Grey Johannesburg wins Wood Pencil at D&AD 2018

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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).

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Grey Africa

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