaw Stain	Saatchi & Saatchi New York - United States	Procter & Gamble
Creative Use of Media	Doors Of Thrones	Publicis London - United Kingdom	Tourism Ireland
Creative Use of Media	Libé des réfugiés	FRED & FARID - France	Libération
Creative Use of Media	Reality Xmas	McCann London - United Kingdom	Doctors of The World
Creative Use of Media	SMS Last Words	Havas Shanghai - China	Global Road Safety
Crisis Management	Holy Water	Sancho BBDO - Colombia	Ministry of Environment and Sustainable Development
In-Market Campaign	Edible Six Pack Rings	We Believers - United States	Saltwater Brewery
In-Market Campaign	Libé des réfugiés	FRED & FARID - France	Libération
Integrated Campaign	Bradshaw Stain	Saatchi & Saatchi New York - United States	Procter & Gamble
Integrated Campaign	Dads #ShareTheLoad (Integrated Case)	BBDO India - India	P&G India
Integrated Campaign	Meet Graham	Clemenger BBDO Melbourne - Australia	Transport Accident Commission (Victoria)
Multi-Market Campaign	The Swedish Number	INGO Stockholm - Sweden	The Swedish Tourist Association
Public Affairs Campaign	#JoinTheHerd	Grey London - United Kingdom	WildAid
Public Affairs Campaign	Children's election	McCann Spain - Spain	Save the Children

Public Affairs Campaign	CORRECTING HISTORY	TBWA/SANTIAGO MANGADA PUNO - Philippines	The Campaign Against the Return of the Marcoses to Malacanang or CARMMA
Public Affairs Campaign	Meet Graham	Clemenger BBDO Melbourne - Australia	Transport Accident Commission (Victoria)
Public Affairs Campaign	The Unusual Football Field Project	CJ WORX - Thailand	AP THAILAND
Use of Digital & Social Media	MANBOOBS4BOOBS	DAVID buenos aires - Argentina	MACMA
Use of Digital & Social Media	Reword	Leo Burnett Melbourne - Australia	Headspace
Use of Digital & Social Media	The DNA Journey	&Co./NoA - Denmark	momondo
Use of Events	The Refugee Nation	Ogilvy New York - United States	Amnesty International
Use of Media Relations	The Swedish Number	INGO Stockholm - Sweden	The Swedish Tourist Association
Use of Media Relations	You've Gotta Have a Team	BMF - Australia	Football Federation of Australia
Press Advertising			
Press Advertising (Local)	Give the Rainbow	adam&eveDDB - United Kingdom	Mars
Press Advertising (National)	Hate Going Twice	Leo Burnett Germany - Germany	FCA Germany AG
Press Advertising (National)	Loving The Night 1	TBWA/Thailand - Thailand	McDonald's
Press Advertising (National)	Road	FCB Inferno - United Kingdom	FCB Inferno
Press Advertising Campaigns (International)	Endless Possibilities	AlmapBBDO - Brazil	Getty Images
Press Advertising Campaigns (Local)	A Taste of Freedom	CHI&Partners - United Kingdom	Freedom Brewery
Press Advertising Campaigns (Local)	Newspaper Stack	Scholz & Friends - Germany	Der Tagesspiegel
Press Advertising Campaigns (National)	Burning Stores Campaign	DAVID Mami - Argentina	Burger King
Press Advertising Campaigns (National)	Documents	DDB New York - United States	Gun by Gun
Press Advertising Campaigns (National)	Gates	AlmapBBDO - Brazil	MAN Latin America
Press Advertising Campaigns (National)	Independence	BBH London - United Kingdom	The Guardian
Press Advertising Campaigns (National)	Pepsi Light "Iconic Moments"	BBDO Group Germany - Germany	PepsiCo Deutschland
Public Service Press Advertising*	Dirty Watercolor	TBWA/Santiago Mangada Puno - Philippines	ABS CBN Foundation
Public Service Press Advertising*	Ignoring History	Africa - Brazil	ACNUR/UNHCR ? The UN Refugee Agency
Public Service Press Advertising*	Switch it off.	Ogilvy Germany - Germany	Amnesty International
Tactical Press Advertising	Brad is single	TRY Oslo - Norway	Norwegian
Trade Press Advertising*	You Are Your Book	john st - Canada	Mami Ad School
Product Design			
Consumer Product Design	13-inch MacBook Pro	Apple - United States	Apple
Consumer Product Design	15-inch MacBook Pro	Apple - United States	Apple
Consumer Product Design	hmbldt	Anomaly - United States	hmbldt
Consumer Product Design	iPhone 7 Plus	Apple - United States	Apple
Consumer Product Design	Plumen 003	Plumen - United Kingdom	Plumen
Consumer Product Design	Woobi Play	Kilo Design ApS - Denmark	Beijing Airmotion Laboratories
Inclusive Product Design	DOT. The First Braille Smartwatch.	Serviceplan/Serviceplan Korea - Germany	Dot Incorporation
Inclusive Product Design	PlayPallets	PlayPallets International - United States	PlayPallets International
Innovative Product Design	LandCruiser Emergency Network	Saatchi & Saatchi Sydney - Australia	Toyota Motor Corporation Australia
Innovative Product Design	Savlon Healthy Hands Chalk Sticks	Ogilvy & Mather, Mumbai - India	ITC Savlon
Prototypes	Touchable Ink	J. Walter Thompson Bangkok - Thailand	Thai Samsung Electronics / Thai Association of The Blind
Prototypes	YMCA Playnasium	McCann Melbourne - Australia	YMCA Victoria

Sustainable Product Design	Allbirds - Sustainable Wool Runner	Allbirds - New Zealand	Allbirds
Sustainable Product Design	Nebia Shower System	Nebia - United States	Nebia
Radio & Audio			
Innovative Use of Radio	Can't Stop	R/GA - United States	Samsung
Innovative Use of Radio	Football Memories FM	LOLA-MullenLowe - Spain	Libero Football Magazine
Innovative Use of Radio	School Zone Radio	Africa - Brazil	Suzuki
Radio Advertising 0-30 seconds	Psychic	DDB South Africa - South Africa	Ashleigh Sanderson
Radio Advertising Campaigns	Something to Hide	FoxP2 Cape Town - South Africa	Master Lock
Radio Advertising Campaigns	The Everyman Meal - Sad Man	Ogilvy & Mather Johannesburg - South Africa	KFC
Radio Advertising over 30 seconds	Adios Amigo	Havas New York - United States	Heineken
Radio Advertising over 30 seconds	Emergency Services	adam&eveDDB - United Kingdom	Harvey Nichols
Radio Advertising over 30 seconds	Sound of Sixteen	Boys & Girls - Ireland	Independent Broadcasters of Ireland
Radio Advertising over 30 seconds	The US President	Hunt Lascaris Johannesburg - South Africa	Flight Centre
Tactical Radio Advertising	Fireworks from Aleppo	Uncle Grey - Denmark	Amnesty
Use of Branded Audio Content*	GE Podcast Theater Presents life.after	BBDO New York - United States	GE
Spatial & Experiential Design			
Design for Public Spaces	The Conscious Crossing	Clemenger BBDO Wellington - New Zealand	KiwiRail
Design for Public Spaces	The Unusual Football Field Project	CJ Worx - Thailand	AP Thailand
Design for Public Spaces	Windlicht	Studio Roosegaarde - Netherlands	KPN
Exhibition Design	BioDesign Studio	Local Projects - United States	The Tech Museum of Innovation
Exhibition Design	La Cité du Vin Exhibition, Bordeaux	Casson Mann - United Kingdom	La Cité du Vin
Exhibition Design	Made Possible By Melbourne	McCann Melbourne - Australia	Lara McKay
Experiential Design	Behind the leather	Ogilvy Group Thailand - Thailand	People for the Ethical Treatment of Animals
Experiential Design	Tailor Made Store	BWM Dentsu Melbourne - Australia	Chadstone
Hospitality & Workplace interiors	METEOR CINEMA	ONE PLUS PARTNERSHIP - Hong Kong	GUANGZHOU JINYI MEDIA CORPORATION
Installation Design	Diffusion Choir	Sosolimited - United States	BioMed Realty
Installation Design	Kunstmuseum Basel Light Frieze	iat ag - Switzerland	Construction and Transport Department of the Canton of Basel-Stadt, Städtebau & Architektur, Hochbauamt
Installation Design	Light Masonry	Jason Bruges Studio - United Kingdom	Make It York
Installation Design	Meet Graham	Clemenger BBDO Melbourne - Australia	Transport Accident Commission (Victoria)
Installation Design	Nike Unlimited Stadium	BBH Singapore - Singapore	Nike
Installation Design	SMS Last Words	Havas Shanghai - China	Global Road Safety
Installation Design	The Field Trip to Mars	McCann New York - United States	Lockheed Mars
Installation Design	The Pilcrow	OH OK LTD - United Kingdom	NOMA
Trade Show & Exposition Design	mt ex3331	Iyama Design - Japan	Kamoi Kakoshi
Writing for Advertising			
Writing for Digital Marketing	Flowers	Impact BBDO Dubai - United Arab Emirates	Visa
Writing for Digital Marketing	Looking Back	FCB Chicago - United States	Clark Street Bridge
Writing for Digital Marketing	Perfume	Impact BBDO Dubai - United Arab Emirates	Visa
Writing for Digital Marketing	War of Wits	215MCCANN - United States	Xbox
Writing for Direct	Silicon Valley URXL	DDB Group New Zealand - New Zealand	SKY Television New Zealand
Writing for Film Advertising	adidas Tale of Two	Taproot Dentsu - India	Adidas
Writing for Film Advertising	BONDS 'The Boys'	Guilty - Australia	Bonds

Writing for Film Advertising	Dillan's Voice	TBWAMedia Arts Lab - United States	Apple
Writing for Film Advertising	LET'S BE BLUNT	AMMBDO - United Kingdom	CAMELOT
Writing for Poster Advertising	Chav/Bed/War	Grey London - United Kingdom	Tate Britain
Writing for Radio & Audio	Anniversary	Hunt Lascaris Johannesburg - South Africa	City Lodge Hotels
Writing for Radio & Audio	Long Story Short 2	Fitzgerald & Co - United States	Quikrete
Writing for Radio & Audio	Skittles Blank The Rainbow	DDB Chicago - United States	Wrigley/Mars Inc.
Writing for Radio & Audio	Spiritual Festival	Hunt Lascaris Johannesburg - South Africa	Flight Centre
Writing for Radio & Audio	War/Gay/Gin Lane	Grey London - United Kingdom	Tate Britain
Writing for Social Media	Rule40	Leo Burnett Chicago - United States	Brooks Running
Writing for Design			
Writing for Brand Experiences & Environments	WWDC 2016	Apple - United States	Apple
Writing for Branding Schemes	Jacamo Real-Man Manual	LOVE - United Kingdom	N Brown
Writing for Digital Platforms	Premmie Proud	BWMDentsu Sydney - Australia	BabyLove
Writing for Digital Platforms	Sideways Dictionary	Jigsaw - United Kingdom	Jigsaw
Writing for Printed Materials & Graphic Communications	The Slave Calendar	Geometry Global Cape Town and Ogilvy & Mather Cape Town - South Africa	Melody Kleinsmith
Writing for Websites	getcoleman.com website	Joe Coleman Copywriting - United Kingdom	Joe Coleman Copywriting

Entrants will have to wait until the Award Ceremony at Troxy, London on Thursday, 27 April for the colour reveal, with results are embargoed until 2am GMT +2 on Friday, 28 April, to find out exactly which colour Pencils – Wood, Graphite, Yellow or Black – have been won.

As there are no quotas for awards at D&AD, the number of awarded entries fluctuates year to year. This means some years no Black Pencils are awarded: the record currently stands at just six - keep your eyes peeled!

We'll have the final tally as soon as embargo lifts. To keep up with all the latest from D&AD, visit www.dandad.org for more information and be sure to follow [@DandAD](https://twitter.com/DandAD) and the official [#DandAD17](https://twitter.com/DandAD17) hashtag on Twitter.

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