

TBWA\Hunt\Lascaris leads SA D&AD nominations

With D&AD Awards judging completed late last week, the South African entry total is now up to five nominations and seven In Book, out of 560 entries. TBWA\Hunt\Lascaris Johannesburg leads with three nominations, while Drafftcb SA has picked up two.



In-Book work is considered the best work of the year and equivalent to a bronze award. Nominated work is considered worthy of a Yellow Pencil and equivalent to a silver award.

South African nominations

Jury	Category	Entrant	Title	Client	Brand
Graphic Design	Leaflets	TBWA\Hunt\Lascaris Johannesburg	Trillion Dollar Flyer	The Zimbabwean Newspaper	The Zimbabwean
Integrated	Integrated	TBWA\Hunt\Lascaris Johannesburg	Trillion Dollar Campaign	The Zimbabwean Newspaper	The Zimbabwean
Outdoor Advertising	Poster Advertising Campaigns	TBWA\Hunt\Lascaris Johannesburg	Cheaper than paper / Z\$250 000 000 / Trillion Dollar Billboard / Trillion Dollar wallpaper	The Zimbabwean Newspaper	The Zimbabwean
Radio	Writing	Drafftcb SA	El Loco	Genuine Parts	Toyota
Writing for Design	Graphic Design	The Jupiter Drawing Room Cape Town South Africa	Wanna Be A Rockstar? Deodorant / Wanna Be A Rockstar? Boxers / Wanna Be A Rockstar? Socks / Wanna Be A Rockstar? DVD / Wanna Be A Rockstar? CD / Wanna Be A Rockstar? Beanie / Wanna Be A Rockstar? Lip Balm / Wanna Be A Rockstar? Mints	DVDS	Musica

South African In Book

Jury	Category	Entrant	Title	Client	Brand
Art Direction	Poster Advertising	TBWA\Hunt\Lascaris Johannesburg	Cheaper than paper	The Zimbabwean Newspaper	The Zimbabwean
Direct	Addressed Direct Mail Very Low Volume 1-500	TBWA\Hunt\Lascaris Johannesburg	Trillion Dollar Mailer	The Zimbabwean Newspaper	The Zimbabwean
Graphic Design	Posters	TBWA\Hunt\Lascaris Johannesburg	Cheaper than paper / Fight the regime / Z\$250 000 000	The Zimbabwean Newspaper	The Zimbabwean
Outdoor Advertising	Pavement Posters	TBWA\Hunt\Lascaris Johannesburg	Cheaper than paper	The Zimbabwean Newspaper	The Zimbabwean
Press Advertising	Magazines Press Advertising Colour	Ogilvy Cape Town (Pty) Ltd	Left her wedding / Left the costume party / Left the sports game	NSRI	National Sea Rescue Institute
Radio	Radio Commercials over 30 seconds	Drafftcb SA	El Loco	Genuine Parts	Toyota
TV & Cinema Advertising	Cinema Commercials 41-60 seconds	Metropolitan Republic	POWA: NO	POWA Awareness Drive	POWA

In general, the TV & Cinema Crafts Jury topped the charts with 30 nominations. Graphic Design led the way with In-Book selection voting in 68 entries, of which four have been nominated for a Pencil. Volkswagen work will feature in the *D&AD Annual* no less than 11 times, making it the most creative client at D&AD this year.

Go to www.dandad.org for a full list of basic credits.

Black Pencil judging takes place 6 - 7 May. The winners will be announced online and at the [D&AD Awards Ceremony &](#)

[Dinner](#) on 3 June. Student Awards nominations will be announced the week commencing 11 May.

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