

# D&AD Professional Awards, juries announced, entries open

The 55th D&AD Professional Awards have added new categories and announced the list of jurors so far. These include Jenny Glover, ECD of TBWA/Hunt/Lascaris, South Africa on the Radio & Audio jury.

For the second year, D&AD will be working with Lucky Generals on the creative campaign for the Awards. The D&AD Festival is confirmed to run from 25-27 April 2017. Set over three days, the Festival will see famous speakers and industry heavy-hitters lead talks, panel discussions and setting agendas for the future of the industry. As well as this, there will be workshops, industry talks, parties and networking sessions as well New Blood and Next Awards exhibitions.

## Entries can enter new sub-categories

New sub-categories in 2017 Awards will celebrate innovation and longevity.

For the first time D&AD will now award innovations and fresh new work that comes to the market in Beta or as prototypes. New websites, products and new iterations of existing platforms will all get the chance to submit their work to be judged and win a Pencil. (This work will be eligible for a Wood Pencil).



As well as rewarding the new, long-standing campaigns and lasting professional relationships will also get a chance to win a D&AD Pencil. The Established Campaigns sub-category will recognise integrated campaigns that have lasted the test of time whilst entries into Collaborative (part of the Integrated & Collaborative Category) will be rewarded for the relationship between agency and client in producing great creative campaigns for three years and over.

With the launch of D&AD Impact earlier this year, the White Pencil is no longer part of the awards line up. However,

Creativity For Good continues to develop with the addition of Product and Service Design subcategories that reflect the growing trend for these as part of creatively worthy campaigns.

The following categories also have notable changes:

- Branded Film Content has been changed to Branded Content to reflect the changing media in this space and now live-streamed, audio or user generated content can be entered into this category as well as films.
- Branding has also had some re-organisation with Logos moving over from Graphic Design and the addition of Campaign Branding & Identity which will give design agencies the opportunity to enter specific branding and identities of campaign projects.
- D&AD has retired Mobile Marketing as a category as it plays a key role in most campaigns and is no longer briefed in isolation, moving instead as a sub-category to other design and marketing categories.

## Jury announced

In keeping with over half a century tradition, the 2017 D&AD Professional Awards will be judged by some of the international creative communities' highest profile members. The scrutiny and rigour imposed by the internationally acclaimed judges is legendary, and ensures that only work of the highest standard receives a coveted D&AD Pencil.

Awards director, Donal Keenan commented, "At D&AD we strongly believe in championing equality in the creative industry and aim to lead by example. This year we are pleased to announce that our line-up of jury foremen and women are equally split by gender for the first time, a trend that we will work to ensure continues into the future."

- Art Direction: Margaret Keene, ECD, MullenLowe, US
- Book Design: Coralie Bickford-Smith, designer, Penguin Books, UK
- Branded Content & Entertainment: Tiffany Rolfe, partner/chief content officer, Co-Collective, US
- Crafts for Advertising: Toygar Bazarkaya, CCO, Havas Worldwide, US
- Crafts for Design: Pann Lim, founder, Kinetic Singapore, Singapore
- Creativity for Good: Nick Worthington, creative chairman, Colenso BBDO, New Zealand
- Digital Design: Alessandra Lariu, former ECD Frog, co founder SheSays, US
- Digital Marketing: Farid Mokart, CEO/chief creative officer, FRED and FARID, France
- Direct: Stephane Xiberras, president/chief creative officer, BETC Paris, France
- Film Advertising: Fabio Fernandes, president/CCO, F/Nazca Saatchi&Saatchi, Brazil
- Film Advertising Crafts: James Rouse, director, Outsider, UK
- Graphic Design: Su Mathews Hale, senior partner, Lippincott, US
- Integrated & Collaborative: Colleen DeCourcy, global executive creative director, Wieden+Kennedy Portland, US
- Magazine & Newspaper Design: Mieke Haase, managing partner, Loved, Germany
- Media: Karen Blackett, chairwoman, MediaCom, UK
- Music Videos: Arno Moria, CEO/executive producer, Division Paris, France
- Outdoor Advertising: Josy Paul, chairman, BBDO India, India
- Packaging Design: Fiona Curran, creative partner, Distil Studio, UK
- PR: Simon Shaw, CCO, H+K, UK
- Press Advertising: Merlee Jayme, chairmom/chief creative officer, Dentsu Jayme Syfu, Philippines
- Product Design: Victoria Slaker, VP, product design, Ammunition, US
- Radio & Audio: Jenny Glover, ECD, TBWA/Hunt/Lascaris, South Africa
- Spatial & Experiential Design: Douglas Broadley, group CEO/creative director, Imagination, UK
- Writing for Advertising: SUSn Treacy, EVP, ECD, FCB Chicago, US
- Writing for Design: Elise Valmorbida, founder/creative director, word-design, UK

Jury announcements will be made later in the year, full information on categories, pricing and dates can be found at

[www.dandad.org/en/professional-awards/](http://www.dandad.org/en/professional-awards/).

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