

All the winners: First day of D&AD 2017

The first set of D&AD Pencil winners have been announced, with three SA entries making the grade in the first eight categories!

D&AD 2017's first set of results coincide with the first day of [D&AD Festival 2017](#), which has kicked off at the Old Truman Brewery in London, but entrants will have to wait until the Award Ceremony at Troxy, London on Thursday, 27 April to find out which colour Pencil - Wood, Graphite, Yellow or Black - they've won.



Image from the first day of D&AD 2017.

South African agencies **FCB Joburg**, **Ogilvy & Mather Cape Town** and **Geometry Global Cape Town** have all made the cut:

First day of D&AD Pencil winners

Category: Name	Entrant company	Campaign name	Campaign Name	Primary Client
Crafts for Advertising				
Animation & Illustration for Digital Marketing	DDB New York United States	Dream	Dream	Wildlife Conservation Film Festival
Animation & Illustration for Digital Marketing	Goodby Silverstein & Partners United States	Make a Masterpiece	Make a Masterpiece	Adobe
Animation & Illustration for Digital Marketing	Nexus United Kingdom	Tripl Stitched	Tripl Stitched	Tripl Stitched"
Animation & Illustration for Digital Marketing	Vans United Kingdom	Vans 50th Anniversary. The Story of Vans	Vans 50th Anniversary. The Story of Vans	Vans
Illustration for Advertising	BBH London United Kingdom	Berwick Street	Berwick Street	Berwick Street Traders Society
Illustration for Advertising	Bleublancrouge Canada	Assassin's Creed Syndicate	Assassin's Creed Syndicate	Ubisoft Canada"
Illustration for Advertising	Cavalcade Switzerland	Dinosaurs	Dinosaurs	Museum of Natural History Geneva
Illustration for Advertising	CHI&Partners United Kingdom	Fortunes Told	Fortunes Told	The Sunday Times
Illustration for Advertising	DENTSU Japan	Slow Train, Slow Life. ?Get Back, Tohoku.?	Slow Train, Slow Life. ?Get Back, Tohoku.?	East Japan Railway Company

Illustration for Advertising	FRED & FARID France	No More Black Targets	No More Black Targets	New York Society for Ethical Culture"
Illustration for Advertising	Kinetic Singapore Singapore	Metalfest Gong 2016	Metalfest Gong 2016	The Association of Accredited Advertising Agents Singapore
Illustration for Advertising	La Comunidad United States	Pinball	Pinball	Ferrero Rocher, Argentina
Illustration for Advertising	McCann Worldgroup Lima Peru	Human Plants	Human Plants	Save The Children
Illustration for Advertising	Ogilvy & Mather India, Gurgaon India	The 100 Pipers Guitar Series	The 100 Pipers Guitar Series	Pernod Ricard India Pvt. Ltd.
Illustration for Advertising	Publicis Mexico Mexico	Headaches	Headaches	Liomont
Illustration for Advertising	Saatchi & Saatchi Singapore Singapore	Eyes Will Follow	Eyes Will Follow	Lexus
Illustration for Advertising	TBWA\Chiat\Day NY United States	Animals	Animals	Airbnb"
Illustration for Advertising	The Nine China	Prison of the Head	Prison of the Head	Amnesty International"
Illustration for Advertising	The Nine China	Thorough Examination	Thorough Examination	No.8 Animal Hospital"
Photography for Advertising	Happiness / FCB Belgium	#NoFilter	#NoFilter	Unicef Global
Photography for Advertising	Ogilvy Germany Germany	Switch it off.	Switch it off.	Amnesty International
Photography for Advertising	Saatchi & Saatchi Singapore Singapore	Burnt	Burnt	Birdlife International
Photography for Advertising	Scholz & Friends Germany	Urban Melodies	Urban Melodies	Berliner Philharmonie
Photography for Advertising	SS+K United States	As American As	As American As	Isaac Lee, Chief Executive Officer
Photography for Advertising	TBWA\Thailand Thailand	Loving The Night 1	Loving The Night 1	McDonald's
Photography for Advertising	Y&R Dubai United Arab Emirates	Be Seen	Be Seen	The Cartel
Sound Design & Use of Music for Digital Marketing	WCBS United Kingdom	Sound Skills	Sound Skills	Royal Air Force
Sound Design & Use of Music for Radio Advertising	DDB Dubai United Arab Emirates	Love At First Wash - Date Night	Love At First Wash - Date Night	Henkel
Sound Design & Use of Music for Radio Advertising	FCB Joburg South Africa	War of Words	War of Words	Netflorist
Typography for Advertising	Impact BBDO Dubai United Arab Emirates	Making Sense of Dyslexia	Making Sense of Dyslexia	Sydxia
Typography for Advertising	Ogilvy New York United States	Typevoice	Typevoice	Webby Awards
Typography for Advertising	Transport for London United Kingdom	100 Year Anniversary of TIL's Johnston Typeface	100 Year Anniversary of TIL's Johnston Typeface	Transport for London"
Crafts for Design				
Animation & Illustration for Websites & Digital Design	DENTSU INC. Japan	An Experiment of the Imagination	An Experiment of the Imagination	Nikkei Inc.
Animation & Illustration for Websites & Digital Design	R/GA Sydney United States	Through the Dark	Through the Dark	Google"
Animation & Illustration for Websites & Digital Design	Wolff Olins United States	Telia Company Digital Design	Telia Company Digital Design	Telia Company
Illustration for Design	CHI&Partners United Kingdom	A Taste of Freedom	A Taste of Freedom	Freedom Brewery
Illustration for Design	DENTSU Japan	Life is Electric	Life is Electric	Panasonic Corporation

Illustration for Design	DENTSU Japan	SLOW TRAIN, SLOW LIFE. ? Get Back, Tohoku.?	SLOW TRAIN, SLOW LIFE. ?Get Back, Tohoku.?	EAST JAPAN RAILWAY COMPANY
Illustration for Design	Good Morning Design Japan	30	30	Here Is Zine Tokyo"
Illustration for Design	James Joyce United Kingdom	Le magazine du Monde	Le magazine du Monde	Le magazine Du Monde
Illustration for Design	Ogilvy & Mather Chicago United States	East of Eden	East of Eden	Steppenwolf Theatre"
Illustration for Design	Ogilvy & Mather Chicago United States	One Flew Over the Cuckoo's Nest	One Flew Over the Cuckoo's Nest	Steppenwolf Theatre"
Illustration for Design	Ogilvy & Mather Chicago United States	The Dumbwaiter	The Dumbwaiter	Steppenwolf Theatre"
Illustration for Design	Royal Mail Stamps & Collectibles United Kingdom	Agatha Christie Stamps	Agatha Christie Stamps	Royal Mail Stamps & Collectibles"
Illustration for Design	Taxi Studio United Kingdom	The København Collection	The København Collection	Carlsberg UK
Photography for Design	DENTSU Japan	Get Back, Tohoku.	Get Back, Tohoku.	EAST JAPAN RAILWAY COMPANY
Photography for Design	Estudio Javier Jaén Spain	After the Blow	After the Blow	de Volkskrant
Photography for Design	Kinetic Singapore Singapore	Rubbish Issue No.5 In the Name of the Father	Rubbish Issue No.5 In the Name of the Father	Holycrap.sg
Sound Design & Use of Music for Websites & Digital Design	Ogilvy & Mather New Zealand New Zealand	A Kauri Cries	A Kauri Cries	Auckland City Council"
Typefaces	Ek Type India	Baloo	Baloo	Open Source through Google
Typefaces	For The People Australia	20th Biennale of Sydney Display Typeface	20th Biennale of Sydney Display Typeface	Biennale of Sydney
Typefaces	Interbrand Milan Italy	Juventus Fans: Black and White DNA	Juventus Fans: Black and White DNA	Juventus Football Club
Typography for Design	Do Not Design Singapore	National University of Singapore, Department of Architecture	National University of Singapore, Department of Architecture	National University of Singapore, Department of Architecture"
Typography for Design	For The People Australia	20th Biennale of Sydney	20th Biennale of Sydney	Biennale of Sydney
Typography for Design	Jones Knowles Ritchie United Kingdom	Budweiser Prohibition	Budweiser Prohibition	Marcela Garcia
Typography for Design	Sutherland & Smith United Kingdom	Eeormoo?	Eeormoo?	Sutherland & Smith"
Creativity for Good				
Advertising & Marketing Communications /Not for Profit	180LA United States	UNICEF - Unfair Tales	UNICEF - Unfair Tales	UNICEF
Advertising & Marketing Communications /Not for Profit	Clemenger BBDO Melbourne Australia	Meet Graham	Meet Graham	Transport Accident Commission (Victoria)
Advertising & Marketing Communications /Not for Profit	DAVID Buenos Aires Argentina	MANBOOBS4BOOBS	MANBOOBS4BOOBS	MACMA
Advertising & Marketing Communications /Not for Profit	J. Walter Thompson Canada Canada	#20MinutesofActionforChange	#20Minutesof ActionforChange	Todd Mnerson
Advertising & Marketing Communications /Not for Profit	TBWA\ Shanghai Australia	Signemoji	Signemoji	China Association of the Deaf"
Advertising & Marketing Communications/Brand	&Co./NoA Denmark	The DNA Journey	The DNA Journey	Mmundo
Advertising & Marketing Communications/Brand	AMBBDO United Kingdom	BLOOD	BLOOD	SCARED FIT
Advertising & Marketing Communications/Brand	AMBBDO United Kingdom	The Light Side of Disability	The Light Side of Disability	Mars Chocolate

Advertising & Marketing Communications/Brand	BBDO India India	Dads #ShareTheLoad (Integrated Case)	Dads #ShareTheLoad (Integrated Case)	P&G India
Advertising & Marketing Communications/Brand	FRED & FARID France	Libé des réfugiés	Libé des réfugiés	Libération
Advertising & Marketing Communications/Brand	J. Walter Thompson Costa Rica Costa Rica	The Second Scoreboard	The Second Scoreboard	Teletica, Inamu, Fedefutbol
Advertising & Marketing Communications/Brand	McCann New York United States	Make What's Next	Make What's Next	Microsoft
Advertising & Marketing Communications/Brand	Ogilvy & Mather Cape Town South Africa	Amarok Test Drives For Good	Amarok Test Drives For Good	Tarryn Knight
Advertising & Marketing Communications/Brand	Ogilvy & Mather, Mumbai India	Savlon Healthy Hands Chalk Sticks	Savlon Healthy Hands Chalk Sticks	ITC Savlon
Advertising & Marketing Communications/Brand	Ogilvy and Mather Canada	No Baby Unhugged	No Baby Unhugged	Kimberly-Clark
Advertising & Marketing Communications/Brand	RBK Communication Sweden	Åland Index Initiative	Åland Index Initiative	Ålandsbanken
Advertising & Marketing Communications/Brand	Saatchi & Saatchi Sydney Australia	LandCruiser Emergency Network	LandCruiser Emergency Network	Toyota Motor Corporation Australia
Advertising & Marketing Communications/Brand	We Believers United States	Edible Six Pack Rings	Edible Six Pack Rings	Saltwater Brewery
Design/Brands	Clemenger BBDO Wellington New Zealand	The Conscious Crossing	The Conscious Crossing	KiwiRail
Design/Not for Profit	McCann London United Kingdom	Reality Xmas	Reality Xmas	Doctors of The World
Design/Not for Profit	Ogilvy Group Thailand Thailand	Behind the leather	Behind the leather	People for the Ethical Treatment of Animals
Product Design	GreatWorks / Akestam Holst Sweden	The Humanium Metal Initiative	The Humanium Metal Initiative	IMS Swedish Development Partner
Product Design	J. Walter Thompson Colombia Colombia	Lifesaver Backpack	Lifesaver Backpack	Casa Luker
Product Design	Leo Burnett Sydney Australia	brainBAND	brainBAND	Samsung Australia
Product Design	Marcel Sydney Australia	Air-Ink	Air-Ink	HEINEKEN Asia Pacific Pte. Ltd.
Product Design	McCann Melbourne Australia	YMCA Playnasium	YMCA Playnasium	YMCA Victoria
Product Design	Serviceplan/Serviceplan Korea Germany	DOT. The first Braille Smartwatch.	DOT. The first Braille Smartwatch.	Dot Incorporation
Service Design	J. Walter Thompson India India	Blood Banking	Blood Banking	Indian Red Cross Society
Service Design	KING Sweden	Let's Talk	Let's Talk	Cloetta
Service Innovations	Burson-Marsteller Belgium	Air View	Air View	Blueair
Service Innovations	Leo Burnett Melbourne Australia	Reword	Reword	Headspace
Service Innovations	Saatchi & Saatchi London United Kingdom	Sea Hero Quest	Sea Hero Quest	Deutsche Telekom
Service Innovations	Saatchi & Saatchi Sydney Australia	LandCruiser Emergency Network	LandCruiser Emergency Network	Toyota Motor Corporation Australia
Magazine & Newspaper Design				
Consumer Magazines	Alex Hunting Studio United Kingdom	Kinfolk Magazine Issue 23	Kinfolk Magazine Issue 23	Kinfolk Magazine
Consumer Magazines	Bloomberg Businessweek United States	Bloomberg Businessweek: The Electorate	Bloomberg Businessweek: The Electorate	N/A
Consumer Magazines	The New York Times Magazine United States	The New York Times Magazine / High Life	The New York Times Magazine / High Life	The New York Times
Consumer Magazines	Vanity Fair United States	Vanity Fair Issues	Vanity Fair Issues	Vanity Fair
Independent Magazines	Atlas Spain	Elephant magazine	Elephant magazine	Elephant Publishing Ltd
Independent Magazines	Avaunt Magazine United States	Avaunt Magazine Issue 4	Avaunt Magazine Issue 4	Avaunt Magazine
Independent Magazines	Buffalo Zine United Kingdom	Buffalo Zine No. 4	Buffalo Zine No. 4	Buffalo Zine

Independent Magazines	COMPOST Publisher Argentina	COMPOST	COMPOST	COMPOST MAGAZINE
Independent Magazines	Field Projects United Kingdom	Creative Direction of Port magazine issue 18	Creative Direction of Port magazine issue 18	Port Magazine
Independent Magazines	Kinetic Singapore Singapore	Rubbish Issue No.5 In the Name of the Father	Rubbish Issue No.5 In the Name of the Father	Holycrap.sg
Independent Magazines	MacGuffin Netherlands	MacGuffin Magazine	MacGuffin Magazine	MacGuffin"
Independent Magazines	Parterre de Rois Italy	Parterre de Rois	Parterre de Rois	Parterre de Rois
Independent Magazines	Sabat Magazine United Kingdom	Sabat Magazine - The Mother Issue	Sabat Magazine - The Mother Issue	Sabat Magazine
Independent Magazines	The Gentlewoman United Kingdom	The Gentlewoman	The Gentlewoman	The Gentlewoman"
Magazine Front Covers	New York Magazine United States	Issue 04(16): Single Ladies	Issue 04(16): Single Ladies	New York Magazine
Magazine Front Covers	New York Magazine United States	Issue 22(16): Trump	Issue 22(16): Trump	New York Magazine"
Magazine Front Covers	Parterre de Rois Italy	Parterre de Rois	Parterre de Rois	Parterre de Rois
Magazine Front Covers	The Gentlewoman United Kingdom	The Gentlewoman	The Gentlewoman	The Gentlewoman"
Magazine Front Covers	The New York Times Magazine United States	The New York Times Magazine / Covers	The New York Times Magazine / Covers	The New York Times"
Newspaper Front Covers	The Guardian United Kingdom	The Panama Papers	The Panama Papers	The Guardian
Newspaper Supplements	Gruppo Editoriale L'Espresso Italy	ROBINSON - la Repubblica	ROBINSON - la Repubblica	La Repubblica"
Print with Digital/Magazines	The New York Times Magazine United States	The New York Times Magazine / The Music Issue	The New York Times Magazine / The Music Issue	The New York Times"
Trade Magazines	Seite Zwei - Branding & Design Austria	Beauty and the Abyss Magazine	Beauty and the Abyss Magazine	Vienna Tourist Board
Music Videos				
Cinematography for Music Videos	Great Guns LTD United Kingdom	False Alarm	False Alarm	Universal /Republic Records In Association With Intel
Cinematography for Music Videos	Iconoclast France	Gosh - Jamie XX - Romain Gavras	Gosh - Jamie XX - Romain Gavras	Young Turks Recordings Ltd"
Direction for Music Videos	Great Guns United Kingdom	False Alarm	False Alarm	Universal /Republic Records In Association With Intel
Direction for Music Videos	Great Guns United Kingdom	Kolshik	Kolshik	Leningrad
Direction for Music Videos	Iconoclast France	Gosh - Jamie XX - Romain Gavras	Gosh - Jamie XX - Romain Gavras	Young Turks Recordings"
Direction for Music Videos	Park Pictures United States	The One Moment	The One Moment	OKGO"
Music Videos	Great Guns United Kingdom	Kolshik	Kolshik	Leningrad
Music Videos	Iconoclast France	Gosh - Jamie XX	Gosh - Jamie XX	Young Turks Recordings"
Music Videos	Pomp&Clout United States	Young Thug - Wyclef John	Young Thug - Wyclef John	Atlantic Records"
Music Videos	PRETTYBIRD United States	Coldplay - "Up&Up"	Coldplay - "Up&Up"	Coldplay
Production Design for Music Videos	Pulse Films United Kingdom	Bonobo 'No Reason'	Bonobo 'No Reason'	Bonobo
Special Effects for Music Videos	PRETTYBIRD United States	Coldplay - "Up&Up"	Coldplay - "Up&Up"	Coldplay
Outdoor Advertising				
Ambient	BBH Singapore Singapore	Nike Unlimited Stadium	Nike Unlimited Stadium	Nike
Ambient	Clemenger BBDO Melbourne Australia	Meet Graham	Meet Graham	Transport Accident Commission (Victoria)

Ambient	FCB Chicago United States	The Baby Stroller Test-Ride by Contours	The Baby Stroller Test-Ride by Contours	Kolcraft
Ambient	Ogilvy New York United States	The Refugee Nation	The Refugee Nation	Amnesty International
Ambient	SHACKLETON Spain	No Metro	No Metro	Sony Pictures Spain
Ambient	TRY Norway	The Reversed Trailer	The Reversed Trailer	HARALD A MØLLER / VOLKSWAGEN NORWAY
Outdoor Advertising/Tactical	CJ WORX Thailand	The Unusual Football Field Project	The Unusual Football Field Project	AP THAILAND
Poster Advertising Campaigns	Anomaly Netherlands	Make Love Not Walls	Make Love Not Walls	Diesel
Poster Advertising Campaigns	CHI&Partners United Kingdom	Fortunes Told	Fortunes Told	The Sunday Times
Poster Advertising Campaigns	Cossette Canada	No Shame	No Shame	Easy.
Poster Advertising Campaigns	DDB DUBAI United Arab Emirates	FINDING HER	FINDING HER	UN WOMEN EGYPT"
Poster Advertising Campaigns	F/Nazca Saatchi & Saatchi Brazil	Everything in Black&White	Everything in Black&White	Leica Gallery São Paulo
Poster Advertising Campaigns	FRED & FARID France	No More Black Targets	No More Black Targets	New York Society for Ethical Culture"
Poster Advertising Campaigns	Grey London United Kingdom	Chav/Bed/War	Chav/Bed/War	Tate Britain"
Poster Advertising Campaigns	Impact BBDO Dubai United Arab Emirates	Kol Nokta Btefrek	Kol Nokta Btefrek	Law Andak Dam
Poster Advertising Campaigns	Leith United Kingdom	IRN-BRU - It makes no sense	IRN-BRU - It makes no sense	IRN-BRU
Poster Advertising Campaigns	Scholz & Friends Germany	Newspaper Stack	Newspaper Stack	Der Tagesspiegel
Poster Advertising Campaigns	Spotify United Kingdom	Thanks, 2016. It's been weird.	Thanks, 2016. It's been weird.	Spotify
Poster Advertising/Enhanced Posters	These Days Belgium	Keep Hope Alive	Keep Hope Alive	Child Focus
Poster Advertising/Existing Sites	DENTSU Japan	Get Back, Tohoku	Get Back, Tohoku	EAST JAPAN RAILWAY COMPANY
Poster Advertising/Free Format	TBWAParis France	The King of Drive-Thrus	The King of Drive-Thrus	McDonald's
PR				
Creative B2B Campaign*	RBK Communication Sweden	Åland Index Initiative	Åland Index Initiative	Ålandsbanken
Creative B2C Campaign*	Forsman & Bodenfors Sweden	Marriage Market Takeover	Marriage Market Takeover	SK-II
Creative B2C Campaign*	TBWAMelbourne Australia	ANZ POCKET MONEY	ANZ POCKET MONEY	ANZ
Creative Use of Media	FRED & FARID France	Libé des réfugiés	Libé des réfugiés	Libération
Creative Use of Media	Havas Shanghai China	SMS Last Words	SMS Last Words	Global Road Safety"
Creative Use of Media	McCann London United Kingdom	Reality Xmas	Reality Xmas	Doctors of The World
Creative Use of Media	Publicis London United Kingdom	Doors Of Thrones	Doors Of Thrones	Tourism Ireland
Creative Use of Media	Saatchi & Saatchi New York United States	Bradshaw Stain	Bradshaw Stain	Procter & Gamble
Crisis Management	Sancho BBDO Colombia	Holy Water	Holy Water	Ministry of Environment and Sustainable Development
In-Market Campaign	FRED & FARID France	Libé des réfugiés	Libé des réfugiés	Libération
In-Market Campaign	We Believers United States	Edible Six Pack Rings	Edible Six Pack Rings	Saltwater Brewery"

Integrated Campaign	BBDO India India	Dads #ShareTheLoad (Integrated Case)	Dads #ShareTheLoad (Integrated Case)	P&G India
Integrated Campaign	Clemenger BBDO Melbourne Australia	Meet Graham	Meet Graham	Transport Accident Commission (Victoria)
Integrated Campaign	Saatchi & Saatchi New York United States	Bradshaw Stain	Bradshaw Stain	Procter & Gamble
Multi-Market Campaign	INGO Stockholm Sweden	The Swedish Number	The Swedish Number	The Swedish Tourist Association
Public Affairs Campaign	CJ WORX Thailand	The Unusual Football Field Project	The Unusual Football Field Project	AP THAILAND
Public Affairs Campaign	Clemenger BBDO Melbourne Australia	Meet Graham	Meet Graham	Transport Accident Commission (Victoria)
Public Affairs Campaign	Grey London United Kingdom	#JoinTheHerd	#JoinTheHerd	WildAid"
Public Affairs Campaign	McCann Spain Spain	Children's election	Children's election	Save the Children
Public Affairs Campaign	TBWASANTIAGO MANGADA PUNO Philippines	CORRECTING HISTORY	CORRECTING HISTORY	The Campaign Against the Return of the Marcoses to Malacanang or CARMMA
Use of Digital & Social Media	&Co./NoA Denmark	The DNA Journey	The DNA Journey	momondo
Use of Digital & Social Media	DAMD buenos aires Argentina	MANBOOBS4BOOBS	MANBOOBS4BOOBS	MACMA
Use of Digital & Social Media	Leo Burnett Melbourne Australia	Reword	Reword	Headspace
Use of Events	Ogilvy New York United States	The Refugee Nation	The Refugee Nation	Amnesty International
Use of Media Relations	BMF Australia	You've Gotta Have a Team	You've Gotta Have a Team	Football Federation of Australia
Use of Media Relations	INGO Stockholm Sweden	The Swedish Number	The Swedish Number	The Swedish Tourist Association
Writing for Design				
Writing for Brand Experiences & Environments	Apple United States	WWDC 2016	WWDC 2016	Apple
Writing for Branding Schemes	LOVE United Kingdom	Jacamo Real-Man Manual	Jacamo Real-Man Manual	N Brown
Writing for Digital Platforms	BWMDentsu Sydney Australia	Premmie Proud	Premmie Proud	BabyLove"
Writing for Digital Platforms	Jigsaw United Kingdom	Sideways Dictionary	Sideways Dictionary	Jigsaw
Writing for Printed Materials & Graphic Communications	Geometry Global Cape Town and Ogilvy & Mather Cape Town South Africa	The Slave Calendar	The Slave Calendar	Melody Kleinsmith
Writing for Websites	Joe Coleman Copywriting United Kingdom	getcoleman.com website	getcoleman.com website	Joe Coleman Copywriting

So far, the top five ranking countries by Pencils won are:

1. United Kingdom - 38 Pencils
2. United States - 33 Pencils
3. Australia - 17 Pencils
4. France - 9 Pencils
5. Japan, Singapore and Sweden (tied) - 7 Pencils

The top ranking companies so far are:

- Dentsu - 6 Pencils
- Fred & Farid - 5 Pencils
- Great Guns and Clemenger BBDO Melbourne (tied) - 4 Pencils
- Kinetic Singapore, Iconoclast, The New York Times Magazine, CHI&Partners, Ogilvy & Mather Chicago, Ogilvy New York (tied) - 3 Pencils

As there are no quotas for awards at D&AD, the number of awarded entries fluctuates year to year. This means some years no Black Pencils are awarded: the record currently stands at just six - keep your eyes peeled!

All 177 pieces of winning work will appear in the 55th *D&AD Annual*, published later this year.

To keep up with all the latest from D&AD, visit www.dandad.org for more information and be sure to follow [@DandAD](https://twitter.com/DandAD) and the official [#DandAD17 hashtag](https://twitter.com/DandAD) on Twitter.

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