

D&AD taps into creative jealousies...

LONDON, UK: Iain Tait, Dan Wieden & Jennifer Walsh reveal the work they wish they'd done from the past year. D&AD has launched [a series of films](#) to find the work that the world's top creative people wish they'd done.



Speaking in the three films are Dan Wieden of Wieden+Kennedy, Iain Tait of Google Creative Labs and Jennifer Walsh of Sagmeister and Walsh. They each explain a piece of work they wish they'd done from the past 12 months, offering a rare insight into the minds of three of the industry's most respected creatives.

Factory Fifteen has produced three mesmerising animations that take you inside the iconic Yellow Pencil to reveal three layers portraying the rich worlds of design, advertising and digital. The

animated intros highlight the breadth and quality of work that is awarded at D&AD, referencing seminal pieces including Heatherwick Studio's Olympic Cauldron, McCann Erickson's Dumb Ways to Die and Channel 4's Meet the Superhumans.



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Ad legend, Dan Wieden, discusses the Climate Name Change Campaign by 350Action. This campaign named devastating storms after US policy makers that denied climate change is occurring. Digital guru, Iain Tait, explains the genius behind the Philips Hue Lightbulb. Lightbulbs with LEDs that respond to programming in the home to reflect the mood of inhabitants. Designer, Jennifer Walsh, talks about her love of the Whitney branding by Experimental Jetset. A responsive design scheme that moulds to its function.

The films were developed by Wieden+Kennedy London in response to a brief to highlight the work and people behind the world's most celebrated creative award.



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Credits

Agency

- Creatives: Toby Treyer-Evans & Laurie Howell
- Creative Directors: Tim Vance & Paul Knott
- Executive Creative Director: Tony Davidson
- Agency producer: Andrew Shelton
- Accounts: Alex Rodgers & Sophie Moss
- Agency Editor: Ben Hutton

Other

- Production Company: Nexus Productions
- Directors: Factory Fifteen
- Executive Producer: Julia Parfitt
- Producer: Nathalie Le Berre
- Sound Design: Echoic

Special Thanks to Wave and The Mill.



D&AD only awards work of the highest standard. The scrutiny and rigour imposed by the internationally acclaimed judges is legendary, and ensures that only the very best work receives the coveted Yellow, White and Black Pencils.

All awarded work appears in the D&AD Annual, and In Book and Nomination winners can claim Pencil Slices to mark their achievement.

The pinnacle of creative achievement across the design, advertising, and digital industries, the

D&AD Awards have been running since 1962.

For information on how to enter this year's Awards, visit:

<http://www.dandad.org/awards14>

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Credits of Work

Canal + 'Bear'	BETC Paris
Samsonite - 'Heaven & Hell'	JWT Shanghai
Trillion Dollar Campaign	TBWA Johannesburg
Alka Seltzer	CLM BBDO
Music. See what it's made of	Amap BBDO
Coke Hands	Ogilvy & Mather Shanghai
Sony 'Balls'	Fallon London
'Meet the Superhumans	Channel 4
Three little pigs	BBH
Cadbury's Gorilla	Fallon
Economist posters	AMV BBDO
Honda Grrr Engine	Wieden + Kennedy
Let's make some Great art	Laurence King Publishing
Plumen Lightbulb	Samuel Wilkinson Design
Don De Lillo	It's Nice That / PanMacMillan
Audi TT Coupe	Audi UK
Olympic Cauldron	Heatherwick Studio
Now is Better	Sagmeister & Walsh
Tip ton chairs	Vitra Barber & Osgerby

The world's most valuable social network	Grey Group Canada
Dumb ways to die	McCann Erickson Melbourne
A new warrior 'Greenpeace'	DDB Paris
Uniqlo 'Uniqlock'	Projector Tokyo
Arcade Fire 'Wilderness downtown'	@radical.media
Pay with a Tweet	R/GA
Smell Like a Man	Old Spice

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