

D&AD Awards 2019: ALL winners announced!

The 57th D&AD Professional Awards Ceremony took place last night (23 May) in London, where six Black Pencils - the highest accolade in the creative industry - were awarded. We list the South African companies that were honoured on the night and walked away with a total of 15 Pencils.



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The SA D&AD winners for 2019 are:

| Yellow pencil | | | | | | |
|----------------------------|--------------------|---|--|---|-----------------------|----------------------|
| Entrant company | Production company | Category | Entry title | Client | Brand | View entry |
| Romance Films / Joe Public | Romance Films | Casting - Casting for Film Advertising | Sbu 2.0 | Chantel Sombonos Van Tonder | Chicken Licken | View |
| TBWA\Hunt\Lascaris | Darling Films | Branded Content & Entertainment - Tactical | Breaking Ballet | Joburg Ballet | Joburg Ballet | View |
| Graphite pencil | | | | | | |
| TBWA\Hunt\Lascaris | Darling Films | Digital Marketing - Use of Trends & Tactical Marketing | Breaking Ballet | Joburg Ballet | Joburg Ballet | View |
| Ogilvy South Africa | | Direct - Direct Response/Ambient | Philips #ShaveToRemember | Philips & The Nelson Mandela Foundation | Philips | View |
| M&C Saatchi Abel | Platypus | PR - In-Market Campaign | #rightmyname | Nando's South Africa | Nando's | View |
| Romance Films | Romance Films | Direction - TV Commercials | Sbu 2.0 | Chicken Licken | Chicken Licken | View |
| Wood pencil | | | | | | |
| HelloFCB+ | | Digital Marketing - Use of Trends & Tactical Marketing | Say It With a Cactus | Netflorist | Netflorist | View |
| Ogilvy South Africa | | Direct - Direct Response/Film Advertising | Philips #ShaveToRemember | Philips | | View |
| Net#work BBDO | 7Films | Integrated - Earned Media/Large Business (over 500 employees) | Return to Chapman's Peak | Mercedes-Benz | S-Class | View |
| Ogilvy South Africa | Video Cartel | Radio & Audio - Innovative Use of Radio & Audio | Carling Black Label Soccer Song for Change | Ab-InBev Africa | Carling Black Label | View |
| FCB Joburg | | Branding - New Branding Schemes | Africa's Travel Indaba | South Africa Tourism | South African Tourism | View |
| Utopia | Utopia | Branding - Brand Refresh | Explorers Club | Explorers Club | Explorers Club | View |
| Romance Films | Romance Films | Sound Design and Use of Music - Existing Music | Sbu 2.0 | Chantel Sombonos Van Tonder | Chicken Licken | View |

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|---------------------|---------------|--|--|-----------------------------------|--------------------------|----------------------|
| Grid Worldwide | Miles Newlyn | Typography - Type Design | Brighter Sans | MTN | MTN | View |
| Net#work BBDO | 7Films | Branded Content & Entertainment - Non-Fiction Film 5-30 mins | Return to Chapman's Peak | Mercedes-Benz | S-Class | View |
| Shortlist | | | | | | |
| Ogilvy South Africa | | Digital Marketing - Online Video & Viral Films | Philips #ShaveToRemember | Philips | Philips | View |
| M&C Saatchi Abel | Platypus | Digital Marketing - Digital Tools & Utilities | #rightmyname | Nando's South Africa | Nando's | View |
| Joe Public | | Direct - Direct Mail | The Anthology of Great (stock) Poetry | Greatstock | GreatStock Image Library | View |
| TBWA\Hunt\Lascaris | Darling Films | PR - Low Budget | Breaking Ballet | Joburg Ballet | Joburg Ballet | View |
| Joe Public United | | PR - Low Budget | Bill of Rights ZA | The Apartheid Museum | The Apartheid Museum | View |
| Ogilvy South Africa | Video Cartel | PR - Use of Events and Stunts | Carling Black Label Soccer Song for Change | Ab-InBev Africa | Carling Black Label | View |
| TBWA\Hunt\Lascaris | Produce Sound | Radio & Audio - Radio Advertising Campaigns | World Gone Mad | Flight Centre Youth and Adventure | Student Flights | View |
| North VCA | | Graphic Design - Integrated Graphics | TEDxAmsterdam 2018 | TEDx | TEDx | View |
| Joe Public | Romance Films | Art Direction - Art Direction for Film Advertising | Sbu 2.0 | Chicken Licken | Chicken Licken | View |
| TBWA\Hunt\Lascaris | Darling Films | Creativity for Good - Advertising /Not for Profit | Breaking Ballet | Joburg Ballet | Joburg Ballet | View |

Droga5 was awarded a Black Pencil in TV Commercial Campaigns and Furlined was also awarded a Black Pencil in Writing for Film for the New York Times campaign “[The Truth is Worth It](#)”. A campaign, which looks to shed light on the rigor behind the journalism, unveils the lengths reporters go to find the truth.

BWM Dentsu also took home a Black Pencil in Digital Design for its [Project Revoice](#) campaign for The ALS Association. Project Revoice is a digital voice clone that integrates with text-to-speech devices, giving people with ALS (Motor Neurone Disease) the ability to speak in their own voice, even after they physically can't.

Wieden + Kennedy claimed one Black Pencil in Integrated for its [Dream Crazy](#) campaign for Nike, led by the controversial NFL quarterback Colin Kaepernick, which, on the 30th anniversary of "Just Do It", celebrated athletes who dreamed crazy, featuring household names like Serena Williams to a girl on a high-school football team.

Other Black Pencil awarded work included:

- [Xbox Adaptive Controller](#) by Microsoft won one Black Pencil in Product Design for a unified hub for devices that helps make gaming more accessible, that was designed primarily to meet the needs of gamers with limited mobility.

- [Viva La Vulva](#) by Somesuch and AMVBBDO for Libresse won one Black Pencil for Direction with their campaign designed to foster an open, positive culture to enable women to feel proud and comfortable about talking and caring about their genitals.

In total, 720 Pencils were awarded during D&AD Judging 2019. The number of Pencils awarded by level are as follows:

- Black Pencil - 6 Pencils (2 Advertising, 2 Design, 2 Craft)
- Yellow Pencil - 58 Pencils
- Graphite Pencil - 196 Pencils
- Wood Pencil - 460 Pencils
- Shortlisted - 889 Entries

Although not awarded with a Pencil at the D&AD Awards Ceremony, an additional 889 entries made the shortlist this year. Announced live throughout judging (18 - 20 May), the D&AD Awards Shortlist was introduced in order to acknowledge the volume of high calibre submissions that, even if they didn't win a Pencil, were in close consideration. D&AD CEO Tim Lindsay commented:

“ It has been another outstanding year for global creativity, with entries received from 73 countries. The theme for this year's festival has been “Shaping the Future” and that's very much been reflected in the campaigns we've had the privilege of seeing, many of which attests to the power of creativity to help build a better future. The work I have seen has been fantastic and everyone on the jury and everyone who has seen the final list of Pencil-winning work has been knocked out by the quality. It is a hugely encouraging sign for the buoyant and vibrant direction of our industry. ”

Companies of the year

Top 3 Advertising Agencies of the Year are:

1. Droga5 - D&AD Advertising Agency of the Year 2019
2. adam&eveDDB
3. McCann New York

Top 3 Design Agencies of the Year are:

1. Jones Knowles Ritchie - D&AD Design Agency of the Year 2019
2. Serviceplan
3. Apple

Top 3 Production Companies of the Year are:

1. Academy Films - D&AD Production Company of the Year 2019
2. Furlined
3. Somesuch

Top 3 Clients of the Year are:

1. Apple - D&AD Client of the Year 2019
2. *The New York Times*
3. Mars

Results by country

United States topped the country rankings - with the United Kingdom coming in second and Germany third.

| Ranking (by number of Pencils) | Country | Number of Pencils Won |
|--------------------------------|----------------------|-----------------------|
| 1 | United States | 223 |
| 2 | United Kingdom | 158 |
| 3 | Germany | 40 |
| 4 | France | 36 |
| 5 | Brazil | 32 |
| 6 | Japan | 27 |
| 7 | Australia | 23 |
| 8 | Canada | 16 |
| 9 | South Africa | 15 |
| 10= | Spain | 14 |
| 10= | Colombia | 14 |
| 10= | China | 14 |
| 13 | New Zealand | 11 |
| 14 | Thailand | 9 |
| 15 | Singapore | 9 |
| 16= | Sweden | 7 |
| 16= | Netherlands | 7 |
| 18 | Switzerland | 6 |
| 19 | United Arab Emirates | 5 |
| 20= | India | 4 |
| 20= | Hong Kong | 4 |
| 22= | Russian Federation | 3 |
| 22= | Pakistan | 3 |
| 22= | Mexico | 3 |
| 22= | Italy | 3 |
| 22= | Ireland | 3 |

| | | |
|-----|--------------------|---|
| 22= | Denmark | 3 |
| 22= | Belgium | 3 |
| 22= | Austria | 3 |
| 22= | Argentina | 3 |
| 31= | Slovenia | 2 |
| 31= | Romania | 2 |
| 31= | Philippines | 2 |
| 31= | Morocco | 2 |
| 35= | Vietnam | 1 |
| 35= | Ukraine | 1 |
| 35= | Turkey | 1 |
| 35= | Slovakia | 1 |
| 35= | Poland | 1 |
| 35= | Peru | 1 |
| 35= | Lithuania | 1 |
| 35= | Indonesia | 1 |
| 35= | Hungary | 1 |
| 35= | Greece | 1 |
| 35= | Dominican Republic | 1 |

“Next” winners

This year also saw an additional 17 Pencils awarded to “Next” winners. Next is a new D&AD Award subcategory for 2019, introduced in order to recognise individual creatives, designers and crafts practitioners who have worked for no more than three years in the creative industries.

Collaborative award

The two winners of this year’s Collaborative Award were adam&eveDDB and John Lewis & Partners (Advertising) and Design Bridge and Fortnum & Mason (Design). The D&AD Collaborative Award, launched this year, is a special award for client collaborations to applaud brave and innovative collaborations between clients and agencies alike. The award is designed to celebrate collaborations which have produced a successive body of work achieving outstanding creative excellence and success over a number of years.

President’s Award

This year the President’s Award, the highest D&AD accolade reserved for a chosen few from the creative world, goes to artist and stage designer Es Devlin. D&AD President Harriet Devoy commented:

“ I am delighted to present this year’s D&AD President’s Award to the unique talent that is Es Devlin. For over two decades she’s designed sets for the world’s leading theatre and opera companies. And her creations for the biggest artists in music mean her work has shaped the Instagram memories of millions. Her craft is incredible. Its scale, awe-inspiring. She turns spaces into spectacles and makes magic happen in front of our eyes. She doesn’t just break the fourth wall, she shatters it in ways no designer has before. ”

D&AD will announce Network of the Year and regional rankings in early June 2019.