

D&AD to announce the all-time Pencil winners

LONDON, UK: On 18 September 2012, D&AD celebrates its 50th birthday. The organisation is staging a huge party and awards ceremony, at which the top ranked agencies, studios and people of the last 50 years of D&AD will be recognised with a one-off Award. The 2012 Black Pencils and President's Awards will also be announced.



During its 50 year history, D&AD has set the standard for excellence in design and advertising, championed the best work at its Awards shows and in the famous Annual, and educating future generations of creatives through its education programmes. Winning a Yellow or Black Pencil is the crowning achievement of many careers.

D&AD has delved into its extensive archive of design and advertising to uncover the businesses and people that have collected the most Pencils. The winning names will be revealed on 18 September and honoured with eight special awards: Most Awarded Ad Agency / Design Studio / Production Company / Brand / Art Director / Copywriter / Designer / Director. The top ten in each category are listed below in alphabetical order.

An enormous achievement

D&AD CEO Tim Lindsay said: "Being in the top ten is an enormous achievement and those that have made the cut should feel proud of the esteemed company they're in. D&AD is the hardest award in the world to win, so those that have made this list really do represent the peak of creative achievement in the business

D&AD was set up in 1962 to promote the value of design and creative business communication. Some of the biggest talents in the world have since won Pencils and been educated through D&AD's programmes. It's worth remembering that the creative industry is worth more to the UK's economy than it is in any other country - it employs over two million people and is currently growing at twice the rate of the economy as a whole. The robust nature of our business is predicated on talent, and the people and agencies listed here have contributed to a legacy of success that is often overlooked."

For full details of the awards, the function, costs and contact and booking details, [download this document](#)