

2012 D&AD shortlist for South Africa so far

This week, it's also time for the 50th D&AD Awards in London!

Judging of the Professional Awards has been taking place this week, with Yellow Pencil winners to be announced tomorrow evening, Thursday, 19 April 2012. Black Pencils will be awarded at D&AD's 50th birthday dinner in September later this year.



South Africa has three Yellow Pencil nominations and six In-Book so far.

Category	Status	Campaign	Client	Agency
Sound Design & Use of Music for Radio Advertising	Nomination	Martin Luther King Jnr. and Nelson Mandela	Nelson Mandela Foundation	Grey Advertising
Writing for Radio Advertising	Nomination	Attention Assist Campaign	Mercedes-Benz	Net#work BBDO, Johannesburg
Mobile Campaigns & Mobile Advertising	Nomination	Be the Coach	South African Breweries	Ogilvy Cape Town
Radio Advertising Campaigns	In-Book	What Isn't Coming 2012 / Mall / Star Jumps	Frank.Net	FoxP2
Radio Advertising over 30 seconds	In-Book	Martin Luther King Jnr.	Nelson Mandela Foundation	Grey Advertising
Radio Advertising over 30 seconds	In-Book	Nelson Mandela	Nelson Mandela Foundation/Grey South Africa	Grey Advertising
Radio Advertising Campaigns	In-Book	Attention Assist Campaign	Mercedes-Benz	Net#work BBDO, Johannesburg
Cinematography for Music Videos	In-Book	Spoek Mathambo_Control	One Louder	Orange Films
Photography for Advertising	In-Book	Nothing's put on	Multichoice/M-Net	Ogilvy Johannesburg

Full shortlists:

- [Mobile Marketing](#)
- [Music Videos](#)
- [Packaging Design](#)
- [Photography](#)
- [Press Advertising](#)
- [Product Design](#)
- [Radio Advertising](#)
- [Spatial Design](#)
- [Typography](#)
- [Writing for Design](#)

To be announced on Thursday morning, 19 April:

- Digital Design
- TV & Cinema Advertising
- Press Advertising
- Outdoor Advertising
- Direct
- Graphic Design
- Branding
- Writing For Advertising

- Book Design
- Illustration
- Art Direction
- Magazine & Newspaper Design

For more:

- Bizcommunity Search: [D&AD](#)
- Official website: www.dandad.org, www.dandad.org/awards/professional & www.dandad.org/awards/student
- Professional Awards night: Yellow Pencils to be announced 19 April 2012; Black Pencils to be awarded at D&AD's 50th birthday dinner in September 2012
- Student Awards: judging takes place 16 -19 April; winners will be announced on 26 June
- Finalists: [Professional](#) & [Student](#)
- Twitter: [@dandad](#), [@DandADAwards](#) & [@baby_pencils](#)
- Facebook: www.facebook.com/dandaduk
- Flickr: www.flickr.com/photos/dandaduk
- YouTube: www.youtube.com/user/dandad
- Delicious: delicious.com/search?p=d%26ad

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