

# 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



## D&AD Awards announces its second shortlist

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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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