

## D&AD Awards: The nominations

LONDON, UK: Here are the nominations for the D&AD Awards. See this year's In Book winners and Nominations below. Yellow Pencil winners will be revealed on Wednesday 12 June at the [Awards Ceremony](#).



Get a closer look at all the action from Judging on our [Liveblog](#).

For South Africa's performance so far, see *The State of the Nations (18 April 2013): South Africa at the foot of the article*.

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### Twelve campaigns vie for pole position with Nomination honours for TV & Cinema Advertising at 51st annual D&AD judging event

Campaigns from the UK, US, Australia and Argentina have been judged amongst the best in the TV & Cinema Advertising category at the 51st annual D&AD judging event taking place this week at London's Olympia Exhibition Centre.

Nominations in the category went to:

- **Dads in Briefs** by Del Campo Nazca Saatchi & Saatchi for BGH Air Conditioners
- **Three Little Pigs** by Bartle Bogle Hegarty for The Guardian (Cinema Commercials 61-120 seconds)
- **Three Little Pigs** by Bartle Bogle Hegarty for The Guardian (TV Commercials 61-120 seconds)
- **Dumb Ways to Die** by McCann Erickson Melbourne for Metro Trains
- **Meet the Superhumans** by 4Creative for Channel 4
- **Brain Surgeon** by Barton F. Graf 9000 for KAYAK
- **KAYAK Television Campaign** by Barton F. Graf 9000 for KAYAK
- **Whatever's Comfortable Beach** by Wieden+Kennedy New York for Brown-Forman
- **The Name** by Wieden+Kennedy New York for ESPN

- **Susan Glenn** by Bartle Bogle Hegarty USA for Unilever
- **OK Go "Needing/Getting" Music Video** by Goodby Silverstein & Partners for Chevrolet
- **Cable Effects** by GREY New York for DirecTV

There were a further 34 campaigns that were awarded In-Book status by the jury for the TV & Cinema Advertising category.

The full list of work that has been awarded In-Book and Nomination following judging is below.

Entrants will have to wait until the award ceremony on 12 June to find out whether they have been awarded a coveted Yellow Pencil.

Paul Weiland, Foreman of the Film Advertising Crafts Jury at D&AD 2013 said: "The level of excellence I've seen across the work this year is very encouraging. I've been judging at D&AD for a great number of years and there have been some massive changes brought about by things like the web. About eighty percent of the entries haven't been classic thirty or sixty-second ads and I think that says a lot about the current environment. Clients may be cutting back but there are some astounding pieces of work that are getting made on low budgets. I applaud anyone for being brave; for not just making ads that are cool for cool's sake; but which at their heart actually sell something. After all, that is what we are here to do."

Tim Lindsay, Chief Executive of D&AD added: "It's been another incredible year for commercial creativity, where we've seen the bar continually being raised across TV & Cinema Advertising. We might be migrating from traditional media to more digital channels but this is being embraced head-on and creatives are clearly revelling in the freedom and opportunities this brings to their craft and finding yet more new and innovative ways to reach consumers in a truly engaging way."

**In-Book:** refers to work that will be included in the Fiftieth D&AD Annual which will be published in September 2013.

**Nominations:** refers to work that will be included in the D&AD Annual and is also being considered by the Jury for the award of a Yellow Pencil, one of the most prestigious awards for creativity anywhere in the world.

**Yellow Pencils:** will be awarded to the work that is judged to be the best in the world, selected from projects that receive a Nomination during judging. The Yellow Pencils are one of the most-recognised and coveted awards for creativity anywhere in the world. Yellow Pencil winners will be announced at the Awards Ceremony on 12 June 2013. For further details and to purchase tickets, visit <http://www.dandad.org/dandad/events/2013-02-22/awards-ceremony?page=2>

**Black Pencils:** are awarded to work that is not just considered the best in the world in its category, but for pieces of design or advertising that have fundamentally changed the rules of the category

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## D&AD Awards 2013 for TV & Cinema Advertising Nominations and In-book

Award	Agency	Client	Campaign	Country	Category
Nomination	Del Campo Nazca Saatchi & Saatchi	BGH Air Conditioners	Dads in Briefs	Argentina	TV Commercials 41-60 seconds
Nomination	Bartle Bogle Hegarty	The Guardian	Three Little Pigs	United Kingdom	Cinema Commercials 61-120 seconds
Nomination	Bartle Bogle Hegarty	The Guardian	Three Little Pigs	United Kingdom	TV Commercials 61-120 seconds
Nomination	McCann Erickson Melbourne	Metro Trains	Dumb Ways to Die	Australia	TV Commercials 120-240 seconds
Nomination	4Creative	Channel 4	Meet the Superhumans	United Kingdom	TV Commercials 61-120 seconds
Nomination	Barton F. Graf 9000	KAYAK	Brain Surgeon	United States	TV Commercials 21-40 seconds

Nomination	Barton F. Graf 9000	KAYAK	KAYAK Television Campaign	United States	TV Commercial Campaigns
Nomination	Wieden+Kennedy New York	Brown-Forman	Whatever's Comfortable Beach	United States	TV Commercials 41-60 seconds
Nomination	Wieden+Kennedy New York	ESPN	The Name	United States	TV Commercials 21-40 seconds
Nomination	Bartle Bogle Hegarty USA	Unilever	Susan Glenn	United States	TV Commercials 41-60 seconds
Nomination	Goodby Silverstein & Partners	Chevrolet	OK Go "Needing/Getting" Music Video	United States	Long Form Branded Content
Nomination	GREY New York	DirectTV	Cable Effects	United States	TV Commercial Campaigns
In Book	BBDO Guerrero	Bayer Philippines	POUND	Philippines	TV Commercials 1-20 seconds
In Book	BBDO Guerrero	Bayer Philippines	Persistent Headaches	Philippines	TV Commercial Campaigns
In Book	Del Campo Nazca Saatchi & Saatchi	BGH	Friends	Argentina	Cinema Commercials 21-40 seconds
In Book	Del Campo Nazca Saatchi & Saatchi	BGH	Dads in Briefs	Argentina	TV Commercial Campaigns

Award	Agency	Client	Campaign	Country	Category
In Book	Bartle Bogle Hegarty (BBH)	St. John Ambulance	Helpless	United Kingdom	TV Commercials 61-120 seconds
In Book	Bartle Bogle Hegarty	Unilever	Sensories	United Kingdom	Cinema Commercial Campaigns
In Book	BBDO New York	FedEx	Candidates Affair	United States	TV Commercials 21-40 seconds
In Book	Weapon7	Mercedes-Benz	skate fortwo	United Kingdom	TV Commercials 61-120 seconds
In Book	WCRS	Safestore	Safestore	United Kingdom	TV Commercials 21-40 seconds
In Book	adam&eveDDB	John Lewis	The Journey	United Kingdom	TV Commercials 61-120 seconds
In Book	adam&eveDDB	Volkswagen	Dad	United Kingdom	TV Commercials 61-120 seconds
In Book	Wieden + Kennedy UK	Honda	Honda Ch4 Documentary Sponsorship Idents	United Kingdom	TV & Cinema Sponsorship Credits
In Book	Colenso BBDO	Mars NZ	Donation Glasses	New Zealand	Cinema Commercials 120-240 seconds
In Book	Loducca	MTV Brasil	Guitar Man	Brazil	Cinema Commercial Campaigns
In Book	Clemenger BBDO Melbourne	Carlton and United Breweries	Beer Chase	Australia	Cinema Commercials 61-120 seconds
In Book	Wieden + Kennedy UK	Arla	Rainbow	United Kingdom	TV Commercials 41-60 seconds
In Book	AlmapBBDO	Getty Images	From Love to Bingo	Brazil	TV Commercials 41-60 seconds
In Book	George Patterson Young & Rubicam Melbourne	New South Wales Government	Planning to Make a Plan	Australia	TV Commercials 21-40 seconds
In Book	Barton F. Graf 9000	KAYAK	Roommates	United States	TV Commercials 21-40 seconds
In Book	Wieden+Kennedy Portland	Procter & Gamble	Best Job	United States	TV Commercials 61-120 seconds
In Book	Dare Vancouver	BC Children's Hospital Foundation	Hospital Ward	Canada	TV Commercials 1-20 seconds

Award	Agency	Client	Campaign	Country	Category
In Book	Wieden+Kennedy New York	ESPN	Team Spirit	United States	TV Commercials 41-60 seconds
In Book	Wieden+Kennedy New York	ESPN	Team Spirit	United States	Long Form Branded Content
In Book	Grip	Labatt Breweries of Canada	The Movie Out Here	Canada	Long Form Branded Content
In Book	Wieden+Kennedy Portland	Nike, David Reti	Nike Olympics: Find Your Greatness - Jogger	United States	TV Commercials 41-60 seconds
In Book	Great Guns	Fragile Childhood	Fragile Childhood 'Monsters'	United Kingdom	TV Commercials 41-60 seconds
In Book	RKCR/Y&R	Home Office	If You Could See Yourself...?	United Kingdom	TV Commercials 21-40 seconds

In Book	Duval Guillaume Modern	Turner Broadcasting System Europe	Push to Add Drama	France	TVCommercials 61-120 seconds
In Book	DDB Chicago	Mars Wrigley	Bleachers	United States	TVCommercials 21-40 seconds
In Book	Goodby Silverstein & Partners	Autism Speaks	I Want to Say	United States	Long Form Branded Content
In Book	DDB Chicago	Mars Wrigley	Skittles Campaign	United States	TVCommercial Campaigns
In Book	DDB Worldwide New York	NY Lottery	Yeah That Kinda Rich - Writers Room	United States	TVCommercials 21-40 seconds
In Book	Ogilvy & Mather Mexico	Gandhi Bookstores	Gandhi TV	Mexico	TVCommercial Campaigns
In Book	Ogilvy & Mather Mexico	Gandhi Bookstores	Executed	Mexico	Cinema Commercials 41-60 seconds

## Seven campaigns vie for pole position with Nomination honours for Radio Advertising at 51st annual D&AD judging event

Campaigns from Australia, New Zealand, South Africa and the US have been judged amongst the best in the Radio Advertising category at the 51st annual D&AD judging event taking place this week at London's Olympia Exhibition Centre.

Nominations in the category went to:

- **Frank** by Grey Group Canada for The Salvation Army
- **Dumb Ways to Die** by McCann Erickson Melbourne for Metro Trains
- **Call Girl** by Draft for Prime Television
- **Death Doesn't Try** Very Hard - Chocolate Bar by FoxP2 for [FRANK.NET](http://FRANK.NET)
- **Distance To Danger** by Net#work BBDO Johannesburg for Mercedes-Benz
- **Knock, Knock** by Young & Rubicam Advertising New York for Campbell's Soup Company
- **Poetry** by Young & Rubicam Advertising New York for Campbell's Soup Company

There were a further 11 campaigns that were awarded In-Book status by the jury for the Radio Advertising category.

The In-Book work, which will appear in the 51st D&AD Annual, was:

- **Vincent** by Ogilvy & Mather London for Ford of Britain
- **Rottfest** - Laugh Track - Sitcom by Marketforce Advertising for Vulture Culture
- **Radio Ghosts** by Serviceplan München for Johanniter-Unfall-Hilfe e.V.
- **Rescue Radio - Tagalog Rescue** by Mamac Ogilvy & Mather for Sawa Mnjah
- **Universe** by TBWATequila for Lend Lease Retail Investments
- **Christine's Flavor Tip** by Arnold Worldwide Boston for Centres for Disease Control and Prevention
- **When Will it End?** By Ogilvy Cape Town for Kraft Foods South Africa
- **New Shoes** by Leo Burnett Chicago for Fifth Third Bank
- **Courtesy Day** by Publicis Belgium for Renault Group
- **Poetry** by Young & Rubicam Advertising New York for Campbell's Soup Company
- **Knock, Knock** by Young & Rubicam Advertising New York for Campbell's Soup Company

The full list of work that has been awarded In-Book and Nomination following judging is below.

Rui Alves, Foreman of the Radio Advertising Jury at D&AD 2013 said: "There might have been predictions of a dip in radio advertising in terms of the number of entries and in client demand but having seen this year's entries I can truthfully say that radio is alive and well. I've been completely bowled over by the quality of work this year - it's been an extremely tough job to whittle down the entries and pick the very best pieces.

"There have been some very inspiring pieces to emerge and one trend that is really interesting is how the category is starting to overlap with other channels. I've come across work for example which makes you question whether it's a radio ad

or an interactive piece. It's great to see radio continuing to evolve and yield really strong, creative ideas."

## D&AD Awards 2013 for Radio Advertising Nominations & In-book

Award	Agency	Client	Campaign	Country	Category
Nomination	Grey Group Canada	The Salvation Army	Frank	Canada	Radio Advertising 0-30 seconds
Nomination	McCann Erickson Melbourne	Metro Trains	Dumb Ways to Die	Australia	Sound Design & Use of Music for Radio Advertising
Nomination	Draft	Prime Television	Call Girl	New Zealand	Radio Advertising over 30 seconds
Nomination	FoxP2	FRANK.NET	Death Doesn't Try Very Hard - Chocolate Bar	South Africa	Radio Advertising over 30 seconds
Nomination	Net#work BBDO Johannesburg	Mercedes-Benz	Distance To Danger	South Africa	Writing for Radio Advertising
Nomination	Young & Rubicam Advertising New York	Campbell's Soup Company	Knock, Knock	United States	Radio Advertising over 30 seconds
Nomination	Young & Rubicam Advertising New York	Campbell's Soup Company	Poetry	United States	Radio Advertising over 30 seconds
In Book	Ogilvy & Mather London	Ford of Britain	Vincent	United Kingdom	Radio Advertising over 30 seconds
In Book	Marketforce Advertising	Vulture Culture	Rottfest - Laugh Track - Sitcom	Australia	Radio Advertising over 30 seconds
In Book	Serviceplan München	Johanniter-Unfall-Hilfe e.V.	Radio Ghosts	Germany	Radio Advertising Campaigns
In Book	Memac Ogilvy & Mather	Sawa Mhinjah	Rescue Radio - Tagalog Rescue	United Arab Emirates	Radio Advertising over 30 seconds
In Book	TBWATEquila	Lend Lease Retail Investments	Universe	Singapore	Radio Advertising over 30 seconds
In Book	Arnold Worldwide Boston	Centers for Disease Control and Prevention	Christine's Flavor Tip	United States	Radio Advertising over 30 seconds
In Book	Ogilvy Cape Town	Kraft Foods South Africa	When Will it End?	South Africa	Radio Advertising over 30 seconds
In Book	Leo Burnett Chicago	Fifth Third Bank	New Shoes	United States	Radio Advertising 0-30 seconds
Award	Agency	Client	Campaign	Country	Category
In Book	Publicis Belgium	Renault Group	Courtesy Day	Belgium	Radio Advertising over 30 seconds
In Book	Young & Rubicam Advertising New York	Campbell's Soup Company	Poetry	United States	Writing for Radio Advertising
In Book	Young & Rubicam Advertising New York		Knock, Knock	United States	Writing for Radio Advertising

## Ten campaigns vie for pole position with Nomination honours for Branding at 51st annual D&AD judging event

Campaigns for Google, Nike, Louis Vuitton and Channel 4 have been judged amongst the best in the Branding category at the 51st annual D&AD judging event taking place this week at London's Olympia Exhibition Centre.

Nominations in the category went to:

- **Run Jozi** by Joe Public Johannesburg for Nike
- **Ugokidase** Tokyo by AKQA London for Nike Japan
- **Chrome Web Lab** by Google London for Google, Chrome
- **4seven** by 4creative for Channel 4, 4seven
- **Louis Vuitton - Yayoi Kusama Fine Book (2012)** by Work for Louis Vuitton Japan
- **Pantone Queen** by Leo Burnett London for Pantone
- **Shrewsbury** by & SMITH for Destination Shrewsbury
- **JA Minds** by 6D-K for Minds Agricultural Cooperative
- **Silo Theatre Identity** by Alt Group for Silo Theatre
- **OneNike** by R/GA for Nike

There were a further 20 campaigns that were awarded In-Book status by the jury for the Branding category.

The full list of work that has been awarded In-Book and Nomination following judging is below.

Paula Scher, Foreman of the Branding Jury at D&AD 2013 said: "Looking at a lot of the branded experiences promo videos this year, many of them talk about the number of Facebook visitors or YouTube views or how viral it was but I question what brands actually get out of that and whether it turns into action or business. They might create buzz and promote your brand but I'm really looking at branded experiences which are truly engaging and deliver measurable results."

## D&AD Awards 2013 Branding Nominations and In-book

Award	Agency	Client	Campaign	Country	Category
Nomination	Joe Public Johannesburg	Nike	Run Jozi	South Africa	Brand Experience & Environments
Nomination	AKQA London	Nike Japan	Ugokidase Tokyo	United Kingdom	Brand Experience & Environments
Nomination	Google London	Google, Chrome	Chrome Web Lab	United Kingdom	Brand Experience & Environments
Nomination	4creative	Channel 4, 4seven	4seven	United Kingdom	Brand Expression in Moving Image
Nomination	Work	Louis Vuitton Japan	Louis Vuitton - Yayoi Kusama Fine Book (2012)	Singapore	Brand Expression in Print
Nomination	Leo Burnett London	Pantone	Pantone Queen	United Kingdom	Brand Expression in Print
Nomination	& SMITH	Destination Shrewsbury	Shrewsbury	United Kingdom	Branding Schemes/Large Business
Nomination	6D-K	Mnds Agricultural Cooperative	JAMnds	Japan	Branding Schemes/Medium Business
Nomination	Alt Group	Silo Theatre	Silo Theatre Identity	New Zealand	Branding Schemes/Small Business
Nomination	R/GA	Nike	OneNike	United States	Digital Brand Expression
In Book	Leo Burnett New York	Village Voice Newspaper	New York Writes Itself	United States	Brand Experience & Environments
In Book	Colenso BBDO	Fruco Beverages, V Energy Drink	The V Motion Project	New Zealand	Brand Experience & Environments
In Book	Universal Everything	Hyundai Motor Group	Hyundai Motor Group - Vision Hall	Netherlands	Brand Experience & Environments
In Book	Draft	MINI New Zealand	Driving Dogs	New Zealand	Brand Experience & Environments
In Book	BBDO Dusseldorf	BUND / Bund für Umwelt und Naturschutz Deutschland	Tree Concert	Germany	Brand Experience & Environments
In Book	WE ARE Pi	TED, Nate Mook	Human Arabesque	Netherlands	Brand Expression in Moving Image
In Book	KIGI	Shimajima	WRAPPLE	Japan	Brand Expression in Print
In Book	The Church of London Design	adidas	adidas: Take the Stage	United Kingdom	Brand Expression in Print
In Book	Penguin Books	Penguin Classics UK	Penguin English Library	United Kingdom	Brand Expression in Print
In Book	FutureBrand	LOCOG	London 2012	United Kingdom	Branding Schemes/Large Business
In Book	LG2 Boutique	Luc Ménard (F. Ménard)	F. Ménard	Canada	Branding Schemes/Medium Business
In Book	GBH (Gregory Bonner Hale)	Mama Shelter	Mama Shelter - No Two Mamas Are Alike	United Kingdom	Branding Schemes/Medium Business
In Book	Leo Burnett Chicago	International Peace Day	Recipeace	United States	Branding Schemes/Small Business
In Book	hat-trick Design Consultants	London Design Festival, Royal Mail	Art in Miniature	United Kingdom	Branding Schemes/Small Business
In Book	Pentagram Design	World Chess	World Chess	United Kingdom	Branding Schemes/Small Business



In Book	CLMBBDO	ALB	Goldenchains	France	Digital Brand Expression
In Book	MR PORTER	MrPorter.com	Mr. Porter iPad Magazine: The Tux	United Kingdom	Digital Brand Expression
In Book	AlmapBBDO	Getty Images	From Love to Bingo	Brazil	Digital Brand Expression
In Book	Draftfcb New York	Mondelez International, OREO	OREO Daily Twist	United States	Digital Brand Expression
In Book	Johannes Leonardo		Project Re: Brief	United States	Digital Brand Expression

## Nine campaigns vie for pole position with Nomination honours for Digital Design at 51st annual D&AD judging event

Campaigns for Google, Nike and the London 2012 Olympics and Paralympics Opening and Closing Ceremonies have been judged amongst the best in the Digital Design category at the 51st annual D&AD judging event taking place this week at London's Olympia Exhibition Centre.

Nominations in the category went to:

- **Clouds Over Cuba** by The Martin Agency for The JFK Presidential Library & Museum
- **100,000 Stars** by Google Creative Lab New York
- **The Liberation** by North Kingdom for ONLY Jeans
- **Chrome Web Lab** by Google London for Google, Chrome
- **London 2012 Olympics and Paralympics Opening and Closing Ceremonies - Audience Pixel Content** by Crystal CG for LOCOG
- **Ugokidase Tokyo** by AKQA London for Nike Japan
- **Easy Way Subtitles** by Loducca for Easy Way
- **Nike+ FuelBand** by R/GA for Nike (Apps)
- **Gallery One** by Local Projects for Cleveland Museum of Art

There were a further eight that were awarded In-Book status by the jury for the Digital Design category.

The In-Book work, which will appear in the 51st D&AD Annual, was:

- **1440 Project** by BBDO Atlanta for REI
- **Mobile Medic** by George Patterson Young & Rubicam Melbourne for Defence Force Recruiting
- **MTV Under the Thumb** by AKQA London for Viacom International Media Networks
- **Rework Snibbe Interactive** by Duvnagen for Music Publishers
- **OFFF APPP** by Somewhat\_ for OFFF Digital Festival
- **Font Me** by Bascule for Adobe Systems Japan
- **Nike+ FuelBand** by R/GA for Nike (Interface & Navigation for Websites & Digital Design)
- **Level .06** by Forsman & Bodenfors for Systembolaget

The full list of work that has been awarded In-Book and Nomination following judging is below.

Aaron Koblin, Creative Director at Google Creative Lab on Digital Design jury said: "One great thing about the digital design category is that you see lots of different types of work - from website interfaces to installations and interesting applications of technology. I've seen crazy submissions of augmented reality projects as well as people dancing with holographic imagery - you could definitely say the entries are eclectic this year.

"One of the big trends I've seen is scrolling. This is definitely the year of the scroll - people are thinking about ways to make it more intuitive. There's also been a huge emphasis on social, which is to be expected, but I'd really like to see how that can break out even further, beyond simply adding a share button and actually engaging people in a more meaningful way."

## D&AD Awards 2013 for Digital Design

Award	Agency	Client	Campaign	Country	Category
Nomination	The Martin Agency	The JFK Presidential Library & Museum	Clouds Over Cuba	United States	Websites
Nomination	Google Creative Lab New York	Google	100,000 Stars	United States	Websites
Nomination	North Kingdom	ONLY Jeans	The Liberation	Sweden	Interface & Navigation for Websites & Digital Design
Nomination	Google London	Google, Chrome	Chrome Web Lab	United Kingdom	Websites
Nomination	Crystal CG	LOCOG	London 2012 Olympics and Paralympics Opening and Closing Ceremonies - Audience Pixel Content	United Kingdom	Digital Design
Nomination	AKQA London	Nike Japan	Ugokidase Tokyo	United Kingdom	Digital Design
Nomination	Loducca	Easy Way	Easy Way Subtitles	Brazil	Apps
Nomination	R/GA	Nike	Nike+ FuelBand	United States	Apps
Nomination	Local Projects	Cleveland Museum of Art	Gallery One	United States	Digital Design
In Book	BBDO Atlanta	REI	1440 Project	United States	Interface & Navigation for Websites & Digital Design
In Book	George Patterson Young & Rubicam Melbourne	Defence Force Recruiting	Mobile Medic	Australia	Apps
In Book	AKQA London	Viacom International Media Networks	MTV Under the Thumb	United Kingdom	Apps
In Book	Snibbe Interactive	Dunvagen Music Publishers	Rework	United States	Apps
In Book	Somewhat_	OFFF Digital Festival	OFFF APPP	United Kingdom	Interface & Navigation for Websites & Digital Design
In Book	Bascule	Adobe Systems Japan	Font Me	Japan	Digital Design
In Book	R/GA	Nike	Nike+ FuelBand	United States	Interface & Navigation for Websites & Digital Design
In Book	Forsman & Bodenfors	Systembolaget	Level .06	Sweden	Interface & Navigation for Websites & Digital Design

## Fifteen campaigns vie for pole position with Nomination honours for Film Advertising Crafts at 51st annual D&AD judging event

Campaigns from the US, UK, Australia, the Netherlands and Brazil have been judged amongst the best in the Film Advertising category at the 51st annual D&AD judging event taking place this week at London's Olympia Exhibition Centre.

Nominations in the category went to:

- **Metamorphosis** by Buck for Good Books
- **Prometheus Viral 'David'** by RSA/Black Dog Films for Prometheus Marketing Films (Production Design for Film Advertising)
- **Prometheus Viral 'David'** by RSA/Black Dog Films for Prometheus Marketing Films (Direction for Film Advertising)
- **Meet the Superhumans** by STITCH for Channel 4 (Editing for Film Advertising)
- **The Bark Side** by Deutsch for Volkswagen
- **Human Arabesque** by WE ARE Pi for TED
- **From Love to Bingo** by AlmapBBDO for Getty Images
- **Meet the Superhumans** by 4Creative for Meet the Superhumans (Direction for Film Advertising)
- **4seven** by 4Creative for 4seven (Special Effects for Film Advertising)



- **Meet the Superhumans** by 4Creative for Paralympics / Meet the Superhumans (Use of Music for Film Advertising)
- **Soul** by F/Nazca Saatchi & Saatchi for Leica (Cinematography for Film Advertising)
- **Soul** by F/Nazca Saatchi & Saatchi for Leica (Direction for Film Advertising)
- **Moreing** by Revolver for Boost
- **Lurpak Rainbow** by Wave Studios for Lurpak Lightest
- **Beach** by Biscuit Filmworks for Southern Comfort

There were a further 47 that were awarded In-Book status by the jury for the Film Advertising category.

Ezra Xenos, member of the Film Advertising Jury said: "One of the dominant visual styles coming through right now is what I could call 'polished realism' - I've seen this consistently crop up across different categories and regions. I think viewers are more used to seeing a less polished look than five or ten years ago and this is reflected more and more in advertising. The freedom to move the camera around and to create a dirtier, grittier look is liberating and it's really refreshing to see slightly more real cinematography styles coming to the fore in recent years."

Tim Lindsay, Chief Executive of D&AD added: "The quality of entries has been astounding this year as the amount of work being recognised attests. That over sixty campaigns have been awarded in this category reflects how despite the challenges of the economic climate, creatives are continuing to deliver truly great work, and are unafraid to experiment with new formats, technologies and aesthetics. The integrity and transparency of the judging process is legendary and is what sets D&AD apart from other awards so it's just incredible to see so much creative excellence coming through and continuing to raise the bar."

## D&AD Awards 2013 for Film Advertising Crafts

Award	Agency	Client	Campaign	Country	Category
Nomination	Buck	Good Books	Good Books	United States	Animation for Film Advertising
Nomination	RSA/Black Dog Films	Prometheus Marketing Films	Prometheus Marketing Films	United Kingdom	Production Design for Film Advertising
Nomination	RSA/Black Dog Films	Prometheus Marketing Films	Prometheus Marketing Films	United Kingdom	Direction for Film Advertising
Nomination	STITCH	Channel 4	Channel 4	United Kingdom	Editing for Film Advertising
Nomination	Deutsch	Volkswagen	Volkswagen	United States	Use of Music for Film Advertising
Nomination	WE ARE Pi	TED	TED	Netherlands	Direction for Film Advertising
Nomination	AlmapBBDO	Getty Images	Getty Images	Brazil	Editing for Film Advertising
Nomination	4Creative	Meet the Superhumans	Meet the Superhumans	United Kingdom	Direction for Film Advertising
Nomination	4Creative	4seven	4seven	United Kingdom	Special Effects for Film Advertising
Nomination	4Creative	Paralympics / Meet the Superhumans	Paralympics / Meet the Superhumans	United Kingdom	Use of Music for Film Advertising
Nomination	F/Nazca Saatchi & Saatchi	Leica	Leica	Brazil	Cinematography for Film Advertising
Nomination	F/Nazca Saatchi & Saatchi	Leica	Leica	Brazil	Direction for Film Advertising
Nomination	Revolver	Boost	Boost	Australia	Production Design for Film Advertising
Nomination	Wave Studios	Lurpak Lightest	Lurpak Lightest	United Kingdom	Sound Design for Film Advertising
Nomination	Biscuit Filmworks	Southern Comfort	Southern Comfort	United States	Direction for Film Advertising
In Book	Ogilvy & Mather London	MTV Staying Alive Foundation	Being With You	United Kingdom	Editing for Film Advertising
In Book	Work Film Editors	The Guardian	The Guardian - Three Little Pigs	United Kingdom	Editing for Film Advertising
In Book	Dare London	Time to Change	The Stand Up Kid	United Kingdom	Direction for Film Advertising
In Book	Final Cut London	Lurpak	Lurpak	United Kingdom	Editing for Film Advertising

In Book	Bartle Bogle Hegarty	The Guardian	Three Little Pigs	United Kingdom	Sound Design for Film Advertising
In Book	Weapon7	smart	skate fortwo	United Kingdom	Direction for Film Advertising
In Book	Weapon7	smart	skate fortwo	United Kingdom	Editing for Film Advertising
In Book	Park Pictures	Audi A5	Audi - The Swan	United Kingdom	Production Design for Film Advertising
In Book	Factory Studios	National Lottery Good Causes Fund	Camelot - Heroes Return	United Kingdom	Sound Design for Film Advertising
In Book	Loducca	MTV	Guitar Man	Brazil	Use of Music for Film Advertising
In Book	Park Pictures	Nike	Nike - Jogger	United Kingdom	Direction for Film Advertising
In Book	McCann Erickson Melbourne	Metro Trains	Dumb Ways to Die	Australia	Animation for Film Advertising
In Book	McCann Erickson Melbourne	Metro Trains	Dumb Ways to Die	Australia	Use of Music for Film Advertising
In Book	Ramesh Deo Production	Nike - Bleed Blue	Nike	India	Use of Music for Film Advertising
In Book	WE ARE Pi	TED	Human Arabesque	Netherlands	Use of Music for Film Advertising
In Book	DLKW Lowe	Morrisons	The Truth	United Kingdom	Direction for Film Advertising
In Book	Leland Music	John Lewis	The Journey	United Kingdom	Use of Music for Film Advertising
In Book	Blink Productions	IKEA	IKEA 'Playin' with my Friends'	Canada	Direction for Film Advertising
In Book	Blink Productions	St John Ambulance	St John Ambulance 'Helpless'	Canada	Direction for Film Advertising
In Book	Blink Productions	St John Ambulance	St John Ambulance 'Helpless'	Canada	Cinematography for Film Advertising
In Book	Revolver	Transport Accident Commission	Thursday Arvo	Australia	Special Effects for Film Advertising
In Book	JWT Brasil	Institutional	Deaths	Brazil	Animation for Film Advertising
In Book	Biscuit Filmworks UK	Axe	Axe Sensories Campaign	United Kingdom	Direction for Film Advertising
In Book	Saatchi & Saatchi London	Arthur's Day	Paint it Black	United Kingdom	Cinematography for Film Advertising
In Book	Fred & Farid Group	TRiBORD	Back to Water	France	Cinematography for Film Advertising
In Book	Marcel Worldwide	Cartier	L'Odyssée	France	Special Effects for Film Advertising
In Book	Q Department	Prometheus / 20th Century Fox	Prometheus - Happy Birthday, David	United States	Use of Music for Film Advertising
In Book	Rattling Stick	The Guardian	The Guardian "Three Little Pigs"	United Kingdom	Direction for Film Advertising
In Book	Wieden+Kennedy New York	Southern Comfort	Whatever's Comfortable Beach	United States	Use of Music for Film Advertising
In Book	Droga5	Hennessy USA	Manny	United States	Cinematography for Film Advertising
In Book	Wieden+Kennedy Portland	Old Spice	Old Spice - Muscle Music	United States	Use of Music for Film Advertising
In Book	Harvest	Nike	Nike	United States	Editing for Film Advertising
In Book	Harvest	Nike	Nike	United States	Sound Design for Film Advertising
In Book	TBWA\Paris	Nissan	Nissan Juke : Built to thrill	France	Special Effects for Film Advertising
In Book	Wieden + Kennedy UK	Tesco	Tesco Christmas Campaign	United Kingdom	Use of Music for Film Advertising
In Book	Wave Studios	Honda Civic	Honda Spark	United Kingdom	Sound Design for Film Advertising
In Book	Wave Studios	Prometheus	Prometheus 'Transmission'	United Kingdom	Sound Design for Film Advertising
In Book	Velocity Films Rivonia	Amstel	The Boxer	South Africa	Editing for Film Advertising
In Book	Velocity Films Rivonia	Amstel	The Boxer	South Africa	Cinematography for Film Advertising
In Book	The Sweet Shop	Carlton Draught	Beer Chase	United Kingdom	Direction for Film Advertising

In Book	Screen Scene	Road Safety Authority	Road Safety Authority - Night Out	Ireland	Editing for Film Advertising
In Book	Morton Jankel Zander	Old Spice	Old Spice Muscle Music	United States	Direction for Film Advertising
In Book	Morton Jankel Zander	Toyota	Toyota Reinvented	United States	Direction for Film Advertising
In Book	Morton Jankel Zander	DirecTV	DirecTV/Get Rid of Cable	United States	Direction for Film Advertising
In Book	Goodby Silverstein & Partners	Chevrolet Sonic	OK Go "Needing/Getting" Music Video	United States	Use of Music for Film Advertising
In Book	McCann Erickson New York	Sony Xperia Smartphones	Made of Imagination	United States	Animation for Film Advertising
In Book	Publicis Italy	Burn Energy Drink	Visions	Italy	Cinematography for Film Advertising

## How South Africa is performing so far at D&AD: The State of the Nations (18 April 2013): South Africa

Award	Entrant	Client	Campaign/Project	Country	Category
In Book	DDB South Africa	McDonalds South Africa	Monsters	South Africa	Press Advertising Campaigns
In Book	Ogilvy & Mather Johannesburg	People Opposing Women Abuse, -	A Shoe Brochure in Case of Emergency	South Africa	Inserts & Wraps for Press Advertising
In Book	Habari Media	Bokomo, Marmite	13 Dark Tales	South Africa	Illustration for Design
Nomination	TBWA\Hunt\Lascaris Johannesburg	Tiger Brands, Enterprise	Mother's Favourites	South Africa	Press Advertising Campaigns
Nomination	Lowe Bull	Independent Newspapers, Cape Times	Selfies	South Africa	Press Advertising Campaigns

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