

South African D&AD Awards results

D&AD, which celebrates and nurtures outstanding work in design and advertising, has released the winners from South Africa late last week.



Award levels

- In Book:
The year's best creative work. In Book work features in the D&AD Annual.
- Nomination:
Work that rises above In Book standard and has the potential to win a Pencil.

- Yellow Pencil:
Work that is outstanding, rather than merely brilliant, wins a Yellow Pencil.
- Black Pencil:

The best of the best, the ultimate award, for work that is truly groundbreaking. Only a handful of Black Pencils are awarded each year.

AGENCY	CATEGORY	PRODUCT & TITLE
NOMINATION		
FoxP2	Radio Over 30 Sec	Frank.net "Frank"
Joe Public	Branding	Nike "Run Jozi"
Lowe Bull CT	Press Camp.	Independent Newspaper "Selfies"
Net#Work BBDO	Radio - Writing	Mercedes-Benz "Distance to Danger"
TBWA Hunt Lascaris Jhb	Press Camp.	Tiger Brands "Mothers Favourites"
IN BOOK		
DDB SA	Press Camp	McDonalds "Monsters"

Joe Public	White Pencil	One School at a Time Beggar Broadcasts"
KingJames	Press - Writing	Independent Newspapers/Cape Argus "Indispensable Paper"
OgilvyCT	Poster - Direct	Volkswagen "The Blue Motion Label"
OgilvyCT	Radio over 30 Sec.	Kraft Food "When will it end"
OgilvyJHB	Press Inserts	POWA "A Shoe Brochure in Case"
Owen Kessel *Velocity	Film-Cinematography	Amstel "The Boxer"
Owen Kessel *Velocity	Film-Editing	Amstel "The Boxer"
TBWA Hunt Lascaris JHB	Direct-Art Direction	"We sent their Briefs Back"

*Entered by Velocity

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