

Grey Johannesburg wins Wood Pencil at D&AD 2018

Issued by [Grey Africa](#)

2 May 2018

On Thursday night, Grey Johannesburg was awarded a Wood Pencil at the D&AD Festival in London for its Duracell radio campaign, "Times change. Power doesn't."



Grey is especially proud of this accolade as D&AD is a notoriously difficult awards show and considered the most prestigious by many ad aficionados. Out of the thousands of submissions, only eight were awarded Pencils in the Radio Advertising Campaigns category.

Jeff Harvey, who wrote the spots, describes the Duracell campaign as "a fun but nostalgic journey to 2007, highlighting the ten-year duration of Duracell Quantum batteries." He explains how "carefully chosen trends, events, politicians, celebrities and technology emphasise how much things change in ten years. But the one constant is a Duracell Quantum battery."

Lines such as "... before 140 characters could overthrow a government.", "When Tiger was famous for playing the fairway. Not the field." and "It was the year Rihanna opened her umbrella, ella, ella." are typical of the ad's tone.

"We needed to show longevity of the brand as well as the product. What better way than to tie our concept into the ever-changing times we live in?" says chief creative officer at Grey, Fran Luckin.

For Grey, the campaign is the gift that keeps on giving: last year it earned a gold Cannes Lion, and a gold Loerie.

Here are the award-winning spots:

<https://www.adforum.com/award-organization/6650183/showcase/2017/ad/34547104>

<https://www.adforum.com/creative-work/ad/player/34547109/harry/duracell>

<https://www.adforum.com/creative-work/ad/player/34547108/britney/duracell>

Grey has already produced a sequel, so listen out for the new campaign coming soon.

"Grey Global has done extremely well at the D&AD Awards. As a network, we've picked up 12 Pencils this year and I'm extremely proud that our Johannesburg office has contributed to one of them," said Fran Luckin, Grey Advertising's Chief Creative Officer (CCO).

- **New creative chapter: Metropolitan teams up with Grey South Africa** 20 Feb 2024
- **Krispy Kreme MENA chooses Grey Dubai as their strategy and creative agency** 31 Jan 2024
- **Grey appoints Tlali Taoana as president of Grey South Africa** 4 Dec 2023
- **Burger King South Africa spreads smiles with 'The Small Pleasures' campaign** 14 Nov 2023
- **Burger King unveils exciting "Full-on SA Flavour" campaign for Peri-Peri Chicken range** 31 Oct 2023

[Grey Africa](#)



Grey is the advertising network of Grey Group. The Grey Group ranks among the largest global communications companies and its parent company is WPP (NASDAQ: WPPGY).

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>