

All the 61st 2nd D&AD Awards winners

Following the 61st D&AD Awards second ceremony on 25 May 2023 in London, Africa and the Middle East accumulated 22 Pencils.



Source: © D&AD [D&AD](#) The 61st D&AD Awards Ceremony took place on 24 and 25 May 2023 in London

The first Awards ceremony took place on Wednesday, 24 May.

FCB Africa and Tarek Nour Communications / Mohamed El Zayat were each awarded a Yellow Pencil. The Middle East agencies racked up 16 Shortlist, 13 Wood Pencils and one Graphite Pencil in total. Africa boasts two Yellow Pencils, one Graphite and five Wood and four Shortlist.

The most successful agency is _ and us Dubai followed by Impact BBDO.



1st D&AD Awards ceremony rewards South Africa, Nigeria, Egypt and Middle East agencies

Danette Breitenbach 25 May 2023



African and Middle East winners

Category	Award	Lead	Client	Title	Advertising Agency	Design Agency	Production Company	Countries
Direction	Yellow Pencil	Tarek Nour Communications / Mohamed El Zayat	Magdy Yacoub Heart Foundation	Lonesome Traveler	Tarek Nour Communications / TNA Cairo		Kay-Oh Productions	Egypt
Animation	Shortlist	Maged Nassar	Sharjah Book Authority / National Network Communications	SHARJAH BOOK AUTHORITY	Good People Films	Zanad	Good People Films	Egypt, United Arab Emirates
Press & Outdoor	Wood Pencil	INGO Hamburg / INGO Stockholm	Al Futtaim	Inflation-Proof Products	INGO Hamburg / INGO Stockholm		HOKED	Germany, Sweden, United Arab Emirates
Press & Outdoor	Shortlist	INGO Hamburg / INGO Stockholm	Al Futtaim	Inflation-Proof Products	INGO Hamburg / INGO Stockholm		HOKED	Germany, Sweden, United Arab Emirates
Branding	Shortlist	Peter Schmidt Group	Washking	Washking: Own your throne!		Peter Schmidt Group		Ghana, Germany
Direct	Wood Pencil	Promise	BlackStudio / BlackStudio	Plan (a)	Promise	BlackStudio		South Africa

Graphic Design	Yellow Pencil	FCB Africa	Digital Youth ICT Academy	DYICTA Logo Design	FCB Africa	FCB Africa		South Africa
Graphic Design	Wood Pencil	Grid Worldwide	Marble Group	Zioux, Break Free.		Grid Worldwide		South Africa
Media	Shortlist	VMLY&R South Africa	Vodacom	Anti H-Jack Ads	VMLY&R South Africa	VMLY&R South Africa	VMLY&R Johannesburg	South Africa
PR	Wood Pencil	Joe Public Johannesburg	Amnesty International South Africa	The Real Maternity Issue	Joe Public Johannesburg			South Africa
Press & Outdoor	Graphite Pencil	Promise	BlackStudio	Plan (a)	Promise	BlackStudio		South Africa
Press & Outdoor	Wood Pencil	Promise	BlackStudio / BlackStudio	Plan (a)	Promise	BlackStudio		South Africa
Radio & Audio	Shortlist	Grey Advertising	Distell	Jab Jab	Grey Advertising		Finetune Productions	South Africa
Writing for Advertising	Shortlist	Grey Advertising	Distell	Jab Jab	Grey Advertising		Finetune Productions	South Africa
Art Direction	Shortlist	Stink Films Berlin / Giant Films	Mami Wata Surf	Mami Wata 'Luck is Alive'		Mami Wata Creative	Stink Films Berlin / Giant Films	South Africa, Germany
Direction	Wood Pencil	Giant Films / Stink Films Berlin	Mami Wata Surf	Mami Wata 'Luck is Alive'		Mami Wata Creative	Giant Films / Stink Films Berlin	South Africa, Germany
Direction	Wood Pencil	Romance Films	KFC	Anything for the Taste	Ogilvy South Africa		Romance Films	South Africa, United Kingdom
Art Direction	Shortlist	Sweetwater MEA	adidas Merging Markets	Adidas Ravi Superstar	Sweetwater MEA	Sweetwater MEA	House of Brands	United Arab Emirates
Art Direction	Wood Pencil	ﬂ and us	Deliveroo	One-Star Cookbook	ﬂ and us	No One	BlackBox	United Arab Emirates
Book Design	Wood Pencil	ﬂ and us	Deliveroo	One-Star Cookbook	ﬂ and us	No One	BlackBox	United Arab Emirates
Direct	Wood Pencil	Publicis Middle East	Stellantis Middle East	The Call of Adventure	Publicis Middle East			United Arab Emirates
Direction	Shortlist	Leo Burnett Dubai	Home Centre	The Homecoming	Leo Burnett Dubai		Prodigious Middle East	United Arab Emirates
Experiential	Shortlist	Saatchi & Saatchi Middle East	UAE Government Media Office	Empty Plates	Saatchi & Saatchi Middle East	Saatchi & Saatchi Middle East	Prodigious Middle East	United Arab Emirates
Graphic Design	Shortlist	Publicis Middle East	Stellantis Middle East	The Call of Adventure	Publicis Middle East			United Arab Emirates
Photography	Wood Pencil	ﬂ and us	Deliveroo	One-Star Cookbook	ﬂ and us	No One	BlackBox	United Arab Emirates
Press & Outdoor	Shortlist	ﬂ and us	Deliveroo	One-Star Cookbook	ﬂ and us	No One	BlackBox	United Arab Emirates
Spatial Design	Wood Pencil	DDB FZ LLC	MSF(Doctors Without Borders) / Al Futtaim	The Giving Room	DDB FZ LLC		The Farm	United Arab Emirates
Writing for Advertising	Shortlist	ﬂ and us	Deliveroo	One-Star Cookbook	ﬂ and us	No One	BlackBox	United Arab Emirates
Commerce	Wood Pencil	Horizon FCB Dubai	Children of Female Prisoners' Association	Breakchains with Blockchain	Horizon FCB Dubai			United Arab Emirates, Egypt
Commerce	Wood Pencil	Horizon FCB Dubai	Children of Female Prisoners' Association	Breakchains with Blockchain	Horizon FCB Dubai			United Arab Emirates, Egypt
Direction	Wood Pencil	Saatchi & Saatchi Middle East / Prodigious Middle East	LOGI Energy	The Right to Power: 47 seconds	Saatchi & Saatchi Middle East		Prodigious Middle East	United Arab Emirates, Lebanon
Impact	Shortlist	Impact BBDO	AnNahar New paper	Newspapers Inside The Newspaper	Impact BBDO	Impact BBDO Beirut	Impact BBDO Beirut	United Arab Emirates, Lebanon
Magazine & Newspaper Design	Shortlist	Impact BBDO	AnNahar New paper	Newspapers Inside The Newspaper	Impact BBDO	Impact BBDO Beirut	Impact BBDO Beirut	United Arab Emirates, Lebanon
Press & Outdoor	Wood Pencil	Impact BBDO	AnNahar New paper	Newspapers Inside The Newspaper	Impact BBDO	Impact BBDO Beirut	Impact BBDO Beirut	United Arab Emirates, Lebanon
Impact	Shortlist	Impact BBDO	GharPar Technologies / Indus Hospital	Waxing Lady Tutorials	Impact BBDO	Contentory	Helipad Films	United Arab Emirates, Pakistan
Impact	Wood Pencil	Impact BBDO	EBM	Schoolgirl Newscasters	Impact BBDO	Impact BBDO Beirut	Shiny Toy Guns	United Arab Emirates, Pakistan, Lebanon
Media	Shortlist	Impact BBDO	EBM	Schoolgirl Newscasters	Impact BBDO	Impact BBDO Beirut	Shiny Toy Guns	United Arab Emirates, Pakistan, Lebanon
Experiential	Shortlist	ﬂ and us	Anghami	Sole Music	ﬂ and us	No One	Jack The Maker	United Arab Emirates, Portugal

Digital Design	Graphite Pencil	„ and us	UNITED24 / Nova Ukraine	The Undeniable Street View	„ and us	No One	BlackBox	United Arab Emirates, Ukraine
Experiential	Wood Pencil	„ and us	UNITED24 / Nova Ukraine	The Undeniable Street View	„ and us	No One	BlackBox	United Arab Emirates, Ukraine
Experiential	Shortlist	„ and us	UNITED24 / Nova Ukraine	The Undeniable Street View	„ and us	No One	BlackBox	United Arab Emirates, Ukraine
Media	Wood Pencil	„ and us	UNITED24 / Nova Ukraine	The Undeniable Street View	„ and us	No One	BlackBox	United Arab Emirates, Ukraine
PR	Shortlist	„ and us	UNITED24 / Nova Ukraine	The Undeniable Street View	„ and us	No One	BlackBox	United Arab Emirates, Ukraine
PR	Shortlist	„ and us	UNITED24 / Nova Ukraine	The Undeniable Street View	„ and us	No One	BlackBox	United Arab Emirates, Ukraine
Commerce	Shortlist	Wunderman Thompson Dubai	Kraft Heinz UK	The Unstainable Thobe	Wunderman Thompson Dubai	Wunderman Mena	BigFoot	United Arab Emirates, United Kingdom
Magazine & Newspaper Design	Shortlist	Discontent	Iain Akerman	Discontent				United Arab Emirates, United Kingdom

D&AD celebrates creative excellence, believing creativity is critical to commercial, economic, social and cultural success. The Awards incorporates more than 40 categories judged by nearly 400 of the world's leading creatives, recognising work that will inspire seasoned talent and encourage the next generation.

Black Pencils

This year two Black Pencils - the highest accolade in the creative industry - were awarded amongst a total of 639 Pencils

Division claimed one Black Pencil in the Visual Effects/ Craft category for Pharrell, 21 Savage and Tyler, The Creator's music video, *Cash In*, *Cash out*, using CGI animation to create avatars of the three musicians dancing in a magical environment. Abby.

World took home a Black Pencil in Product Design/ Design with Heartbeat Drum Machine for The Swedish Heartchild Foundation. The device, functioning as a modular synthesiser, produces rhythms using the electrocardiograms of four children with different heart defects.

Channelling distress into art, it captures the core of the problem to transform it into something new and beautiful.

Collaborative Pencils

Two Collaborative Pencils were awarded, celebrating innovative and long-lasting collaborations. These went to Iyama Design and Kamoi Kakoshi Co, Japan, for ongoing work with MT Masking Tape that started with the development of a logo through to a promotional exhibition still held around the world today; and Ogilvy UK and Unilever for *A 66-year partnership*, a collaboration that began in 1957 when a certain David Ogilvy wrote the first print advert for the Dove beauty bar.

Two winners were awarded the Side Hustle Pencil. Sponsored by Adobe Express, the Side Hustle category reflects the

value of creatives applying their skills and personal passions to side projects that address social and environmental issues.

The recipients are Get Better Books for Great Ormond Street Hospital for Sick Children, UK with a series of interactive books designed to help paediatric patients understand their journey through treatment and stages of recovery; and Beyond Hearing by Chun-Te Ho, UK - an augmented reality interface for Deaf People to localise and experience sound with a multi-senses feedback system for safety, communication and daily sound engagement. With this interface, deaf people can intuitively know the location of the sound, and experience it with visual and tactile cues.

The President's Award, chosen by this year's President Richard Brim, CCO, adam&eveDDB, goes to the Founders of Mother, UK.

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