

## D&AD Awards Pencil winners - Day 1

A D&AD Award is recognised globally as the ultimate creative accolade, entered by the best from around the world. Day one's results show South African agencies, Grid Worldwide and Ogilvy Johannesburg, making the cut.



Grid's work for Marble.

The first set of D&AD Pencil winners is announced today, with results from nine categories being released.

South Africa's Grid Worldwide won for its work on the 'Meat made luxury' campaign for client, Marble in the Illustration for Design category and Ogilvy Johannesburg won for their work on the 'Suppertime Stories' campaign for KFC in the Community Experience category.



#Loeries2017: Hall of Fame inductee Nathan Reddy on Grid's culture refresh disruption and curation

Leigh Andrews 20 Aug 2017



## Winners - Day 1

Category: Name	Winning Entry Name	Entrant Company	Primary Client	Brand	Company: Country Name
Agency - Client Collaboration	Burger King + DAVID, 4 years of collaboration	David Mami	Burger King		United States
Agency - Client Collaboration	NZ Police Recruitment	Ogilvy & Mather New Zealand	New Zealand Police		New Zealand
Agency - Client Collaboration	Six Years in Love	BBDO New York	Foot Locker		United States
Agency - Client Collaboration	Thinking Globally, Acting Locally	BBDO New York	Mars Chocolate	Snickers	United States
Agency - Production Collaboration	Channel 4 + Blink Collaboration	4creative	Channel 4		United Kingdom
Animation & Illustration for Digital Marketing	Five Go On A Great Western Adventure	Friends Electric	adam&eveDDB	Great Western Railway	United Kingdom
Animation & Illustration for Digital Marketing	Gallery of emerging species	DDB Paris	Hasbro	Play-Doh	France
Animation & Illustration for Digital Marketing	Get Mesmerized!	White Rabbit Budapest	Gastropolis Cooking School		Hungary
Animation & Illustration for Digital Marketing	iPhone people talking Pixel 2	Google Creative Lab	Google		United Kingdom
Animation & Illustration for Digital Marketing	Stained Glass Interactive Music Video	Callen	Real Estate/Domino Records	Real Estate	United States
Animation & Illustration for Digital Marketing	Touch Yourself	Nice And Serious	Nice and Serious		United Kingdom
Illustration for Advertising	Drought	Hakuhodo Malaysia	Greenpeace Malaysia		Malaysia
Illustration for Advertising	Hennessy Craft land	DDB Paris	Hennessy	Master Blender 2	France
Illustration for Advertising	Signal In The Noise	TBWACHiatDay	Intel		United States
Illustration for Advertising	Slow Train, Slow Life.? Get Back, Tohoku.?	Dentsu	East Japan Railway Company	Tohoku Shinkansen	Japan
Illustration for Advertising	The Soy Sauce Posters - Flounder Fish	Ogilvy & Mather Japan GK	Sagawa Shoyu	Sagawa Soy Sauce	Japan
Photography for Advertising	Baby Dove Beautifully Real Moms	Ogilvy	Unilever	Baby Dove	Canada
Photography for Advertising	DTF	Wieden+Kennedy New York	OkCupid		United States
Photography for Advertising	Earth - Shot on iPhone	TBWAMedia Arts Lab	Apple		United States
Photography for Advertising	Get Back, Tohoku.	Dentsu	East Japan Railway Company	Tohoku Shinkansen	Japan
Photography for Advertising	Hidden Kids	DDB Group Germany	Volkswagen	Volkswagen Car-Net Last Parking Position	Germany
Photography for Advertising	Leave With A Story	360i	New Orleans Tourism Marketing Corporation		United States
Photography for Advertising	Open your eyes	Grey Germany	Terre Des Femmes? Menschenrechte f_r die Frau e.V.		Germany
Photography for Advertising	Sumo Girls 82 Techniques	Dentsu	Hokkoku Shimbun	The 101st Kanazawa High School Sumo Wrestling Tournament	Japan
Photography for Advertising	The Curious Afterlife of a Tin	EnergyBBDO	Altoids		United States
Sound Design & Use of Music for Digital Marketing	i-D and Marc Jacobs: A-Z of Music	VCE	Marc Jacobs		United States
Sound Design & Use of Music for Digital Marketing	Ikea Sleep Concert	Wirz/BBSO	Ikea		Switzerland
Sound Design & Use of Music for Digital Marketing	Live Looper	BBDO New York	Downtown Records		United States
Sound Design & Use of Music for Digital Marketing	Share a Coke 1,000 Name Celebration	Fitzco/McCann	Coca-Cola		United States
Sound Design & Use of Music for Digital Marketing	Sounds of Concrete	84.Paris	Comme des Gar_ons		France

Sound Design & Use of Music for Radio Advertising	The Fastest Spot	White Rabbit Budapest	FedEx Express	FedEx Express/Latin America & Caribbean Division	Hungary
Typography for Advertising	Airport Codes	Wieden+Kennedy New York	Delta Air Lines		United States
Typography for Advertising	Re-reborn	FCB Brasil	Festival do Clube de Cria?_o (Brazilian Creative Club Festival)	Clube de Cria?_o (Brazilian Creative Club)	Brazil
Typography for Advertising	Red Bull Music Festival Tokyo	Mori	Red Bull	Red Bull Music Festival Tokyo	Japan
Typography for Advertising	Type with Pride	Ogilvy New York	NewFest	NYC Pride	United States
Animation & Illustration for Websites & Digital Design	Stained Glass Interactive Music Video	Callen	Real Estate/Domino Records	Real Estate	United States
Illustration for Design	Mystery Train	Dentsu	Willer Trains	Kyoto Tango Railway	Japan
Illustration for Design	Addressing The Problem	Ogilvy London	What 3 Words		United Kingdom
Illustration for Design	Eating Kabuki with your fingers.	Dentsu	Shochiku Minami-za	Kabuki: Art & Artifacts Exhibition in Kyoto	Japan
Illustration for Design	For the unforgettable memory woodcuts	T-Change Design	Chunjie Liu Art Studio		China
Illustration for Design	Marble - Meat made luxury	Grid Worldwide	Marble		South Africa
Illustration for Design	Odd Creatures	Kinetic Singapore	Holycrap.sg	Odd Creatures	Singapore
Illustration for Design	One plus One.	Dentsu	Ministry of Foreign Affairs of Japan	SDGs Japan	Japan
Illustration for Design	Study Opposite Styles	Dentsu	Tokai Polytechnic College		Japan
Illustration for Design	The Art of Cutouts	Dentsu	OLFA Corporation	Cutter	Japan
Illustration for Design	The Soy Sauce Posters - Flounder Fish	Ogilvy & Mather Japan GK	Sagawa Shoyu	Sagawa Soy Sauce	Japan
Photography for Design	Endangered	Tim Flach Photography	Blackwell&Ruth Limited		United Kingdom
Photography for Design	Makeup Tools	Shiseido	Shiseido		Japan
Photography for Design	Optical Odyssey	Dentsu	Jins	Jins Time Slip Glasses	Japan
Photography for Design	Rebranding of Sotetsu	good design company	Sotetsu Holdings	Sotetsu	Japan
Photography for Design	Star Flyer	Hakuhodo	Starflyer		Japan
Photography for Design	The Bottom 100	Host/Havas	Fund for Peace		Australia
Sound Design & Use of Music for Websites & Digital Design	JFK - Unsilenced	Rothco	The Times/News UK and Ireland	<i>The Sunday Times</i>	Ireland
Typefaces	Proudly Croation	Superunion	Plava Laguna		United Kingdom
Typefaces	The Guardian Headline and Titlepiece fonts	The Guardian	The Guardian		United Kingdom
Typography for Design	Elliptic find the truth in data	Superunion	Elliptic		Egypt
Typography for Design	Kinetic V6	Kinetic Singapore	Kinetic Singapore		Singapore
Typography for Design	Lafayette Anticipations	Wolff Olins	Galleries Lafayette Foundation	Lafayette Anticipations	United States
Typography for Design	Self-spelling KANJI	Dentsu	The Shizuoka Shimibun and Shizuoka Broadcasting System		Japan
Typography for Design	SmArt Basel	TBWAChiatDay	BNY Mellon		United States
Typography for Design	Start-rite Shoes	Studio Sutherland	Start-rite Shoes		United Kingdom
Typography for Design	Type with Pride	Ogilvy New York	NewFest	NYC Pride	United States
Typography for Design	Uncontrolled Types by Plotter Drawing	SHA	SHA	Uncontrolled Types by Plotter Drawing	Japan

Advertising & Marketing Communications /Not for Profit	Ash to Art	J. Walter Thompson London	Glasgow School of Art		United Kingdom
Advertising & Marketing Communications /Not for Profit	Teddy Gun	FCB Chicago	Illinois Council Against Handgun Violence		United States
Advertising & Marketing Communications /Not for Profit	Trash Isles	AMBBDO	LADBible & Plastic Oceans		United Kingdom
Advertising & Marketing Communications/Brand	bloodnormal	AMBBDO	Essity	Libresse/Bodyform	United Kingdom
Advertising & Marketing Communications/Brand	Bullying Jr.	David Mami	Burger King		United States
Advertising & Marketing Communications/Brand	Fearless Girl	McCann New York	State Street Global Advisors	She ETF	United States
Advertising & Marketing Communications/Brand	Palau Pledge	Host/Havas	Palau Legacy Project		Australia
Advertising & Marketing Communications/Brand	The Hearing Test in Disguise	CHE Proximity	Cochlear		Australia
Advertising & Marketing Communications/Brand	The most German supermarket	Jung von Matt	Edeka Zentrale AG & Co. KG	Edeka	Germany
Advertising & Marketing Communications/Brand	Westpac Rescue Rashie	Saatchi & Saatchi Sydney	Westpac Banking Corporation		Australia
Design/Brands	Fearless Girl	McCann New York	State Street Global Advisors	SHE ETF	United States
Design/Not for Profit	Ash to Art	J. Walter Thompson London	Glasgow School of Art		United Kingdom
Design/Not for Profit	The Immunity Charm	McCann Worldgroup India	Ministry of Public Health Afghanistan		India
Design/Not for Profit	Type with Pride	Ogilvy New York	NewFest	NYC Pride	United States
Service Design	VR Vaccine	Ogilvy Brasil	Hermes Pardini		Brazil
Service Innovations	The Colour of Corruption	Grey	Reclame Aqui		Brazil
Community Experience	Break Bread Smash Stigma	Bensimon Byrne	Casey House	June's Eatery	Canada
Community Experience	Fearless Girl	McCann New York	State Street Global Advisors	SHE ETF	United States
Community Experience	KFC Suppertime Stories	Ogilvy Johannesburg	KFC		South Africa
Community Experience	No Conditions Apply - Sindoor Khela	FCB India	The Times of India		India
In-Store	Chameleon	Contrapunto BBDO	Mercedes-Benz Espana	SMART	Spain
Live Shows	Ash to Art	J. Walter Thompson London	Glasgow School of Art		United Kingdom
Live Shows	The Bridal Uniform	BBDO Pakistan	UN Women		Pakistan
Out-of-Home	#hondanextdoor	SID LEE Paris	Honda	HR-V & CR-V	France
Out-of-Home	Dyslexic Sperm Bank	Y&R London	Made By Dyslexia		United Kingdom
Out-of-Home	Fearless Girl	McCann New York	State Street Global Advisors	She ETF	United States
Out-of-Home	Fight for Territory	DDB Group New Zealand	Lion	Steinlager	New Zealand
Out-of-Home	Go With The Fake	Diesel	Diesel		United Kingdom
Public Environments	Bisch_fliches Hilfswerk Msereor "Msereor Micro Meals"	Kolle Rebbe GmbH	Bisch_fliches Hilfswerk Msereor e. V._	Msereor	Germany
Public Environments	Fearless Girl	McCann New York	State Street Global Advisors	She ETF	United States
Public Environments	Prescribed to Death	Energy BBDO	National Safety Council		United States
Tech Led	BVG x Adidas The ticket-shoe	Jung von Matt	Berliner Verkehrsbetriebe (BVG)		Germany
Tech Led	Fight for Territory	DDB Group New Zealand	Lion	Steinlager	New Zealand
Tech Led	Google Home of The Whopper	DAMD Mami	Burger King		United States

Tech Led	Green Light Run	TBWA\Hakuhodo	adidas Japan	Pure Boost	Japan
Tech Led	The Way Back	Thomas Thomas/Grey London	The Wayback		United Kingdom
Tech Led	VR Vaccine	Ogilvy Brasil	Hermes Pardini		Brazil
Trade Show	Echo Escape	AKQA	Amazon		United States
Cinema Commercial Campaigns	Pitching French Film To Hollywood	Ogilvy & Mather Singapore	Alliance Fran_aise de Singapour	Cine-Club	Singapore
Cinema Commercials 121-240 seconds	Love Story	Y&R Mexico	Movistar MX		Mexico
Cinema Commercials 121-240 seconds	Nothing Beats a Londoner	Wieden + Kennedy	Nike		United Kingdom
Cinema Commercials 61-120 seconds	Audi Clowns	BBH	Audi		United Kingdom
Cinema Commercials 61-120 seconds	Diesel - Go with the flaw	Division	Diesel	Diesel	France
Cinema Commercials 61-120 seconds	Life's adventure	BETC	Leroy Merlin	Leroy Merlin	France
Cinema Commercials 61-120 seconds	Original is Never Finished	Johannes Leonardo	adidas Originals		United States
Cinema Commercials over 240 seconds	Beyond Money	MRM/McCann Madrid	Banco Santander	1 2 3 Smart Account	Spain
Interactive Film Advertising	LAFor_T ? Bet On A Murderer	France T_I_visions	France T_I_visions	France 3	France
Interactive Film Advertising	Stop The Horror	Cummins&Partners Sydney	Go Gentle Australia	Stop The Horror	Australia
Public Service Commercials	Every Parent's Worst Nightmare	adam&eveDDB	Red Cross		United Kingdom
Public Service Commercials	Sounds of Trauma	Herezie Group	David Lynch Foundation		France
Public Service Commercials	Tomorrow's News	BBDO New York	Sandy Hook Promise		United States
Tactical Film Advertising	It's a Tide Ad Campaign	Saatchi & Saatchi NY	Procter & Gamble	Tide	United States
Tactical Film Advertising	The Talk	BBDO New York	P&G		United States
Tactical Film Advertising	Together Forever	Droga5 London	Ancestry		United Kingdom
TV Commercial Campaigns	It's a Tide Ad Campaign	Saatchi & Saatchi NY	Procter & Gamble	Tide	United States
TV Commercial Campaigns	New York Times - Dedicated Journalist	Droga5	The New York Times		United States
TV Commercial Campaigns	The Child Replacement Programme	Colenso BBDO	Mars NZ	Pedigree	New Zealand
TV Commercials 1-20 seconds	General Mills " I Love My Fruit by the Foot " Campaign_ Tongue	Erich & Kallman	General Mills	Fruit by the Foot	United States
TV Commercials 1-20 seconds	Old Spice - We Make Scents for Men - Mask	Sony Corporation Creative Center	P&G	Old Spice	Japan
TV Commercials 121-240 seconds	Butt and Trunks	Mercado McCann	TyC Sports		Argentina
TV Commercials 121-240 seconds	P&G - "The Talk"	The Corner Shop	P&G	My Black Is Beautiful	United States
TV Commercials 21-40 seconds	Dinner	Spotify In-House	Spotify		United States
TV Commercials 21-40 seconds	Recovery Room	BBDO New York	Mars Chocolate North America	Snickers	United States
TV Commercials 41-60 seconds	Cadbury	VCCP	Cadbury		United Kingdom
TV Commercials 41-60 seconds	Johnsonville - Made the Johnsonville Way (Guess the Price of that Food)	Droga5	Johnsonville		United States
TV Commercials 61-120 seconds	"Ostrich" - Samsung	MJZ	Samsung		United States
TV Commercials 61-120 seconds	Clowns	Rattling Stick & BBH London	Audi		United Kingdom



TV Commercials 61-120 seconds	Kid's Dreams	Grabarz & Partner	Volkswagen		Germany
TV Commercials 61-120 seconds	Piano	Cossette	Banff Centre for Arts and Creativity		Canada
TV Commercials 61-120 seconds	The Gene Project	adam&eveDDB	Marmite		United Kingdom
Outdoor Advertising/Tactical	2018 Goals	Spotify In-House	Spotify		United States
Outdoor Advertising/Tactical	Fearless Girl	McCann New York	State Street Global Advisors	She ETF	United States
Outdoor Advertising/Tactical	The most German supermarket	Jung von Matt	Edeka Zentrale AG & Co. KG	Edeka	Germany
Poster Advertising Campaigns	Drawing of Abuse	Africa	Disque Denuncia		Brazil
Poster Advertising Campaigns	Hot & Spicy	Ogilvy & Mather Group HK	KFC Birdland Hong Kong	KFC	Hong Kong
Poster Advertising Campaigns	Kiwi Portraits Completed	Ogilvy & Mather	SC Johnson	Kiwi Shoe Care	United States
Poster Advertising Campaigns	Make them listen.	Counsel	Musicbed		United States
Poster Advertising Campaigns	Modern Slavery	Jung von Matt AG	Internationale Gesellschaft f_r Menschenrechte (IGFM)		Germany
Poster Advertising Campaigns	Pass The Heinz	David Mami	The Kraft Heinz Company	Heinz	United States
Poster Advertising Campaigns	The Soy Sauce Posters	Ogilvy & Mather Japan GK	Sagawa Shoyu	Sagawa Soy Sauce	Japan
Poster Advertising/Existing Sites	DTF	Wieden+Kennedy New York	OkCupid		United States
Poster Advertising/Existing Sites	Follow The Arches	Cossette	McDonald's Restaurants of Canada		Canada
Poster Advertising/Existing Sites	Women	Ogilvy Brasil	Forbes Brasil	Forbes Magazine	Brazil
Poster Advertising/Interactive Sites	The virtual crash billboard	Serviceplan France	DRIEA/ Parisian Road Safety Authority		France
Creative B2C Campaign	Pitching French Film To Hollywood	Ogilvy & Mather Singapore	Alliance Fran_aise de Singapour	Cine-Club	Singapore
Creative B2C Campaign	The Ikea Human Catalogue	BBH	Ikea		United Kingdom
Creative Use of Media	Dyslexic Sperm Bank	Y&R London	Made By Dyslexia		United Kingdom
Creative Use of Media	HeroSmiths	Energy BBDO	Bayer	Bayer Aspirin	United States
Creative Use of Media	Ikea Pee Ad	_kestam Holst NoA	Ikea	Ikea Sweden	Sweden
Creative Use of Media	Loving "It"	Grabarz & Partner	Burger King	Burger King Deutschland	Germany
In-Market Campaign	BVG x Adidas The ticket-shoe	Jung von Matt	Berliner Verkehrsbetriebe (BVG)		Germany
In-Market Campaign	The Immunity Charm	McCann Worldgroup India	Ministry of Public Health Afghanistan		India
Integrated Campaign	Christie's - The Last da Vinci	Droga5	Christie's		United States
Integrated Campaign	The Gene Project	adam&eveDDB	Marmite		United Kingdom
Multi-Market Campaign	Faroe Islands Translate	Mensch	Visit Faroe Islands & Atlantic Airways		Denmark
Product Launch	LA For _T ? Bet On A Murderer	France T _I _visions	France T _I _visions	France 3	France
Product Launch	Putting the Roid in Android	BMF	Sportsbet		Australia
Public Affairs Campaign	Black Supermarket	Carrefour	Carrefour		France
Public Affairs Campaign	Prescribed to Death	Ketchum & Energy BBDO	National Safety Council		United States
Public Affairs Campaign	Teddy Gun	FCB Chicago	Illinois Council Against Handgun Violence		United States
Public Affairs Campaign	The most German supermarket	Jung von Matt	Edeka Zentrale AG & Co. KG	Edeka	Germany

Public Affairs Campaign	Trash Isles	AMBBDO	LadBible & Plastic Oceans		United Kingdom
Reactive Response	Ikea_s response to Balenciaga	Acne	Ikea		Sweden
Reactive Response	KFC 'FCK'	Mother London	KFC		United Kingdom
Use of Digital & Social Media	Go Balls Out	FCB New Zealand	Testicular Cancer New Zealand		New Zealand
Use of Digital & Social Media	KFC   11 Herbs & Spices	Wieden + Kennedy	KFC		United States
Use of Digital & Social Media	Live Looper	BBDO New York	Downtown Records		United States
Use of Digital & Social Media	To The Last Tree Standing	Ogilvy & Mather Poland	Greenpeace Poland	Greenpeace	Poland
Use of Digital & Social Media	Trash Isles	AMBBDO	LADBible & Plastic Oceans		United Kingdom
Use of Events	A Day Without Whopper	DAM Buenos Aires	Burger King		Argentina
Use of Events	Car Curling	Voskhod	SM Polis Insurance		Russian Federation
Use of Media Relations	Potatoes on Mars	Memac Ogilvy Dubai	CIP - The International Potato Center		United Arab Emirates
Use of Media Relations	Tomorrow's News	BBDO New York	Sandy Hook Promise		United States
Use of Media Relations	Trash Isles	AMBBDO	LadBible & Plastic Oceans		United Kingdom
Writing for Brands	Brighton Women's Centre	Baxter and Bailey	Brighton Women's Centre		United Kingdom
Writing for Poster Design	All the World's a Song	Rodgers Townsend DDB	Pianos for People		United States
Writing for Printed Materials & Graphic Communications	Ford Ranger Direct Mailer	J. Walter Thompson New Zealand	Ford of New Zealand		New Zealand
Writing for Printed Materials & Graphic Communications	Go Etiquette Book	DDB Canada Toronto	Go Transit		Canada
Writing for Printed Materials & Graphic Communications	How Words Work	Verbal Identity		Verbal Identity	United Kingdom
Writing for Printed Materials & Graphic Communications	Palau Pledge	Host/Havas	Palau Legacy Project		Australia
Writing for Printed Materials & Graphic Communications	Paper Wraps Stone	Build	Arjowiggins		United Kingdom

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