

D&AD Impact Awards winners announced

The winners of the first ever D&AD Impact Awards were announced on 27 September at The PlayStation Theater in New York City. 20 Brands and companies were awarded a D&AD Impact White Pencil, the premier accolade for creative projects that have benefited society as well as a business' bottom line.



D&AD

The D&AD Impact Black Pencil, widely regarded as the gold standard for excellence in creativity and business, was awarded to just two projects. The Black Pencils went to French Supermarket chain Intermarché and their agency Marcel for Inglorius Fruits and Vegetables, a campaign that encouraged the purchase of imperfect, more natural produce and campaigning group Moms Demand Action For Gun Sense in America, whose powerful Taking Aim At Corporate America campaign by Grey Canada made a powerful case to a deeply divided nation.

In total, 87 D&AD Impact Pencils were awarded, with the traditional Graphite and Wood Pencils celebrating work that the judges considered best in class across the twelve categories.

D&AD Impact's mission is to identify and celebrate great, transformative, creative ideas that have had real impact and, ultimately, contributed towards a better, fairer and more sustainable future for all. The objective of the award is to demonstrate the value of purpose to profitability, and elevate projects and businesses that have made a genuine contribution to society and the planet.

D&AD Impact is the result of a partnership between D&AD and Advertising Week. Some of the world's most prominent business people volunteered to judge the awards. Jamie Oliver and Richard Curtis led juries that included David Droga, founder and creative chairman, Droga5; Anthony Casalena, CEO, Squarespace; Alex Dimiziani, Airbnb head of marketing EMEA; Andrea Bastiani Archibald, chief girl expert, Girl Scouts of America; Kate Robertson, founder, One Young World and numerous others to lend their support to the awards.

Winners

Award	Entrant Company Name	Client Company Name	Partner / Contributing Companies	Entry Title	Category	Sub-Category	Country
White Pencil	R/GA	Ad Council		Love Has No Labels	Diversity & Equality	Business Initiative	United States
Wood Pencil	Anomaly	Tmall		Tmall Chinese Academy	Industry Evolution	Marketing Campaign	China
Graphite Pencil	Technology Will Save Us	Technology Will Save Us		The Mover Kit	Education	Product	United Kingdom
White Pencil	We Believers	Saltwater Brewery		Edible Six Pack Rings	Environmental Sustainability	Business Initiative	United States
Graphite Pencil	Droga5	Prudential		Race For Retirement	Financial Empowerment	Marketing Campaign	United States
White Pencil	Droga5	Honeymaid		This is Wholesome	Diversity & Equality	Marketing Campaign	United States
Graphite Pencil	GPY&R Melbourne and Brisbane	Melanoma Patients Australia		Melanoma Likes Me	Health & Wellness	Community/ Public Project	Australia

Black Pencil	Marcel	Intermarché		Inglorious Fruits and Vegetables	Industry Evolution	Marketing Campaign	France
Graphite Pencil	Marcel	Intermarché		Sugar Detox	Industry Evolution	Product	France
Graphite Pencil	Saatchi & Saatchi Sydney	Toyota Motor Corporation Australia	Flinders University	LandCruiser Emergency Network	Communication & Interaction	Community/ Public Project	Australia
Wood Pencil	Leo Burnett Chicago	Chicago Ideas		Music Vs Gun Violence	Communication & Interaction	Community/ Public Project	United States
Graphite Pencil	TBWA\India	LoveDoctor.in, Chayn India		Snap Counsellors	Communication & Interaction	Community/ Public Project	India
White Pencil	DAVD Buenos Aires	MACMA movimiento ayuda cÁncer de mama		MANBOOBS4BOOBS	Health & Wellness	Other	Argentina
Wood Pencil	seymourpowell	Fairphone		Fairphone 2	Responsible Production & Consumption	Product	United Kingdom
Wood Pencil	AMBBDO	GUINNESS		NEVER ALONE	Diversity & Equality	Marketing Campaign	United Kingdom
Wood Pencil	FCB Inferno	Sport England		This Girl Can	Health & Wellness	Marketing Campaign	United Kingdom
Graphite Pencil	J. Walter Thompson Colombia	Casa Luker		Lifesaver Backpack	Education	Community/ Public Project	Colombia
White Pencil	J. Walter Thompson Colombia	Casa Luker		Lifesaver Backpack	Humanitarian Aid	Community/ Public Project	Colombia
Wood Pencil	DENTSU INC.	Tokyo Metropolitan Government		TOKYO BOUSA	Urban Living	Community/ Public Project	Japan
Wood Pencil	BBDO New York	AT&T		It Can Wait	Communication & Interaction	Community/ Public Project	United States
White Pencil	Pinkwater & Putman	Coalition of Immokalee Workers		Fair Food Program Branding Campaign	Responsible Production & Consumption	Marketing Campaign	United States
Graphite Pencil	Cheil HK	Save The Children		'Missing Child' Lock Screens	Communication & Interaction	Community/ Public Project	Hong Kong
White Pencil	Venables Bell & Partners	REI		#OptOutside	Community	Entire Business	United States
Wood Pencil	Intersection	The City of New York		LinkNYC	Urban Living	Product	United States
White Pencil	Cohn and Jansen JWT	Valvis Holding		Purity Test	Communication & Interaction	Marketing Campaign	Romania
Graphite Pencil	OLPC, Inc.		Zamora Teran Foundation	One Laptop Per Child Educational Program	Education	Community/ Public Project	United States
Graphite Pencil	Saatchi & Saatchi Sydney	Toyota Motor Corporation Australia	Flinders University	LandCruiser Emergency Network	Community	Business Initiative	Australia
Graphite Pencil	Saatchi & Saatchi Sydney	Toyota Motor Corporation Australia	Flinders University	LandCruiser Emergency Network	Humanitarian Aid	Community/ Public Project	Australia
Graphite Pencil	J.Walter Thompson Bangkok	Thai Samsung Electronics	Thai Association of The Blind	Touchable Ink	Education	Business Initiative	Thailand
Graphite Pencil	J.Walter Thompson Bangkok	Thai Samsung Electronics	Thai Association of The Blind	Touchable Ink	Health & Wellness	Business Initiative	Thailand
White Pencil	J.Walter Thompson Bangkok	Thai Samsung Electronics	Thai Association of The Blind	Touchable Ink	Industry Evolution	Business Initiative	Thailand
Graphite Pencil	Leo Burnett Sydney	Samsung Australia		brainBAND	Health & Wellness	Product	Australia
White Pencil	Leo Burnett Toronto, Chicago, London/Holler	Procter & Gamble		Redefining #LikeAGirl	Diversity & Equality	Marketing Campaign	Canada
Wood Pencil	what3words	what3words		The World Addressed	Industry Evolution	Entire Business	United Kingdom
Wood Pencil	Leo Burnett Melbourne	SPC Ardmona		#MyFamilyCan	Responsible Production & Consumption	Marketing Campaign	Australia
Wood Pencil	Leo Burnett Melbourne	Headspace		Reword	Communication & Interaction	Business Initiative	Australia
White Pencil	Ogilvy & Mather, Mumbai	Make Love Not Scars		Beauty Tips by Reshma	Government Engagement	Community/ Public Project	India

Wood Pencil	gyro New York	Bennison		Bennison Baby Care Wear	Humanitarian Aid	Business Initiative	United States
Wood Pencil	Leo Burnett Sydney	WWF Australia		Just	Environmental Sustainability	Marketing Campaign	Australia
White Pencil	Colenso BBDO	DB Breweries, DB Export		Brewtroleum	Environmental Sustainability	Business Initiative	New Zealand
Wood Pencil	A Good Feeling			Taxi Fabric	Community	Community/ Public Project	India
Wood Pencil	OMD Taiwan	Google Taiwan		Google -The Voice	Communication & Interaction	Marketing Campaign	Taiwan
Graphite Pencil	DENTSU INC.	TOYOTA		OPEN ROAD PROJECT	Urban Living	Business Initiative	Japan
Graphite Pencil	FRED & FARID	Prodiss		#Maplaceestdanslasalle	Community	Community/ Public Project	France
White Pencil	GREY London	Ryman	Monotype	Ryman Eco	Responsible Production & Consumption	Product	United Kingdom
Wood Pencil	A Good Feeling			Taxi Fabric	Industry Evolution	Community/ Public Project	India
Graphite Pencil	J Walter Thompson	Indian Red Cross Society		Blood Banking	Urban Living	Community/ Public Project	India
Wood Pencil	MasterCard	MasterCard	Mercy Corps, UN Women	Nigeria eID	Financial Empowerment	Business Initiative	United States
Wood Pencil	TMW Unlimited	Lynx, Unilever / CALM		Bigger Issues	Communication & Interaction	Marketing Campaign	United Kingdom
Wood Pencil	Edelman	Girl Rising		The #62MillionGirls Yearbook	Education	Marketing Campaign	United States
Wood Pencil	Saatchi & Saatchi Canada	The Canadian Centre for Gender and Sexual Diversity		The Gay Sweater	Education	Community/ Public Project	Canada
Wood Pencil	DAMD	BURGER KING		PROUD WHOPPER	Community	Marketing Campaign	United States
Graphite Pencil	DAMD	BURGER KING		PROUD WHOPPER	Industry Evolution	Business Initiative	United States
Black Pencil	GREY Canada	Moms Demand Action for Gun Sense in America (MDA)		Taking Aim at Corporate America	Community	Marketing Campaign	Canada
Wood Pencil	GREY Canada	Moms Demand Action for Gun Sense in America (MDA)		Taking Aim at Corporate America	Government Engagement	Marketing Campaign	Canada
Wood Pencil	Leo Burnett Melbourne	Headspace		Reword	Education	Business Initiative	Australia
Wood Pencil	Ogilvy & Mather Philippines	Philippine Airlines	Philippines Foundation	The Learning Boats of Leyte	Community	Community/ Public Project	Philippines
Wood Pencil	Leo Burnett Beirut	Kafa		LegallyBride	Diversity & Equality	Community/ Public Project	Lebanon
White Pencil	BeelInventive	BeelInventive Pty Ltd		Flow™ Hive	Urban Living	Product	Australia
White Pencil	Forsman & Bodenfors	Coop		The Organic Effect	Responsible Production & Consumption	Marketing Campaign	Sweden
Wood Pencil	Kolle Rebbe	Bischöfliches Hilfswerk MISEREOR e.V.		The Social Swipe	Humanitarian Aid	Community/ Public Project	Germany
Graphite Pencil	Forsman & Bodenfors	IF Insurance		Slow Down GPS	Responsible Production & Consumption	Marketing Campaign	Sweden
Graphite Pencil	Cheil HK	Life Nutrition		Reversible Barcode	Environmental Sustainability	Marketing Campaign	Hong Kong
Wood Pencil	INGO Stockholm	Swedish Tourist Association		Swedish Number	Government Engagement	Community/ Public Project	Sweden
Graphite Pencil	Leo Burnett México	Procter & Gamble		Intimate Words	Community	Community/ Public Project	Mexico
Wood Pencil	Publicis London	Depaul UK		Depaul Box Co	Urban Living	Marketing Campaign	United Kingdom
White Pencil	Publicis London	Depaul UK		Depaul Box Co	Financial Empowerment	Marketing Campaign	United Kingdom

Wood Pencil	Interbrand	ONE HUNDRED		Protect. Equalize. End. Improve. ONE HUNDRED	Industry Evolution	Entire Business	United States
Graphite Pencil	CogniTots		Elemental Path	The CogniTots Dino	Education	Product	United States
White Pencil	PHD India	Hindustan Unilever Limited		The Story of an Unborn Child - Chamki	Humanitarian Aid	Community/ Public Project	India
White Pencil	Edelman Deportivo	Hövdng		Give a Beep	Urban Living	Marketing Campaign	Sweden
White Pencil	DigitasLBI North America	Whirlpool		Care Counts	Education	Community/ Public Project	United States
Graphite Pencil	Publicis London	The Pillion Trust		Fuck The Poor	Financial Empowerment	Marketing Campaign	United Kingdom
White Pencil	BBDO India	P&G India		Dads #ShareTheLoad	Diversity & Equality	Marketing Campaign	India
Wood Pencil	BBDO India	P&G India		Touch The Pickle	Community	Marketing Campaign	India
Wood Pencil	McCann New York	Microsoft		#MakeWhatsNext	Industry Evolution	Other	United States
Wood Pencil	McCann New York	Microsoft		#MakeWhatsNext	Community	Other	United States
Wood Pencil	Memac Ogilvy - Dubai	UN Women		The Autocomplete Truth	Diversity & Equality	Marketing Campaign	United Arab Emirates
Graphite Pencil	RBK Communication	Bank of Åland		Åland Index	Communication & Interaction	Business Initiative	Sweden
Wood Pencil	DDB Group Germany	Pink Ribbon Germany		Check it before it's removed	Health & Wellness	Community/ Public Project	Germany
Graphite Pencil	McCann New York	Lockheed Martin		The Field Trip to Mars	Industry Evolution	Other	United States
Wood Pencil	Weber Shandwick	Mattel		Barbie Evolve the Doll	Diversity & Equality	Marketing Campaign	United States
Wood Pencil	RBK Communication	Bank of Åland		Åland Index	Financial Empowerment	Product	Sweden
Wood Pencil	RBK Communication	Bank of Åland		Åland Index	Industry Evolution	Business Initiative	Sweden
Wood Pencil	RBK Communication	Bank of Åland		Åland Index	Responsible Production & Consumption	Business Initiative	Sweden
Graphite Pencil	Precious Plastic			Precious Plastic	Environmental Sustainability	Community/ Public Project	Netherlands
Wood Pencil	IBM Corporate Citizenship	World Community Grid		Crowdsourcing for Clean Water	Industry Evolution	Community/ Public Project	United States

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