

SA's D&AD 2017 winners: DDB

By [Leigh Andrews](#)

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With the D&AD 2017 winners revealed, I chatted to SA's lucky lot. Lawrence Katz, creative director at DDB, talks about the colour and content of their D&AD pencil box.

International advertising award season is underway, with the One Show taking place in New York next week and the Cannes Lions next month. South Africa is off to a good start, having brought home 13 Pencils from 732 in total at the 55th annual D&AD Awards, which ranked us in 13th country spot.



All the SA Pencil winners: D&AD 2017

28 Apr 2017



Here Katz, part of the team behind DDB South Africa's Wood Pencil-winning Skittles work, talks us through this year's wins for the agency, their previous D&AD 'pencil box' record and their strategy to keep those international accolades coming...

📌 Congratulations! Talk us through this year's wins for the agency.

We've had a great awards season this past year, having added Cannes Lions, Loeries' golds, LIAs and various other metal to our trophy cabinet. Winning a D&AD in radio makes us especially proud considering it was the only radio spot to take a pencil in the 30-second category. Produced by Produce Sound, it was up against some extremely tough competition!



Producing winning sound: SA's radio advertising success plays on

Leigh Andrews 12 Jan 2017



📌 What was your previous D&AD 'pencil box' record?



Team DDB South Africa with their D&AD Pencil.

We've done well at D&AD in the past, having taken multiple awards in the past three years and we plan on continuing the winning streak in the future. Our ultimate goal is winning the coveted Black Pencil, and we most definitely have the drive and talent in the agency to do so.



The value of a pencil

Damon Stapleton 22 Feb 2017



📌 **Share your strategy to keep those international accolades coming.**

Besides doing effective work that shows results for our clients, we believe in every brief we receive there's a magical idea just waiting to come to life. We've currently got some great pieces of work and we're especially looking forward to Cannes and going up on that stage as we have in the past.

Here's hoping for much more of that great South African work to come! [Click here](#) for a reminder of all of South Africa's 2017 D&AD Pencil winners.

ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh_Andrews.

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