

D&AD awards 3 Black Pencils, 231 Culture, Design and Impact winners

In the second virtual ceremony, on 27 May at 7pm, D&AD announced 3 Black Pencil winners, alongside the President's Award and the remaining Pencil winners across the Culture, Design and Impact categories.



This year D&AD were proud to see that despite an unprecedented year for the creative industries, the standard of work submitted reached the same exceptional level. As such they are proud to award 3 Black Pencils, the creative industry's most coveted accolade, reserved only for truly groundbreaking work. The recipients are:

- ***#wombstories, AMV BBDO, Art Direction, Film***

Women animators from across the world aiming to open up the many narratives and break taboos around the experiences of people with wombs.

- ***True Name, McCann New York, Experiential, Community***

A collaboration with Mastercard to support the rights of transgender and nonbinary people to use their chosen names on credit cards.

- ***Boards of Change, FCB Chicago, Spatial Design, Public Spaces***

Turning plywood boards used to barricade storefronts during the Black Lives Matter protests into polling booths, empowering Black Americans to use their right to vote.

- ***President's Award***

This year's President's Award, reserved for true industry heroes, was awarded to Kim Gehrig, director at Somesuch, for her outstanding contribution to creativity.

D&AD president Naresh Ramchandani commented: "For me, creative excellence is work that acts both for the brief and for the world, putting social purpose at the heart of commercial success, and showing us that great creativity lifts everybody up. Kim Gehrig's work lifts so many people up - women trying to get fitter in the case of This Girl Can, men who stand against toxic masculinity with We Believe, and people unafraid to speak up about periods with Viva La Vulva. Kim is not just an 'issues director', because when she addresses issues, they're not issues at all - they're national and international provocations and celebrations that touch the hearts of everyone who cares and many more who didn't know they did. For this reason I believe she couldn't be more deserving of this year's President's Award."

Companies of the Year

The top ranking advertising winners of the year are:

1. AMV BBDO
2. Publicis Italia
3. Africa

The top ranking design winners of the year are:

1. Collins
2. John Knowles Ritchie
3. Superunion

The top ranking production winners of the year are:

1. Division
2. Somesuch London
3. Stink Films

The top ranking clients of the year are:

1. Apple
2. Essity
3. Academy

Alongside these special awards D&AD also announced the Pencil winners across the Culture, Design and impact categories. Across these, the top ranking countries by number of Pencils are:

- United States - 59 Pencils
- United Kingdom - 53 Pencils
- China - 13 Pencils
- Canada and France - 11 Pencils each

The top ranking companies for these categories, by number of Pencils are:

- John Knowles Ritchie, Collins and Superunion - 5 Pencils each
- Adam&EveDDB, Africa, Apple and Google / Google Creative Lab - 4 Pencils each

The total number of Pencils in each category are:

Impact: 24 Pencil Winners

- Impact: 6 Graphite, 13 Wood
- Future Impact: 5 Future Impact pencils

Culture: 41 Pencil Winners

- Entertainment: 3 Yellow, 7 Graphite, 5 Wood
- Gaming: 1 Yellow, 3 Graphite, 6 Wood
- Music Videos: 6 Graphite, 10 Wood

Design: 166 Pencil Winners

- Book Design: 1 Yellow, 3 Graphite, 6 Wood
- Branding: 6 Yellow, 12 Graphite, 36 Wood
- Design Transformation: 1 Yellow, 2 Wood
- Digital Design: 2 Yellow, 5 Graphite, 6 Wood
- Graphic Design: 1 Yellow, 7 Graphite, 21 Wood
- Magazine & Newspaper Design: 1 Yellow, 2 Graphite, 17 Wood
- Packaging Design: 2 Yellow, 3 Graphite, 15 Wood
- Product Design: 1 Graphite, 7 Wood
- Spatial Design: 1 Yellow, 2 Wood
- Type Design: 3 Graphite, 3 Wood

The 231 Pencil winning works and all shortlisted entries are also showcased on the [D&AD website](#).

The winners were announced during the second of two digital ceremonies hosted on the D&AD website, which featured speeches from Ramchandani in celebration of the winners.

Donal Keenan, awards director at D&AD, commented: "D&AD Black Pencils are an incredibly special and rare industry accolade. I am delighted that this year we have three projects that are driving real behavioral change, from helping empower communities, to increasing freedoms and smashing taboos. The discussion in all three Black Pencil juries was insightful and rigorous this year. D&AD would like to say thank you again to all our fantastic judges in making these Black Pencil choices."

The total number of Pencils awarded for the D&AD Awards 2021 by level are as follows:

Overall Total - 664 Pencils

- Black - 3 Pencils awarded
- Yellow - 63 Pencils awarded
- Graphite - 190 Pencils awarded
- Wood - 390 Pencils awarded
- Side Hustle - 2 Pencils
- Future Impact - 5 Pencils
- Next - 9 Pencils awarded
- Collaborative - 2 Pencils awarded

D&AD this year continues to platform the most exceptional work from the past 12 months, following the same rigorous judging process that holds creativity to the highest standards. Famously tough to win, there are no quotas for D&AD Awards, meaning that the number of awarded entries fluctuates each year. In some years, no Black Pencils - the highest creative accolade - are awarded. The highest ever awarded in one year currently stands at seven.

Winning work will not only receive an esteemed D&AD Pencil, it will also be featured in the D&AD Annual – the definitive guide for creatives all around the world.

D&AD will be launching the Jury Insights series, a programme of panel discussions in which judges from select categories will discuss what makes Pencil-winning work, alongside the trends and themes from the 2021 Awards. The series will be released fortnightly from 8 June on the D&AD website.

Animation					
Subcategory	Award	Entrant company	Client	Title	Country
2D Computer-Generated	Graphite Pencil	WeTransfer	WeTransfer	How Have You Been?	Netherlands
2D Computer-Generated	Graphite Pencil	Giant Ant	Airbnb	Airbnb Combating Discrimination	Canada
2D Computer-Generated	Wood Pencil	Dentsu	Semba Center Building	Pretending to Forget	Japan
2D Computer-Generated	Shortlist	Edelman	Novartis	The Boy Who Couldn't See the Stars	France
2D Computer-Generated	Yellow Pencil	Publicis Conseil	Face a l'Inceste	Two Monsters in my Story	France
2D Computer-Generated	Shortlist	Wunderman Thompson Paris	Forbidden Stories	Forbidden Stories	France
2D Computer-Generated	Wood Pencil	Hornet	Away	Away - Travel the Vote	United States
2D Computer-Generated	Shortlist	Park Pictures	Imagine Justice	We Matter Too	United States
2D Computer-Generated	Shortlist	Kin	Mailchimp	Big Change Starts Small	United States
2D Computer-Generated	Shortlist	DDB Sydney	Westpac	However You Make it, We'll Help You Save it.	Australia
2D Computer-Generated	Shortlist	CHE Proximity Sydney	Genea	Where Babies Come From	Australia
3D Computer-Generated	Graphite Pencil	Roof Studio	Curaviva Bildung	Curaviva	United States
3D Computer-Generated	Wood Pencil	Area 23	Insmed	Unbreakable	United States
Traditional	Yellow Pencil	The Gate	Childline	Childline - Nobody Is Normal	United Kingdom
Traditional	Wood Pencil	Dentsu	Zespri International Japan	Enjoy the Healthy You Love	Japan
Traditional	Shortlist	Publicis Conseil	Face a l'Inceste	Two Monsters In my Story	France
Traditional	Shortlist	adam&eveDDB	Mars Petcare	Snowman	United Kingdom
Traditional	Graphite Pencil	Area 23	Insmed	Trapped	United States
Traditional	Shortlist	Area 23	Lilly / Cymaza	The Momentous Moments of Max and Maxine	United States
Motion Graphics	Wood Pencil	Ditroit	Procter & Gamble	Pantene Nutrient Blends Collection	Italy
Characters & Creatures	Graphite Pencil	The Gate	Childline	Childline - Nobody Is Normal	United Kingdom
Characters & Creatures	Shortlist	FIG	CNN	Donkey & Elephant	United States
Characters & Creatures	Shortlist	adam&eveDDB	John Lewis & Partners	Give a Little Love	United Kingdom
Characters & Creatures	Shortlist	Piranha Bar	Gas Network Ireland	Poxy Chores	Ireland
Mixed Media	Shortlist	NOMNT	Great Ormond Street Hospital	World's First Animated COMD Mask - in aid of GOSH	United Kingdom

Mixed Media	Yellow Pencil	AMV BBDO	Essity	#wombstories	United Kingdom
Mixed Media	Shortlist	Builders Club	Nike	Improvise. Scavenge. Protect. Adapt.	United Kingdom
Mixed Media	Shortlist	FIG	CNN	Donkey & Elephant	United States
Mixed Media	Wood Pencil	adam&eveDDB	John Lewis & Partners	Give a Little Love	United Kingdom
Mixed Media	Shortlist	BBDO New York & JOY Collective	Shea Moisture	It Comes Naturally	United States
Low Budget	Shortlist	Zombie Studio	WWF	Lin The Pangolin	Brazil
Low Budget	Graphite Pencil	Khoo Siew May & Jay Septimo	Superhero Me	One More Time	Singapore
Low Budget	Shortlist	BETC Paris	Pornhub	Not My Job	France
Low Budget	Wood Pencil	NOMNT	Great Ormond Street Hospital	World's First Animated COMD Mask - in aid of GOSH	United Kingdom
Low Budget	Wood Pencil	Wunderman Thompson Paris	Forbidden Stories	Forbidden Stories	France
Low Budget	Graphite Pencil	Publicis Conseil	Face a l'Inceste	Two Monsters in my Story	France
Art Direction					
Integrated	Wood Pencil	BETC São Paulo	Hershey's	HerShe	Brazil
Integrated	Yellow Pencil	AMV BBDO	Essity	#wombstories	United Kingdom
Integrated	Wood Pencil	AlmapBBDO	Pepsico	Doritos Wasabi	Brazil
Integrated	Graphite Pencil	Africa	House of Lapland	Salla 2032	Brazil
Integrated	Yellow Pencil	AKQA	Netflix	One Story Away	Brazil
Integrated	Shortlist	Superunion	Clear Mobile	Clear Mobile	United Kingdom
Integrated	Shortlist	The Bloc	NBCDI	ABCs of Survival	United States
Digital	Shortlist	Clemenger BBDO Wellington	New Zealand Human Rights Commission	Voice of Racism	New Zealand
Digital	Graphite Pencil	GSD&M	U.S. Air Force	U.S. Air Force Into The Storm	United States
Digital	Shortlist	Squarespace	Squarespace	Browser History	United States
Digital	Wood Pencil	Studio Regale	A?sop	A?sop Presents: Three Aromatique Candles & Other Stories	Netherlands
Film	Graphite Pencil	Saatchi & Saatchi Los Angeles	Toyota Motor North America	Upstream	United States
Film	Black Pencil	AMV BBDO	Essity	#wombstories	United Kingdom
Film	Shortlist	72andSunny Los Angeles	Adobe	Fantastic Voyage	United States
Film	Wood Pencil	Amber China	Durex	Safely Feel the Real World	China
Film	Graphite Pencil	Droga5 New York	The New York Times	Life Needs Truth	United States
Film	Wood Pencil	Droga5 New York	Hennessy	Maurice and the Black Bear School	United States
Film	Shortlist	Squarespace	Squarespace	Launch It	United States
Film	Shortlist	adam&eveDDB	John Lewis & Partners	Give a Little Love	United Kingdom
Film	Wood Pencil	TBWA\Media Arts Lab	Apple	Shot on iPhone ? Vertical Cinema	United States
Film	Shortlist	TBWA\Media Arts Lab	Apple	AirPods Pro ? Jump	United States
Film	Graphite Pencil	The Gate	Childline	Childline - Nobody is Normal	United Kingdom
Film	Graphite Pencil	DDB Chicago	Mars	Starburst Swirlers	United States

Film	Shortlist	DIVISION	Diesel	Diesel Francesca	France
Direct	Wood Pencil	FCB Chicago	City of Chicago	Boards of Change	United States
Direct	Wood Pencil	Africa	House of Lapland	Salla 2032	Brazil
Direct	Shortlist	The Bloc	NBCDI	ABCs of Survival	United States
Press	Wood Pencil	TBWA\Paris	Le Chocolat des Français	Only Keep the Best of France	France
Outdoor	Graphite Pencil	AKQA	Netflix	One Story Away	Brazil
Outdoor	Shortlist	Ogilvy UK / Ogilvy Toronto	Unilever	Courage is Beautiful	United Kingdom
Outdoor	Shortlist	TBWA\Paris	Le Chocolat des Français	Only Keep the Best of France	France
Experiential	Wood Pencil	Wieden+Kennedy Tokyo	Netflix Korea	The Massacre of Kingdom	Japan
Experiential	Shortlist	The Glue Society	Anti-Slavery Australia	The Human Mart	Australia
Experiential	Shortlist	BBDO New York	Foot Locker	For the Love	United States
Experiential	Wood Pencil	DDB Group New Zealand	Lion New Zealand	Emerson's Tiny Pub	New Zealand
Experiential	Graphite Pencil	DDB Chicago	Miller Lite	Farewell, Work Holiday Parties	United States
Experiential	Shortlist	BBH New York	Chief	Chief & NWHM Glass Ceiling Breaker	United States
Gaming	Wood Pencil	DDB Group Germany	Reporters Without Borders (RSF)	The Uncensored Library	Germany
Book Design					
Children's Picture Books	Shortlist	Coralie Bickford-Smith	Penguin Books	The Song of the Tree	United Kingdom
Trade Books	Shortlist	Tenmilliontimes Design	The Oriental Press	Allusions in the Subway Stations' Name of Beijing	China
Culture, Art & Design Books	Wood Pencil	Mother LA	Postmates	Postmates Don't Cookbook	United States
Culture, Art & Design Books	Wood Pencil	Julia Hasting	Phaidon	Paul Smith	United Kingdom
Culture, Art & Design Books	Wood Pencil	Prestel	Tyler Mitchell	I Can Make You Feel Good	United Kingdom
Culture, Art & Design Books	Yellow Pencil	Chemical Industry Press	Chemical Industry Press	Stories Hidden in Chinese Characters	China
Culture, Art & Design Books	Shortlist	Mik NZ	Deja Pet Food	Max ? A Purebred Ultra Condensed Typeface	New Zealand
Culture, Art & Design Books	Shortlist	BOB Design	Allford Hall Monaghan Morris	AHMM Chronicle	United Kingdom
Culture, Art & Design Books	Shortlist	Quietly Studio	Gang of Four	Gang of Four	United Kingdom
Culture, Art & Design Books	Shortlist	Y.STUDIO	Small Enterprise	Meet Pu?er	China
Culture, Art & Design Books	Shortlist	Nanjing Han Qing Tang Design	Phoenix Fine Arts Publishing	Browse Leipzig, Best Book Design From All Over the World, 1991-2003	China
Culture, Art & Design Books	Wood Pencil	Kinetic Singapore	Holycrap.sg	Rubbish No.10 No Time For Melancholy	Singapore
Culture, Art & Design Books	Shortlist	Haller Brun	Kunstmuseum Den Haag	A.R. Penck?How It Works	Netherlands
Culture, Art & Design Books	Shortlist	Beijing Artron Art Design Center	Jia Difei	Jia Difei Works	China
Culture, Art & Design Books	Shortlist	Gridworks	Jay Gordonsmith Estate	Mrs Jay and W. Gordon Smith Art Collection	Netherlands
Culture, Art & Design Covers	Shortlist	Hauser, Schwarz	House of Electronic Arts Basel	Real Feelings	Switzerland
Specialist Subject Books	Shortlist	Nobrow	Nobrow	The Art of Drag	United Kingdom
Specialist Subject Books	Shortlist	Sichuan People's Publishing	Wen Aiji	Wind	China
Specialist Subject Books	Graphite Pencil	Practice Theory	In Plain Words	When Cooking was a Crime: Masak in the Singapore Prisons, 1970s? 80s	Singapore

Specialist Subject Books	Shortlist	Bureau Berger	Hachette	Post-Cuisine	France
Specialist Subject Covers	Wood Pencil	Akemi Tanaka	Akemi Tanaka	The Balancing Book	United Kingdom
Specialist Subject Covers	Shortlist	HCMA Architecture + Design	HCMA	Process: How to Create Community Buildings with Impact	Canada
Illustrated Books & Graphic Novels	Shortlist	Dentsu	Shoei	The Story of a Christmas Present's Journey	Japan
Illustrated Books & Graphic Novels	Wood Pencil	Tenmilliontimes Design	The Oriental Press	Shade of Trees, Pigeons and People: Life and Nostalgia in Beijing Hutongs (Alleys)	China
Limited Edition & Fine Binding Books	Graphite Pencil	Day Day Up Design Consultancy	Day Day Up Design Consultancy	Hong Hun Hun's Poster Collection	China
Limited Edition & Fine Binding Books	Graphite Pencil	Sputnik	Villa Terra Creta	Epos	Greece
Limited Edition & Fine Binding Books	Shortlist	Phoenix Publishing House	Phoenix Publishing House	The Painted Screen Past and Future	China
Limited Edition & Fine Binding Books	Shortlist	Ki Saigon	Green Around the Corner	Boy Who Could Not Wait	Vietnam
Branding					
New Branding Schemes	Wood Pencil	L3 Branding	Jetleg Books	Jetleg Books	China
New Branding Schemes	Wood Pencil	Seachange	Oji Sushi	Oji Sushi ? Fast Fuel Not Fast Food	New Zealand
New Branding Schemes	Graphite Pencil	Open Studio Stockholm	Lykke Kaffegårdar	Lykke Kaffegårdar	Sweden
New Branding Schemes	Graphite Pencil	BBC Studios Creative	BBC Studios	BBC Select	United Kingdom
New Branding Schemes	Wood Pencil	Ogilvy Taiwan	Vogue	UNI-FORM	Taiwan
New Branding Schemes	Wood Pencil	Magpie Studio	Magic Canvas	Magic Canvas ? Helping Children to Express Themselves	United Kingdom
New Branding Schemes	Shortlist	For The People	Humphreys Real Estate	Humphreys Real Estate	Australia
New Branding Schemes	Wood Pencil	For The People	Derwent Valley Council	Derwent Valley	Australia
New Branding Schemes	Yellow Pencil	Concrete	Halsey	about-face	Canada
New Branding Schemes	Wood Pencil	Trabucco-Campos / Práctica	Irvington Theater	Irvington Theater	United States
New Branding Schemes	Shortlist	Superunion	Clear Mobile	Clear Mobile	United Kingdom
Brand Refresh	Yellow Pencil	COLLINS	Robinhood	Robinhood Brand Identity	United States
Brand Refresh	Wood Pencil	Pentagram London	Moholy-Nagy Foundation	Moholy-Nagy Foundation	United Kingdom
Brand Refresh	Wood Pencil	Otherwhere Collective	Toca Botanicals	TOCA	United States
Brand Refresh	Graphite Pencil	Bold NoA	Majang Studios	Majang Studios	Sweden
Brand Refresh	Graphite Pencil	Tátil	Canal Brasil	Canal Brasil - Rebrand	Brazil
Brand Refresh	Wood Pencil	Landor & Fitch	International Union for Conservation of Nature	Save Our Species: Keep Nature Standing	France
Brand Refresh	Wood Pencil	Jones Knowles Ritchie	Restaurant Brands International	Your Way, Way Better	United States
Brand Refresh	Graphite Pencil	COLLINS	San Francisco Symphony	San Francisco Symphony	United States
Brand Refresh	Shortlist	Mother Design	Broody	Nuud Gum Brand Identity	United Kingdom

Brand Refresh	Shortlist	COLLINS	Crane Paper Company	Crane Brand Identity	United States
Brand Refresh	Wood Pencil	Mother Design	Tripadvisor	Tripadvisor	United States
Campaign Branding	Shortlist	6616 Creative House	Toko Kopi Tuku / Herbana	The MAAF Project	Indonesia
Campaign Branding	Wood Pencil	Droga5 London	Setapp	Don't Get Sidetracked. Get Setapp.	United Kingdom
Campaign Branding	Shortlist	LiaoDesign	Lavie Matérielle Bookstore	20 Years 20 People 20 Stories	China
Campaign Branding	Yellow Pencil	AlmapBBDO	Pepsico	Doritos Wasabi	Brazil
Channel Branding	Shortlist	Trollbäck+Company	FX Networks	FX Type System	United States
Channel Branding	Shortlist	VCE News	VCE News Tonight	Election Coverage	United States
Channel Branding	Graphite Pencil	Hulu	Hulu	One Hulu	United States
Channel Branding	Wood Pencil	Sky Creative	Sky	Sky Documentaries	United Kingdom
Sonic Branding	Shortlist	Al Jazeera - Network Creative	Al Jazeera English	Al Jazeera English Sonic Branding	United States
Sonic Branding	Wood Pencil	MassiveMusic London	Telefonica UK	O2 Sonic Branding	United Kingdom
Sonic Branding	Wood Pencil	Mother New York	Dave & Buster's	Dave and Buster's: Ding Ding Ding	United States
Logos	Graphite Pencil	Banda	State Agency of Ukraine on Exclusion Zone Management	Vanishing Branding for Exclusion Zone	Ukraine
Logos	Graphite Pencil	DesignStudio	OneFootball	OneFootball Logo	United Kingdom
Logos	Wood Pencil	.Oddity Studio	House of Wang	House of Wang	Hong Kong
Logos	Shortlist	Face37	Leapling Films	Leapling Films	United Kingdom
Logos	Shortlist	R/GA New York	Project Zero	Project Zero	United States
Logos	Wood Pencil	Bold NoA	Mjang Studios	Mjang Studios	Sweden
Logos	Wood Pencil	DutchScot	Feed	Feed	United Kingdom
Logos	Shortlist	Imagist London	Argent	United We Shop	United Kingdom
Logos	Shortlist	Wedge	Gender Creative Kids	Gender Creative Kids	Canada
Logos	Wood Pencil	Wedge	Swirl	Swirl	Canada
Logos	Wood Pencil	Toby Ng Design	K11 Craft & Guild Foundation	K11 Craft & Guild Foundation	Hong Kong
Logos	Shortlist	Iukecharles	Royal British Legion	Royal British Legion	United Kingdom
Logos	Wood Pencil	Superunion	Bank ABC	ila Bank Logo	United Kingdom
Logos	Wood Pencil	Jones Knowles Ritchie	Restaurant Brands International	Logos, Your Way	United States
Logos	Shortlist	Silas Amos Design Thought	Newsworks	At Home	United Kingdom
Logos	Yellow Pencil	Madcats Agency	GPL	Mitka	Ukraine
Logos	Wood Pencil	Superunion	Clear Mobile	Clear Mobile	United Kingdom
Logos	Yellow Pencil	COLLINS	San Francisco Symphony	San Francisco Symphony Dynamic Logotype	United States
Logos	Wood Pencil	Studio Dumber	Dutch Ministry of Foreign Affairs	NL Branding	Netherlands
Logos	Wood Pencil	Kuba & Friends	Nix & Kix	Nix & Kix	United Kingdom
Activations	Shortlist	Publicis Italy / Independent Ideas	Bottega Veneta	The Invisible Store	Italy
Activations	Graphite Pencil	Publicis Italy	Diesel	Enjoy Before Returning	Italy

Activations	Wood Pencil	Seymourpowell	Burger King	Burger King Flaming Heart Grill	United Kingdom
Digital	Wood Pencil	Mbunt	Yamauchi No.10 Family Office	Yamauchi No.10 Family Office	Japan
Print	Shortlist	Tank Design	Vestre	Vestre Inspiration Book	Norway
Print	Wood Pencil	AliterNOA	Hotel NOA	NOAHotel	China
Print	Wood Pencil	Bruch?Idee&Form	The Mozart Hotel	The Mozart Hotel	Austria
Motion	Yellow Pencil	Dentsu Tokyo	En-courage	47 Internship	Japan
Motion	Wood Pencil	Landor & Fitch Milan	SCARPA	SCARPA ? The Mighty Unveil of Ribelle Tech 2.0	Italy
Motion	Wood Pencil	Spotify	Spotify	Listening is Everything	United States
Motion	Wood Pencil	Wunderman Thompson India	Celica Jeep	Jeep Iconography	India
Motion	Shortlist	Mother Design	Filthy Food	Filthy	United States
Tactical	Wood Pencil	Rethink Canada	Kraft Heinz Canada	Pour Perfectly	Canada
Tactical	Graphite Pencil	BETC São Paulo	HERSHEYS Br	HerShe	Brazil
Tactical	Graphite Pencil	Ogilvy Taiwan	Vogue	UNI-FORM	Taiwan
Tactical	Wood Pencil	Africa	House of Lapland	Salla 2032	Brazil
Tactical	Graphite Pencil	Google	Google	Teach From Home	United States
Tactical	Wood Pencil	4creative	Channel 4	#StayAtHome Idents	United Kingdom
Low Budget	Shortlist	One More	Nanlian Agricultural	Xing Shi Shan Poverty Alleviation Brand Design	China
Low Budget	Wood Pencil	OMSE	Hackney Church	Hackney Church Re-brand	United Kingdom
Low Budget	Shortlist	Stereo	FAR Skate	Far Skate	United Kingdom
Casting					
Film	Wood Pencil	Iconoclast	Macmillan	Macmillan - Whatever It Takes	United Kingdom
Film	Shortlist	Droga5 New York	Hennessy	Maurice and The Black Bear School	United States
Film	Shortlist	new-land Copenhagen	Scandinavian Airlines	We Are Travellers	Denmark
Film	Yellow Pencil	DIVISION	Diesel	Diesel Francesca	France
Film	Wood Pencil	Lucky Generals	Co-op	Round Are Way	United Kingdom
Film	Wood Pencil	Academy	Cadbury	The Originals	United Kingdom
Film	Shortlist	Markenfilm Hamburg	DocMorris	Take Care	Germany
Film	Wood Pencil	Taproot Dentsu	Facebook	Pooja Didi	India
Film	Graphite Pencil	Ogilvy Mumbai	ITC	The Artist	India
Film	Wood Pencil	Anomaly Berlin	Zalando	We Will Hug Again	Germany
Street Casting	Shortlist	The Glue Society	ANZ	Love Speech	Australia
Street Casting	Shortlist	Wonderhood Studios	Mzkan Europe	You Either Have It Or You Don't	United Kingdom
Street Casting	Shortlist	Redfuse Hong Kong	Colgate-Palmolive Asia Pacific	Yimsu	Thailand
Street Casting	Graphite Pencil	Wieden+Kennedy Tokyo	Nike	The Future Isn't Waiting	Japan
Street Casting	Shortlist	Grito/TBWA	Arcos Dorados	Juli	Argentina
Street Casting	Wood Pencil	Ogilvy Mumbai	ITC	The Artist	India
Street Casting	Wood Pencil	BETC Paris	La Roche-Posay	Beyond Skin	France
Street Casting	Shortlist	Forsman & Bodenfors Gothenberg	Volvo Car Corporation	AMillion More	Sweden
Voice	Shortlist	Publicis Conseil	Face a l'Inceste	Two Monsters in my Story	France
Voice	Shortlist	The Odd Number	BBC Studios	Kasi Sensei	South Africa

Voice	Wood Pencil	Wonderhood Studios	Mzkan Europe	Hit of Home	United Kingdom
Performance	Shortlist	TBWA\Media Arts Lab Los Angeles	Apple	AirPods Pro ? Jump	United States
Performance	Wood Pencil	Lucky Generals	Amazon	The Show Must Go On	United Kingdom
Performance	Shortlist	Apple	Apple	The Whole Working From Home Thing	United States
Performance	Graphite Pencil	Across the Pond	Education Above All Foundation	Child Soldier	United Kingdom
Performance	Shortlist	HelloFCB+	City Of Cape Town	Boys Do What Men Teach Them	South Africa
Cinematography					
Film	Wood Pencil	Iconoclast	Macmillan	Macmillan - Whatever It Takes	United Kingdom
Film	Shortlist	Fork Unstable Media	Merck	Microplastic Journey	Germany
Film	Wood Pencil	Ogilvy Mexico	AB InBev Grupo Modelo Mexico / Cerveza Victoria	The Farewell / Iconoclast	Mexico
Film	Yellow Pencil	Translation	Beats by Dr. Dre	You Love Me	United States
Film	Shortlist	antoni Berlin	Mercedes-Benz	Mercedes-Benz - Valet Guys	Germany
Film	Shortlist	Droga5 New York	Facebook	Born In Quarantine	United States
Film	Graphite Pencil	Forsman & Bodenfors	Volvo Car	The Parents	Sweden
Film	Wood Pencil	Stink Films	WhatsApp	Sunbeams	Brazil
Collaborative					
Advertising Agency	Collaborative Pencil	AlmapBBDO	Alpargatas	AlmapBBDO & Alpargatas For Havaianas	Brazil
Design Agency	Collaborative Pencil	Superunion	London Symphony Orchestra	London Symphony Orchestra & Superunion	United Kingdom
Design Transformation					
Digital	Yellow Pencil	FARM	Doconomy	The 2030 Calculator	Sweden
Digital	Wood Pencil	adam&eveDDB	adidas	GMR - Play Connected	United Kingdom
Operational	Shortlist	Superunion	Move United	Move United - Redefining Disability	United States
Operational	Shortlist	IDEO	H&M Group	Building the Foundation to Catalyze Change	Sweden
Spatial	Wood Pencil	Silo	Municipality of the Hague	Bicycle Parking Garage The Hague	Netherlands
Digital					
Integrated	Graphite Pencil	VaynerMedia	AB INBEV Budweiser	The Future Official Sponsors of the NWSL	United States
Integrated	Shortlist	R/GA California	Reddit	Reddit - Up The Vote	United States
Integrated	Graphite Pencil	VMLY&R Kansas City	Wendy's	Wendy's - Now That You Mention Us.	United States
Integrated	Shortlist	DDB Group Germany	Reporters Without Borders	The Uncensored Library	Germany
Integrated	Wood Pencil	Droga5 New York	Red Wing Shoes	#LaborDayOn	United States
Websites	Shortlist	MediaMonks	Netflix	DARK: Interactive Netflix Guide	Netherlands
Websites	Graphite Pencil	Koikreative	SKP-S	Chaos On Mars, 2020.AW.Digital Lookbook Campaign	China
Websites	Wood Pencil	GSD&M	U.S. Air Force	U.S. Air Force Into The Storm	United States
Websites	Wood Pencil	Ben Feist	NASA	Apollo in Real Time	United States
Search & Display	Yellow Pencil	Google Brand Studio	Google	Search Black-owned	United States
Social	Shortlist	FCB&FiRe Spain	Netflix	Unboxing	Spain
Social	Shortlist	BBH New York	Google	Google Black-Owned Friday	United States
Social	Graphite Pencil	VMLY&R Kansas City	Wendy's	Wendy's - Now That You Mention Us.	United States

Social	Shortlist	Mozga Studio	Enjoyable Ageing Charity Foundation	Disappearing Stories	Russian Federation
Social	Yellow Pencil	TBWAMedia Arts Lab Los Angeles	Apple	Shot on iPhone by Damien Chazelle ? Vertical Cinema	United States
Social	Shortlist	Apple / TBWAMedia Arts Lab Los Angeles	Apple	Hometown ? Shot on iPhone by Phillip Youmans	United States
Social	Yellow Pencil	FCB Inferno	The Big Issue / LinkedIn	Raising Profiles	United Kingdom
Social	Wood Pencil	VaynerMedia	AB INBEV Budweiser	The Future Official Sponsors of the NWSL	United States
Apps	Wood Pencil	Wunderman Thompson Thailand	THAI Airways	THAI Stay Home Miles Exchange	Thailand
Apps	Wood Pencil	Ogilvy Pakistan	Telenor Pakistan	Naming the Invisible by Digital Birth Registration	Pakistan
Physical & Digital	Shortlist	BBDO New York	Foot Locker	For the Love	United States
Physical & Digital	Wood Pencil	AKQA Tokyo	Nike	Nike ? Create with Air Max	Japan
Physical & Digital	Shortlist	BETC Paris	13ème Rue	The Underground Première	France
Physical & Digital	Shortlist	McCann London	Microsoft / Xbox	The Birth of Gaming Tourism	United Kingdom
Physical & Digital	Shortlist	R/GA New York	Ad Council	The Ad Council - #OutThereForUs	United States
Physical & Digital	Wood Pencil	R/GA California	Reddit	Reddit - Up The Vote	United States
Physical & Digital	Wood Pencil	BBDO New York	Color of Change	Pedestal Project	United States
Physical & Digital	Shortlist	DDB Chicago	Molson Coors	Calorie Burning URL	United States
Physical & Digital	Graphite Pencil	FCB NY	Michelob Ultra	Michelob ULTRA Courtside	United States
Tactical	Graphite Pencil	GUT Agency	Popeyes Louisiana Kitchen	That Look from Popeyes	United States
Tactical	Graphite Pencil	Wunderman Thompson Thailand	THAI Airways	THAI Stay Home Miles Exchange	Thailand
Tactical	Wood Pencil	Edelman New York	Unilever	A New Jingle for a New Era	United States
User Participation	Graphite Pencil	Clemenger BBDO Wellington	New Zealand Human Right Commission	The Unsaid	New Zealand
User Participation	Shortlist	McCann London	adidas / JD Sports	3 Bar Superstar	United Kingdom
User Participation	Shortlist	SS+K / Peel Iceland	Business Iceland	Looks Like You Need to Let It Out	United States
Use of Micro-Talent & Influencers	Wood Pencil	Publicis Italy	Diesel	Francesca	Italy
Use of Micro-Talent & Influencers	Wood Pencil	FRED & FARID New York	Rémy Martin	Voices from Harlem	United States
Use of Talent & Influencers	Wood Pencil	BBH New York	Google	Google Black-Owned Friday	United States
Use of Talent & Influencers	Wood Pencil	72andSunny Los Angeles	Sports United	#TheRealHeroes Project	United States
Use of Talent & Influencers	Wood Pencil	Saatchi & Saatchi New York	Procter & Gamble	The Clean Jersey Swap	United States
Use of Talent & Influencers	Shortlist	Translation	Beats by Dr. Dre	You Love Me	United States
Use of Talent & Influencers	Wood Pencil	FCB Chicago	Chicago Public Library	Live from the Library	United States
Use of Technology	Shortlist	AKQA Sao Paulo	Nike	Nike - Air Max Clouds	Brazil
Use of Technology	Wood Pencil	Rothco, Part of Accenture Interactive	Warner Music Group	Saylists	Ireland

Use of Technology	Wood Pencil	AKQA Sao Paulo	Raoni Institute	Code of Conscience	Brazil
Use of Technology	Graphite Pencil	Publicis México	Propuesta Cívica	#StillSpeakingUp	Mexico
Use of Technology	Shortlist	Joe Public Johannesburg	People Opposing Women Abuse (POWA)	The Abused News	South Africa
Use of AI	Shortlist	McCann Health New York	Change the Ref	The Unfinished Votes	United States
Use of AI	Graphite Pencil	Cheil Spain	Samsung	Talk	Spain
Use of AI	Wood Pencil	Publicis México	Propuesta Cívica	#StillSpeakingUp	Mexico
Use of Data	Graphite Pencil	Rothco	Warner Music Group	Saylists	Ireland
Use of Data	Shortlist	BETC Paris	Back Market	Co2ncious	France
Use of Data	Shortlist	Deloitte Digital Australia	Belong Australia	Carbon Thumbprint	Australia
Use of Data	Shortlist	AKQA Sao Paulo	Raoni Institute	Code of Conscience	Brazil
Digital Design					
Products	Shortlist	Apple	Apple	AirPods Max	United States
Products	Shortlist	Hello Monday	The Bartlett School of Architecture	Bartlett - Summer Show 2020	Denmark
Products	Graphite Pencil	MediaMonks	Netflix	DARK: Interactive Netflix Guide	Netherlands
Connected Experiences	Graphite Pencil	adam&eveDDB	adidas	GMR - Play Connected	United Kingdom
Immersive Experiences	Shortlist	140	Verizon	The Met Unframed	United States
Immersive Experiences	Shortlist	Ogilvy Chicago	Chicago Fire Department Foundation	The Fire Escape	United States
Immersive Experiences	Yellow Pencil	Clemenger BBDO Wellington	New Zealand Human Rights Commission	Voice of Racism	New Zealand
Immersive Experiences	Shortlist	FCB New York	Michelob Ultra	Michelob Ultra Courtside	United States
Immersive Experiences	Shortlist	AKQA Copenhagen	Olafur Eliason	Earth Speakr	Denmark
Immersive Experiences	Shortlist	La Phase 5	La Phase 5	Marseille	France
Incremental	Wood Pencil	Apple	Apple	watchOS 7 Watch Faces	United States
Incremental	Graphite Pencil	Apple	Apple	macOS Big Sur	United States
Incremental	Graphite Pencil	Apple	Apple	iOS 14	United States
Inclusive	Shortlist	Transport for London	Transport for London	TfL Go	United Kingdom
Inclusive	Yellow Pencil	Google Creative Lab	Google	Look To Speak	United States
Service Digitisation	Wood Pencil	BETC Paris	Citroen	The Pocket Dealership	France
Service Digitisation	Shortlist	paq	Spotify	Spotify x Notting Hill Carnival - Carnival Sounds	United Kingdom
Service Digitisation	Shortlist	HiQ	Levi Ski Resort	Levi Resort App	Finland
New Service Design & Activation	Shortlist	Instinct	IKEA Russia	Apartmenteka	Russian Federation
New Service Design & Activation	Wood Pencil	WeTransfer	WeTransfer	Paste	Netherlands
New Service Design & Activation	Graphite Pencil	FARM Stockholm	Doconomy	The 2030 Calculator	Sweden
Use of Data	Shortlist	Serviceplan Germany	METER Group	Meltdown Flags	Germany
Use of Data	Shortlist	Spotify	Spotify	Alone With Me	United States

Use of Data	Wood Pencil	Huge	Spotify	Spotify Wrapped For Advertisers	United States
Use of Data	Wood Pencil	FARM Stockholm	Doconomy	The 2030 Calculator	Sweden
Beta	Wood Pencil	SPACE10	IKEA	Everyday Experiments	Denmark
Direct					
Integrated	Shortlist	Buzzman	BURGER KING® France	Burger King & Friends	France
Integrated	Wood Pencil	VMLY&R	Federal Public Ministry	Next Minute Law	Brazil
Integrated	Shortlist	CHE Proximity	Samsung	Samsung Microcodes	Australia
Integrated	Graphite Pencil	BBDO Group Germany	WWF Germany	Eurythenes Plasticus	Germany
Integrated	Shortlist	Grey Advertising	Pringles	Meet Frank	United Kingdom
Integrated	Graphite Pencil	VaynerMedia	AB INBEV Budweiser	The Future Official Sponsors of the NWSL	United States
Integrated	Wood Pencil	Leo Burnett Chicago	Kraft Heinz	Littlest Bailout	United States
Integrated	Wood Pencil	McCann London	Microsoft / Xbox	The Birth of Gaming Tourism	United Kingdom
Integrated	Wood Pencil	Ogilvy Taiwan	Vogue	UNI-FORM	Taiwan
Digital	Wood Pencil	Spotify	Spotify	Alone With Me	United States
Digital	Wood Pencil	Hjaltelin Stahl	Danish Crown	The Big Danish Bacon Pre-roll	Denmark
Digital	Shortlist	BBDO Group Germany	WWF Germany	Eurythenes Plasticus	Germany
Digital	Shortlist	NORD DDB Stockholm	McDonald's Scandinavia	McDo	Sweden
Digital	Shortlist	BETC Paris	Pornhub	Not My Job	France
Digital	Graphite Pencil	Herezie	Amazon Prime Video	Cités	France
Digital	Shortlist	BBH New York	Google	Google Black-Owned Friday	United States
Digital	Graphite Pencil	DAVD Madrid	Burger King	The Menu Court	Spain
Digital	Shortlist	Wunderman Thompson Thailand	THAI Airways	THAI Stay Home Miles Exchange	Thailand
Film	Shortlist	Publicis Conseil	Face a l'Inceste	Two Monsters in my Story	France
Film	Wood Pencil	ENGINE	Born Free Foundation	Creature Discomforts: Life in Lockdown	United Kingdom
Film	Wood Pencil	Africa	SporTV	Let Her Run	Brazil
Direct Mail	Shortlist	FCB Chicago / FCB New York	Anheuser-Busch	Contract for Change	United States
Direct Mail	Wood Pencil	Ogilvy Hong Kong	Pizza Hut Hong Kong	Pizza Hut x IKEA SÄVA	Hong Kong
Printed Materials	Wood Pencil	MullenLowe	Change the Ref	Shamecards	United States
Printed Materials	Wood Pencil	Rethink Canada	Kraft Heinz Canada	Heinz Ketchup Puzzle	Canada
Press & Outdoor	Wood Pencil	FCB Chicago	City of Chicago	Boards of Change	United States
Press & Outdoor	Shortlist	Buzzman	BURGER KING® France	Order From McDonald's	France
Press & Outdoor	Shortlist	Saatchi & Saatchi NY	Procter & Gamble	Olay Face the STEM Gap	United States
Press & Outdoor	Wood Pencil	David Miami	Burger King	Homes of the Whopper	United States
Press & Outdoor	Graphite Pencil	Saatchi & Saatchi Australia	The Royal Australian Mint	Donation Dollar	Australia
Radio & Audio	Shortlist	Leo Burnett Australia	Bonds	Unplugged Bonds	Australia
Radio & Audio	Wood Pencil	VMLY&R Melbourne	Defence Force Recruitment	Lost In Translation	Australia
Events	Graphite Pencil	FCB NY	NBA	Michelob Ultra Courtside	United States
Events	Shortlist	DDB Chicago	Miller Lite	Farewell, Work Holiday Parties	United States
Events	Wood Pencil	BBH Singapore	Riot Games	Honeyfruit	Singapore
Product & Service	Graphite Pencil	Saatchi & Saatchi Australia	The Royal Australian Mint	Donation Dollar	Australia
Product & Service	Shortlist	Leo Burnett Chicago	Campbell's	Dinner Insurance	United States

Product & Service	Graphite Pencil	Rothco	Warner Music Group	Saylists	Ireland
Product & Service	Wood Pencil	AKQA Sweden	H&M	H&M Looop	United Kingdom
Product & Service	Wood Pencil	Grey Paris / Ogilvy Paris	Vahiné	Birthday and a Half	France
Product & Service	Wood Pencil	Rethink Canada	Kraft Heinz Canada	Heinz Ketchup Puzzle	Canada
Product & Service	Shortlist	Ogilvy Hong Kong	Pizza Hut Hong Kong	Pizza Hut x IKEA SÅVA	Hong Kong
Acquisition & Retention	Wood Pencil	GUT Agency	Popeyes Louisiana Kitchen	That Look From Popeyes	United States
Acquisition & Retention	Yellow Pencil	Publicis Italy	Diesel	Enjoy Before Returning	Italy
Acquisition & Retention	Wood Pencil	Wunderman Thompson Thailand	THAI Airways	THAI Stay Home Miles Exchange	Thailand
Innovation	Shortlist	Spotify	Spotify	Alone With Me	United States
Innovation	Graphite Pencil	Rothco	Warner Music Group	Saylists	Ireland
Innovation	Shortlist	BBDO Group Germany	WWF Germany	Eurythenes Plasticus	Germany
Innovation	Shortlist	DDB Group New Zealand	New Zealand Aids Foundation	The Baby That Changed HIV	New Zealand
Innovation	Yellow Pencil	Saatchi & Saatchi Australia	The Royal Australian Mint	Donation Dollar	Australia
Direction					
Film	Graphite Pencil	AMV BBDO	Essity	#wombstories	United Kingdom
Film	Shortlist	Pulse Films	Nike	You Can't Stop Us	United States
Film	Shortlist	Pulse Films	John Lewis & Partners	Give a Little Love	United Kingdom
Film	Wood Pencil	Droga5 New York	The New York Times	Life Needs Truth	United States
Film	Graphite Pencil	AMV BBDO	Macmillan Cancer Support	Whatever It Takes	United Kingdom
Film	Shortlist	Droga5 New York	Hennessy	Maurice and the Black Bear School	United States
Film	Wood Pencil	Riff Raff Films	Burberry	Festive / Megaforce / Burberry	United Kingdom
Film	Shortlist	Anonymous Content	United Nations High Commissioner for Refugees	The Journey	United Kingdom
Film	Shortlist	Biscuit Filmworks LA & Revolver	Brawl Stars	Starr Park	United States
Film	Shortlist	Elephant GP&K	Edita	HOHOS The Big Turnaround	Egypt
Film	Shortlist	Sweetshop	Toyota	Toyota Hilux	New Zealand
Film	Yellow Pencil	Smuggler New York	Apple	The Whole Working From Home Thing	United States
Film	Shortlist	TBWAMedia Arts Lab Shanghai	Apple	Shot on iPhone 12 Pro Max Chinese New Year ? Nian	China
Film	Shortlist	antoni Berlin	Mercedes-Benz	Mercedes-Benz - Valet Guys	Germany
Film	Shortlist	Hungry Man Productions	Amazon	Amazon Alexa, Alexa's Body	United States
Film	Shortlist	Somesuch	Apple	Apple - Make Movies Like the Movies	United Kingdom
Film	Graphite Pencil	Forsman & Bodenfors	Volvo Car	The Parents	Sweden
Film	Shortlist	Biscuit Filmworks London / Droga 5	Amazon Alexa	Amazon Alexa	United Kingdom
Film	Yellow Pencil	Academy	Three	Real 5G	United Kingdom
Film	Graphite Pencil	Translation	Beats by Dr. Dre	You Love Me	United States
Film	Shortlist	Somesuch	Apple	Apple - Snap	United Kingdom

Film	Shortlist	Heimat Berlin	HORNBACH	HORNBACH "Biodiversity Starts in Your Garden."	Germany	United Kingdom
Film	Shortlist	Somesuch	Samsung	"Samsung	- All Good"	
Film	Shortlist	Somesuch & Revolver	Coca-Cola	Coke - Could I Be Wrong?	United Kingdom	
Film	Shortlist	Good Morning Films	My Choices Foundation	Chotu	India	
Film	Shortlist	Leo Burnett Detroit	Cadillac	ScissorHandsFree	United States	
Film	Graphite Pencil	DDB Paris	Ubisoft	Tipping Point	France	
Film	Yellow Pencil	DIMSION	Diesel	Diesel Francesca	France	
Scripted Entertainment	Shortlist	Droga5 New York	The New York Times	Life Needs Truth	United States	
Scripted Entertainment	Graphite Pencil	Somesuch	Riz Ahmed	The Long Goodbye	United Kingdom	
Scripted Entertainment	Wood Pencil	AMV BBDO	Macmillan Cancer Support	Whatever It Takes	United Kingdom	
Scripted Entertainment	Wood Pencil	AMV BBDO	Essity	#wombstories	United Kingdom	
Scripted Entertainment	Shortlist	Prettybird	Beats by Dr. Dre	You Love Me	United States	
Scripted Entertainment	Shortlist	antoni Berlin	Mercedes-Benz	Mercedes-Benz - Valet Guys	Germany	
Scripted Entertainment	Shortlist	Publicis Conseil	Stop VEO	Stop VEO - Words I won't say	France	
Scripted Entertainment	Wood Pencil	TBWA/Media Arts Lab Shanghai	Apple	Shot on iPhone 12 Pro Max I Chinese New Year ? Nian	China	
Scripted Entertainment	Shortlist	Somesuch	Samsung	Samsung - All Good	United Kingdom	
User Generated Content	Graphite Pencil	Somesuch	The New York Times	Life Needs Truth	United Kingdom	
Low Budget	Wood Pencil	Massif	Shelflife	Shelflife ? Stussy x Nike	South Africa	
Low Budget	Shortlist	Publicis Conseil	Stop VEO	Stop VEO - Words I won't say	France	
E-Commerce						
Acquisition & Retention	Wood Pencil	Leo Burnett Colombia	Falabella Colombia	3362 falabella.com	Colombia	
Acquisition & Retention	Wood Pencil	Ogilvy Australia	KFC Australia	Secret Menu	Australia	
Customer Journey	Wood Pencil	BETC Paris	Lacoste	Give for Good	France	
Purchase Experience	Graphite Pencil	AKQA Sao Paulo	Nike	Nike - Air Max Clouds	Brazil	
Purchase Experience	Shortlist	Jam3	Complex Networks	ComplexLand	Canada	
Purchase Experience	Graphite Pencil	BETC Paris	Auberge des Migrants	Migrants on Amazon	France	
Promotions	Shortlist	R/GA New York	Merch Aid	Merch Aid	United States	
Promotions	Shortlist	Ogilvy Australia	KFC Australia	Secret Menu	Australia	
Promotions	Shortlist	Pereira O'Dell San Francisco	Fifth Third Bank	Buy Now Blocker	United States	
Promotions	Wood Pencil	NORD DDB Stockholm	Elgiganten Denmark	VAR Discount	Sweden	
Brand Partnership	Shortlist	R/GA New York	Shopify	Shopify - Supporting Independents	United States	
Brand Partnership	Wood Pencil	R/GA New York	Merch Aid	Merch Aid	United States	
Entertainment	Shortlist	Jam3	Complex Networks	ComplexLand	Canada	
Entertainment	Graphite Pencil	Ogilvy Taiwan	IKEA	IKEA Animal Crossing Catalogue	Taiwan	
Livestream	Wood Pencil	Barbarian	RB	Sickwear by Mucinex	United States	

Cultural Experience	Shortlist	Africa	AB Inbev	Stadium's Food Delivery	Brazil
Cultural Experience	Wood Pencil	BBDO New York	Foot Locker	Endless World of Air Max	United States
Cultural Experience	Shortlist	AKQA London	Brahma	Beer Bet	Brazil
Use of Social Networks	Shortlist	BBDO New York	Ford	Mach Drops	United States
Use of Social Networks	Yellow Pencil	FCB Inferno	The Big Issue / LinkedIn	Raising Profiles	United Kingdom
New Realities & Emerging Media	Wood Pencil	Wieden+Kennedy Tokyo	IKEA Japan	IKEA Harajuku with Imma	Japan
Editing					
Film	Yellow Pencil	Work Editorial	Apple	The Whole Working From Home Thing	United States
Film	Shortlist	VCCP	Green & Black's	Wildly. Deliciously. Organic.	United Kingdom
Film	Wood Pencil	Trim Editing	New York Times	The Truth Is Essential: Life Needs Truth	United Kingdom
Film	Shortlist	72andSunny Amsterdam	The Coca-Cola Company	Coca-Cola - Open Like Never Before	Netherlands
Film	Shortlist	Fork Unstable Media	Merck	Microplastic Journey	Germany
Film	Graphite Pencil	Stitch	Macmillan	Macmillan "Tender yet Tough"	United Kingdom
Film	Wood Pencil	Droga5 New York	Hennessy	Maurice and the Black Bear School	United States
Film	Shortlist	Droga5 New York	Facebook	Born In Quarantine	United States
Film	Shortlist	new-land	Volvo	Volvo - A Million More	Sweden
Film	Shortlist	new-land Copenhagen	Scandinavian Airlines	We Are Travellers	Denmark
Film	Graphite Pencil	The New York Times	The New York Times	Megan Thee Stallion	United States
Film	Graphite Pencil	BBDO Group Germany	UNICEF Deutschland	#ENDviolence "More Than a Mark"	Germany
Film	Wood Pencil	Arts & Letters Creative	NBA/ ESPN	NBA on ESPN - It's NBA on ESPN Time	United States
Film	Shortlist	Publicis Conseil	STOP VEO	STOP VEO ? THE WORDS I WON'T SAY	France
Film	Shortlist	Forsman & Bodenfors	Volvo Car	The Parents	Sweden
Film	Shortlist	Google Brand Studio	Google	Google ? Year in Search 2020	United States
Entertainment	Shortlist	Modern Post	Vogue	I Love New York	United States
Entertainment	Wood Pencil	Stitch	Epilepsy Research UK	Epilepsy Research UK	United Kingdom
Entertainment	Graphite Pencil	Trim at Cosmo Street	The New York Times	Life Needs Truth	United States
Entertainment					
Integrated	Yellow Pencil	McCann London	Microsoft / Xbox	The Birth of Gaming Tourism	United Kingdom
Scripted Short Form	Graphite Pencil	Translation	Beats by Dr. Dre	You Love Me	United States
Scripted Short Form	Wood Pencil	Africa	House of Lapland	Salla 2032	Brazil
Scripted Long Form	Graphite Pencil	AMV BBDO	Essity	#wombstories	United Kingdom
Scripted Long Form	Shortlist	TBWA/Media Arts Lab (LA)	Apple	Shot on iPhone ? Vertical Cinema	United States
Scripted Long Form	Graphite Pencil	Publicis Conseil	Stop VEO	The Words I Won't Say	France
Scripted Long Form	Shortlist	Sour Bangkok	Phiboonchai Maepranom Thai Chili Paste	Maepranom	Thailand
Scripted Long Form	Yellow Pencil	Biscuit Filmworks / Revolver	Brawl Stars	Starr Park	United States

Scripted Long Form	Graphite Pencil	Africa	SporTV	Let Her Run	Brazil
Scripted Long Form	Shortlist	Forsman & Bodenfors Gothenburg	Generation Pep	Dance 10.000	Sweden
Non-Scripted Long Form	Shortlist	Droga5 New York	Hennessy	Maurice and The Black Bear School	United States
Non-Scripted Long Form	Shortlist	Anomaly Toronto	AB InBev	Underplayed	Canada
Experiential	Yellow Pencil	McCann London	Microsoft / Xbox	The Birth of Gaming Tourism	United Kingdom
Experiential	Wood Pencil	DDB Chicago	Molson Coors	Cantenna	United States
Experiential	Wood Pencil	DDB Chicago	Miller Lite	Farewell, Work Holiday Parties	United States
Experiential	Shortlist	DDB Chicago	Molson Coors	Big Game Dream	United States
Audio	Graphite Pencil	Edelman New York	Unilever	A New Jingle for a New Era	United States
User Participation	Shortlist	DDB Group Germany	Reporters Without Borders (RSF)	The Uncensored Library	Germany
User Participation	Graphite Pencil	FCB New York	Michelob Ultra	Michelob Ultra Courtside	United States
Use of Talent & Influencers	Shortlist	FCB Chicago	Chicago Public Library	Live from the Library	United States
Use of Talent & Influencers	Wood Pencil	AKQA Sao Paulo	Deezer	Silence	Brazil
Low Budget	Graphite Pencil	NORD DDB Stockholm	Eliganten Denmark	VAR Discount	Sweden
Low Budget	Shortlist	Mischief @ No Fixed Address	RepresentUs	Dictators	United States
Low Budget	Wood Pencil	Publicis Conseil	Face a l'Inceste	Two Monsters in My Story	France
Experiential					
Community	Graphite Pencil	Publicis Conseil	Renault	Renault - Village Electrique	France
Community	Wood Pencil	GUT São Paulo	Mercado Livre	Feed Parade	Brazil
Community	Shortlist	McCann London	adidas	3 Bar Superstar	United Kingdom
Community	Black Pencil	McCann New York	Mastercard	True Name	United States
Community	Wood Pencil	FCB Chicago	City of Chicago	Boards of Change	United States
Community	Yellow Pencil	Saatchi & Saatchi Melbourne	The Royal Australian Mint	Donation Dollar	Australia
Community	Shortlist	R/GA New York / Momentum Worldwide	Verizon	Verizon - Fortnite Stadium	United States
Community	Yellow Pencil	DDB Group Germany	Reporters Without Borders	The Uncensored Library	Germany
Community	Wood Pencil	Rethink	Molson Coors	Make It Canadian	Canada
Community	Wood Pencil	VMLY&R	Wendy's	Super Wendy's World	United States
Exhibitions & Trade Shows	Shortlist	Wieden+Kennedy Tokyo	Netflix Korea	The Massacre Of Kingdom	Japan
Exhibitions & Trade Shows	Graphite Pencil	BBDO Group Germany	WWF Germany	Eurythenes Plasticus	Germany
Retail	Wood Pencil	Publicis Italy	Diesel	Enjoy Before Returning	Italy
Retail	Graphite Pencil	AKQA Sweden	H&M	H&M Loop	United Kingdom
Retail	Wood Pencil	Rethink Canada	Kraft Heinz Canada	Pour Perfectly	Canada
Public Spaces	Shortlist	BBH New York	Chief	Chief & NWHM Glass Ceiling Breaker	United States
Public Spaces	Shortlist	DDB Chicago	Miller Lite	Farewell, Work Holiday Parties	United States
Out-of-Home	Wood Pencil	CHE Proximity Sydney	Insurance Australia Group (IAG)	Sloways	Australia

Out-of-Home	Shortlist	Forsman & Bodenfors Gothenburg	Västtrafik	No Douche Bag	Sweden
Out-of-Home	Shortlist	FCB Chicago	City of Chicago	Boards of Change	United States
Out-of-Home	Wood Pencil	the community Mami	OREO	The OREO Doomsday Vault	United States
Out-of-Home	Wood Pencil	Famous Innovations	Radio Zindagi	The Applegram	India
Out-of-Home	Shortlist	BETC Paris	Droit de Regard	The Eye Opening Test	France
Out-of-Home	Shortlist	MullenLowe Dubai	UAE Government Media Office	Double Moon	United Arab Emirates
Online Experiences	Graphite Pencil	AKQA Sao Paulo	Beck's	Beck's Frequency	Brazil
Online Experiences	Wood Pencil	R/GA New York / Momentum Worldwide	Verizon	Verizon - Fortnite Stadium	United States
Online Experiences	Shortlist	DAVD Madrid	Burger King	The Menu Court	Spain
Online Experiences	Shortlist	SS+K / Peel Iceland	Business Iceland	Looks Like You Need to Let It Out	United States
Online Experiences	Shortlist	Wunderman Thompson Dubai	Bose	Noise-O-Meter	United Arab Emirates
Online Experiences	Shortlist	TBWA Sydney	Tourism New Zealand	PLAYNZ	Australia
Use of Talent & Influencers	Shortlist	Just For Fun	Pornhub	Give a F**k, Get a F**k	United States
Use of Talent & Influencers	Wood Pencil	Saatchi & Saatchi New York	Procter & Gamble	The Clean Jersey Swap	United States
Use of Technology	Shortlist	MullenLowe Dubai	The Mohammed bin Rashid Al Maktoum Global Initiatives	The World's Tallest Donation Box	United Arab Emirates
Use of Technology	Yellow Pencil	adam&eveDDB	adidas	GMR - Play Connected	United Kingdom
New Realities & Emerging Media	Graphite Pencil	Spotify	Spotify	Alone With Me	United States
Film					
Social Commercial Campaigns	Wood Pencil	TBWA\Media Arts Lab Los Angeles	Apple	Shot on iPhone by Damien Chazelle ? Vertical Cinema	United States
Social Commercial Campaigns	Shortlist	Droga5 London	Setapp	Don't Get Sidetracked. Get Setapp.	United Kingdom
Social Commercials Under 30 Seconds	Shortlist	BBDO New York	Mars Chocolate North America	Karen	United States
Social Commercials Over 30 Seconds	Yellow Pencil	Translation	Beats by Dr. Dre	You Love Me	United States
Social Commercials Over 30 Seconds	Shortlist	AKQA Sao Paulo	Netflix	We Watched It All	Brazil
Social Commercials Over 30 Seconds	Shortlist	CHE Proximity Sydney	Genea	Where Babies Come From	Australia
Social Commercials Over 30 Seconds	Wood Pencil	Africa	SporTV	Let Her Run	Brazil
Social Commercials Over 30 Seconds	Shortlist	Heimat Berlin	Die Kulturellen Erben e.V. Berlin	Cultural Heirs "Voice of the Wall"	Germany
Social Commercials Over 30 Seconds	Wood Pencil	Saatchi & Saatchi NZ	Global Women	A Career-Limiting Campaign	New Zealand
Social Commercials Over 30 Seconds	Shortlist	DAVD São Paulo	Burger King	Late Night Stores	Brazil

Social Commercials Over 30 Seconds	Shortlist	Droga5 New York	Facebook	Born In Quarantine	United States
Social Commercials Over 30 Seconds	Shortlist	Ogilvy Mumbai	Savlon	Savlon - The Artist	India
Social Commercials Over 30 Seconds	Wood Pencil	Goodby Silverstein & Partners	Google / United Nations / Tribeca Enterprises	Life Below Water	United States
Social Commercials Over 30 Seconds	Shortlist	Droga5 London	Setapp	Snake	United Kingdom
Social Commercials Over 30 Seconds	Graphite Pencil	Indiana Production	Coordown	The Hiring Chain	Italy
Social Commercials Over 30 Seconds	Shortlist	The Gate	Childline	Childline - Nobody Is Normal	United Kingdom
Social Commercials Over 30 Seconds	Shortlist	Squarespace	Squarespace	Launch It	United States
Social Commercials Over 30 Seconds	Yellow Pencil	Publicis Italy	Diesel	Francesca	Italy
TV/VOD Commercial Campaigns	Shortlist	DDB Chicago	Molson Coors	Miller Lite "Beer Me" Campaign	United States
TV/VOD Commercial Campaigns	Wood Pencil	Saatchi & Saatchi New Zealand	Global Women	A Career Limiting Campaign	New Zealand
TV/VOD Commercial Campaigns	Wood Pencil	Arnold Worldwide	Progressive Insurance	Dr Rick	United States
TV/VOD Commercial Campaigns	Shortlist	Droga5 London	Amazon	A Voice Is All You Need	United Kingdom
TV/VOD Commercials Under 60 Seconds	Wood Pencil	Translation	Beats by Dr. Dre	You Love Me	United States
TV/VOD Commercials Under 60 Seconds	Shortlist	BBDO New York	Mars Chocolate North America	First Visitors	United States
TV/VOD Commercials Under 60 Seconds	Shortlist	Apple	Apple	iPhone 12 - Make Movies Like The Movies	United States
TV/VOD Commercials Under 60 Seconds	Shortlist	Arnold Worldwide	Progressive Insurance	Dr Rick "Group Outing"	United States
TV/VOD Commercials Under 60 Seconds	Shortlist	Saatchi & Saatchi New York	Procter & Gamble	Jason Alexander Hoodie	United States
TV/VOD Commercials Under 60 Seconds	Shortlist	Mischief @ No Fixed Address	Kraft Heinz	Send Noods	United States
TV/VOD Commercials 61 - 120 Seconds	Graphite Pencil	AMV BBDO	Macmillan Cancer Support	Tender And Tough	United Kingdom
TV/VOD Commercials 61 - 120 Seconds	Shortlist	Biscuit Filmworks	Meow Wolf	Omega Mart: Grand Opening	United States

TV/VOD Commercials 61 - 120 Seconds	Graphite Pencil	Lucky Generals	Amazon	Alexa's Body	United Kingdom
TV/VOD Commercials 61 - 120 Seconds	Shortlist	Heimat Berlin	Die Kulturellen Erben e.V. Berlin	Cultural Heirs "Voice of the Wall"	Germany
TV/VOD Commercials 61 - 120 Seconds	Wood Pencil	Saturday Morning	Procter & Gamble Corporate	The Look	United States
TV/VOD Commercials 61 - 120 Seconds	Shortlist	Droga5 London	Amazon	Ironing	United Kingdom
TV/VOD Commercials 61 - 120 Seconds	Wood Pencil	Riff Raff Films	Burberry	Festive / Burberry	United Kingdom
TV/VOD Commercials 61 - 120 Seconds	Shortlist	TBWA\Media Arts Lab LA	Apple	AirPods Pro ? Jump	United States
TV/VOD Commercials 61 - 120 Seconds	Wood Pencil	Wieden+Kennedy Portland	Nike	You Can't Stop Us	United States
TV/VOD Commercials Over 120 Seconds	Shortlist	AMV BBDO	Macmillan Cancer Support	Whatever It Takes	United Kingdom
TV/VOD Commercials Over 120 Seconds	Yellow Pencil	AMV BBDO	Essity	#wombstories	United Kingdom
TV/VOD Commercials Over 120 Seconds	Graphite Pencil	Droga5 New York	The New York Times	Life Needs Truth	United States
TV/VOD Commercials Over 120 Seconds	Graphite Pencil	Superprime Films	Apple	Vertical Cinema	United States
TV/VOD Commercials Over 120 Seconds	Yellow Pencil	Publicis Italy	Diesel	Francesca	Italy
Cinema Commercials 61 - 120 Seconds	Shortlist	Droga5 London	Amazon	Ironing	United Kingdom
Cinema Commercials 61 - 120 Seconds	Yellow Pencil	Publicis Italy	Diesel	Francesca	Italy
Cinema Commercials 61 - 120 Seconds	Shortlist	Saturday Morning	Procter & Gamble	The Look	United States
Other Screens	Graphite Pencil	AMV BBDO	Macmillan Cancer Support	Whatever It Takes	United Kingdom
Promotions	Shortlist	Africa	House of Lapland	Salla 2032	Brazil
Promotions	Wood Pencil	Translation / ESPNCW	State Farm	The Last Dance Deep Fake	United States
Tactical	Shortlist	BBDO Group Germany	WWF Germany	Eurythenes Plasticus	Germany
Tactical	Shortlist	Africa	House of Lapland	Salla 2032	Brazil
Tactical	Wood Pencil	Africa	SporTV	Let Her Run	Brazil
Tactical	Wood Pencil	Apple	Apple	The Whole Working-From-Home Thing	United States
Tactical	Shortlist	Ogilvy Mumbai	Savlon	Savlon - The Artist	India
Tactical	Shortlist	ESPNCW / Translation	State Farm	The Last Dance Deep Fake	United States
Interactive	Shortlist	DAVID São Paulo	Burger King	QR Whopper	Brazil
Innovation	Shortlist	TBWA\Media Arts Lab Los Angeles	Apple	Shot on iPhone by Damien Chazelle ? Vertical Cinema	United States

Innovation	Wood Pencil	Mozga Studio	Enjoyable Ageing Charity Foundation	Disappearing Stories	Russian Federation
Innovation	Shortlist	Mschief @ No Fixed Address	RepresentUs	Dictators	United States
Low Budget	Shortlist	Mschief @ No Fixed Address	RepresentUs	Dictators	United States
Low Budget	Shortlist	Heimat Berlin	Die Kulturellen Erben e.V. Berlin	Cultural Heirs "Voice of the Wall"	Germany
Low Budget	Shortlist	Publicis Conseil	Face a l'Inceste	Two Monsters in My Story	France
Low Budget	Shortlist	Lucky Generals	Yorkshire Tea	Social Distancing Teapot	United Kingdom
Low Budget	Shortlist	Goodby Silverstein & Partners	Courageous Conversation Global Foundation	Not a Gun	United States
Future Impact					
Design	Shortlist	BBDO Guerrero	BBDO Guerrero	The Dissolving Bottle	Philippines
Design	Future Impact Pencil	Google	Google	Guideline	United States
Design	Shortlist	Caira	Caira	Caira	United States
Design	Shortlist	Hiroki Sato	Kico	Kico - Hearing Agency for Hard-of-Hearing People	Netherlands
Design	Shortlist	Get Better Books	Great Ormond Street Hospital for Sick Children	Interactive Health Books to Support Sick Children	United Kingdom
Design	Future Impact Pencil	Area 23	Woojer	SICK BEATS	United States
Design / Student	Shortlist	Giorgia Maria Malandrino	Universities	Geoidentity: Logging the Border	Italy
Design / Student	Shortlist	Xi He, Ye Yuan, Ye Yi Hong, Xi Zheng, Zhe Xin Feng, Xin Song	Ai Cardiologist	Ai Cardiologist	China
Initiative	Shortlist	DLX Design Lab & Sugano Lab	Ushioda foundation	Aicom	Japan
Initiative	Future Impact Pencil	Saatchi & Saatchi Wellness	Tikkun Olam Makers: TOM	The Prescription Paper Pill Bottle	United States
Initiative	Shortlist	Uncle Grey	Canon	Truthmark	Denmark
Initiative	Future Impact Pencil	Transform Creative	Port of Bergen	Environmental Port Index	United Kingdom
Initiative / Student	Shortlist	Mami Ad School Europe	Uber Eats	Purple Pizza Project	Germany
Initiative / Student	Future Impact Pencil	Aman Soin	Google	Google Access	Canada
Gaming					
Brand Integration	Wood Pencil	VMLY&R Kansas City	Wendy's	Super Wendy's World	United States
Brand Integration	Wood Pencil	DDB Group Germany	Reporters Without Borders (RSF)	The Uncensored Library	Germany
Brand Integration	Wood Pencil	Grey London	Pringles	Meet Frank	United Kingdom
Brand Partnership	Shortlist	Ubisoft Toronto	Ubisoft UK	Watch Dogs Legion X Stormzy	Canada
Brand Partnership	Shortlist	Grey London	Pringles	Meet Frank	United Kingdom
Brand Partnership	Graphite Pencil	adam&eveDDB	adidas	adidas GMR - Play Connected	United Kingdom
Experiential	Wood Pencil	McCann London	Microsoft / Xbox	The Birth of Gaming Tourism	United Kingdom
Experiential	Graphite Pencil	Digital Kitchen	Warner Bros.	The Joker's Escape	United States
Experiential	Shortlist	Wunderman Thompson Buenos Aires	Fundación Manos Abiertas	The Skin Trade	Argentina
Experiential	Graphite Pencil	adam&eveNYC	Samsung	Samsung X Cyberpunk	United States
Educational	Wood Pencil	Virtue	The DDR Museum	teAR down this WALL	Denmark

Educational	Yellow Pencil	DDB Group Germany	Reporters Without Borders (RSF)	The Uncensored Library	Germany
Educational	Shortlist	AKQA Sweden	Mbjang	Blockdown Simulator	United Kingdom
New Realities & Emerging Media	Shortlist	Virtue	The DDR Museum	teAR down this WALL	Denmark
Use of Data	Wood Pencil	VMLY&R Mexico	Sanofi	Kiddi World	Mexico
Graphic Design					
Integrated	Shortlist	Ogilvy Taiwan	Vogue	UNI-FORM	Taiwan
Integrated	Wood Pencil	Studio Sutherland	Marcus Lyon	i.Detroit	United Kingdom
Integrated	Shortlist	Ogilvy UK / Ogilvy Toronto	Unilever	Courage is Beautiful	United Kingdom
Integrated	Shortlist	Superunion London	Move United	Move United - Redefining Disability	United States
Integrated	Shortlist	LiaoDesign	Lavie Matérielle Bookstore	20 YEARS 20 PEOPLE 20 STORIES	China
Integrated	Graphite Pencil	Milk New Zealand	Déjà Pet Food	Déjà ? A Zero Waste Pet Food	New Zealand
Integrated	Shortlist	Bold NoA	Mbjang Studios	Mbjang Studios	Sweden
Integrated	Shortlist	Mak-Kai Hang Design	Tai Kwun Centre for Heritage and Arts	BOOKED: 2021	Hong Kong
Integrated	Graphite Pencil	Jones Knowles Ritchie	Restaurant Brands International	Your Way, Way Better	United States
Integrated	Wood Pencil	Cindy I-Hsuan Wang	The Pier 2 Art Center	The Story of Shape	Singapore
Integrated	Shortlist	For The People	Humphreys Real Estate	Humphreys Real Estate	Australia
Integrated	Shortlist	AMV BBDO	Essity	#wombstories	United Kingdom
Integrated	Wood Pencil	Oval Graphic	Hsinchu Government	Taiwan Design Expo'20 in Hsinchu	Taiwan
Posters	Graphite Pencil	Leo Burnett Toronto	Gender Creative Kids Canada	The Genderless Poster	Canada
Posters	Shortlist	TBWA Zurich	McDonald's Suisse Restaurants Sarl	McDonald's - Field	Switzerland
Posters	Wood Pencil	Mucho	OpenHood Films	Homeroom Single	United States
Posters	Shortlist	McCann New York	Reckitt Benckiser	Boring Heroes	United States
Posters	Graphite Pencil	LiaoDesign	CITIC Press Group	Architect Tadao Ando	China
Posters	Wood Pencil	Shun Morikawa	HACOYA	Boxthink "Outside the Box"	Japan
Posters	Shortlist	Jones Knowles Ritchie	Restaurant Brands International	Screen Printing, Your Way	United States
Posters	Wood Pencil	Cheil Hong Kong	Chupa Chups	Joy Sticks	Hong Kong
Posters	Wood Pencil	Paul Belford	How to Stop a Recurring Dream	How to Stop a Recurring Dream	United Kingdom
Posters	Wood Pencil	Landor & Fitch	Kellogg's	Kellogg's: Reclaiming Iconicity	France
Posters	Shortlist	INNOCEAN Worldwide Berlin	Festival of Animation Berlin	Festival of Animation Berlin	Germany
Posters	Wood Pencil	33 and Branding	MuQing	Hairstyle Figure	China
Posters	Shortlist	Dentsu Tokyo	Nikkei	Personal Fuel	Japan
Posters	Shortlist	Dentsu Tokyo	Shikoku Shimbun	Seven-hundred Views of Koi Fish ? Celebration of the Revival of Life in Ritsurin Garden	Japan
Posters	Shortlist	Osborne Ross	Housebound Project	LIFE Poster	United Kingdom
Annual Reports	Wood Pencil	Mailchimp	Mailchimp	Mailchimp Annual Report	United States
Catalogues & Brochures	Shortlist	Practice Theory	In Plain Words	When Cooking Was a Crime: Masak in The Singapore Prisons, 1970s? 80s	Singapore
Catalogues & Brochures	Wood Pencil	T-Change Design Studio	Kinakaal Forlag	Fjell Hav Poesi (Mountain Ocean Poetry?)	China
Catalogues & Brochures	Wood Pencil	Milk New Zealand	Déjà Pet Food	Max ? A Purebred Ultra Condensed Typeface	New Zealand
Direct Mail	Shortlist	Ogilvy Hong Kong	Pizza Hut Hong Kong	Pizza Hut x IKEA SÅVA	Hong Kong

Direct Mail	Shortlist	Creative Forager	WWF UK	Food For Thought	United Kingdom
Stationery	Wood Pencil	Collins	Crane Paper Company	Crane Stationery	United States
Games	Shortlist	Rethink	Kraft Heinz Canada	Heinz Ketchup Puzzle	Canada
Applied Print Graphics	Wood Pencil	Studio Sutherland	Boss Box	Pencil Box	United Kingdom
Applied Print Graphics	Shortlist	Jones Knowles Ritchie	Restaurant Brands International	Your Uniform, Your Way	United States
Applied Print Graphics	Graphite Pencil	Ravenshaw Studios	Susan Santer	Johan Santer Order of Service	United Kingdom
Applied Print Graphics	Shortlist	TBWA\RAAD	The Lebanese Army	PeaceCamo	United Arab Emirates
Applied Print Graphics	Wood Pencil	Osborne Ross	The Royal Mint	John Logie Baird Commemorative 50p	United Kingdom
Applied Print Graphics	Shortlist	LOLA MullenLowe	Unilever	Magnum XXL Towel Collection	Spain
Applied Print Graphics	Graphite Pencil	For The People	Story Espresso	Story Espresso	Australia
Applied Print Graphics	Shortlist	Supple Studio	FRAHM Jackets	FRAHM ? Tough Beautiful	United Kingdom
Motion Design	Shortlist	Not Real	Nike	Nike - Gumball Pack	Argentina
Motion Design	Wood Pencil	MRM Worldwide	Tommee Tippee	Nipplevision	United Kingdom
Motion Design	Wood Pencil	Jones Knowles Ritchie	Restaurant Brands International	Movement, Your Way	United States
Motion Design	Wood Pencil	TBWA\Chiat\Day LA	The Recording Academy	Records of Credit	United States
Websites & Apps	Shortlist	Norgram®	SPACE10	Everyday Experiments	Denmark
Websites & Apps	Shortlist	Apple	Apple	watchOS 7 Watch Faces	United States
Websites & Apps	Shortlist	Clemenger BBDO New Zealand	New Zealand Human Rights Commission	Voice of Racism	New Zealand
Data Visualisation	Shortlist	Spotify	Spotify	Your 2020 Wrapped	United States
Data Visualisation	Shortlist	Spotify	Spotify	Alone With Me	United States
Data Visualisation	Wood Pencil	Serviceplan Germany	METER	Meltdown Flags	Germany
Data Visualisation	Graphite Pencil	Peter Ørntoft	CBS News	CBS News Stamp Collection	Denmark
Data Visualisation	Shortlist	McCann London	Help For Heroes	40,000 Strong	United Kingdom
Data Visualisation	Shortlist	Huge	Spotify	Spotify Wrapped For Advertisers	United States
Environmental	Wood Pencil	ONCETUDIO	Wenzhou-Kean University	Ge HeKai Hall Wayfinding	China
Environmental	Yellow Pencil	Snøhetta	Groupe Le Monde	Groupe Le Monde Signage System	Norway
Environmental	Wood Pencil	Superunion	WPP	Amsteldok	Netherlands
Environmental	Shortlist	Silo	Municipality of the Hague	Bicycle Parking Garage The Hague	Netherlands
Self Promotion	Shortlist	Fictionist Studio	Fictionist Studio	Ox in a Box	Malaysia
Self Promotion	Shortlist	Music	Music	Music's ?Goodbye 2020? Party Cannons	United Kingdom
Self Promotion	Shortlist	Studio Sutherland	Studio Sutherland	National Reconstruction	United Kingdom
Self Promotion	Shortlist	Lark	Lark	2021 Christmas Cards	United Kingdom
Self Promotion	Shortlist	Pencil Studio	Pencil Studio	Lucky for some	United Kingdom
Self Promotion	Shortlist	Ogilvy London	Ogilvy UK	Lockdown in a Book	United Kingdom
Self Promotion	Shortlist	Dentsu Tec	Dentsu Tec	Dentsu Tec On/Off Pamphlet	Japan

Self Promotion	Shortlist	Dentsu Tec	Dentsu Tec	Fresh Ingredients and Brushed Up Skills	Japan
Illustration					
Integrated	Shortlist	Jones Knowles Ritchie	Restaurant Brands International	Illustrated, Your Way	United States
Integrated	Graphite Pencil	Leo Burnett Madrid	Procter & Gamble	The Most Epic Seafaring Legend Ever Told	Spain
Integrated	Graphite Pencil	AMV BBDO	Essity	#wombstories	United Kingdom
Integrated	Shortlist	MullenLowe SSP3	Ab Inbev	#TakeMeBack	Colombia
Integrated	Graphite Pencil	Collins	Robinhood	Robinhood Illustration	United States
Digital	Graphite Pencil	Mailchimp	Mailchimp	Mailchimp Annual Report	United States
Posters	Shortlist	Havas Hong Kong	Jane Goodall Institute	Chimpanic	Hong Kong
Posters	Wood Pencil	Koiso Design	Koiso Design	EDO 2220	Japan
Posters	Wood Pencil	Cossette	Amnesty International	Write For Your Rights	Canada
Posters	Wood Pencil	McCann New York	Reckitt Benckiser	Boring Heroes	United States
Posters	Wood Pencil	Leo Burnett London	McDonald's	Light On	United Kingdom
Press	Shortlist	Mutant	Flair	Happy Ending	Belgium
Press	Wood Pencil	TBWA Paris	Le Chocolat des Français	Only Keep the Best of France	France
Printed Materials	Graphite Pencil	Indego Design	Naughty Roll	Imbalance	Macao
Printed Materials	Wood Pencil	Dentsu	Nikkei	Personal Fuel	Japan
Printed Materials	Wood Pencil	NB Studio	The Royal Mail	Royal Mail Stamps	United Kingdom
Publications	Wood Pencil	Tenmilliontimes Design	The Oriental Press	Shade of Trees, Pigeons and People: Life and Nostalgia in Beijing Hutongs (Alleys)	China
Publications	Yellow Pencil	Vanity Fair	Vanity Fair	Breonna Taylor - September 2020 Cover Illustration	United States
Publications	Shortlist	Marta Cerdà Alimbau	Vogue Spain	Vogue	Spain
Environmental	Wood Pencil	BBH New York	Chief	Chief & NWHM Glass Ceiling Breaker	United States
Animated	Wood Pencil	Kin	Mailchimp	Big Change Starts Small	United States
Animated	Yellow Pencil	AKQA	Casa Vivi and Casa Anastácia	Blue Light	Brazil
Impact					
Advertising / Brands	Wood Pencil	VaynerMedia	AB INBEV Budweiser	The Future Official Sponsors of the NWSL	United States
Advertising / Brands	Graphite Pencil	FCB Canada	BMO	Financial Fairness	Canada
Advertising / Brands	Shortlist	McCann Detroit	General Motors	No Way Norway	United States
Advertising / Brands	Shortlist	Grito & TBWA Buenos Aires	Arcos Dorados	Juli	Argentina
Advertising / Brands	Shortlist	Buutvrij for Life	IKEA	IKEA - Bring Back Friday	Netherlands
Advertising / Brands	Wood Pencil	AMV BBDO	Essity	#wombstories	United Kingdom
Advertising / Brands	Shortlist	Grey Advertising WPP Team Liquid	Distell	#DecoloniseAutocorrect	South Africa
Advertising / Brands	Wood Pencil	Translation	Beats by Dr. Dre	You Love Me	United States
Advertising / Nonprofits	Wood Pencil	DUDE	Communities for Development	Money Makes Money	United Kingdom
Design / Brands	Shortlist	Farm Stockholm	Doconomy	The 2030 Calculator	Sweden
Design / Brands	Graphite Pencil	Cheil Spain	Samsung	Tallk	Spain

Design / Brands	Graphite Pencil	Ogilvy Poland	LEGO	LEGO Green Instructions	Poland
Design / Nonprofits	Wood Pencil	AKQA Copenhagen	Olafur Eliasson	Earth Speakr	United Kingdom
Design / Nonprofits	Wood Pencil	Saatchi & Saatchi Australia	The Royal Australian Mint	Donation Dollar	Australia
Design / Other Enterprises	Wood Pencil	Superunion + Notpla	Notpla	Notpla - Making Packaging Disappear	United Kingdom
Initiatives / Brands	Wood Pencil	FCB Chicago & FCB New York	Anheuser-Busch	Contract for Change	United States
Initiatives / Brands	Wood Pencil	FCB Canada	BMO	Financial Fairness	Canada
Initiatives / Brands	Graphite Pencil	Lola-MullenLowe	Unilever	It's On Us	Spain
Initiatives / Brands	Shortlist	Ogilvy Pakistan	Telenor Pakistan	Naming the Invisible by Digital Birth Registration	Pakistan
Initiatives / Brands	Shortlist	Wunderman Thompson Perú	Scotiabank	Bank on Equality	Peru
Initiatives / Brands	Shortlist	Wunderman Thompson Paris	Ecox	Emergency Bikes	France
Initiatives / Brands	Shortlist	Google Brand Studio	Google	Search Black-owned	United States
Initiatives / Brands	Wood Pencil	Droga5 New York	Red Wing Shoes	#LaborDayOn	United States
Initiatives / Brands	Shortlist	Grey Argentina	Itaú Argentina	Pensions Delivery	Argentina
Initiatives / Nonprofits	Wood Pencil	Africa	House of Lapland	Salla 2032	Brazil
Initiatives / Nonprofits	Shortlist	Triad	National Muslim Collective	Inherit his Name - Inherit his Way	Sri Lanka
Initiatives / Nonprofits	Wood Pencil	FCB Inferno	The Big Issue / LinkedIn	Raising Profiles	United Kingdom
Initiatives / Nonprofits	Graphite Pencil	Saatchi & Saatchi Australia	The Royal Australian Mint	Donation Dollar	Australia
Initiatives / Other Enterprises	Shortlist	Goodby Silverstein & Partners	Goodby Silverstein & Partners	Respond2Racism?First-Responder Twitter Bot	United States
Local Solution	Shortlist	BETC Paris	Auberge des Migrants	Migrants on Amazon	France
Local Solution	Shortlist	Ogilvy Pakistan	Telenor Pakistan	Naming the Invisible by Digital Birth Registration	Pakistan
Local Solution	Shortlist	TBWA/España Madrid	McDonald's	Big Good	Spain
Local Solution	Wood Pencil	Grey Argentina	Itaú Argentina	Pensions Delivery	Argentina
Local Solution	Shortlist	VMLY&R Brasil	Starbucks Brasil	I Am	Brazil
Sustained Solution	Graphite Pencil	BBDO India	Procter and Gamble India	Ariel #ShareTheLoad Long Term	India
Integrated					
Small Business	Graphite Pencil	Saatchi & Saatchi New York	Women in Film	For Your Consideration	United States
Large Business	Shortlist	AMV BBDO	Essity	#wombstories	United Kingdom
Large Business	Shortlist	CHE Proximity Sydney	Insurance Australia Group	NRMA First Saturday	Australia
Large Business	Shortlist	BBDO Group Germany	WMF Germany	Eurythenes Plasticus	Germany
Large Business	Graphite Pencil	R/GA California	Reddit	Reddit - Up The Vote	United States
Large Business	Graphite Pencil	Leo Burnett Chicago	Kraft Heinz	Littlest Bailout	United States
Large Business	Shortlist	Buzzman	BURGER KING® France	Burger King & Friends	France
Large Business	Wood Pencil	VaynerMedia	AB INBEV Budweiser	The Future Official Sponsors of the NWSL	United States
Large Business	Wood Pencil	Google Brand Studio	Google	Search Black-owned	United States
Large Business	Shortlist	NORD DDB Stockholm	Eliganten Denmark	VAR Discount	Sweden
Large Business	Wood Pencil	Mischief @ No Fixed Address	Kraft Heinz	Send Noods	United States
Established Campaigns	Shortlist	Apple / TBWA\Media Arts Lab	Apple	Hometown ? Shot on iPhone by Phillip Youmans	United States

Collaborative Campaigns	Yellow Pencil	McCann London	Microsoft / Xbox	The Birth of Gaming Tourism	United Kingdom
Collaborative Campaigns	Wood Pencil	PSOne	The J.M. Smucker Company	#JifsGIF	United States
Collaborative Campaigns	Shortlist	FCB Chicago	City of Chicago	Boards of Change	United States
Collaborative Campaigns	Shortlist	FCB New York	Michelob Ultra	Michelob Ultra Courtside	United States
Collaborative Campaigns	Graphite Pencil	Grey New York	Pringles	Trapped In Advertising	United States
Content Led Campaigns	Shortlist	Droga5 New York	Ad Council	Seize The Awkward	United States
Content Led Campaigns	Shortlist	Special Group New Zealand	Every Kiwi Vote Counts	Middle in the New Zealand Election	New Zealand
Magazine & Newspaper Design					
Trade Magazines	Shortlist	Eye Magazine	Fedrigoni	Pulp	United Kingdom
Consumer Magazines	Wood Pencil	la Repubblica	la Repubblica	Salute	Italy
Consumer Magazines	Wood Pencil	The New York Times	The New York Times Magazine	Great Performers	United States
Independent Magazines	Shortlist	Nanjing Han Qing Tang Design	Jiangsu Art Museum	Ji Xu	China
Independent Magazines	Wood Pencil	Buffalo Zine	Buffalo Zine	Buffalo Zine No. 11	United Kingdom
Independent Magazines	Wood Pencil	Kinetic Singapore	Holycrap.sg	Rubbish No.10 No Time For Melancholy	Singapore
Independent Magazines	Shortlist	Simon Morris, Gill Partington and Adam Smyth	Simon Morris, Gill Partington and Adam Smyth	Inscription: the Journal of Material Text -Theory, Practice, History	United Kingdom
Independent Magazines	Shortlist	Practice Theory	In Plain Words	When Cooking was a Crime: Masak in the Singapore Prisons, 1970s? 80s	Singapore
Independent Magazines	Wood Pencil	Pentagram Design	Port Magazine	413	United Kingdom
Independent Magazines	Wood Pencil	Zak Group	Fact	Fact	United Kingdom
Independent Magazines	Graphite Pencil	Buffalo Zine	Buffalo Zine	Buffalo Zine No. 10	United Kingdom
Independent Magazines	Wood Pencil	Esperanto Media	Esperanto Media	ESP Cultural Magazine	Japan
Independent Magazines	Wood Pencil	BP&O	BP&O	LogoArchive Akogare	United Kingdom
Magazine Front Covers	Wood Pencil	Vanity Fair	Vanity Fair	Hollywood 2021 Cover	United States
Magazine Front Covers	Graphite Pencil	The New York Times	The New York Times Magazine	The New York Times Magazine Covers	United States
Magazine Spreads & Sections	Wood Pencil	Vanity Fair	Vanity Fair	On With the Show! (Hollywood 2021 Portfolio)	United States
Newspapers	Shortlist	The New York Times	The New York Times Magazine	The New York Times Mag Labs Special Sections	United States
Newspapers	Yellow Pencil	The New York Times	The New York Times Magazine	The New York Times for Kids	United States
Newspaper Spreads & Sections	Wood Pencil	Dentsu Tokyo	Shikoku Shimbun	Seven-hundred Views of Koi Fish ? Celebration of the Revival of Life in Ritsurin Garden	Japan
Newspaper Spreads & Sections	Wood Pencil	South China Morning Post Publishers	South China Morning Post Publishers	Arrested Development	Hong Kong
Special Issues	Shortlist	Pit Magazine	Pit Magazine	Pit 08 - The Sausage Special	United Kingdom
Special Issues	Wood Pencil	Rethink Canada	IKEA Canada	IKEA The Last Catalogue	Canada
Special Issues	Wood Pencil	Nanjing Han Qing Tang Design	Guangxi Normal University Press Group	Pulchra2020	China

Special Issues	Wood Pencil	Porto Rocha	Netflix	Netflix Tudum	United States
Special Issues	Wood Pencil	Niiiiice	Javier Bidezabal	Virus	United States
Special Issues	Wood Pencil	Dentsu	Saitama City	Hidden Art Sightama	Japan
Media					
Integrated	Graphite Pencil	Droga5 New York	Red Wing Shoes	#LaborDayOn	United States
Integrated	Wood Pencil	VaynerMedia	AB INBEV Budweiser	The Future Official Sponsors of the NWSL	United States
Integrated	Wood Pencil	R/GA	Shopify	Supporting Independents	United States
Social	Wood Pencil	FCB&FiRe Spain	Netflix	Unboxing	Spain
Social	Wood Pencil	Special Group New Zealand	Every Kiwi Vote Counts	Meddle in the New Zealand Election	New Zealand
Social	Wood Pencil	Venables Bell & Partners	Reebok	#ZigTheRunway	United States
Social	Shortlist	140	Verizon	#NotDone	United States
Social	Shortlist	MULLEN LOWE SSP3	AB InBev	She Speaks	Colombia
Mobile	Wood Pencil	Goodby Silverstein & Partners	Frito-Lay North America	Cheetos Snap to Steal	United States
Mobile	Shortlist	Ogilvy Brasil	adidas do Brasil	Spot The Station	Brazil
Mobile	Shortlist	TBWA\Media Arts Lab	Apple	Shot on iPhone by Damien Chazelle ? Vertical Cinema	United States
Direct	Yellow Pencil	Saatchi & Saatchi Australia	The Royal Australian Mint	Donation Dollar	Australia
Direct	Shortlist	Cheil Worldwide	Korean National Police Agency	Hope Tape	Korea, Republic of
Direct	Wood Pencil	CHE Proximity	Insurance Australia Group	NRMA First Saturday	Australia
Direct	Wood Pencil	CHE Proximity	Insurance Australia Group	Help! The Game	Australia
Direct	Graphite Pencil	FCB Chicago / FCB New York	Anheuser-Busch	Contract for Change	United States
Direct	Shortlist	BETC Paris	Auberge des Migrants	Migrants on Amazon	France
Press & Outdoor	Shortlist	David Mami	Burger King	Homes of the Whopper	United States
Press & Outdoor	Wood Pencil	We Believers	Stillhouse Spirits	Unbreakable OOH	United States
Press & Outdoor	Graphite Pencil	Africa	Folha de S.Paulo Newspaper	The Most Valuable News	Brazil
Press & Outdoor	Shortlist	Havas Dubai	LEGO Saudi Stores	LEGO News Rebuilt	United Arab Emirates
Press & Outdoor	Shortlist	DDB Chicago	Molson Coors	Calorie Burning URL	United States
Press & Outdoor	Wood Pencil	Serviceplan Germany	MAPA	Love Crossings	Germany
Radio & Audio	Shortlist	AKQA Melbourne	Tennis Australia	Action Audio	Australia
Radio & Audio	Graphite Pencil	Publicis Italy	Barilla	Playlist Timer	Italy
Radio & Audio	Shortlist	Rothco, Part of Accenture Interactive	Warner Music Group	Saylists	Ireland
Film	Wood Pencil	Special Group Australia	Uber Eats	Uber Eats No Repeats	Australia
Film	Wood Pencil	R/GA California	Reddit	Reddit - Superb Owl	United States
Film	Wood Pencil	Lola-MullenLowe	Unilever	It's On Us	Spain
Film	Wood Pencil	Clemenger BBDO Wellington	Waka Kotahi NZ Transport Agency	The Unsaid	New Zealand
Entertainment	Shortlist	DDB Group Germany	Reporters Without Borders	The Uncensored Library	Germany
Entertainment	Yellow Pencil	FCB NY	Michelob Ultra	Michelob Ultra Courtside	United States
Entertainment	Shortlist	VMLY&R Kansas City	Wendy's	Now That You Mention Us	United States
Events & Stunts	Shortlist	Clemenger BBDO, Sydney	Rexona	Pitvertising	Australia

Events & Stunts	Graphite Pencil	BBDO Group Germany	WWF Germany	Eurythenes Plasticus	Germany
Events & Stunts	Wood Pencil	Pages BBDO	Sirena	Strike Out Cancer	Dominican Republic
Events & Stunts	Wood Pencil	Stendahls	Göteborg Film Festival	The Isolated Cinema	Sweden
Events & Stunts	Wood Pencil	Rethink Canada	Kraft Heinz Canada	Heinz Ketchup Puzzle	Canada
Retail	Wood Pencil	Leo Burnett Colombia	Falabella Colombia	3362 falabella.com	Colombia
Retail	Wood Pencil	Memac Ogilvy Dubai	Al Futtaim IKEA	Buy With Your Time	United Arab Emirates
Interaction	Wood Pencil	DDB Group Germany	Reporters Without Borders	The Uncensored Library	Germany
Interaction	Wood Pencil	CHE Proximity	Samsung	Samsung Microcodes	Australia
Interaction	Graphite Pencil	BBDO New York	Color of Change	Pedestal Project	United States
Interaction	Wood Pencil	DDB Chicago	Mblson Coors	Calorie Burning URL	United States
Interaction	Shortlist	BETC Paris	13ème Rue	The Underground Première	France
Collaboration	Wood Pencil	MullenLowe SSP3	Ab Inbev	The Beer Cap Project	Colombia
Collaboration	Shortlist	Wunderman Thompson Paris	Ecox	Emergency Bikes	France
Collaboration	Graphite Pencil	FCB NY	Michelob Ultra	Michelob Ultra Courtside	United States
Use of Talent & Influencers	Graphite Pencil	Saatchi & Saatchi	Procter & Gamble	The Clean Jersey Swap	United States
Use of Talent & Influencers	Shortlist	Sky Creative	Sky Sports	Where's Gary?	United Kingdom
Music Videos					
Narrative	Shortlist	Abby Priest Sweden	The Swedish Heartchild Foundation	Dante's Heartbeats	Sweden
Narrative	Shortlist	Telescope Films Canada	Simon Leoza	Simon Leoza ? La Nuée	Canada
Narrative	Shortlist	Wieden+Kennedy Tokyo	Dead Oceans	Khruangbin ? So We Won't Forget	Japan
Narrative	Wood Pencil	DIVISION France	Universal Music	DISCLOSURE ? My High	France
Performance	Shortlist	Doomsday / FRIEND London	FKA Twigs	Sad Day	United States
Concept	Wood Pencil	Prettybird UK	Piero Pirupa	Braindead	United Kingdom
Concept	Shortlist	Iconoclast France	Woodkid	Woodkid ? Goliath	France
Concept	Shortlist	MUZ LA	Rone	Room With a View	United States
Animated	Shortlist	Hornet US	Future Islands	Future Islands ? For Sure	United States
Direction	Shortlist	Somesuch & Co London	Coldplay	Coldplay ? Trouble in Town	United Kingdom
Direction	Graphite Pencil	Telescope Films Canada	Simon Leoza	Simon Leoza ? La Nuée	Canada
Direction	Shortlist	PRIMO / Bungard Film / Eighty4	Ferran Palau	Flora ? Caic	Spain
Direction	Shortlist	Bacon Copenhagen	Boy Pablo	boy pablo ? hey girl	Norway
Direction	Graphite Pencil	CANADA London	Rosalía, Travis Scott	Rosalía & Travis Scott ? TKN	United States
Direction	Wood Pencil	Doomsday / FRIEND London	FKA Twigs	Sad Day	United States
Direction	Graphite Pencil	DIVISION France	Universal Music	DISCLOSURE ? My High	France
Direction	Shortlist	DIVISION France	EEDALandscaping LLC	Flatbush Zombies ? Afterlife	France
Direction	Shortlist	Somesuch & Co London	Riz Ahmed / WePresents	Riz Ahmed ? The Long Goodbye	United Kingdom
Direction	Shortlist	Bacon Copenhagen	Active Child	Color Me	Denmark
Direction	Graphite Pencil	MUZ LA	Rone	Room With a View	United States
Cinematography	Shortlist	Telescope Films Canada	Simon Leoza	Simon Leoza ? La Nuée	Canada
Cinematography	Shortlist	BIRTH France	Yseult	Yseult ? BAD BOY	France
Cinematography	Wood Pencil	PRIMO / Bungard Film / Eighty4	Ferran Palau	Flora ? Caic	Spain

Cinematography	Shortlist	Iconoclast France	Woodkid	Woodkid ? Goliath	France
Editing	Shortlist	DIVSION France	Universal Music	DISCLOSURE ? My High	France
Editing	Wood Pencil	Stitch London	The Rolling Stones	The Rolling Stones ? Criss Cross	United Kingdom
Editing	Shortlist	Adeus Films	13 Block	Tieks	France
Editing	Wood Pencil	Ground Work London	Partisan Records	Idles ? War	United Kingdom
Visual Effects	Wood Pencil	Iconoclast France	Woodkid	Woodkid ? Goliath	France
Visual Effects	Graphite Pencil	DIVSION France	EEDA Landscaping LLC	Flatbush Zombies ? Afterlife	France
Visual Effects	Wood Pencil	BaconX Copenhagen	Active Child	Color Me	Denmark
Production Design	Wood Pencil	BIRTH France	Meryem Aboulouafa	Meryem Aboulouafa ? Deeply	France
Production Design	Shortlist	FRIEND London	London Grammar	Lose Your Head	United Kingdom
Styling	Shortlist	Pulse Films London	Vogue Italia	SINE'GAL	Italy
Low Budget	Graphite Pencil	Object & Animal	Small Town Supersound	Kelly Lee Owens ft. JJ Cale ? Corner	United Kingdom
Low Budget	Wood Pencil	COMPULSORY.	Jurdan Bryant	Jurdan Bryant ? Words for Thomas	United Kingdom
Low Budget	Shortlist	Stink Sao Paulo	Médicos Del Mundo Espanha	Ballerina Soldier	Brazil
Next					
Next Creative	Next Pencil	Hans Augustenborg	Promote Your Local, Cold Bali, Canairi, Volvo	Hans Augustenborg	Denmark
Next Creative	Next Shortlist	Jack Gravatt and Till Dittmers	Every Kiwi Vote Counts, Optus, Partners Life, Guinness	Jack Gravatt and Till Dittmers	New Zealand
Next Creative	Next Shortlist	Charlotte Alford, Lucy Donagh	adidas, Intersport, The Art Pass, Animal Crossing, The Case for Her	Charlotte Alford & Lucy Donagh	United Kingdom
Next Creative	Next Shortlist	Ben Muckensturm	Reddit, Dickies	Ben Muckensturm	United States
Next Creative	Next Pencil	Noah Bramme, Andreas Karlsson	Talita, Maurten, 7-Eleven, Clear Channel	Noah Bramme & Andreas Karlsson	Sweden
Next Designer	Next Shortlist	Sam Cornwall	Mki Megumi, Emma Baines, Stephanie Bowker, Kerstin Ludwig	Sam Cornwall	United Kingdom
Next Designer	Next Pencil	Yinan Lyu	LINX, Calx Station, Z WAVE Design	Yinan Lyu	China
Next Designer	Next Pencil	Haocheng Zhang	UAL, LCF, Personal Project, Laojun Mountain	Haocheng Zhang	China
Next Designer	Next Shortlist	Maximilian Mauracher, David Rindlisbacher	Entkunstung, POOL, New Dawn	Maximilian Mauracher & David Rindlisbacher	Germany
Next Director	Next Shortlist	Pulse Films	UMG	Alex Motthabane & Lewis Levi	United Kingdom
Next Director	Next Shortlist	Zornitsa Dimitrova	stopthetraffic, McDonald's	Zornitsa Dimitrova	Germany
Next Director	Next Pencil	Mitch Kalisa	Dirty Danger, SXSW	Mitch Kalisa	United Kingdom
Next Director	Next Pencil	Martin Furze	New Lives, The Mary Foundation Denmark	Martin Furze	Denmark
Next Director	Next Shortlist	Fenn O'Meally	BYREDO, Texas x Wu-Tang Clan	Fenn O'Meally	United Kingdom
Next Director	Next Shortlist	Christian Schilling	Duracell / My Spring	Christian Schilling	Germany
Next Illustrator	Next Shortlist	Inga Ziemele	Quickframe, Mummu, Secret 7"	Inga Ziemele	United Kingdom
Next Illustrator	Next Pencil	Eva Cremers	Pull&Bear, Breaks Agency, Nike, Lemonade	Eva Cremers	Netherlands
Next Illustrator	Next Pencil	Simo Liu	Self Promotion, Medium, Harvard Business Review, The Washington Post Magazine	Simo Liu	United States
Next Photographer	Next Pencil	Michelle Watt	Schön, Blanc, Capture One, Sony	Michelle Watt	United States
Packaging Design					
Luxury	Wood Pencil	AJOTO	AJOTO	The Pen Packaging by AJOTO	United Kingdom
Luxury	Shortlist	Bedow	Monachus	Monachus ? A Dash of Istria	Sweden

Luxury	Shortlist	Aman Resorts	Aman Resorts	Echoes of Aman - Fine Fragrance	United Kingdom
Luxury	Shortlist	Pergamen	Spirit Company	Toison Gin	Slovakia
Luxury	Shortlist	Mbët Hennessy	Eminente	Eminente Reserva	France
Limited Edition	Yellow Pencil	Aurimas Kadzevičius	AK Bees Farm	Bee Loop Honey Pot	Lithuania
Limited Edition	Shortlist	ShenZhen Lingyun Creative Packaging Design	China Resources Snow Beer	Lovibond 30	China
Limited Edition	Wood Pencil	Mrubá	Vña Zorral Wines	Punto de Fuga	Spain
Limited Edition	Shortlist	Nude Brand Creation	Irish Distillers	Redbreast Bird Feeder Bottle	United Kingdom
Limited Edition	Wood Pencil	APS Group	Isle of Harris Distillers Limited	Isle of Harris Gin - The Ceilidh Pack	United Kingdom
Limited Edition	Graphite Pencil	BETC São Paulo	Hershey's	HerShe	Brazil
Limited Edition	Wood Pencil	Superunion London	Agricola D'Argenio	Figlia	Hong Kong
Limited Edition	Shortlist	VCCP London	Cadbury (Mondelēz)	The Originals	United Kingdom
Consumer	Wood Pencil	Denomination	Fourth Wave Wine	La Noblesse	Australia
Consumer	Wood Pencil	Zero Culture	Zero Culture Beverages & Kollektiv Bar	Zero Culture Beverages	Russian Federation
Consumer	Graphite Pencil	Open Studio	Lykke Kaffegårdar	Lykke Kaffegårdar	Sweden
Consumer	Shortlist	Milk NZ	Gordon Cumming	Change Maker	New Zealand
Consumer	Shortlist	Goods	reMarkable	reMarkable	Norway
Consumer	Shortlist	Lesha Limonov / Yushkouski	Shuba Gift Factory	Monroe Art Sponge	Belarus
Consumer	Wood Pencil	ShenZhen BOB Design	Farmer Wangtian Agricultural Technology	Nongfu Wangtian Chili Sauce	China
Consumer	Shortlist	The Brand Nursery	Richard Grant	Walker & Drake Dog Food	United Kingdom
Consumer	Shortlist	Pearlfisher	SoGood Saké	SoGood Saké	United States
Consumer	Shortlist	Pearlfisher	McDonald's	McDonald's	United States
Rebrand	Shortlist	Jones Knowles Ritchie	Bloom & Blossom	Generations Collide	United Kingdom
Rebrand	Wood Pencil	Auge Design	Bahlsen Group	Bahlsen Global Packaging Re-launch	Italy
Rebrand	Wood Pencil	Pearlfisher	E-Cloth	E-Cloth: Cutting Through the World of Cleaning With Extreme Simplicity	United Kingdom
Rebrand	Graphite Pencil	Design Design	Seki Farm	Package of High-Quality Rice	Japan
Rebrand	Shortlist	Ragged Edge	East London Liquor Company	East London Liquor Company	United Kingdom
Structural	Wood Pencil	ESTABLISHED	KENDO	Fenty Skin	United States
Structural	Shortlist	Superunion London	Agricola D'Argenio	Figlia	Hong Kong
Structural	Shortlist	Shenzhen BaiXingLong Creative Packaging	Shenzhen BaiXingLong Creative Packaging	Find the Honey	China
Materials	Yellow Pencil	Aurimas Kadzevičius	AK Bees Farm	Bee Loop Honey Pot	Lithuania
Materials	Wood Pencil	ESTABLISHED	FACEGYM	FACEGYM	United States
Materials	Wood Pencil	Concrete	MOB Beauty	MOB Beauty	Canada
Materials	Shortlist	Yellowdot Design	OLIMO	OLIMO & CO Kids Sunglasses Eco Packaging	Hong Kong
Materials	Shortlist	Indego design	Naughty Roll	Golden Rat	Macao
Materials	Shortlist	Superunion	Etos	Etos - Every Step Matters	Netherlands
Promotional	Shortlist	Wunderman Thompson Sao Paulo	Coca-Cola	Stranger Coke	Brazil

Promotional	Wood Pencil	Geometry Global Hamburg	CSD Germany	The Pride Packtivation	Germany
Promotional	Wood Pencil	Rethink	Kraft Heinz Canada	Heinz Draw Ketchup	Canada
Promotional	Wood Pencil	OMSE	Peddlers Gin	Peddlers Mahjong Box	United Kingdom
Promotional	Shortlist	Ki Saigon	Pizza 4Ps	Pizzas For Peace	Vietnam
Promotional	Shortlist	Cheil Worldwide	Korean National Police Agency	Hope Tape	Korea, Republic of
Photography					
Portraits	Graphite Pencil	Ogilvy UK / Ogilvy Toronto	Unilever	Courage is Beautiful	United Kingdom
Documentary	Graphite Pencil	TBWA\Paris	Leica	The World Deserves Witnesses	France
Documentary	Wood Pencil	Wunderman Thompson Mumbai	Jimmy Nelson Foundation	Save Our Sentinels	India
Still Life & Studio	Shortlist	Impact BBDO	Novomed	Hidden Allergy	United Arab Emirates
Still Life & Studio	Wood Pencil	Quinsay Design	Ugan Concept	Revolution Around the Light - The 24 Solar Terms on the Floor	China
Still Life & Studio	Shortlist	Serviceplan Germany	BMW Group	THE 8 Artwork	Germany
Still Life & Studio	Shortlist	TBWA\Thailand	McThai	Burger & Me	Thailand
Fashion	Wood Pencil	Ogilvy Taiwan	Vogue	UNI-FORM	Taiwan
Fine Art & Conceptual	Wood Pencil	DDB Aotearoa New Zealand	McDonald's	McDonald's Reflections	New Zealand
Fine Art & Conceptual	Wood Pencil	Armando Testa Spa	Luigi Lavazza	The New Humanity	Italy
Digital Compositing	Shortlist	DDB Paris	Volkswagen	Future	France
Digital Compositing	Shortlist	Suburbia	British Vogue	British Vogue Autumn / Winter 2020 Collections Story	United Kingdom
Low Budget	Graphite Pencil	The Odd Number	Salvation Army	If It Doesn't Fit, Donate It	South Africa
PR					
Integrated	Wood Pencil	The Narrative Group	McDonald's	Famous Orders - The Travis Scott Meal	United States
Integrated	Shortlist	PSOne	The J.M. Smucker Company	#JifsGIF	United States
Integrated	Shortlist	Weber Shandwick	Milk Processor Education Program (MikPEP)	'Got Milk?' 2.0	United States
Integrated	Shortlist	AMV BBDO	Essity	#wombpainstories	United Kingdom
Integrated	Shortlist	Droga5 New York	Red Wing Shoes	#LaborDayOn	United States
Integrated	Wood Pencil	McCann New York	Mastercard	True Name	United States
Integrated	Wood Pencil	Mischief @ No Fixed Address	OkCupid	Be A#MLF	United States
B2B	Shortlist	VaynerMedia	AB INBEV Budweiser	The Future Official Sponsors of the NWSL	United States
B2B	Wood Pencil	FCB Chicago / FCB New York	Anheuser-Busch	Contract for Change	United States
B2C	Graphite Pencil	We Believers New York	Burger King Global	Burger King Cow's Menu	United States
B2C	Graphite Pencil	McCann New York	Mastercard	True Name	United States
B2C	Shortlist	BBH New York	Google	Google Black-Owned Friday	United States
B2C	Yellow Pencil	DDB Group New Zealand	New Zealand Aids Foundation	The Baby That Changed HIV	New Zealand
In-Market	Shortlist	FCB Chicago / FCB New York	Anheuser-Busch	Contract for Change	United States
Multi-Market	Wood Pencil	Africa	House of Lapland	Salla 2032	Brazil
Multi-Market	Graphite Pencil	DDB Group Germany	Reporters Without Borders (RSF)	The Uncensored Library	Germany

Digital & Social	Wood Pencil	TBWA Sydney	Tourism New Zealand	PLAY NZ	Australia
Digital & Social	Wood Pencil	Herezie	Amazon Prime Video	Cités	France
Digital & Social	Shortlist	SIX	Sony Music Labels	A Ciphered Release of Music Video: Stray Sheep Code	Japan
Digital & Social	Wood Pencil	FCB&FiRe Spain	Netflix	Unboxing	Spain
Digital & Social	Shortlist	Publicis Italy	Barilla	Playlist Timer	Italy
Events & Stunts	Shortlist	Rethink Canada	Kraft Heinz Canada	Heinz Ketchup Puzzle	Canada
Events & Stunts	Shortlist	Leo Burnett Romania	Telekom Romania	The Online Park	Romania
Events & Stunts	Wood Pencil	FCB NY	Michelob Ultra	Michelob Ultra Courtside	United States
Events & Stunts	Graphite Pencil	BBH New York	Chief	Chief & NWHM Glass Ceiling Breaker	United States
Entertainment	Wood Pencil	Rothco, Part of Accenture Interactive	Warner Music Group	Saylists	Ireland
Entertainment	Wood Pencil	DDB Group Germany	Reporters Without Borders (RSF)	The Uncensored Library	Germany
Entertainment	Wood Pencil	Herezie	Amazon Prime Video	Cités	France
Entertainment	Wood Pencil	FCB&FiRe Spain	Netflix	Unboxing	Spain
Entertainment	Wood Pencil	FCB NY	Michelob Ultra	Michelob Ultra Courtside	United States
Entertainment	Graphite Pencil	TBWA Sydney	Tourism New Zealand	PLAY NZ	Australia
Use of Micro-Talent & Influencers	Shortlist	DAVD Madrid	Twitter	Twitter Dad	Spain
Use of Micro-Talent & Influencers	Yellow Pencil	Publicis México	Propuesta Cívica	#StillSpeakingUp	Mexico
Use of Talent & Influencers	Graphite Pencil	The Narrative Group	McDonald's	Famous Orders - The Travis Scott Meal	United States
Use of Talent & Influencers	Shortlist	Edelman New York	Unilever	A New Jingle for a New Era	United States
Use of Talent & Influencers	Shortlist	Weber Shandwick	Milk Processor Education Program (MikPEP)	'Got Milk?' 2.0	United States
Use of Media Relations	Wood Pencil	Serviceplan France	Règles Élémentaires	Invisible Women	France
Reactive Response	Graphite Pencil	Saatchi & Saatchi New York	Procter & Gamble	The Clean Jersey Swap	United States
Reactive Response	Wood Pencil	Buzzman	BURGER KING® France	Burger King & Friends	France
Reactive Response	Wood Pencil	Edelman New York	Unilever	A New Jingle for a New Era	United States
Reactive Response	Wood Pencil	Africa	House of Lapland	Salla 2032	Brazil
Reactive Response	Wood Pencil	David Miami	Anheuser-Busch	Bigger Picture	United States
Reactive Response	Graphite Pencil	R/GA California	Reddit	Reddit - Superb Owl	United States
Reactive Response	Shortlist	Ogilvy UK / Ogilvy Toronto	Unilever	Courage is Beautiful	United Kingdom
Reactive Response	Graphite Pencil	GUT Agency	Popeyes Louisiana Kitchen	That Look From Popeyes	United States
Reactive Response	Shortlist	Africa	SporTV	Let Her Run	Brazil
Reactive Response	Wood Pencil	Mother London	KFC	KFC 'The World's Least Appropriate Slogan'	United Kingdom
Reactive Response	Shortlist	The Community Miami	OREO	The Oreo Doomsday Vault	United States
Product Launch	Wood Pencil	Rothco, Part of Accenture Interactive	Warner Music Group	Saylists	Ireland
Product Launch	Graphite Pencil	We Believers New York	Burger King Global	Burger King Cow's Menu	United States
Product Launch	Graphite Pencil	Saatchi & Saatchi New York	Procter & Gamble	The Clean Jersey Swap	United States

Product Launch	Shortlist	Ogilvy Taiwan	Vogue	UNI-FORM	Taiwan
Product Launch	Shortlist	Ogilvy Hong Kong	Pizza Hut Hong Kong	Pizza Hut x IKEA SÅVA	Hong Kong
Product Launch	Wood Pencil	Ogilvy Mexico	AB InBev Grupo Modelo Mexico	Victoria 1.8	Mexico
Product Launch	Wood Pencil	Forsman & Bodenfors Gothenburg	Volvo Car Corporation	A Million More	Sweden
Product Launch	Graphite Pencil	McCann New York	Mastercard	True Name	United States
Public Affairs	Wood Pencil	DDB Group Germany	Reporters Without Borders (RSF)	The Uncensored Library	Germany
Public Affairs	Graphite Pencil	BBDO Group Germany	WWF Germany	Eurythenes Plasticus	Germany
Public Affairs	Shortlist	AMV BBDO	Refuge	Naked Threat	United Kingdom
Public Affairs	Wood Pencil	David Miami	Anheuser-Busch	Bigger Picture	United States
Public Affairs	Graphite Pencil	McCann New York	Mastercard	True Name	United States
Public Affairs	Graphite Pencil	Africa	House of Lapland	Salla 2032	Brazil
Low Budget	Shortlist	Serviceplan France	Règles Élémentaires	Invisible Women	France
Press & Outdoor					
Press Adverts	Shortlist	Havas London	Nubian Jak Community Trust	Black Plaque Project / Ethel	United Kingdom
Press Adverts	Shortlist	Havas London	Nubian Jak Community Trust	Black Plaque Project / Fanny	United Kingdom
Press Adverts	Shortlist	Commonwealth // McCann Detroit	Chevrolet	Bolt 'Vacuum'	United States
Press Adverts	Shortlist	Commonwealth // McCann Detroit	Chevrolet	Bolt 'Toothbrush'	United States
Press Adverts	Shortlist	Commonwealth // McCann Detroit	Chevrolet	Bolt 'Toaster'	United States
Press Adverts	Shortlist	Commonwealth // McCann Detroit	Chevrolet	Safety 'Frankenstein'	United States
Press Adverts	Shortlist	Publicis?Poke	P&O Ferries	Brexit Reassurance Campaign	United Kingdom
Press Adverts	Shortlist	Ogilvy South Africa	Rape Crisis Cape Town	The Rape Page	South Africa
Press Adverts	Shortlist	Oatly Department of Mind Control	Oatly	Help Dad	Sweden
Press Adverts	Shortlist	DDB Chicago	Molson Coors	Calorie Burning URL	United States
Press Campaigns	Wood Pencil	Havas London	Nubian Jak Community Trust	Black Plaque Project	United Kingdom
Press Campaigns	Graphite Pencil	Leo Burnett Toronto	Milk-Bone	You Choose What They Chew	Canada
Press Campaigns	Graphite Pencil	The Odd Number	The Salvation Army	If It Doesn't Fit, Donate It	South Africa
Press Campaigns	Wood Pencil	Leo Burnett Tailor Made	ABTO (Brazilian Organ Transplant Association)	Cartoons	Brazil
Press Campaigns	Shortlist	Cheil Hong Kong	Chupa Chups	Joy Sticks	Hong Kong
Press Campaigns	Wood Pencil	Commonwealth // McCann Detroit	Chevrolet	Safety 'Little Red, Hansel/Gretel, Frankenstein'	United States
Press Campaigns	Wood Pencil	Commonwealth // McCann Detroit	Chevrolet	Bolt 'Toaster, Toothbrush, Vacuum'	United States
Press Campaigns	Wood Pencil	the community	Project Gutenberg	Crossed-out Classics	United States
Press Campaigns	Shortlist	DDB Paris	Volkswagen	Future	France
Press Campaigns	Yellow Pencil	Ogilvy UK / Ogilvy Toronto	Unilever	Courage is Beautiful	United Kingdom
Press Campaigns	Wood Pencil	Cossette	Amnesty International	Write For Your Rights	Canada
Press Campaigns	Wood Pencil	Publicis Ecuador	Movistar Ecuador	Broken Screens	Ecuador

Press Campaigns	Shortlist	Ogilvy Germany	Curtice Brothers	Before Ketchup	Germany
Press Campaigns	Graphite Pencil	TBWA/Paris	Le Chocolat des Français	Only keep the Best of France	France
Press Campaigns	Wood Pencil	Uncle Grey	Canon	Missed Shots	Denmark
Press Campaigns	Graphite Pencil	Saatchi & Saatchi New York	Procter & Gamble	Olay Face the STEM Gap	United States
Press Campaigns	Shortlist	Mother London	IKEA	IKEA 'Tomorrow Starts Tonight'	United Kingdom
Interactive Press Adverts	Graphite Pencil	DDB Chicago	Molson Coors	Calorie Burning URL	United States
Tactical Press Adverts	Wood Pencil	Publicis?Poke	P&O Ferries	Brexit Reassurance Campaign	United Kingdom
Tactical Press Adverts	Shortlist	Folk Wunderman Thompson	Vodafone Foundation Ireland	The Hidden Pandemic	Ireland
Tactical Press Adverts	Wood Pencil	DDB Chicago	Molson Coors	Calorie Burning URL	United States
Poster Campaigns	Wood Pencil	DDB Group New Zealand	McDonald's	McDonald's Reflections	New Zealand
Poster Campaigns	Graphite Pencil	AKQA	Netflix	One Story Away	Brazil
Poster Campaigns	Wood Pencil	Havas London	Nubian Jak Community Trust	Black Plaque Project	United Kingdom
Poster Campaigns	Graphite Pencil	Africa	Folha de S.Paulo Newspaper	The Most Valuable News	Brazil
Poster Campaigns	Shortlist	Åkestam Holst NoA	SSF	Your Password Is Shit	Sweden
Poster Campaigns	Shortlist	Away	Away	Travel Posters for Pets	United States
Poster Campaigns	Wood Pencil	BETC São Paulo	Hershey's	HerShe	Brazil
Poster Campaigns	Graphite Pencil	Ogilvy UK / Ogilvy Toronto	Unilever	Courage is Beautiful	United Kingdom
Poster Campaigns	Graphite Pencil	Cossette	Amnesty International	Write For Your Rights	Canada
Poster Campaigns	Shortlist	adam&eveDDB	Unilever	Dynamite	United Kingdom
Poster Campaigns	Shortlist	Uncommon Creative Studio	B&Q	Build a Life	United Kingdom
Poster Campaigns	Yellow Pencil	TBWA/Paris	Le Chocolat des Français	Only keep the Best of France	France
Poster Campaigns	Shortlist	Mother London	IKEA	IKEA 'Tomorrow Starts Tonight'	United Kingdom
Poster Campaigns	Wood Pencil	One Twenty Three West	Vancouver Mural Festival	Vancouver Mural Festival - You'll Get It When You See It	Canada
Poster Campaigns	Wood Pencil	Saatchi & Saatchi New York	Women in Film	For Your Consideration	United States
Interactive Poster Adverts	Graphite Pencil	Havas London	Nubian Jak Community Trust	Black Plaque Project	United Kingdom
Tactical Poster Adverts	Shortlist	R/GA New York	Ad Council	The Ad Council - #OutThereForUs	United States
Tactical Poster Adverts	Shortlist	Mother London	KFC	The World's Least Appropriate Slogan	United Kingdom
Tactical Poster Adverts	Shortlist	AlmapBBDO	Alpargatas	True Fashion	Brazil
Tactical Poster Adverts	Shortlist	Spotify	Spotify	Save Our Stages	United States
Tactical Poster Adverts	Wood Pencil	R/GA California	Reddit	Reddit - Up The Vote	United States
Tactical Poster Adverts	Graphite Pencil	Leo Burnett Chicago	Wingstop	Wearable Billboards	United States
Tactical Poster Adverts	Graphite Pencil	BBH New York	Chief	Chief & NWHM Glass Ceiling Breaker	United States

Tactical Poster Adverts	Shortlist	MediaMonks Hilversum / Circus	Netflix	Netflix More Than 7	United States
Tactical Poster Adverts	Shortlist	TBWA\Media Arts Lab London	Apple	Behind the Mac ? Made in the UK	United Kingdom
Innovation	Wood Pencil	David Mami	Burger King	Homes of the Whopper	United States
Innovation	Yellow Pencil	Africa	Folha de S.Paulo Newspaper	The Most Valuable News	Brazil
Innovation	Shortlist	Leo Burnett Chicago	Wingstop	Wearable Billboards	United States
Innovation	Shortlist	Saatchi & Saatchi New York	Procter & Gamble	Olay Face the STEM Gap	United States
Product Design					
Homeware	Shortlist	DDB Unlimited	HAK	The Helping Plate	Netherlands
Everyday Consumer Products	Shortlist	Microsoft	Microsoft	Xbox Wireless Controller	United States
Everyday Consumer Products	Wood Pencil	Saatchi & Saatchi Australia	The Royal Australian Mint	Donation Dollar	Australia
Leisure & Sports	Graphite Pencil	adam&eveDDB	Florian Alt	GMR - Play Connected	United Kingdom
Consumer & Wearable Technology	Wood Pencil	Apple	Apple	AirPods Max	United States
Consumer & Wearable Technology	Wood Pencil	Microsoft	Xbox	Xbox Series S	United States
Consumer & Wearable Technology	Shortlist	adam&eveDDB	adidas	GMR - Play Connected	United Kingdom
Consumer & Wearable Technology	Wood Pencil	Google	Google	Nest Thermostat	United States
Assisted Living & Health	Shortlist	Wunderman Thompson Paris	Ecox	Emergency Bikes	France
Assisted Living & Health	Wood Pencil	Box Clever	Vave Health	Vave Health	United States
Workplace, Retail & Industrial	Shortlist	Aruliden	Google	Google Meet Hardware ? Series One	United States
Public Space & Transport	Shortlist	Hugo Eccles	Untitled Motorcycles	XP Zero	United States
Inclusive	Shortlist	Ogilvy Taiwan	Vogue	UNI-FORM	Taiwan
Prototypes	Wood Pencil	The&Partnership London	Royal National Institute of Blind People	The 'Design For Everyone' Campaign	United Kingdom
Prototypes	Wood Pencil	Area 23	Woojer	SICK BEATS	United States
Production Design					
Film	Wood Pencil	Johannes Leonardo	Volkswagen Group of America	Volkswagen the Wheel	United States
Film	Yellow Pencil	Biscuit Filmworks LA & Revolver	Brawl Stars	Starr Park	United States
Film	Shortlist	Good Morning Films	My Choices Foundation	Chotu	India
Film	Shortlist	Commonwealth // McCann	Chevrolet	Silverado Tailgates	United States
Film	Shortlist	Solab Pictures	SEGA	Humankind	France
Film	Graphite Pencil	Academy	Three	Real 5G	United Kingdom
Film	Shortlist	Biscuit Filmworks London / Droga 5	Amazon Alexa	Amazon Alexa	United Kingdom
Animated	Wood Pencil	Area 23	Lilly / Cyramza	The Momentous Moments of Max and Maxine	United States
Animated	Shortlist	Area 23	Insmed	Unbreakable	United States

Animated	Wood Pencil	adam&eveDDB	John Lewis & Partners	Give a Little Love	United Kingdom
Radio & Audio					
Commercial Campaigns	Wood Pencil	DAMD Madrid	Burger King	Confusing Times	Spain
Commercial Campaigns	Wood Pencil	AMV BBDO	Metropolitan Police	Hard Calls Saves Lives	United Kingdom
Commercial Campaigns	Shortlist	Alma DDB	Manuel Oliver	Absurd Reality	United States
Commercial Campaigns	Shortlist	Havas Turkey	Greenpeace Turkey	Greenpeace - Repeaters	Turkey
Commercial Campaigns	Shortlist	VMLY&R Melbourne	Queensland Family & Child Commission	Lost In Translation	Australia
Commercial Campaigns	Graphite Pencil	Wunderman Thompson Chile	World Wildlife Fund	Nature Is Calling For Help	Chile
Commercial Campaigns	Wood Pencil	Kolle Rebbe	Deutsche Lufthansa	FlyNet	Germany
Commercials Over 30 Seconds	Graphite Pencil	Boys + Girls	Swim Ireland	Daddy! Daddy! Look at me!	Ireland
Commercials Over 30 Seconds	Shortlist	TBWA Hunt Lascaris	Datsun South Africa	Carmageddon	South Africa
Entertainment	Shortlist	Droga5 New York	Ad Council	Seize The Awkward	United States
Entertainment	Shortlist	Romance	Audi	The Art of Silence	France
Entertainment	Shortlist	M&C Saatchi	BIG W	Rap Books	Australia
Tactical	Wood Pencil	BBC Creative	BBC	Bringing Us Closer	United Kingdom
Tactical	Shortlist	TBWA Hunt Lascaris	Datsun South Africa	TV Licence	South Africa
Tactical	Wood Pencil	DUDE	Communities for Development	Money Makes Money	United Kingdom
Tactical	Graphite Pencil	Africa	Brazilian Association of Psychiatric	Alexa's Burnout	Brazil
Tactical	Wood Pencil	TBWA Hunt Lascaris	City Lodge Hotel Group	Marital Bliss	South Africa
Innovation	Graphite Pencil	215 McCann	Microsoft	Xbox Series X: Walking in Steve's Dreams	United States
Innovation	Shortlist	M&C Saatchi Abel	Standard Bank	Deaf Radio	South Africa
Innovation	Shortlist	AKQA Melbourne	Tennis Australia	Action Audio	Australia
Side Hustle					
Start-Up / Student	Shortlist	Kevin Omelia and Conall Casey		Epi-Tech	Ireland
Start-Up / Student	Shortlist	Andrea Li & Michelle Lim		liim co.	United Kingdom
Start-Up / Student	Side Hustle Pencil	Stephanie Connolly		LittleTalks	Ireland
Start-Up / Student	Shortlist	Cameron Bensimon		localfurniture	United Kingdom
Start-Up / Emerging Professional	Shortlist	Hans Augustenborg		Promote Your Local	Denmark
Start-Up / Emerging Professional	Shortlist	Heavy Duty		The Statue Review	Australia
Start-Up / Established Professional	Shortlist	Emma Leamore, Katyana O'Neill and Pierce Thomson		The Interview Before the Interview	Australia
Start-Up / Established Professional	Shortlist	Food for Thought		Food for Thought	United Kingdom
Start-Up / Established Professional	Shortlist	The Foreword		The Foreword	United Kingdom
Start-Up / Established Professional	Shortlist	Play Academy		The WhatsApp School	India

Start-Up / Established Professional	Shortlist	Quantum Flytrap		Quantum Flytrap	Poland
Start-Up / Established Professional	Shortlist	Veronica Padilla		Gentle Mentals	United States
Scale-Up / Emerging Professional	Side Hustle Pencil	I Like Networking		I Like Networking	United Kingdom
Sound Design & Use of Music					
Sound Design	Shortlist	BBDO Group Germany	UNICEF Deutschland	#ENDviolence "More Than A Mark"	Germany
Sound Design	Shortlist	Fork Unstable Media	Merck	Microplastic Journey	Germany
Sound Design	Shortlist	Machine	Ubisoft	Watch Dogs: Legion - Tipping Point Cinematic Trailer	France
Sound Design	Wood Pencil	String and Tins	Facebook Oculus	Oculus: First Steps	United Kingdom
Original Composition	Wood Pencil	AlmapBBDO	LG	Project Ms. Mozart	Brazil
Original Composition	Shortlist	FRED & FARID New York	Rémy Martin	Voices from Harlem	United States
Original Composition	Shortlist	String and Tins	Just Eat	Just Eat	United Kingdom
Original Composition	Shortlist	adam&eveDDB	John Lewis & Partners	Give a Little Love	United Kingdom
Original Composition	Wood Pencil	Translation	Beats by Dr. Dre	You Love Me	United States
Original Composition	Wood Pencil	BBH New York	Google	Google Black-Owned Friday	United States
Original Composition	Wood Pencil	Indiana Production	CoorDown	The Hiring Chain	Italy
Original Composition	Graphite Pencil	Taproot Dentsu	Facebook	Pooja Didi	India
Original Composition	Shortlist	BT Sport	BT Sport	Time for a New Season	United Kingdom
Original Composition	Graphite Pencil	Wunderman Thompson Mumbai	Jimmy Nelson Foundation	Save Our Sentinels	India
Existing Music	Shortlist	BBDO Group Germany / AlmapBBDO	WhatsApp	Family Diary	Germany
Existing Music	Shortlist	TBWA\Media Arts Lab	Apple	AirPods Pro ? Jump	United States
Existing Music	Shortlist	Heimat Berlin	HORNBACH	HORNBACH "Biodiversity Starts in Your Garden."	Germany
Existing Music	Wood Pencil	Soundtree Music	Green & Blacks	Wildly. Deliciously. Organic.	United Kingdom
Existing Music	Shortlist	Major Tom Music	Childline	Childline - Nobody Is Normal	United Kingdom
Existing Music	Wood Pencil	AMV BBDO	Macmillan Cancer Support	Whatever It Takes	United Kingdom
Existing Music	Shortlist	AMV BBDO	Essity	Xmess	United Kingdom
Adapted Music	Shortlist	Publicis New York	Citi	America the Beautiful	United States
Adapted Music	Graphite Pencil	new-land	Levi's	Levi's - When You Take A Step, We All Move	Denmark
Adapted Music	Shortlist	Droga5 New York	Facebook	Survive: Coogan's	United States
Adapted Music	Shortlist	DIVISION	Diesel	Diesel Francesca	France
Adapted Music	Wood Pencil	BBDO New York	American Red Cross	Piano	United States
Adapted Music	Shortlist	Forsman & Bodenfors	Generation Pep	Dance 10.000	Sweden
Adapted Music	Wood Pencil	Twenty Below Music	Burberry	Burberry Festive	United Kingdom
Adapted Music	Shortlist	Sid Lee Paris	SKYN	Head Shoulders Knees and Toes	France
Adapted Music	Wood Pencil	Elephant	Yahoo	Yahoo! + Tank and the Bangas & Friends	United States

Adapted Music	Shortlist	AKQA Paris	Oakley	Oakley One Love	France
Adapted Music	Wood Pencil	Abby Priest	The Swedish Heartchild Foundation	Dante's Heartbeats	Sweden
Audio Composition	Shortlist	Droga5 New York	The New York Times	Life Needs Truth	United States
Audio Composition	Shortlist	Wave Studios London	Cupra	Cupra Formentor - Alive	United Kingdom
Audio Composition	Wood Pencil	DDB Paris	Ubisoft	Tipping Point	France
Audio Composition	Shortlist	Socialclub Paris	SOLIDARITÉS INTERNATIONAL	SOLIDARITÉS INTERNATIONAL	France
Audio Composition	Shortlist	AMV BBDO	Essity	#wombstories	United Kingdom
Audio Composition	Wood Pencil	Factory / SIREN	BBC Sounds	The Power of Sounds	United Kingdom
Audio Composition	Shortlist	adam&eveDDB	Mars	Scaredy Cat	United Kingdom
Audio Composition	Wood Pencil	Box of Toys Audio	Axl Le	Vincent	United Kingdom
Audio Composition	Graphite Pencil	Droga5 New York	Hennessy	Maurice and The Black Bear School	United States
Audio Composition	Wood Pencil	Kay-Oskwarek Music	Nike	Nike - You Can't Stop Us: Victory Swim	United Kingdom
Spatial Design					
Exhibitions	Wood Pencil	FARM	Topawards Asia	Hungry Design	Singapore
Exhibitions	Shortlist	The Glue Society	Anti-Slavery Australia	The Human Mart	Australia
Expo & Trade Shows	Shortlist	D'art Design Gruppe	D'art Design Gruppe	Delivered	Germany
Installations	Shortlist	FCB New York	Michelob Ultra	Michelob Ultra Courtside	United States
Installations	Shortlist	McCann London	Help For Heroes	40,000 Strong	United Kingdom
Installations	Shortlist	Shiseido	Shiseido	Beauty Innovation 2020	Japan
Installations	Yellow Pencil	ROSAPARK	Innocence en Danger	Just a Wall	France
Retail	Shortlist	AKQA Sweden	H&M	H&MLoop	United Kingdom
Public Spaces	Black Pencil	FCB Chicago	City of Chicago	Boards of Change	United States
Low Budget	Wood Pencil	Ken-Tsai Lee Design Lab	Type Directors Club	Type Directors Club Annual Exhibition in Taiwan	Taiwan
Type Design					
Traditional	Shortlist	Production Type	Google	Newsreader	France
Traditional	Wood Pencil	Coca-Cola China / CoolCharacter / FounderType	Coca-Cola China	Coca-Cola Care Font	China
Sans Serif	Shortlist	A2-TYPE & Margaret Calvert	Network Rail	Rail Alphabet 2	United Kingdom
Sans Serif	Wood Pencil	Liu Zhao Studio	Google	Noto Traditional Nushu	China
Sans Serif	Shortlist	Paratype	Paratype	Stapel Type Family	Russian Federation
Sans Serif	Shortlist	Fontwerk	Fontwerk	Ika	Germany
Script	Graphite Pencil	LiebeFonts	LiebeFonts	Amazingly Real Looking Handwritten Messages	Germany
Display	Wood Pencil	Jones Knowles Ritchie	Restaurant Brands International	Flame, Your Way	United States
Display	Shortlist	Kinuta Font Factory	Kinuta Font Factory	Kiriko Color	Japan
Display	Graphite Pencil	COLLINS	San Francisco Symphony	San Francisco Symphony Dynamic Typography	United States
Multi-Style	Shortlist	Mrcos Key	Commercial Type	Lyon Arabic	United States
Multi-Style	Shortlist	Mnotype	Mnotype	Futura Now	United Kingdom

Multi-Style	Shortlist	Landor & Fitch Milan	De'Longhi	De'Longhi Unveiling the Art of Transformation	Italy
Multi-Style	Graphite Pencil	Eino Korkala & Daniel Coull	TBWAHelsinki	Climate Crisis Font	Finland
Multi-Style	Shortlist	Tarek Atrissi Design	Arabic Typography	Kermes Arabic	Spain
Typography					
Integrated	Shortlist	Ragged Edge	East London Liquor Company	East London Liquor Company	United Kingdom
Integrated	Shortlist	Light Publicity	The Foundation for Ainu Culture	Illuminating the Indigenous Soul	Japan
Integrated	Yellow Pencil	COLLINS	San Francisco Symphony	San Francisco Symphony Dynamic Typography	United States
Integrated	Wood Pencil	Superunion	WPP	Amsteldok	Netherlands
Digital	Shortlist	Fable	Basheer Graphic Books	The State of Print	Singapore
Packaging	Wood Pencil	Jones Knowles Ritchie	Restaurant Brands International	Flame-licked Type, Your Way	United States
Environmental	Shortlist	another design	SUPERB Wen He You	góng m?-Cantonese Observation Exhibition	China
New Realities & Emerging Media	Wood Pencil	TBWAHelsinki	TietoEVRY	The Polite Type	Finland
Visual Effects					
Colour Grading	Graphite Pencil	DDB San Francisco	iShares	Eleanor T. Fitzsimmons	United States
Colour Grading	Wood Pencil	MPC London	Glenmorangie	Glenmorangie - It's Kind of Delicious and Wonderful	United Kingdom
Compositing	Shortlist	Electric Theatre Collective	LG	LG - Follow the Light	United Kingdom
Compositing	Shortlist	Saatchi & Saatchi Los Angeles	Toyota Motor North America	Upstream	United States
Compositing	Yellow Pencil	Electric Theatre Collective	Jägermeister	Jägermeister - Be The Meister	United Kingdom
Compositing	Graphite Pencil	TBWAParis	McDonald's France	Books	France
Compositing	Graphite Pencil	MPC London	Burberry	Burberry - Festive	United Kingdom
Computer-Generated	Shortlist	adam&eveDDB	Sony Interactive Entertainment	PlayStation 5 - Play Has No Limits	United Kingdom
Computer-Generated	Shortlist	Mathematic	Adobe	Adobe Fantastic Voyage	France
Computer-Generated	Yellow Pencil	DDB Paris	Ubisoft	Tipping Point	France
Computer-Generated	Shortlist	Bloober Team	Bloober Team	The Medium	Poland
Computer-Generated	Yellow Pencil	MPC London	Burberry	Burberry - Festive	United Kingdom
Computer-Generated	Shortlist	Havas Chicago	Babybel	Babybel - Join The Goodness	United States
Practical Effects	Wood Pencil	Whitespace	VisitScotland	Scotland at Night	United Kingdom
Practical Effects	Shortlist	DDB Chicago	Mars	Starburst Swirlers	United States
Practical Effects	Shortlist	DDB Chicago	Molson Coors	Miller Lite "Beer Me" Campaign	United States
New Realities & Emerging Media	Wood Pencil	Seyhan Lee	Beko	Connections	United States
Low Budget	Yellow Pencil	FRED & FARID Los Angeles	Fridays For Future US	Our House is on Fire	United States
Low Budget	Shortlist	Publicis Conseil	Licra	Licra - Faces of Fear	France
Writing for Advertising					
Integrated	Shortlist	Mischief @ No Fixed Address	Kraft Heinz	Send Noods	United States
Integrated	Shortlist	Spotify USA	Spotify	Play Your Part	United States
Film	Shortlist	BETC Paris	Pornhub	Not My Job	France

Film	Shortlist	Lucky Generals	Amazon	Alexa's Body	United Kingdom
Film	Shortlist	Goodby Silverstein & Partners	Google / United Nations / Tribeca Enterprises	Life Below Water	United States
Film	Graphite Pencil	Droga5 London	Setapp	Don't Get Sidetracked. Get Setapp	United Kingdom
Film	Wood Pencil	TBWA\Media Arts Lab	Apple	Over Sharing	United States
Film	Wood Pencil	BMB	Farrow & Ball	Relax, it's Modern Emulsion	United Kingdom
Film	Graphite Pencil	Apple	Apple	The Whole-Working-From-Home Thing	United States
Film	Shortlist	Publicis Conseil	Face a l'Inceste	Two Monsters in my Story	France
Film	Shortlist	Droga5 New York	Kimberly-Clark / Huggies	We Got You, Baby	United States
Film	Shortlist	4creative	Channel 4	#MerryDifferent	United Kingdom
Film	Yellow Pencil	Translation	Beats by Dr. Dre	You Love Me	United States
Direct	Shortlist	Special Group New Zealand	Every Kiwi Vote Counts	Meddle in the New Zealand Election	New Zealand
Press	Shortlist	TBWA\Paris	Leica	The World Deserves Witnesses	France
Radio & Audio	Wood Pencil	TBWA\Hunt Lascaris	City Lodge Hotel Group	Marital Bliss	South Africa
Radio & Audio	Shortlist	Global	Unilever	Wingmen: A Roll Call of Icons	United Kingdom
Radio & Audio	Yellow Pencil	Boys + Girls	Swim Ireland	Daddy! Daddy! Look At Me!	Ireland
Radio & Audio	Graphite Pencil	DAVD Madrid	Burger King	Confusing Times	Spain
Entertainment	Shortlist	DDB Chicago	Molson Coors	Antenna	United States
Writing for Design					
Integrated	Shortlist	Ogilvy Taiwan	Vogue	UNI-FORM	Taiwan
Integrated	Graphite Pencil	Clemenger BBDO Wellington	New Zealand Government	Unite Against COVID-19	New Zealand
Digital	Wood Pencil	Clemenger BBDO Wellington	New Zealand Human Rights Commission	Voice of Racism	New Zealand
Digital	Wood Pencil	Among Equals	The Girls' Network	The Empowerium	United Kingdom
Digital	Shortlist	Bulb	Bulb	Bulb - PSR	United Kingdom
Graphic	Graphite Pencil	McCann London	Microsoft / Xbox	The Birth of Gaming Tourism	United Kingdom
Graphic	Yellow Pencil	Mother LA	Postmates	Postmates Don't Cookbook	United States
Graphic	Graphite Pencil	Havas Lynx Group	Havas Lynx Group	Andi Goes	United Kingdom
Graphic	Shortlist	Tom Sharp & Steers McGillan Eves	Roman Baths, Bath	A Year of Fragments	United Kingdom
Packaging	Wood Pencil	For The People	Story Espresso	Story Espresso Coffee Cups	Australia
Packaging	Wood Pencil	Supple Studio	FRAHM Jackets	FRAHM? Tough Beautiful	United Kingdom
Naming	Wood Pencil	The Stone Twins	LEBO Vastgoed	Met Hotel	Netherlands
Naming	Wood Pencil	The Stone Twins	G&S Vastgoed	Nowhere	Netherlands
Naming	Shortlist	Red Stone	British Science Association	The Ideas Fund	United Kingdom
Brand Voice	Wood Pencil	Ragged Edge	East London Liquor Company	East London Liquor Company	United Kingdom
Brand Voice	Wood Pencil	Clemenger BBDO Wellington	New Zealand Government	Unite Against COVID-19	New Zealand
Brand Voice	Graphite Pencil	Droga5 New York	Kimberly-Clark / Huggies	We Got You, Baby	United States
Brand Voice	Graphite Pencil	Ragged Edge	Mjlo	Mjlo	United Kingdom

Brand Voice	Wood Pencil	Superunion	Clear Mobile	Clear Mobile	United Kingdom
Brand Voice	Shortlist	Spotify	Spotify	Your 2020 Wrapped	United States
Storytelling	Graphite Pencil	For The People	Story Espresso	Story Espresso	Australia
Storytelling	Wood Pencil	RT Creative Lab	RT	The Endless Letter on Instagram Stories	Russian Federation
Storytelling	Shortlist	DesignStudio	Penguin Random House UK	Defining a Mission for the Future of Penguin Random House UK	United Kingdom

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