

All the SA Pencil winners: D&AD 2017

All the winners of D&AD 2017 Pencils have been announced and we have the colours of the 13 South African entries that made the grade!

D&AD 2017's 55th D&AD Judging Week concluded at the Old Truman Brewery in London, with the colours of those coveted pencils revealed at the D&AD Professional Award Ceremony in London.



D&AD Pencils

A total of **13 Pencils have been awarded to South African agencies**, ranking us in 13th country spot overall, of a total 733 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.

SA's D&AD Pencil winners

Award Name	Name	Jury Name	Entrant Company	Primary Client	Brand
Graphite Pencil	War of Words	Crafts for Advertising - Sound Design & Use of Music for Radio Advertising	FCB Joburg:South Africa	Netflorist	Netflorist
Graphite Pencil	The US President	Radio & Audio - Radio Advertising over 30 seconds	Hunt Lascaris Johannesburg:South Africa	Flight Centre	Student Flights
Graphite Pencil	The Everyman Meal - Sad Man	Radio & Audio - Radio Advertising Campaigns	Ogilvy & Mather Johannesburg:South Africa	KFC	KFC Double Down
Wood Pencil	Psychic	Radio & Audio - Radio Advertising 0-30 seconds	DDB South Africa:South Africa	Ashleigh Sanderson	Skittles
Wood Pencil	Something to Hide	Radio & Audio - Radio Advertising Campaigns	FoxP2 Cape Town:South Africa	Master Lock	Master Lock
Wood Pencil	Cape Animal Dentistry Service	Branding - Logos	FoxP2 Design:South Africa	Cape Animal Dentistry	Cape Animal Dentistry
Wood Pencil	The Slave Calendar	Writing for Design - Writing for Printed Materials & Graphic Communications	Geometry Global Cape Town and Ogilvy & Mather Cape Town:South Africa	Melody Kleinsmith	Iziko Museums of South Africa
Wood Pencil	The Slave Calendar	Graphic Design - Calendars	Geometry Global Cape Town and Ogilvy & Mather Cape Town:South Africa	Melody Kleinsmith	Iziko Museums of South Africa
Wood Pencil	Spiritual Festival	Writing for Advertising - Writing for Radio & Audio	Hunt Lascaris Johannesburg:South Africa	Flight Centre	Student Flights
Wood Pencil	Anniversary	Writing for Advertising - Writing for Radio & Audio	Hunt Lascaris Johannesburg:South Africa	City Lodge Hotels	City Lodge

Wood Pencil	Amarok Test Drives For Good	Creativity for Good - Advertising & Marketing Communications/Brand	Ogilvy & Mather Cape Town:South Africa	Tarryn Knight	Volkswagen
Wood Pencil	Cadbury Pre Joy	Media - Use of Online Advertising	Ogilvy & Mather Johannesburg:South Africa	Mondelez	Cadbury Dairy Milk - Bubbly
Wood Pencil	Twitter Refugees	Media - Use of Social	Native VML South Africa:South Africa	Passop	Twitter Refugees

The United States tops the country rankings for the first time ever, with 182 Pencils in total. Clemenger Melbourne was the most awarded advertising agency of the year, with 16 Pencils overall. 10 of those went to their Meet Graham campaign intended to promote better road safety by imagining how the human body would need to evolve to better survive on the roads, one of which was a coveted Black Pencil:

It was one of five Black Pencils were awarded on the night, two more of which went to 4Creative and Blink, the creative team and production team that created the film 'We're the Superhumans' to promote the channel's coverage of the 2016 Paralympics. The previous record for Black Pencils was six.

The **President's Award** went to Michael Johnson, creative director at Johnson Banks, who is former president of the D&AD and a Black Pencil winner himself.



All the winners: First day of D&AD 2017

25 Apr 2017



[Click here](#) for a recap of all the winning work. To keep up with all the latest from D&AD, visit www.dandad.org for more information and be sure to follow [@DandAD](#) and the official [#DandAD17 hashtag](#) on Twitter.

For more, visit: <https://www.bizcommunity.com>