

D&AD Awards announces its full shortlist

The D&AD Awards has announced its full shortlist with 25 shortlisted pieces for SA, putting us at 12th for country ranking based on finalists. Overall 1,642 entries from 58 countries from across the globe have made the shortlist.



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Entrants can visit the [website](#) to see if they are in with a chance of winning a coveted D&AD Pencil, but they will have to wait until the Awards Ceremony at the Truman Brewery, London, on 23 May to find out.



D&AD Awards announces its first shortlist

20 May 2019



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In a change from last year, whereby the number of Pencils awarded were announced over judging, this year D&AD has decided to announce the shortlist. This is in order to acknowledge the volume of high calibre submissions that, even if they do not win a Pencil, were in close consideration. In the belief that all the good work should be seen, the shortlist can be found for everyone to discover on the D&AD [website](#).

Top ranking countries by number of shortlisted entries are:

1. United States - 481 Entries
2. United Kingdom - 333 Entries
3. France - 82 Entries
4. Brazil - 81 Entries
5. Germany - 78 Entries

Agencies who have the most shortlisted entries are:

1. adam&eveDDB - 35 Entries
2. McCann New York - 35 Entries
3. Droga5 - 33 Entries
4. BBDO New York - 31 Entries
5. Dentsu Inc. - 28 Entries

The full number of shortlisted entries in each of the 34 categories:

Categories

Digital Marketing (49); Digital Design (53); Graphic Design (61); Branded Content & Ent.(36); Film Advertising (37); Direct (106); Branding (78); Radio & Audio (34); Spatial Design (16); Product Design (28); Music Videos (44 + 3 Next Music Directors); Writing For Advertising (39 + 1 Next Copywriter); Media (102); Integrated (30); Photography (27 + 1 Next Photographer); Art Direction (20 + 2 Next Art Directors); Cinematography (31 + 1 Next Cinematographer); Sound Design & Use Of Music (41 + 2 Next Sound Designers); Packaging Design (60); Book Design (66); Press & Outdoor (104); PR (82); Creativity For Good (55); Experiential (45); Direction (41 + 3 Next Directors); Typography (34); Visual Effects (18 + 1 Next VFX Artist); Production Design (11 + 1 Next Production Designer); Magazine & Newspaper Design (36); Editing (17 + 2 Next Editor); Writing For Design (16 + 1 Next Copywriter); Illustration (34 + 2 Next Illustrator); Casting (30); Animation (31 + 1 Next Animator); Next Creative (6); Next Designer (4).

Please see below for a list of top twenty country rankings.

New for this year, emerging professionals have also been shortlisted for the newly introduced 'Next' awards - a special subcategory designed to recognise the work of creatives, designers and crafts practitioners who have worked for no more than three years in the creative industries.

All 1,642 shortlisted pieces will be listed in the 57th D&AD Annual published later this year.

Decided by specialist juries made up of over 250 of the world's top creatives, the shortlist was announced live over judging in three stages. Today's announcement of an additional 1,067 entries across the final 20 categories, marks the final additions to this year's shortlist.

D&AD President Harriet Devoy commented:

“ Each year, the D&AD Awards demonstrate the enduring importance of creativity, and in 2019 we are delighted once again to have received a high calibre of entries from across the world. This bold, brave and inspiring work, spanning across all creative disciplines, has been a joy to recognise and reward. We've announced the Shortlist, and look forward to sharing and showcasing the full spectrum of work over the next few days at the D&AD Festival, and announcing the winners at our

The D&AD Pencil is regarded as one of the creative industry’s highest accolades with juries only selecting work they believe is truly exceptional. This, plus the fact that there are no quotas for awards at D&AD, means the number of awarded entries fluctuates year to year. In some years, no Black Pencils - reserved for work that is groundbreaking within its field - are awarded; the record currently stands at just seven.

Winning work will also be displayed at exhibitions globally over the following year and featured in the D&AD Annual and online archive – the definitive guide for creatives all around the world.

Shortlisted entrants will find out whether they have won a pencil at the D&AD Awards Ceremony, taking place on the final day of the D&AD Festival (23 May).

D&AD CEO Tim Lindsay commented:

“ After a busy and inspiring few days of judging, we’re excited to open our doors for this year’s Festival. As well as a schedule of inspirational talks and sessions delivered by some of the industry’s leading creative practitioners, all work in consideration for a Pencil will be on show throughout the Truman Brewery for attendees to discover and learn from. D&AD Festival offers genuine insight into what creative excellence means today, the breadth and diversity of which is a real testament to the industry, and to the future of creativity. ”

The D&AD Festival returns to the Truman Brewery 21 - 23 May 2019 and tickets are still available via the D&AD website. The D&AD Festival exhibits the world’s best in advertising and design as well as hosting interactive workshops with Adobe, an exhibition of extraordinary solutions by Microsoft Surface, and a series of informal talks on the new for 2019 Social Stage in partnership with Whalar.

To keep up with all the latest from D&AD, follow the [Liveblog](#) and look out for the official #DANDAD19 hashtag on social media.

Top 20 country ranking by number of shortlisted entries (58 countries shortlisted in total):

Ranking (by number of Shortlisted Entries)	Country	Number of Shortlisted Entries
1	United States	481
2	United Kingdom	333
3	France	82
4	Brazil	81
5	Germany	78
6	Japan	63
7	Australia	57
8	China	35
9	Canada	33
10=	Spain	28
10=	New Zealand	28
12	South Africa	25
13	Sweden	22
14	United Arab Emirates	21
15	Colombia	19
16	India	18
17	Singapore	17
18	Netherlands	16
19=	Thailand	15
19=	Switzerland	15

South African finalists

Jury Name	Category	Entrant Company	Entry Advertising Agency	Entry Production Company	Entry Design Agency	Primary Client
Digital Marketing	Online Video & Viral Films	Ogilvy South Africa	Ogilvy South Africa		Philips	Philips
Digital Marketing	Digital Tools & Utilities	M&C Saatchi Abel	M&C Saatchi Abel and Platypus		Nando's South Africa	Nando's
Digital Marketing	Use of Trends & Tactical Marketing	HelloFCB+	HelloFCB+		Netflorist	Netflorist
Digital Marketing	Use of Trends & Tactical Marketing	TBWA\Hunt\Lascaris	TBWA\Hunt\Lascaris and Darling Films		Joburg Ballet	Joburg Ballet
Direct	Direct Mail	Joe Public	Joe Public		Greatstock	GreatStock Image Library
Direct	Direct Response/Film Advertising	Ogilvy South Africa	Ogilvy South Africa		Philips	
Direct	Direct Response/Ambient	Ogilvy South Africa	Ogilvy South Africa		Philips and The Nelson Mandela Foundation	Philips
Integrated	Earned Media/Large Business (over 500 employees)	Net#work BBDO	Net#work BBDO and 7Films		Mercedes-Benz	S-Class
PR	Low Budget	TBWA\Hunt\Lascaris	TBWA\Hunt\Lascaris and Darling Films		Joburg Ballet	Joburg Ballet
PR	Low Budget	Joe Public United	Joe Public United		The Apartheid Museum	The Apartheid Museum
PR	In-Market Campaign	M&C Saatchi Abel	M&C Saatchi Abel and Platypus		Nando's South Africa	Nando's
PR	Use of Events and Stunts	Ogilvy South Africa	Ogilvy South Africa and Video Cartel		Ab-InBev Africa	Carling Black Label
Radio & Audio	Radio Advertising Campaigns	TBWA\Hunt\Lascaris	TBWA\Hunt\Lascaris and Produce Sound		Flight Centre Youth and Adventure	Student Flights
Radio & Audio	Innovative Use of Radio & Audio	Ogilvy South Africa	Ogilvy South Africa and Video Cartel		Ab-InBev Africa	Carling Black Label
Branding	New Branding Schemes	FCB Joburg	FCB Joburg (Pty) Ltd	FCB Joburg (Pty) Ltd	South Africa Tourism	South African Tourism
Branding	Brand Refresh	Utopia	Utopia	Utopia	Explorers Club	Explorers Club
Graphic Design	Integrated Graphics	North VCA	North VCA	North VCA	TEDx	TEDx
Art Direction	Art Direction for Film Advertising	Joe Public	Joe Public and Romance Films		Chicken Licken	Chicken Licken
Casting	Casting for Film Advertising	Romance Films	Joe Public and Romance Films		Chantel Sombonos Van Tonder	Chicken Licken
Direction	TV Commercials	Romance Films	Joe Public and Romance Films		Chicken Licken	Chicken Licken
Sound Design and Use of Music	Existing Music	Romance Films	Joe Public and Romance Films		Chantel Sombonos Van Tonder	Chicken Licken
Typography	Type Design	Grid Worldwide	Mles Newlyn	Grid Worldwide	MTN	MTN
Branded Content & Entertainment	Non-Fiction Film 5-30 mins	Net#work BBDO	Net#work BBDO and 7Films		Mercedes-Benz	S-Class
Branded Content & Entertainment	Tactical	TBWA\Hunt\Lascaris	TBWA\Hunt\Lascaris and Darling Films		Joburg Ballet	Joburg Ballet
Creativity for Good	Advertising /Not for Profit	TBWA\Hunt\Lascaris	TBWA\Hunt\Lascaris and Darling Films		Joburg Ballet	Joburg Ballet

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