

13 D&AD awards for SA in 2016

South African agencies are coming home with 13 pencils from the 2016 D&AD Awards!



Members of the Black Pencil Jury on Thursday morning...

On the third and final day of D&AD judging, 514 pencils were awarded across the categories of Art Direction, Book Design; Branded Film Content and Entertainment; Branding; Digital Design; Digital Marketing; Direct ; Film Advertising; Film Advertising Crafts; Graphic Design; Media; Music Videos; Outdoor Advertising; Packaging Design; Product Design; Spatial Design; and Writing for Advertising. This makes it 749 pencils awarded in total for 2016.

The inaugural D&AD Festival also continued, with inaugural D&AD Festival also enters its second day today, with speakers including Wayne Hemingway and YouTube's Kevin Allocca taking to the stage.

Watch the video embedded below for more behind the scenes footage of the judging process and all the goings-on at the first day of the Festival:

While we know we're coming home with a clutch of pencils, we'll have to wait until the award ceremony at Battersea Evolution on 19 May to find out whether those pencils are wood, graphite, yellow, white or black.

South Africa's winning work from the final day includes one to MullenLowe South Africa in direct for Nando's Peri Book, as well as one in graphic design to Y&R Cape Town for Johannesburg Zoo Night Tour Shadows, one to Publicis Machine in outdoor for Play-Doh Cookies and one to TBWA/Hunt/Lascaris for writing for advertising, for Flight Centre's 'Travel before it's not fun anymore'.

View the full table of winners below:

Jury Title	Agency	Primary Client	Name	Country	Name
Branded Film Content & Entertainment	Mustard s.r.o.	?KODA	European Bike Stealing Championship 2015	Czech Republic	Branded Content & Entertainment - Non-Fiction 1-5 mins
Crafts for Design	Beetroot Design Group	Ergon Foods	Yiayia and friends	Greece	Illustration for Design
Crafts for Design	J. Walter Thompson Cairo	Al Ismaelia for Real Estate Investment	Downtown fonts/ NEFERTARI	Egypt	Typefaces
Creativity for Good (White Pencil)	Publicis Romania	ACR (The Automobile Club of Romania)	ACR Street View Test	Romania	Service Innovations
Film Advertising	JANDL	Samdex	Baggage Handlers	Slovakia	TV Commercial Campaigns
Film Advertising Crafts	Leo Burnett Bangkok	Ek-Chai Distribution System	Taxi	Thailand	Casting for Film Advertising
Film Advertising Crafts	Ogilvy & Mather Italia	Wind Telecomunicazioni	A great day	Italy	Editing for Film Advertising
PR	McCann Lima	Instituto de la Memoria	My Twitter Password is 060114	Peru	Use of Digital & Social Media
PR	Leo Burnett Istanbul	Samsung Electronics Turkey	Samsung Hearing Hands	Turkey	Creative B2C Campaign - Low Budget - Under 60k
PR	J. Walter Thompson Beirut	Bou Khalil Supermarch_	Bou Khalil Supermarch_ -The Good Note	Lebanon	Social Responsibility
Radio Advertising	Wurmser Ogilvy & Mather	Bomberos Voluntarios de Guatemala	Emergency Calls	Guatemala	Radio Advertising Campaigns
Writing for Advertising	BBDO Mexico	Mars M_xico	Pedigree / Who saves who - Matilda & Couple	Mexico	Writing for Press Advertising
Crafts for Design	hufax arts	Ding Ding Co., Ltd.	Xing Shu	Taiwan	Typography for Design
Creativity for Good (White Pencil)	Schjarven	CARE Norway	#DearDaddy	Norway	Advertising & Marketing Communications - Not for Profit
Digital Design	Heydays	Pebble	Icons for Pebble Time	Norway	User Interface Design (UI)
Digital Design	3SG BBDO	Samsung Electronic Tunisia	Backup Memory	Tunisia	Apps
Digital Marketing	Ogilvy & Mather Malaysia	MyTeksi Sdn Bhd	Taxi Patrol	Malaysia	Use of Social Media
Digital Marketing	3SG BBDO	Samsung Electronic Tunisia	Backup Memory	Tunisia	Digital Tools & Utilities

Graphic Design	Young & Rubicam Kuala Lumpur	Malaysian Nature Society	Cut A Tree. Kill A Life.	Malaysia	Posters (Graphic Design)
Graphic Design	Chen Chun-Wei	Environmental Protection Bureau, Kaohsiung City Government	Seen.Smog	Taiwan	Posters (Graphic Design)
Press Advertising	Ogilvy & Mather Ho Chi Minh City	The Samaritans	The Samaritans	Viet Nam	Public Service Press Advertising
Writing for Advertising	Ogilvy & Mather Ho Chi Minh City	The Samaritans	The Samaritans	Viet Nam	Writing for Press Advertising
Creativity for Good (White Pencil)	Leo Burnett Solutions	Asiri Group of Hospitals	The World's First Soap Bus Ticket	Sri Lanka	Advertising & Marketing Communications - Brand
Integrated & Innovative Media	Leo Burnett Solutions	Asiri Group of Hospitals	The World's First Soap Bus Ticket	Sri Lanka	Innovative Media
Media	Leo Burnett Solutions	Asiri Group of Hospitals	The World's First Soap Bus Ticket	Sri Lanka	Use of Direct Media
Branded Film Content & Entertainment	TUTKOMBUDKOV	S7 Airlines	OK GO ? Upside Down & Inside Out	Russian Federation	Branded Content & Entertainment - Fiction 1-5 mins
Branding	Voskhod Agency	Ural Music Night	Audible Street-Art	Russian Federation	Brand Experience & Environments
Digital Marketing	Instinct (BBDO Group)	Nike	MOSCOW REAL GIRLS - INSTAPOSTERS	Russian Federation	Use of Social Media
Digital Marketing	BBDO Moscow	3M	The Banner That Makes You Like Banners	Russian Federation	Digital Adverts
Creativity for Good (White Pencil)	Ogilvy & Mather Group HK	Maxis Berhad	SOS Network	Hong Kong	Service Innovations
Digital Design	Uncle Grey Aarhus	Stig Pedersen	Weber BBQ Cultures	Denmark	Websites
Digital Design	Designit	GN ReSound	First Hearing Aid Interface for the Apple Watch	Denmark	Apps
Digital Marketing	Uncle Grey Aarhus	Canon	Canon Gig App	Denmark	Innovative Use of Technology
Graphic Design	Toby Ng Design	Antalis HK	Catching Moonbeams	Hong Kong	Catalogues & Brochures
Graphic Design	Ogilvy & Mather Group HK	Hong Kong CleanUp	The Face of Litter	Hong Kong	Data Visualisation
Magazine & Newspaper Design	milkshake	Sandu Publishing	Design 360_ - Concept and Design Magazine 2015	Hong Kong	Independent Magazines
Mobile Marketing	Uncle Grey Aarhus	Canon	Canon Gig App	Denmark	Mobile Apps
Mobile Marketing	Uncle Grey Aarhus	Canon	Canon Gig App	Denmark	Innovative Use of Mobile Technology
Outdoor Advertising	Ogilvy & Mather Group HK	Hong Kong CleanUp	The Face of Litter	Hong Kong	Poster Advertising/Digital Screens
Digital Marketing	OgilvyOne Beijing	Visit Britain	Great Chinese Names for Great Britain	China	Use of Social Media
Film Advertising Crafts	Saatchi & Saatchi Shanghai	ChangYou Online Game Developer	Playing Can Not Be Bad	China	Direction for Film Advertising
Integrated & Innovative Media	OgilvyOne Beijing	Visit Britain	Great Chinese Names for Great Britain	China	Earned Media - Medium Business (50-500 employees)
Media	OgilvyOne Beijing	Visit Britain	Great Chinese Names for Great Britain	China	Use of Social
PR	OgilvyOne Beijing	Visit Britain	Great Chinese Names for Great Britain	China	Best In-Market Campaign
PR	McCann Worldgroup	Coca-Cola Beverages (Shanghai) Company Limited	45 Days Campaign	China	Best In-Market Campaign
Book Design	Studio Joost Grootens	Van Dale Publishers	Dikke Van Dale' Dictionary	Netherlands	Trade Books
Branded Film Content & Entertainment	J. Walter Thompson Amsterdam	ElaN Languages	Taste the Translation	Netherlands	Branded Content & Entertainment - Non-Fiction 1-5 mins
Creativity for Good (White Pencil)	Iemz	Veiligheids (The Dutch government's home safety promotion organization) & NWWA	Toy or Toxic	Netherlands	Advertising & Marketing Communications - Not for Profit

Creativity for Good (White Pencil)	(Leo Burnett Argentina) MMS USALLC Inv Inc.	Samsung	Safety Truck	Argentina	Advertising & Marketing Communications - Brand
Digital Marketing	J. Walter Thompson Amsterdam	ElaN Languages	Taste the Translation	Netherlands	Social Video
Film Advertising	72andSunny Amsterdam	Unilever	AXE - Find Your Magic	Netherlands	TV Commercials 41-60 seconds
Film Advertising	DDB Argentina	Fundacion Argentina de Trasplante Hepatico	The Man & The Dog	Argentina	Public Service Commercials
Graphic Design	180 Amsterdam	United Colors of Benetton	Faces of the City	Netherlands	Data Visualisation
Integrated & Innovative Media	Ogilvy & Mather Buenos Aires	CCU - Compa?_a Cervecer_as Unidas	Beer Tooth Implant	Argentina	Earned Media - Small Business (under 50 employees)
Integrated & Innovative Media	Leo Burnett Argentina MMS USA	Samsung	Safety Truck	Argentina	Innovative Media
Outdoor Advertising	Ogilvy & Mather Buenos Aires	CCU - Compa?_a Cervecer_as Unidas	Beer Tooth Implant	Argentina	Ambient
Outdoor Advertising	Leo Burnett Argentina	Samsung	Safety Truck	Argentina	Ambient
Outdoor Advertising	We Are Pi	Wrangler EMEA	Wrangler Wrangler	Netherlands	Poster Advertising Campaigns
PR	Del Campo Saatchi & Saatchi Buenos Aires	Ab inBev	The Fairest Night of All	Argentina	Use of Events
Branded Film Content & Entertainment	Forsman & Bodenfors	Volvo Trucks	Look Who's Driving	Sweden	Branded Content & Entertainment - Fiction 1-5 mins
Creativity for Good (White Pencil)	Forsman & Bodenfors	IF INSURANCE	Slow Down GPS	Sweden	Advertising & Marketing Communications - Brand
Digital Marketing	Forsman & Bodenfors	Volvo Trucks	Look Who's Driving	Sweden	Online Adverts
Graphic Design	AGoodId	IIS, The Internet Foundation in Sweden	IIS	Sweden	Logos
Integrated & Innovative Media	Forsman & Bodenfors	If Insurance	Slow Down GPS	Sweden	Innovative Media
Outdoor Advertising	merge!NGO	Caroline Forsshell	Le Bon	Sweden	Ambient
Packaging Design	Garbergs	Robert Rudinski	Rudinski Fruit Brandy	Sweden	Luxury Packaging Design
Packaging Design	ACNE Sweden	Noam Beer	Noam	Sweden	Consumer Packaging Design
PR	Akestam.Holst	The Swedish Peace and Arbitration Society	Singing Sailor	Sweden	Use of Budget
Branding	Jung von Matt/Limmat	Graubuenden Ferien	The Great Escape	Switzerland	Brand Experience & Environments
Digital Marketing	Jung von Matt/Limmat	Graub_nden Ferien	The Great Escape	Switzerland	Social Video
Direct	Saatchi & Saatchi Geneva	Vanguardist Magazine	THE HIV+ ISSUE	Switzerland	Direct Mail
Media	Jung von Matt/Limmat	Graubuenden Ferien	The Great Escape	Switzerland	Use of Interaction
Media	Saatchi & Saatchi Geneva	Vanguardist Magazine	The HIV+ Issue	Switzerland	Use of PR
Outdoor Advertising	Jung von Matt/Limmat	Graubuenden Ferien	The Great Escape	Switzerland	Poster Advertising/Digital Screens
Outdoor Advertising	Jung von Matt/Limmat	OBI	Modern Jobs	Switzerland	Poster Advertising Campaigns
PR	Publicis Werbeagentur Schweiz	Frauenzentrale Zurich	Women should not be worth less	Switzerland	Social Responsibility
PR	Saatchi & Saatchi Geneva	VANGARDIST MAGAZINE	THE HIV+ ISSUE	Switzerland	Creative Use of Media

Writing for Advertising	Publicis Werbeagentur Schweiz	Frauenzentrale Zurich	Women should not be worth less	Switzerland	Writing for Poster Advertising
Crafts for Advertising	McCann Worldgroup India	Dabur	Musical Instruments	India	Illustration for Advertising
Creativity for Good (White Pencil)	BBDO India	P&G India	Ariel - Share The Load	India	Advertising & Marketing Communications - Brand
Creativity for Good (White Pencil)	Ogilvy & Mather Mumbai	Make Love Not Scars	Beauty Tips by Reshma	India	Advertising & Marketing Communications - Not for Profit
Digital Marketing	Ogilvy & Mather Mumbai	Make Love Not Scars	Beauty Tips by Reshma	India	Integrated Digital Campaigns
Film Advertising Crafts	Studio Eeksaurus Production Pvt. LTD	Studio Eeksaurus Productions Pvt. Ltd.	Rajasthan Tourism Logo Reveal	India	Animation for Film Advertising
Film Advertising Crafts	Ambuja Cement	Ambuja Cement	A Giant's Story	India	Casting for Film Advertising
Graphic Design	Sisterconcern Design Studio	Sisterconcern Design Studio	Two Sisters	India	Stationery
Integrated & Innovative Media	BBDO India	P&G India	Ariel - Share The Load	India	Integrated - Large Business (over 500 employees)
Integrated & Innovative Media	BBDO India	P&G India	Whisper - Touch The Pickle	India	Integrated - Large Business (over 500 employees)
Outdoor Advertising	BBDO India	P&G India	Ariel - Share The Load	India	Ambient
Product Design	Ogilvy & Mather Mumbai	Sprouts Environment Trust	#GodSaveTheOcean	India	Sustainable Product Design
Creativity for Good (White Pencil)	Rethink	AAUW	The New \$10	Canada	Advertising & Marketing Communications - Not for Profit
Creativity for Good (White Pencil)	Grey Canada	Moms Demand Action for Gun Sense in America	Groceries Not Guns	Canada	Advertising & Marketing Communications - Not for Profit
Digital Design	Jam3	Kale	Sons of Gallipoli	Canada	Websites
Digital Design	Leo Burnett Canada Toronto	Somerset Graphics	Printed By Somerset	Canada	Websites
Digital Design	Critical Mass	Nissan North America	Nissan Diehard Fan	Canada	Apps
Digital Marketing	Grey Canada	Moms Demand Action for Gun Sense in America	Groceries Not Guns	Canada	Integrated Digital Campaigns
Film Advertising Crafts	Juniper Park\TBWA	Project Consent	Penis-vagina, Hand-tit, Butt-penis	Canada	Animation for Film Advertising
Graphic Design	Leo Burnett Canada Toronto	Somerset Graphics	Printed by Somerset	Canada	Stationery
Graphic Design	Juniper Park\TBWA	Canadian Journalists For Free Expression	Speech Bluddles	Canada	Posters (Graphic Design)
Outdoor Advertising	LG2	Farnham Ale & Lager	A Bit Bitter	Canada	Poster Advertising Campaigns
Writing for Advertising	Blue Hive Canada	Ford Canada	Silent Letters	Canada	Writing for Radio Advertising
Writing for Design	BBDO Toronto	shomi	iZombie's Guide to Surviving Among the Living	Canada	Writing for Printed Materials & Graphic Communications
Book Design	Atlas	Phaidon	Phaidon Classics Series	Spain	Culture, Art & Design Books
Creativity for Good (White Pencil)	DDB SPAIN	No somos delito (We are not Crime)	Holograms for Freedom	Spain	Advertising & Marketing Communications - Not for Profit
Creativity for Good (White Pencil)	Shackleton	ONEM	Onemi Radio	Spain	Design - Not for Profit

Creativity for Good (White Pencil)	Utopia	BirdLife South Africa	Tuluver	South Africa	Advertising & Marketing Communications - Not for Profit
Direct	MullenLowe South Africa	Cezarina Jardim	Nando's Peri Book	South Africa	Direct Mail
Film Advertising	LOLA MullenLowe	Unilever	Proudly Seeking Pleasure	Spain	TV Commercials 41-60 seconds
Film Advertising	LOLA MullenLowe	Mattel	Anagram Lovers	Spain	TV Commercials 61-120 seconds
Graphic Design	Errea Comunicacion	Pamplona's Commonwealth of Municipalities	Pamplona's Commonwealth of Municipalities	Spain	Data Visualisation
Graphic Design	Young and Rubicam Cape Town	Johannesburg Zoo	Night Tour Shadows	South Africa	Posters (Graphic Design)
Magazine & Newspaper Design	Sergio Juan Design Office	Sirene Publishing	Sirene	Spain	Independent Magazines
Media	DDB SPAIN	No somos delito (We are not Crime)	Holograms for Freedom	Spain	Use of Outdoor
Media	DDB SPAIN	No somos delito (We are not Crime)	Holograms for Freedom	Spain	Use of Events
Outdoor Advertising	DDB SPAIN	No somos delito (We are not Crime)	Holograms for Freedom	Spain	Ambient
Outdoor Advertising	Publicis Machine Cape Town	Play-Doh	Cookies	South Africa	Poster Advertising/Free Format
PR	DDB SPAIN	No somos delito (We are not Crime)	Holograms for Freedom	Spain	Use of Events
PR	DDB SPAIN	No somos delito (We are not Crime)	Holograms for Freedom	Spain	Best Public Affairs Campaign
PR	McCann Madrid	Campofr_o	Ashes	Spain	Crisis Management
Radio Advertising	TBWA\Hunt\Lascais	Tiger Brands	Sexy Times	South Africa	Radio Advertising Campaigns
Radio Advertising	TBWA\Hunt\Lascais	Flight Centre	Travel Before Its Not Fun Anymore	South Africa	Radio Advertising Campaigns
Radio Advertising	Ogilvy & Mather Johannesburg	Lucozade	Lucozade Energy Drink - Lacing Up Your High Tops	South Africa	Radio Advertising over 30 seconds
Radio Advertising	Ogilvy & Mather Johannesburg	Lucozade	Lucozade Energy Drink - Night Before The Project	South Africa	Radio Advertising over 30 seconds
Radio Advertising	Ogilvy & Mather Johannesburg	Lucozade	Lucozade Energy Drink - Team Building Weekend	South Africa	Radio Advertising over 30 seconds
Radio Advertising	Ogilvy & Mather Johannesburg	Lucozade	Lucozade Energy Drink	South Africa	Radio Advertising Campaigns
Radio Advertising	Ogilvy & Mather Johannesburg	KFC	KFC Man Meals	South Africa	Radio Advertising Campaigns
Writing for Advertising	TBWA\Hunt\Lascais	Flight Centre	Travel before its not fun anymore	South Africa	Writing for Radio Advertising
Writing for Design	Famous Copy	Nando's Group	Nando's Global Packaging	South Africa	Writing for Packaging Design
Art Direction	J. Walter Thompson Dubai	HSBC	Global Transfer	United Arab Emirates	Art Direction for Press Advertising
Art Direction	MEMAC Ogilvy	IKEA	IKEA It's that affordable.	United Arab Emirates	Art Direction for Poster Advertising
Branded Film Content & Entertainment	MullenLowe Group	UNILEVER GLOBAL	CHAMKI: The Girl From The Future	Colombia	Branded Content & Entertainment - Non-Fiction 1-5 mins
Creativity for Good (White Pencil)	Publicis Colombia	Cirec Foundation	Funtastic Hand	Colombia	Design - Not for Profit
Digital Design	Cheil MEARHQ	Samsung Gulf Electronics	Samsung KalimaLock	United Arab Emirates	Mobile Interaction & Experience
Digital Marketing	Sancho/BBDO	_xito Foundation	Aid to Cart	Colombia	Online Adverts
Direct	Impact BBDO	Mercedes-Benz	The Tribal Rapport Field Guide	United Arab Emirates	Direct Mail
Direct	Geometry Global Colombia	Ministry of Environment and sustainability	Priceless Traps	Colombia	Direct Innovation
Direct	Geometry Global Colombia	Ministry of Environment and Sustainability	Priceless Traps	Colombia	Direct Response/Press & Poster

Graphic Design	Young & Rubicam MENA	Global Export	The World Expiration Date	United Arab Emirates	Applied Print Graphics
Media	MEMAC Ogilvy	Roads and Transport Authority	Back Off Radio	United Arab Emirates	Use of Radio & Audio
Media	Sancho/BBDO	_xito Fundation	Aid to Cart	Colombia	Use of Retail Media
Outdoor Advertising	MEMAC Ogilvy	IKEA	It?s that affordable ? Bed	United Arab Emirates	Poster Advertising/Existing Sites
Outdoor Advertising	MEMAC Ogilvy	IKEA	It?s that affordable ? Nightstand	United Arab Emirates	Poster Advertising/Existing Sites
Outdoor Advertising	MEMAC Ogilvy	IKEA	It?s that affordable ? Table	United Arab Emirates	Poster Advertising/Existing Sites
Outdoor Advertising	MEMAC Ogilvy	IKEA	IKEA It's that affordable.	United Arab Emirates	Poster Advertising Campaigns
Outdoor Advertising	Ogilvy & Mather Colombia	Ecofill	The CMYK Campaign	Colombia	Poster Advertising Campaigns
Outdoor Advertising	Ogilvy & Mather Colombia	Ecofill	Yellow	Colombia	Poster Advertising/Existing Sites
PR	Impact BBDO	UN Women	Give Mom Back Her Name	United Arab Emirates	Use of Digital & Social Media
PR	MEMAC Ogilvy	Coca-Cola	DARK IFTAR	United Arab Emirates	Best In-Market Campaign
Product Design	Publicis Colombia	Cirec Foundation	Funtastic Hand	Colombia	Innovative Product Design
Product Design	Geometry Global Colombia	Ministry of Environment and sustainability	Priceless Traps	Colombia	Inclusive Product Design
Radio Advertising	Sancho/BBDO	ADN	Learning on the Way	Colombia	Innovative Use of Radio
Radio Advertising	Wunderman Bogota	Farmatodo	Bacteria Rewrites History	Colombia	Radio Advertising Campaigns
Radio Advertising	Wunderman Bogota	Farmatodo	George Washington	Colombia	Radio Advertising over 30 seconds
Radio Advertising	Wunderman Bogota	Farmatodo	Queen Elizabeth	Colombia	Radio Advertising 0-30 seconds
Radio Advertising	Impact BBDO	BHV	Procrastination	United Arab Emirates	Sound Design & Use of Music for Radio Advertising
Radio Advertising	Impact BBDO	La Libanaise Des Jeux	Anyone Can Win - Albert	United Arab Emirates	Radio Advertising over 30 seconds
Book Design	Ogilvy & Mather Advertising Frankfurt	Gesicht Zeigen!	Mein Kampf - Against Racism	Germany	Trade Covers
Book Design	Flok Design	The School of Life	Library of Life	Germany	Specialist & Limited Edition Books
Crafts for Advertising	BBDO Group Germany	Daimler AG, smart MBD	Smart Parking Ramps	Germany	Illustration for Advertising
Crafts for Advertising	Grabarz & Partner	Robin Wood e.V.	Disappearing Animals	Germany	Illustration for Advertising
Crafts for Advertising	Jung von Matt/Alster	Falter Newspaper	Inferno	Germany	Animation & Illustration for Digital Marketing
Crafts for Design	Jung von Matt/Alster	Falter newspaper	Inferno	Germany	Animation & Illustration for Websites & Digital Design
Digital Marketing	Serviceplan Group	Sky	SKY SQReening	Germany	Innovative Use of Technology
Digital Marketing	Ogilvy & Mather Advertising Frankfurt	Media Markt Germany	Rabbit Race	Germany	Integrated Digital Campaigns
Digital Marketing	Jung von Matt	Vodafone	Educative Wifi	Germany	Digital Tools & Utilities
Direct	Jung Von Matt	Vodafone	Educative Wifi	Germany	Direct Response/Digital
Film Advertising	Jung Von Matt	EDEKA Zentrale AG & Co. KG	Home for Christmas	Germany	TV Commercials 61-120 seconds

Graphic Design	Thjnk	McDonald_s Germany	The Burger Report	Germany	Annual Reports
Graphic Design	Scholz & Friends Berlin	DFC Deutsche Fundraising Company	Donate for Africa. Your money has never been more valuable.	Germany	Applied Print Graphics
Magazine & Newspaper Design	Studio Yukiko	Edition Messner	Flaneur Magazine: Issue 5	Germany	Independent Magazines
Media	Ogilvy & Mather Advertising Frankfurt	Media Markt Germany	Rabbit Race	Germany	Use of Integrated Media
Media	Ogilvy & Mather Advertising Frankfurt	Media Markt Germany	Rabbit Race	Germany	Use of Branded Content
Media	Serviceplan Group	Sky	Sky SGreening	Germany	Use of Mobile
Mobile Marketing	Serviceplan Group	Gibson Guitar	The Les Paul Skill Check	Germany	Innovative Use of Mobile Technology
Outdoor Advertising	Ogilvy & Mather Advertising Frankfurt	Coca-Cola	Workout Billboards	Germany	Ambient
Outdoor Advertising	Leo Burnett Frankfurt	McDonald's	Catch of the Day	Germany	Poster Advertising/Enhanced Posters
Outdoor Advertising	BBDO Group Germany	Fashion Revolution	The 2 Euro T-Shirt ? A Social Experiment	Germany	Ambient
Packaging Design	Leo Burnett Frankfurt	mymuesli	Oh! Soft Squeeze Bottle	Germany	Structural Packaging Design
PR	Serviceplan Group	Deutscher Anwaltverein	The Guy Who Cut Everything In Half	Germany	Best In-Market Campaign
Product Design	Serviceplan Group	World Press Photo	Speaking Images 2015	Germany	Innovative Product Design
Spatial & Experiential Design	Atelier Br_ckner	Danmarks Akvarium ? National Aquarium Denmark	Den Bl_Planet	Germany	Exhibition Design
Art Direction	Kinetic	Kinetic Singapore	Zinegapore	Singapore	Art Direction for Mobile Marketing
Book Design	WORK	WORK	Steidl-Werk No.23: Masaho Anotani "Deformed"	Singapore	Culture, Art & Design Covers
Book Design	Foreign Policy Design Group	Foreign Policy Design Group	Brand Guide: Singapore Edition	Singapore	Specialist & Limited Edition Books
Book Design	Nanyang Technological University	National Heritage Board	PLAY	Singapore	Culture, Art & Design Covers
Branding	Ogilvy & Mather Singapore	LEGO	The Shape Of Imagination	Singapore	Brand Experience & Environments
Crafts for Advertising	Ogilvy & Mather Singapore	Twitter	First On Twitter	Singapore	Illustration for Advertising
Crafts for Design	Kinetic	Kinetic Singapore	Zinegapore	Singapore	Animation & Illustration for Websites & Digital Design
Creativity for Good (White Pencil)	Grey Group Singapore	Talwar Bindi	Life Saving Dot	Singapore	Advertising & Marketing Communications - Not for Profit
Digital Marketing	Ogilvy & Mather Singapore	Transient Workers Count Too (TWC2)	Mums and Maids	Singapore	Social Video
Direct	Grey Group Singapore	British Council Singapore	Life Saving Dot	Singapore	Direct Innovation
Film Advertising	Ogilvy & Mather Singapore	Transient Workers Count Too (TWC2)	Mums and Maids	Singapore	Cinema Commercials 61-120 Seconds
Film Advertising	Ogilvy & Mather Singapore	Transient Workers Count Too (TWC2)	Mums and Maids	Singapore	Public Service Commercials
Film Advertising Crafts	Dentsu M_bius	Singapore Airlines	No Detail Too Small	Singapore	Production Design for Film Advertising
Graphic Design	WORK	Pedder Group	PEDDERZINE No.17: The Gourmand	Singapore	Catalogues & Brochures
Graphic Design	Ogilvy & Mather Singapore	LEGO	The Shape of Imagination	Singapore	Point of Sale (Graphic Design)

Magazine & Newspaper Design	Do Not Design	Do Not Design	Dear Vol 1: Lost & Found	Singapore	Independent Magazines
Magazine & Newspaper Design	Do Not Design	Do Not Design	Dear Vol 1: Lost & Found	Singapore	Magazine Front Covers
Magazine & Newspaper Design	Kinetic	holycrap.sg	Rubbish Famzine - The Incomplete Herbarium and Other Garden Clty Exploits	Singapore	Independent Magazines
Magazine & Newspaper Design	Kinetic	Kinetic Singapore	Zinegapore	Singapore	Digital Magazines
Outdoor Advertising	Grey Group Singapore	Talwar Bindi	Life Saving Dot	Singapore	Ambient
PR	Ogilvy & Mather Singapore	Transient Workers Count Too (TWC2)	Mums and Maids	Singapore	Use of Digital & Social Media
PR	Ogilvy & Mather Singapore	Transient Workers Count Too (TWC2)	Mums and Maids	Singapore	Social Responsibility
Press Advertising	Ogilvy & Mather Singapore	Twitter	First On Twitter	Singapore	Press Advertising Campaigns
Press Advertising	Saatchi & Saatchi	Supatnuj Somdamrih	Portraits	Singapore	Public Service Press Advertising
Radio Advertising	Ogilvy & Mather Singapore	The Life Foundation	In Her Womb, There is a Door	Singapore	Radio Advertising over 30 seconds
Radio Advertising	MullenLowe Singapore	The National University Centre For Organ Transplantation	Donated Voices	Singapore	Sound Design & Use of Music for Radio Advertising
Writing for Design	Kinetic	Kinetic Singapore	Zinegapore	Singapore	Writing for Apps & Digital Design
Writing for Design	Havas Worldwide Singapore	Havas Worldwide Singapore	Havas Gazette	Singapore	Writing for Printed Materials & Graphic Communications
Book Design	Museum of Contemporary Art Australia	Museum of Contemporary Art Australia	Grayson Perry My Pretty Little Art Career	Australia	Culture, Art & Design Books
Branded Film Content & Entertainment	M&C Saatchi Sydney	Blue Ball Foundation	Game of Balls	Australia	Branded Content & Entertainment - Tactical
Branding	For The People	Sydney Dogs and Cats Home	Sydney Dogs and Cats Home	Australia	Branding Schemes/Medium Organisation
Creativity for Good (White Pencil)	M&C Saatchi Sydney	Optus	Clever Buoy	Australia	Service Innovations
Creativity for Good (White Pencil)	GPY&R Brisbane	Melanoma Patients Australia	Melanoma Likes Me	Australia	Advertising & Marketing Communications - Not for Profit
Digital Design	M&C Saatchi Sydney	Lexus Australia	Heartbeat	Australia	Technological Innovation
Digital Marketing	GPY&R Brisbane	Melanoma Patients Australia	Melanoma Likes Me	Australia	Use of Social Media
Digital Marketing	M&C Saatchi Sydney	Blue Ball Foundation	Game of Balls	Australia	Social Video
Direct	GPY&R Brisbane	Melanoma Patients Australia	Melanoma Likes Me	Australia	Direct Response/Digital
Direct	M&C Saatchi Sydney	Blue Ball Foundation	Game of Balls	Australia	Direct Response/Film Advertising
Film Advertising Crafts	Finch Company	University of Western Sydney	Deng Adut	Australia	Direction for Film Advertising
Film Advertising Crafts	Finch Company	University of Western Sydney	Deng Adut	Australia	Use of Music for Film Advertising
Film Advertising Crafts	Heckler	Chartered Accountants	Cake	Australia	Animation for Film Advertising
Film Advertising Crafts	Revolver/Will O'Rourke	Vodafone	Piggy Sue	Australia	Direction for Film Advertising

Film Advertising Crafts	Revolver/Mill O'Rourke	Vodafone	Piggy Sue	Australia	Casting for Film Advertising
Graphic Design	GPY&R Brisbane	Brisbane Chiropractic Centre	Crack Backs Cards	Australia	Stationery
Integrated & Innovative Media	Leo Burnett Melbourne	SPC Ardmona	#MyFamilyCan	Australia	Integrated - Large Business (over 500 employees)
Media	Leo Burnett Melbourne	SPC Ardmona	#MyFamilyCan	Australia	Use of Retail Media
Media	GPY&R Brisbane	Melanoma Patients Australia	Melanoma Likes Me	Australia	Use of Social
Media	DDB Melbourne	Kidsafe	The Unconventional Oven	Australia	Use of PR
Mobile Marketing	GPY&R Brisbane	Melanoma Patients Australia	Melanoma Likes Me	Australia	Use of Social Media on Mobile
Mobile Marketing	Leo Burnett Sydney	Diageo Australia	Cheers to a Legend	Australia	Integrated Mobile Campaigns
Mobile Marketing	DDB Sydney	The Sydney Opera House	#comeonin	Australia	Use of Social Media on Mobile
Mobile Marketing	Leo Burnett Sydney	Samsung Australia	Celebrity Tantrum	Australia	Mobile Adverts
PR	M&C Saatchi Sydney	Blue Ball Foundation	Game of Balls	Australia	Creative Use of Media
PR	DDB Melbourne	Kidsafe	The Unconventional Oven	Australia	Use of Media Relations
Product Design	M&C Saatchi Sydney	Optus	Clever Buoy	Australia	Innovative Product Design
Writing for Design	JOY	Domestic Violence NSW	Cards Against Domestic Violence	Australia	Writing for Printed Materials & Graphic Communications
Writing for Design	M&C Saatchi Melbourne	Australian Weaving	The 2 Litre Towel	Australia	Verbal Identity
Art Direction	DDB Group New Zealand	Sky TV	Fargo Woollens	New Zealand	Art Direction for Direct
Art Direction	F/Nazca Saatchi & Saatchi	Miami Ad School / ESPM	Double Tap Ads	Brazil	Art Direction for Digital Marketing
Art Direction	F/Nazca Saatchi & Saatchi	Nissin Ajinomoto	Celebrating 50 Years in Brazil (posters)	Brazil	Art Direction for Poster Advertising
Branding	DDB Group New Zealand	Sky TV	DDB Group New Zealand	New Zealand	Brand Experience & Environments
Branding	Young & Rubicam Auckland	Jaguar Land Rover New Zealand	Actual Reality	New Zealand	Brand Experience & Environments
Crafts for Advertising	AlmapBBDO	Audi	Cornering Lights	Brazil	Typography for Advertising
Crafts for Advertising	AlmapBBDO	Bayer	Problems	Brazil	Illustration for Advertising
Crafts for Advertising	AlmapBBDO	MAN Latin America	Tailor Made	Brazil	Photography for Advertising
Creativity for Good (White Pencil)	LDC	NFScan	NFScan	Brazil	Service Innovations
Creativity for Good (White Pencil)	Ogilvy & Mather Brazil	Sport Clube do Recife	Security Moms	Brazil	Advertising & Marketing Communications - Brand
Creativity for Good (White Pencil)	Leo Burnett Brasil (Leo Burnett Tailor Made)	Clube Sanguê Bom (Good Blood Club)	Solidarity Queue	Brazil	Advertising & Marketing Communications - Not for Profit
Digital Marketing	LDC	NFScan	NFScan	Brazil	Digital Tools & Utilities
Digital Marketing	Special Group Auckland	Smirnoff	Instagram Your Fridge	New Zealand	Use of Social Media
Digital Marketing	Leo Burnett Brasil (Leo Burnett Tailor Made)	FIAT	Safety Wi-Fi	Brazil	Digital Tools & Utilities
Digital Marketing	Y&R Auckland	Burger King Corporation	McWhopper	New Zealand	Integrated Digital Campaigns
Digital Marketing	Africa	Amnesty International	Mutant Font	Brazil	Digital Tools & Utilities
Direct	DDB Group New Zealand	Sky TV	Unforgotten Soldiers	New Zealand	Direct Response/Ambient

Direct	DDB Group New Zealand	BMW New Zealand	Reverse April Fools'	New Zealand	Direct Response/Press & Poster
Direct	DDB Group New Zealand	Sky TV	Fargo Woollens	New Zealand	Direct Mail
Direct	DDB Group New Zealand	Sky TV	Fargo Woollens	New Zealand	Direct Acquisition & Retention
Direct	Colenso BBDO	DB Breweries	Brewtroleum	New Zealand	Direct Product & Service
Direct	Ogilvy & Mather Brazil	Sport Clube do Recife	Secutiry Moms	Brazil	Direct Response/Ambient
Direct	Young & Rubicam Auckland	Burger King Corporation	McWhopper	New Zealand	Direct Integrated Campaigns
Direct	Saatchi & Saatchi New Zealand	ASB Bank	Clever Kash	New Zealand	Direct Product & Service
Direct	FCB S_o Paulo	BDF NIVEA Brasil	NIVEA Doll	Brazil	Direct Product & Service
Direct	FCB S_o Paulo	BDF NIVEA Brasil	Nivea Doll	Brazil	Direct Innovation
Film Advertising	AlmapBBDO	Editora Abril	Distorted Fact	Brazil	TV Commercials 121-240 seconds
Integrated & Innovative Media	Young & Rubicam Auckland	Burger King Corporation	McWhopper	New Zealand	Integrated - Large Business (over 500 employees)
Integrated & Innovative Media	Ogilvy & Mather Brazil	Sport Clube do Recife	Secutiry Moms	Brazil	Earned Media - Medium Business (50-500 employees)
Integrated & Innovative Media	Young & Rubicam Auckland	Burger King Corporation	McWhopper	New Zealand	Earned Media - Large Business (over 500 employees)
Integrated & Innovative Media	Spark PHD	DB Breweries	Brewtroleum ? Areal reason to drink more DB Export	New Zealand	Integrated - Medium Business (50-500 employees)
Media	FCB New Zealand	It?s Not OK	Paradise Hill	New Zealand	Use of Publications
Media	Spark PHD	DB Breweries	Brewtroleum ? Areal reason to drink more DB Export	New Zealand	Use of Integrated Media
Media	Africa	L&PM	Ticket Books	Brazil	Use of Direct Media
Media	Y&R Auckland	Burger King Corporation	McWhopper	New Zealand	Use of Integrated Media
Media	Colenso BBDO	MARS	Pedigree Found	New Zealand	Use of Mobile
Media	Ogilvy & Mather Brazil	Sport Clube do Recife	Security Moms	Brazil	Use of Events
Media	Leo Burnett Brasil (Leo Burnett Tailor Made)	ABTO (Brazilian Association Of Organ Transplantation)	Donation Badges	Brazil	Use of Events
Media	Leo Burnett Brasil (Leo Burnett Tailor Made)	ABTO (Brazilian Association Of Organ Transplantation)	Donation Badges	Brazil	Use of PR
Mobile Marketing	Saatchi & Saatchi New Zealand	ASB Bank	Clever Kash	New Zealand	Innovative Use of Mobile Technology
Outdoor Advertising	w3haus	Jurema Werneck	Mirrors of Racism	Brazil	Ambient
Outdoor Advertising	FCB S_o Paulo	BDF NIVEA Brasil	NIVEA Doll	Brazil	Ambient
Outdoor Advertising	DDB Group New Zealand	Sky TV	Unforgotten Soldiers	New Zealand	Ambient
Outdoor Advertising	Colenso BBDO	DB Breweries	Brewtroleum	New Zealand	Ambient
Outdoor Advertising	Ogilvy & Mather Brazil	Sport Clube do Recife	Security Moms	Brazil	Ambient
PR	FCB S_o Paulo	BDF NIVEA Brasil	Nivea Doll	Brazil	Creative B2C Campaign - Low Budget - Under 60k
PR	FCB New Zealand	It?s Not OK	Paradise Hill	New Zealand	Creative Use of Media
PR	Grey S_o Paulo	Aruba Tourism Authority	Aruba Image Bank	Brazil	Creative Use of Media

PR	Young & Rubicam Auckland	Burger King Corporation	McWhopper	New Zealand	Best Integrated Campaign
PR	Young & Rubicam Auckland	Brake Road Safety NZ	Living Memories	New Zealand	Social Responsibility
PR	NBS	Quatro Patinhas	Priceless Pets	Brazil	Social Responsibility
PR	Young & Rubicam Auckland	Burger King Corporation	McWhopper	New Zealand	Creative Use of Media
Press Advertising	Young & Rubicam Auckland	Burger King Corporation	McWhopper	New Zealand	Press Advertising
Press Advertising	Leo Burnett Brasil - Leo Burnett Tailor Made	CW Emotional Support Hotline	Shares	Brazil	Public Service Press Advertising
Press Advertising	Colenso BBDO	New Zealand Breast Cancer Foundation	A Cream That Gives You Wrinkles	New Zealand	Press Advertising
Product Design	FCB S_o Paulo	BDF Nivea Brasil	Nivea Doll	Brazil	Consumer Product Design
Radio Advertising	Ogilvy & Mather Brazil	Billboard Brasil	Radio Pride Parade	Brazil	Innovative Use of Radio
Spatial & Experiential Design	DDB Group New Zealand	Sky TV	Unforgotten Soldiers	New Zealand	Experiential Design
Writing for Advertising	FCB New Zealand	Paper Plus Group	Read Better Stories	New Zealand	Writing for Press Advertising
Writing for Advertising	Leo Burnett Brasil (Leo Burnett Tailor Made)	Jeep	Dont's	Brazil	Writing for Poster Advertising
Art Direction	Dentsu	Kirin	Green Name	Japan	Art Direction for Digital Marketing
Art Direction	Dentsu Tokyo	Kirin Company	Slice of Heartland	Japan	Art Direction for Poster Advertising
Book Design	Dentsu Tokyo	Copywriters Club Nagoya	Power of Copy	Japan	Trade Covers
Branded Film Content & Entertainment	Watts of Tokyo	Shiseido	High School Girl?	Japan	Branded Content & Entertainment - Fiction 1-5 mins
Branded Film Content & Entertainment	Projector Inc	Sagami Rubber Industries Co., Ltd.	Act of Love	Japan	Branded Content & Entertainment - Non-Fiction 1-5 mins
Branding	Projector	Sagami Rubber Industries	Act of Love	Japan	Digital Brand Expression
Branding	Toppan Printing	Suntory Holdings	?Line of life Project? Suntory Environmental Activity	Japan	Brand Experience & Environments
Branding	Dentsu Tokyo	Setagaya Yasuragi Cemetery	Butterfly Cemetery	Japan	Branding Schemes/Medium Organisation
Branding	Takram Design Engineering	Morioka Shoten	Morioka Shoten Bookstore	Japan	Branding Schemes/Small Organisation
Branding	Hakuhodo Kettle	Recruit Sumai Company	Shell We Move?	Japan	Brand Experience & Environments
Crafts for Advertising	Dentsu Tokyo	Turner Colour Works	Painting Of Paints	Japan	Illustration for Advertising
Crafts for Advertising	Tokyuu Agency	Adobe Systems Japan	The Color Eater Adobe Creative Cloud?s Philosophy Video	Japan	Animation & Illustration for Digital Marketing
Crafts for Design	Dentsu Tokyo	TV TOKYO Corporation	WORLD TABLE TENNIS CHAMPIONSHIPS 2015	Japan	Photography for Design
Crafts for Design	Dentsu Tokyo	Yoshida Hideo Memorial Foundation?Advertising Museum Tokyo	Pure Design	Japan	Illustration for Design
Crafts for Design	HAKUHODO Inc	Coca-Cola (Japan) Company, Limited	Cola-NOBORI	Japan	Illustration for Design
Crafts for Design	emuni llp.	emuni llp.	Unlettered	Japan	Typography for Design
Crafts for Design	MR_DESIGN	ggg / ginza graphic gallery	21st Century Rimpa Posters	Japan	Illustration for Design
Crafts for Design	MR_DESIGN	Design Association NPO	Flavor of Line	Japan	Illustration for Design
Crafts for Design	MR_DESIGN	Creation Gallery G8	MR_BLACK & WHITE	Japan	Illustration for Design
Crafts for Design	MR_DESIGN	TAMA Art University	TAMABI	Japan	Typography for Design

Digital Design	J. Walter Thompson Japan	Nestle Japan	Kit Mail Hologram	Japan	Mbile Interaction & Experience
Film Advertising Crafts	Watts of Tokyo	SHISEIDO CO., LTD.	High School Girl?	Japan	Cinematography for Film Advertising
Graphic Design	Taku Satoh Design Office	ISSEY MIYAKE	PLEATS PLEASE ISSEY MIYAKE ANIMALS Poster Series	Japan	Posters (Graphic Design)
Graphic Design	Dentsu Tokyo	TV TOKYO Corporation	World Table Tennis Championships 2015	Japan	Posters (Graphic Design)
Graphic Design	Otua Co	sawa takai	Fashion Designer's Business Card	Japan	Stationery
Graphic Design	K D	Voice of Cheese	Voice of Cheese	Japan	Wayfinding & Environmental Graphics
Graphic Design	emuni	Rapyard	LOADING	Japan	Posters (Graphic Design)
Graphic Design	HAKUHODO Inc	Comexposium Japan K.K.	Resilient Thinking	Japan	Posters (Graphic Design)
Graphic Design	HAKUHODO Tokyo	Musashino Art University	Open Up Your Imagination	Japan	Posters (Graphic Design)
Graphic Design	Dentsu Tokyo	Kyoto University	Genius Table 'MEANWHILE IN KYOTO.'	Japan	Catalogues & Brochures
Graphic Design	Dentsu Tokyo	Masahiro Maruyama	MASAHIROMARUYAMA.com	Japan	Digital & Mbile
Music Videos	PARTY	Dimension Point	Namie Amuro "Golden Touch"	Japan	Interactive Music Videos
Outdoor Advertising	HAKUHODO Kettle	Recruit Sumai Company, Ltd.	Shell We Move?	Japan	Ambient
Packaging Design	BULLET	Imayotsukasa Sake Brewery	Japanese sake ?KOI?	Japan	Luxury Packaging Design
Packaging Design	Hakuhodo	Coca-Cola (Japan)	Cola-NOBORI	Japan	Luxury Packaging Design
Product Design	Hakuhodo	Sakawa Town	Write More	Japan	Interactive Design for Products
Product Design	Good Design Company	THE	THE Toothbrush by Msoka	Japan	Consumer Product Design
Product Design	Dentsu Tokyo	Tokyo Metropolitan	Tokyo Bousai	Japan	Inclusive Product Design
Product Design	nosigner	KOHSHIN SHOJI CORPORATION	THE SECOND AID	Japan	Inclusive Product Design
Product Design	Dentsu Tokyo	Kokuro	Nameless Paints	Japan	Innovative Product Design
Radio Advertising	McCann Erickson Tokyo	Suntory Holdings Limited	Beer-lingual	Japan	Radio Advertising over 30 seconds
Spatial & Experiential Design	PARTY	Narita International Airport	Narita International Airport Terminal 3	Japan	Design for Public Spaces
Spatial & Experiential Design	Iyama Design	Kamoi Kakoshi	mt expo 2015	Japan	Trade Show & Exposition Design
Spatial & Experiential Design	Ken Miki & Associates	Ginza Graphic Gallery	APPLE+ Learning to Design, Designing to Learn	Japan	Exhibition Design
Art Direction	Rosapark	Thalys Train Network	Sounds of the City	France	Art Direction for Enhanced Poster Advertising
Branded Film Content & Entertainment	Ogilvy & Mather Paris	Water for Africa	The Marathon Walker	France	Branded Content & Entertainment - Live Experience
Branding	Landor	Vanessa Chabrel	20/80	France	Branding Schemes/Small Organisation
Crafts for Advertising	84 Paris	Because Music	Because Recollection	France	Sound Design & Use of Music for Digital Marketing
Crafts for Design	Production Type	Lib_ration	Lib_	France	Typefaces
Crafts for Design	Production Type	No client	Specimens collection	France	Typography for Design

Crafts for Design	84 Paris	Because Music	Because Recollection	France	Animation & Illustration for Websites & Digital Design
Digital Design	84 Paris	Because Music	Because Recollection	France	User Experience Design (UX)
Digital Design	McCann France	L'Oréal Paris	Make Up Genius	France	Mobile Interaction & Experience
Digital Marketing	Marcel Worldwide	Marc Dorcel	#HandsOff	France	Use of Social Media
Digital Marketing	84.Paris	Because Music	Because Recollection	France	Websites
Digital Marketing	Fred & Farid Paris	Remy Cointreau/ Louis XIII	#notcomingsoon	France	Integrated Digital Campaigns
Digital Marketing	McCANN France	L'Oreal Paris	Makeup Genius	France	Digital Tools & Utilities
Direct	McCann France	L'Oreal Paris	Make Up Genius	France	Direct Response/Digital
Direct	BETC Paris	CANAL+	The Interactive form	France	Direct Acquisition & Retention
Direct	Fred & Farid Paris	Prodis	#MaPlaceEstDansLaSalle	France	Direct Response/Press & Poster
Direct	Rosapark	Thalys Train Network	Sounds Of The City	France	Direct Response/Press & Poster
Direct	Marcel Worldwide	Marc Dorcel	#HandsOff	France	Direct Acquisition & Retention
Direct	Marcel Worldwide	Intermarche	The Freshest Orange Juice Brand	France	Direct Product & Service
Film Advertising Crafts	Leo Burnett Paris	Atlantic Group	37 days	France	Production Design for Film Advertising
Integrated & Innovative Media	Marcel Worldwide	Intermarche	The Freshest Orange Juice Brand	France	Integrated - Large Business (over 500 employees)
Integrated & Innovative Media	Les Gaulois	Transavia	Snackholidays	France	Innovative Media
Integrated & Innovative Media	Ogilvy & Mather Paris	Water for Africa	The Marathon Walker	France	Earned Media - Small Business (under 50 employees)
Magazine & Newspaper Design	Le Monde	Le Monde	Mle magazine du Monde	France	Magazine Front Covers
Media	Ogilvy & Mather Paris	Water for Africa	The Marathon Walker	France	Use of Events
Media	Fred & Farid Paris	PRODISS	#MaPlaceEstDansLaSalle	France	Use of Outdoor
Media	Rosapark	Decathlon	WAVE	France	Use of Direct Media
Mobile Marketing	McCann France	L'Oreal Paris	Make Up Genius	France	Mobile Apps
Music Videos	Division Paris	The Shoes	The Shoes	France	Music Videos
Music Videos	Division Paris	ASAP ROCKY	ASAP ROCKY	France	Direction for Music Videos
Music Videos	Division Paris	SKRILLEX	SKRILLEX	France	Cinematography for Music Videos
Music Videos	Division Paris	SKRILLEX	SKRILLEX	France	Editing for Music Videos
Music Videos	Division Paris	SKRILLEX	SKRILLEX	France	Direction for Music Videos
Music Videos	Division Paris	SKRILLEX	SKRILLEX	France	Production Design for Music Videos
Music Videos	Caviar Content Paris	Label Gum	The Shoes - Submarine	France	Cinematography for Music Videos
Music Videos	Iconoclast Paris	Roc Nation	Megaforce / Rihanna - Bitch better have my money	France	Cinematography for Music Videos
Music Videos	Division Paris	SKRILLEX	SKRILLEX	France	Music Videos
Outdoor Advertising	Fred & Farid Paris	PRODISS	#MaPlaceEstDansLaSalle	France	Poster Advertising Campaigns
Outdoor Advertising	ROSAPARK	Thalys Train Network	Sounds of the City - Paris	France	Poster Advertising/Enhanced Posters

Outdoor Advertising	Ogilvy & Mather Paris	Coca Cola	Together Coke	France	Poster Advertising Campaigns
Packaging Design	Le Chocolat des Français	Le Chocolat des Français	Le Chocolat des Français packaging identity	France	Consumer Packaging Design
PR	Marcel Worldwide	Intermarche	The Freshest Orange Juice Brand	France	Best Product Launch
PR	LES GAULOIS	Transavia	Snackholidays	France	Creative B2C Campaign - Low Budget - Under 60k
PR	Ogilvy & Mather Paris	Water for Africa	The Marathon Walker	France	Use of Events
Press Advertising	Proximity BBDO Paris	Guy Cotten	Hold Your Breath	France	Trade Press Advertising
Press Advertising	Ogilvy & Mather Paris	Coca Cola Company	Together Coke	France	Press Advertising Campaigns
Writing for Advertising	Proximity BBDO Paris	Guy Cotten	Hold your breath	France	Writing for Press Advertising
Writing for Design	Proximity BBDO Paris	Guy Cotten	Hold Your Breath	France	Writing for Poster Design
Art Direction	FCB Chicago	Boeing	Flypaper	United States	Art Direction for Poster Advertising
Art Direction	WSJ Custom Studios	Netflix	Cocainenomics	United States	Art Direction for Digital Marketing
Art Direction	Goodby Silverstein & Partners San Francisco	The Dali Museum	Dreams of Dali	United States	Art Direction for Digital Screens
Art Direction	Leo Burnett Chicago	Art Institute of Chicago	Van Gogh BnB	United States	Art Direction for Direct
Art Direction	Droga5	Coca Cola	Diet Coke Retweets of Love	United States	Art Direction for Poster Advertising
Art Direction	Y&R Brands	Land Rover USA	Connections	United States	Art Direction for Press Advertising
Book Design	Pentagram New York	The Barnes Foundation	Matisse in the Barnes Foundation	United States	Culture, Art & Design Books
Branded Film Content & Entertainment	BBDO New York	GE	The Message	United States	Branded Content & Entertainment - Sponsored
Branded Film Content & Entertainment	Mediavest	Honda	Uncharted: The Power of Dreams -- An UPROXX Original Series, In Partnership with	United States	Branded Content & Entertainment - Non-Fiction 6-15 mins
Branded Film Content & Entertainment	TBWA\Chiat\Day LA	The GRAMMYS	Compton	United States	Branded Content & Entertainment - Fiction 1-5 mins
Branded Film Content & Entertainment	FCB Chicago	Illinois Council Against Handgun Violence	The Unforgotten	United States	Branded Content & Entertainment - Live Experience
Branded Film Content & Entertainment	180 LA	UNICEF	Malak and the Boat	United States	Branded Content & Entertainment - Non-Fiction 1-5 mins
Branded Film Content & Entertainment	Pereira & O'Dell New York	NetScout Systems	Lo and Behold Reveries of the Connected World	United States	Branded Content & Entertainment - Non-Fiction Film
Branded Film Content & Entertainment	RSA Films	20th Century Fox	Our Greatest Adventure	United States	Branded Content & Entertainment - Fiction 1-5 mins
Branded Film Content & Entertainment	Grey San Francisco	Symantec	In Search Of The Most Dangerous Town On The Internet	United States	Branded Content & Entertainment - Non-Fiction 16 - 30 mins
Branded Film Content & Entertainment	180 LA	UNICEF	The Story of Iine and Pillow	United States	Branded Content & Entertainment - Non-Fiction 1-5 mins
Branding	Google	Google	Google, ewolved	United States	Branding Schemes/Large Organisation
Branding	MTV International	MTV International	MTV Visual Idents	United States	Channel Branding & Identity
Branding	MTV International	MTV International	I Am My MTV	United States	Multi Platform TV Branding & Promotions

Crafts for Advertising	BBDO New York	Sneaker Freaker Boogazine	Sneaker Dreams	United States	Illustration for Advertising
Crafts for Advertising	DDB New York	WCFF	Endangered Love	United States	Illustration for Advertising
Crafts for Advertising	The Community	City of Buenos Aires	Never Stop Riding	United States	Illustration for Advertising
Crafts for Advertising	TBWAMedia Arts Lab	Apple	World Gallery	United States	Photography for Advertising
Crafts for Design	Bernstein & Andriulli	Wired UK	Wired UK Typographic Numbers: The Wired World In 2016 Issue	United States	Illustration for Design
Creativity for Good (White Pencil)	Grey New York	States United to Prevent Gun Violence	The Gun Shop	United States	Advertising & Marketing Communications - Not for Profit
Creativity for Good (White Pencil)	Grey New York	States United to Prevent Gun Violence	The Gun Shop	United States	Design - Not for Profit
Creativity for Good (White Pencil)	R/GA	Ad Council	Love Has No Labels	United States	Advertising & Marketing Communications - Not for Profit
Creativity for Good (White Pencil)	180 LA	Expedia	Dream Room	United States	Advertising & Marketing Communications - Brand
Creativity for Good (White Pencil)	Droga5	Toyota	Toyota Fueled By Everything	United States	Advertising & Marketing Communications - Brand
Digital Design	Goodby Silverstein & Partners San Francisco	The Dal_ Museum	Dreams of Dal_	United States	Digital Installations
Digital Design	R/GA	Kinetic	Kinetic	United States	Connected Products
Digital Design	AKQA New York	Jordan Brand	The Last Shot	United States	Digital Installations
Digital Design	R/GA	Owlet	Owlet Baby Care	United States	Connected Products
Digital Design	WSJ Custom Studios	Netflix	Cocainenomics	United States	Websites
Digital Design	Bloomberg LP	Morgan Stanley	Morgan Stanley Digital Signage Times Square	United States	Digital Design
Digital Marketing	Crispin Porter + Bogusky Boulder	Domino's	Emoji Ordering	United States	Innovative Use of Technology
Digital Marketing	Goodby Silverstein & Partners San Francisco	Ad Council	I Am A Witness	United States	Use of Social Media
Digital Marketing	R/GA	Beats By Dr. Dre	Straight Outta	United States	Use of Social Media
Digital Marketing	FCB Chicago	Illinois Council Against Handgun Violence	The Unforgotten	United States	Online Adverts
Digital Marketing	Dieste	Dallas Pets Alive	Adoptable Trends	United States	Tactical Digital Marketing
Digital Marketing	The Martin Agency	GEICO	Fast Forward, Lake	United States	Online Adverts
Digital Marketing	R/GA	Ad Council	Love Has No Labels	United States	Social Video
Digital Marketing	Deutsch NY	Sherwin Williams	The First Ever Pinterest Yard Sale	United States	Tactical Digital Marketing
Direct	R/GA	Ad Council	Love Has No Labels	United States	Direct Response/Ambient
Direct	Venables, Bell & Partners	REI	#OptOutside	United States	Direct Integrated Campaigns
Direct	Dieste	Dallas Pets Alive	Adoptable Trends	United States	Direct Response/Digital
Direct	R/GA	Ad Council	Love Has No Labels	United States	Direct Response/Film Advertising

Direct	Leo Burnett Chicago	Art Institute of Chicago	Van Gogh BnB	United States	Direct Response/Ambient
Film Advertising	Radical Media New York	Mercedes-Benz Cars Vertrieb Deutschland Daimler AG	Kids	United States	TV Commercials 41-60 seconds
Film Advertising	BBDO New York	PepsiCo	Pupppymonkeybaby	United States	TV Commercials 21-40 seconds
Film Advertising	Weden + Kennedy Portland	Nike Golf	"Ripple"	United States	TV Commercials 41-60 seconds
Film Advertising	Weden + Kennedy Portland	Old Spice	"Rocket Car"	United States	TV Commercials 41-60 seconds
Film Advertising	Droga5	Under Armour	Under Armour Rule Yourself Anthem	United States	TV Commercials 41-60 seconds
Film Advertising	Weden+Kennedy Portland	Nike	Last	United States	TV Commercials 61-120 seconds
Film Advertising	Weden+Kennedy Portland	Nike	Ripple	United States	TV Commercials 61-120 seconds
Film Advertising	TBWA\Chiat\Day LA	The GRAMMYs	GRAMMYcam	United States	Use of Second Screens
Film Advertising	Arnold Worldwide Boston	Hershey's	My Dad	United States	TV Commercials 121-240 seconds
Film Advertising	Grey New York	National Football League	Listen	United States	TV Commercials 41-60 seconds
Film Advertising	Hungry Man Productions	Geico	Spy	United States	TV Commercials 21-40 seconds
Film Advertising	Hungry Man Productions	Geico	Whisper	United States	TV Commercials 21-40 seconds
Film Advertising	Droga5	Georgia-Pacific	Quilted Northern Designed to be Forgotten	United States	TV Commercial Campaigns
Film Advertising	Elastic	AMC	The Night Manager	United States	TV & Cinema Title Sequences
Film Advertising	The Martin Agency	GEICO	Fast Forward, Lake	United States	Interactive Film Advertising
Film Advertising	The Martin Agency	GEICO	Fast Forward, Forest	United States	Interactive Film Advertising
Film Advertising	The Martin Agency	GEICO	Fast Forward, Going Up	United States	Interactive Film Advertising
Film Advertising	Park Pictures	Nike	Last	United States	TV Commercials 41-60 seconds
Film Advertising Crafts	BBDO New York	Autism Speaks	The World of Autism	United States	Animation for Film Advertising
Film Advertising Crafts	BBDO New York	AT&T	Close To Home	United States	Direction for Film Advertising
Film Advertising Crafts	BBDO New York	AT&T	Close To Home	United States	Special Effects for Film Advertising
Film Advertising Crafts	Saatchi & Saatchi	General Mills	Expecting	United States	Use of Music for Film Advertising
Film Advertising Crafts	Weden + Kennedy Portland	Nike Golf	"Ripple"	United States	Direction for Film Advertising
Film Advertising Crafts	Weden + Kennedy Portland	Nike Golf	"Snow Day"	United States	Production Design for Film Advertising
Film Advertising Crafts	Droga5	Under Armour	Under Armour Phelps 90	United States	Cinematography for Film Advertising
Film Advertising Crafts	Droga5	Under Armour	Under Armour Phelps 90	United States	Editing for Film Advertising
Film Advertising Crafts	Droga5	Under Armour	Under Armour Phelps 90	United States	Direction for Film Advertising
Film Advertising Crafts	Droga5	Under Armour	Under Armour Phelps 90	United States	Use of Music for Film Advertising
Film Advertising Crafts	The Whitehouse	Dunlop	Forever Forward	United States	Editing for Film Advertising
Film Advertising Crafts	Buck	Alcoholics Anonymous World Services, Inc.	Doors	United States	Animation for Film Advertising
Film Advertising Crafts	RPA	American Honda Motor Co., Inc.	Paper	United States	Animation for Film Advertising

Film Advertising Crafts	Elastic	Honda	Honda Paper	United States	Special Effects for Film Advertising
Film Advertising Crafts	Weden+Kennedy Portland	Old Spice	Whale	United States	Direction for Film Advertising
Film Advertising Crafts	Hue&Cry	Creativity.com	Creativity Top 5	United States	Animation for Film Advertising
Film Advertising Crafts	Deutsch LA	Taco Bell	Routine Republic	United States	Production Design for Film Advertising
Film Advertising Crafts	Leo Burnett Chicago	UnitedHealthcare	Our Song	United States	Casting for Film Advertising
Film Advertising Crafts	Leo Burnett Chicago	Brooks Running	The Rundead	United States	Cinematography for Film Advertising
Film Advertising Crafts	Leo Burnett Chicago	Brooks Running	The Rundead	United States	Direction for Film Advertising
Film Advertising Crafts	Leo Burnett Chicago	Brooks Running	The Rundead	United States	Sound Design for Film Advertising
Film Advertising Crafts	Leo Burnett Chicago	Brooks Running	The Rundead	United States	Production Design for Film Advertising
Film Advertising Crafts	Joint Editorial	Bill Maginnis	Ripple	United States	Editing for Film Advertising
Graphic Design	FCB Chicago	Copic	Thick & Fine	United States	Posters (Graphic Design)
Graphic Design	Bootmaker Films	The Academy Awards	Oscars in show Graphic Design	United States	Moving Image (Graphic Design)
Graphic Design	Bloomberg LP	Morgan Stanley	Morgan Stanley Digital Signage Times Square	United States	Data Visualisation
Graphic Design	Colle+McVoy	Colle+McVoy	Holidata All-Set Card Set	United States	Greeting Cards & Invitations
Integrated & Innovative Media	BBH New York	Netflix	House of Cards - FU 2016	United States	Integrated - Large Business (over 500 employees)
Integrated & Innovative Media	BBH New York	Netflix	House of Cards - FU 2016	United States	Earned Media - Large Business (over 500 employees)
Integrated & Innovative Media	Grey New York	Volvo	Interception	United States	Earned Media - Large Business (over 500 employees)
Integrated & Innovative Media	McCann Erickson New York	Tommee Tippee	Advice Wipes	United States	Earned Media - Small Business (under 50 employees)
Integrated & Innovative Media	Droga5	Heineken	Newcastle Band of Brands	United States	Innovative Media
Integrated & Innovative Media	Droga5	Heineken	Newcastle Band of Brands	United States	Integrated - Large Business (over 500 employees)
Integrated & Innovative Media	Leo Burnett Chicago	Art Institute of Chicago	Van Gogh BnB	United States	Earned Media - Medium Business (50-500 employees)
Integrated & Innovative Media	Crispin Porter + Bogusky Boulder	Domino's	AnyWare	United States	Integrated - Large Business (over 500 employees)
Integrated & Innovative Media	Crispin Porter + Bogusky Boulder	Domino's	Emoji Ordering	United States	Innovative Media
Magazine & Newspaper Design	WRED	WRED	Sex in the Digital Age	United States	Consumer Magazines
Magazine & Newspaper Design	WRED	WRED	Sex in the Digital Age	United States	Magazine Front Covers
Magazine & Newspaper Design	Bloomberg Businessweek	Bloomberg Businessweek	Bloomberg Businessweek Cover Series	United States	Magazine Front Covers
Media	Goodby Silverstein & Partners San Francisco	Doritos	Rainbows	United States	Use of Social
Mobile Marketing	Tone	U.S. Department of State	mFish	United States	Innovative Use of Mobile Technology

Mobile Marketing	FCB Chicago	Joe Boxer	Inactivity Tracker	United States	Integrated Mobile Campaigns
Mobile Marketing	Venables, Bell & Partners	REI	#OptOutside	United States	Integrated Mobile Campaigns
Outdoor Advertising	TBWAMedia Arts Lab	Apple	World Gallery	United States	Poster Advertising Campaigns
Outdoor Advertising	Wieden+Kennedy New York	Equinox	Commit To Something	United States	Poster Advertising Campaigns
Outdoor Advertising	180 LA	Expedia	Dream Room	United States	Ambient
Outdoor Advertising	Conill Saatchi & Saatchi	Toyota	M_s que un auto	United States	Ambient
Outdoor Advertising	BBDO New York	Sneaker Freaker Boogazine	Sneaker Dreams	United States	Poster Advertising Campaigns
Outdoor Advertising	R/GA	Ad Coucil	Love Has No Labels	United States	Ambient
Packaging Design	Gyro Cincinnati	Sarah Bennison Machiels	Bennison Baby Care Wear	United States	Sustainable Packaging Design
Packaging Design	Apple	Apple	iPhone 6s & 6s Plus Packaging	United States	Consumer Packaging Design
Packaging Design	Manual	Fort Point Beer Company	Fort Point Beer Company Packaging	United States	Consumer Packaging Design
Packaging Design	Established	Kendo	Marc Jacobs Beauty Kiss Pop	United States	Structural Packaging Design
PR	FCB Chicago	Valspar	Color For The Colorblind	United States	Creative B2C Campaign - Low Budget - Under 60k
PR	Commonwealth/McCann	Chevrolet	Technology & Stuff	United States	Best Reactive Response
PR	R/GA	Ad Council	Love Has No Labels	United States	Use of Events
Press Advertising	The Community	City of Buenos Aires	Never Stop Riding	United States	Press Advertising Campaigns
Press Advertising	The Community	City of Buenos Aires	Never Stop Riding - Dog	United States	Press Advertising
Press Advertising	The Community	City of Buenos Aires	You Give More Than Just Blood	United States	Public Service Press Advertising
Press Advertising	The Community	City of Buenos Aires	Never Stop Riding - Baby	United States	Press Advertising
Press Advertising	Crispin Porter + Bogusky Boulder	Mission 22/ Elder Heart	The War at Home	United States	Press Advertising Campaigns
Product Design	R/GA	Owlet	Owlet Baby Care	United States	Consumer Product Design
Product Design	Apple	Apple, Inc.	MacBook	United States	Consumer Product Design
Product Design	R/GA	FocusMotion	FocusMotion	United States	Wearable Technology
Product Design	Eargo	Eargo	Eargo	United States	Wearable Technology
Radio Advertising	Young & Rubicam Miami	PopClik	Autotune	United States	Radio Advertising Campaigns
Radio Advertising	twofifteenmccann	Pandora	Pandora "Thumb Moments"	United States	Innovative Use of Radio
Radio Advertising	BBDO New York	GE	The Message	United States	Innovative Use of Radio
Radio Advertising	FCB Chicago	Grub Hub	Business Bob	United States	Radio Advertising over 30 seconds
Radio Advertising	FCB Chicago	Grub Hub	Gary 1930s Guy	United States	Radio Advertising over 30 seconds
Radio Advertising	BBDO New York	Autism Speaks	MSSNG - DNA Music	United States	Sound Design & Use of Music for Radio Advertising
Spatial & Experiential Design	BBDO New York	Lowe's	Live Vines	United States	Installation Design

Writing for Advertising	BBDO New York	Foot Locker	Fly Your Own Way	United States	Writing for Film Advertising
Writing for Advertising	R/GA	Samsung	Texts From Mom	United States	Writing for Film Advertising
Writing for Advertising	Weden+Kennedy Portland	Matthew Krehbiel	Whale	United States	Writing for Film Advertising
Writing for Advertising	BBDO New York	GE	The Message	United States	Writing for Radio Advertising
Writing for Design	Google	Google	Primer App	United States	Writing for Apps & Digital Design
Art Direction	adam&eveDDB	Unilever	Rescuing the Bland	United Kingdom	Art Direction for Poster Advertising
Art Direction	BBH London	Barclays	Code Playground	United Kingdom	Art Direction for Digital Screens
Art Direction	Ogilvy & Mather London	28 Too Many	It Happens Here	United Kingdom	Art Direction for Poster Advertising
Art Direction	Ogilvy & Mather London	28 Too Many	It Happens Here	United Kingdom	Art Direction for Press Advertising
Art Direction	Grey London	Volvo	LifePaint	United Kingdom	Art Direction for Poster Advertising
Art Direction	Bibliotheque Design	Unmade	Unmade	United Kingdom	Art Direction for Digital Screens
Art Direction	Grey London	Volvo	LifePaint	United Kingdom	Art Direction for Enhanced Poster Advertising
Book Design	Pentagram London	Unit Editions	Eating with the eyes	United Kingdom	Specialist & Limited Edition Books
Book Design	The Folio Society	The Folio Society customers	Dune, A 50th Anniversary Collector's Edition from The Folio Society	United Kingdom	Specialist & Limited Edition Books
Book Design	Brighten the Corners	The Laurence Sterne Trust	Endless Journey	United Kingdom	Illustrated Books & Graphic Novels
Book Design	Macmillan Children's Books	Pan Macmillan Publishers	A Manual for Cleaning Women	United Kingdom	Trade Covers
Book Design	Penguin Books	Particular Books	The Fox and The Star	United Kingdom	Children's & Young Adult Books
Book Design	Here Design	Ebury Publishers	Nopi	United Kingdom	Trade Covers
Book Design	Penguin Books	Penguin Classics	Penguin Little Black Classics	United Kingdom	Trade Covers
Branded Film Content & Entertainment	Grey London	Volvo	LifePaint	United Kingdom	Branded Content & Entertainment - Live Experience
Branded Film Content & Entertainment	Framework	KENZO	KENZO Snowbird	United Kingdom	Branded Content & Entertainment - Fiction 6- 15 mins
Branded Film Content & Entertainment	AMV/BBDO	Diageo	Never Alone	United Kingdom	Branded Content & Entertainment - Non-Fiction 1-5 mins
Branded Film Content & Entertainment	McCann London	Microsoft	Survival Billboard	United Kingdom	Branded Content & Entertainment - Live Experience
Branded Film Content & Entertainment	RSA/Black Dog Films London	Red Bull Media House	Kaleidoscope - Red Bull	United Kingdom	Branded Content & Entertainment - Fiction 1-5 mins
Branded Film Content & Entertainment	The Guardian	Silent Circle	The Power of Privacy	United Kingdom	Branded Content & Entertainment - Non-Fiction 6-15 mins
Branded Film Content & Entertainment	Moth Collective	The New York Times	Modern Love - A Kiss, Deferred	United Kingdom	Branded Content & Entertainment - Fiction 1-5 mins
Branded Film Content & Entertainment	Blink Productions	Hello play!	Hello Play	United Kingdom	Branded Content & Entertainment - Fiction 1-5 mins
Branding	4creative	Channel 4	Channel 4 Rebrand	United Kingdom	Brand Expression in Moving Image

Branding	Grey London	Volvo	LifePaint	United Kingdom	Brand Experience & Environments
Branding	Magpie Studio	St Martin's Lane Hotel	The Den Artworks ? Art Comes To Life	United Kingdom	Brand Experience & Environments
Branding	Turner Duckworth London	Burger King	Burger King McWhopper Campaign	United Kingdom	Branding Schemes/Large Organisation
Branding	J. Walter Thompson London	HSBC	Living River	United Kingdom	Brand Experience & Environments
Branding	4creative	Channel 4	Channel 4 Rebrand	United Kingdom	Channel Branding & Identity
Branding	Paul Belford	Researchers in Schools	Researchers in Schools	United Kingdom	Brand Expression in Print
Branding	G . F Smith	G . F Smith	The Collection from G . F Smith	United Kingdom	Brand Expression in Print
Branding	Creative Forager	Stuart Eatock	Mirrored Beach Hut	United Kingdom	Brand Experience & Environments
Branding	Pentagram London	Great Western Railways GWR	GWR	United Kingdom	Branding Schemes/Large Organisation
Branding	Bibliotheque Design	Unmade	Unmade	United Kingdom	Branding Schemes/Medium Organisation
Crafts for Advertising	FCB Inferno	Pearson	Project Literacy	United Kingdom	Animation & Illustration for Digital Marketing
Crafts for Advertising	MullenLowe London	Samaritans	We Listen	United Kingdom	Photography for Advertising
Crafts for Advertising	RKCR/Y&R	Randolph Engineering	Seen It All	United Kingdom	Digitally Enhanced Photography for Advertising
Crafts for Advertising	Ogilvy & Mather London	28 Too Many	It Happens Here	United Kingdom	Digitally Enhanced Illustration for Advertising
Crafts for Advertising	Leo Burnett London	End Youth Homelessness	End Youth Homelessness	United Kingdom	Typography for Advertising
Crafts for Design	Giasson	The Straits Times	Newspaper Typeface Family	United Kingdom	Typefaces
Crafts for Design	A2/SW/HK	New York Times Magazine	NYT Magazine Typefaces	United Kingdom	Typefaces
Creativity for Good (White Pencil)	Anomaly London	LORRAINE CANDY	#MOREWOMEN	United Kingdom	Advertising & Marketing Communications - Brand
Creativity for Good (White Pencil)	Seymourpowell	Fairphone	Fairphone 2	United Kingdom	Service Innovations
Creativity for Good (White Pencil)	4c Design	Grant Douglas	Spoon for shaky hands	United Kingdom	Design - Not for Profit
Creativity for Good (White Pencil)	Grey London	Volvo	LifePaint	United Kingdom	Advertising & Marketing Communications - Brand
Creativity for Good (White Pencil)	what3words	what3words	The world addressed	United Kingdom	Design - Brands
Creativity for Good (White Pencil)	what3words	what3words	The world addressed	United Kingdom	Service Innovations
Creativity for Good (White Pencil)	what3words	what3words	The world addressed	United Kingdom	Advertising & Marketing Communications - Brand

Creativity for Good (White Pencil)	R/GA London	Samaritans	Samaritans Radar	United Kingdom	Advertising & Marketing Communications - Not for Profit
Creativity for Good (White Pencil)	Ogilvy & Mather London	28 Too Many	It Happens Here	United Kingdom	Advertising & Marketing Communications - Not for Profit
Creativity for Good (White Pencil)	FCB Inferno	The Big Issue	Change Please	United Kingdom	Service Innovations
Digital Design	AKQA London	Nike	Nike Rise 2015	United Kingdom	Connected Products
Digital Design	BBH London	Barclays	Code Playground	United Kingdom	Websites
Digital Design	Stinkdigital	Google	Google Cultural Institute - Performing Arts	United Kingdom	Websites
Digital Design	Stinkdigital	Spotify USA	Spotify Year in Music 2015 - Digital Site	United Kingdom	Websites
Digital Design	Google	Abbey Road Studios	Inside Abbey Road	United Kingdom	Websites
Digital Design	Unmade	Unmade	Unmade : Unique knitwear that redefines personal.	United Kingdom	Connected Products
Digital Design	Google	Unicef	Assembly of Youth	United Kingdom	Digital Installations
Digital Design	Google	Google ATAP	Jacquard	United Kingdom	Technological Innovation
Digital Marketing	McCann London	Microsoft	Squadvertiser	United Kingdom	Digital Tools & Utilities
Digital Marketing	Engine Group	NHS Blood and Transplant	Mising Type	United Kingdom	Integrated Digital Campaigns
Digital Marketing	Google	Google	Inside Abbey Road	United Kingdom	Websites
Direct	adam&eveDDB	Harvey Nichols	Shoplifters	United Kingdom	Direct Response/Film Advertising
Direct	Grey London	Volvo	LifePaint	United Kingdom	Direct Response/Press & Poster
Direct	Grey London	Mumsnet	Ellee Mae	United Kingdom	Direct Response/Film Advertising
Direct	AKQA London	Usher	Don't Look Away	United Kingdom	Direct Response/Digital
Direct	Grey London	Volvo	LifePaint	United Kingdom	Direct Integrated Campaigns
Film Advertising	Weden+Kennedy London	RB	Dishes	United Kingdom	TV Commercials 21-40 seconds
Film Advertising	adam&eveDDB	John Lewis Insurance	Tiny Dancer	United Kingdom	Cinema Commercials 61-120 Seconds
Film Advertising	adam&eveDDB	John Lewis	The Man on the Moon	United Kingdom	Cinema Commercials 61-120 Seconds
Film Advertising	adam&eveDDB	Harvey Nichols	Shoplifters	United Kingdom	Cinema Commercials 61-120 Seconds
Film Advertising	Rattling Stick	Eon Productions	Spectre- Opening Title Sequence	United Kingdom	TV & Cinema Title Sequences
Film Advertising	Grey London	Mumsnet	Ellee Mae	United Kingdom	TV Commercials 121-240 seconds
Film Advertising	AMV BBDO	Department for Transport	#but alive Brendan	United Kingdom	TV Commercials 41-60 seconds
Film Advertising	AMV BBDO	Department for Transport	#but alive Brendan	United Kingdom	Public Service Commercials
Film Advertising	AMV BBDO	Currys PC World	Spare the Act	United Kingdom	TV Commercial Campaigns
Film Advertising	AMV BBDO	Currys PC World	Spare the Act Nespresso	United Kingdom	TV Commercials 61-120 seconds

Film Advertising	AMV BBDO	Currys PC World	Spare the Act Laptop- Long Version	United Kingdom	Cinema Commercials 121-240 seconds
Film Advertising	BBH London	The Guardian & Observer	Own your Weekend. Or Someone else will.	United Kingdom	TV Commercial Campaigns
Film Advertising	AMV BBDO	Currys PC World	Spare the Act Laptop- Long Version	United Kingdom	TV Commercials 61-120 seconds
Film Advertising	The Mill London	BFI	2015 BFI ?Title sequence?	United Kingdom	Film Sponsorship Credits
Film Advertising	MJZ London	Heineken	Heineken "Hero" by Nicolai Fuglsig	United Kingdom	TV Commercials 61-120 seconds
Film Advertising Crafts	Academy	Channel 4	Channel 4 Idents	United Kingdom	Direction for Film Advertising
Film Advertising Crafts	Academy	Channel 4	Channel 4 Idents	United Kingdom	Cinematography for Film Advertising
Film Advertising Crafts	The Assembly Rooms	Mumsnet	Mumsnet '999 For Kids'	United Kingdom	Editing for Film Advertising
Film Advertising Crafts	String and Tins	BBH London	Audi RS3: Birth	United Kingdom	Sound Design for Film Advertising
Film Advertising Crafts	M&C Saatchi London	Transport for London	Transport for London - The Tortoise & The Hare	United Kingdom	Editing for Film Advertising
Film Advertising Crafts	adam&eveDDB	Harvey Nichols	Shoplifters	United Kingdom	Animation for Film Advertising
Film Advertising Crafts	adam&eveDDB	Harvey Nichols	Shoplifters	United Kingdom	Use of Music for Film Advertising
Film Advertising Crafts	Factory Studios	Honda	Paper	United Kingdom	Sound Design for Film Advertising
Film Advertising Crafts	Final Cut	John Lewis	John Lewis 'Tiny Dancer'	United Kingdom	Editing for Film Advertising
Film Advertising Crafts	Final Cut	Finish	Finish 'Dishes'	United Kingdom	Editing for Film Advertising
Film Advertising Crafts	Blink Productions	John Lewis	Tiny Dancer	United Kingdom	Direction for Film Advertising
Film Advertising Crafts	AMV BBDO	CURRYS PC WORLD	SPARE THE ACT CAMPAIGN	United Kingdom	Casting for Film Advertising
Film Advertising Crafts	ITV Broadcasting	ITV	ITV Knitted Ad Break	United Kingdom	Animation for Film Advertising
Film Advertising Crafts	ITV Broadcasting	ITV	ITV Knitted Ad Break	United Kingdom	Production Design for Film Advertising
Film Advertising Crafts	Riff Raff	Finish	Finish "Dishes"	United Kingdom	Direction for Film Advertising
Film Advertising Crafts	Wieden & Kennedy London	Lurpak	Lurpak - Freestyle	United Kingdom	Editing for Film Advertising
Film Advertising Crafts	ESPN CreativeWorks	ESPN / AT&T	ESPN/ AT&T - Fletcher's Drive	United Kingdom	Direction for Film Advertising
Film Advertising Crafts	The Sweet Shop London	Eva Lundgren	Thomas Cook "Pool Kid"	United Kingdom	Use of Music for Film Advertising
Film Advertising Crafts	Adam & Eve/DDB	Harvey Nichols	Harvey Nichols - Shoplifter	United Kingdom	Direction for Film Advertising
Film Advertising Crafts	Saatchi & Saatchi London	Rekorderlig	Silver Skaters	United Kingdom	Use of Music for Film Advertising
Film Advertising Crafts	Stink London	Samsung	Eliot Rausch - Samsung Surf - We Are Greater Than I	United Kingdom	Cinematography for Film Advertising
Film Advertising Crafts	Somesuch & Co	Heineken UK	Only ordinary by name	United Kingdom	Direction for Film Advertising
Film Advertising Crafts	Somesuch & Co	Heineken UK	Only ordinary by name	United Kingdom	Casting for Film Advertising
Film Advertising Crafts	The Mill London	SSE	SSE ?Pier?	United Kingdom	Special Effects for Film Advertising
Film Advertising Crafts	The Mill London	Audi	Audi ?Birth?	United Kingdom	Special Effects for Film Advertising
Film Advertising Crafts	Wave Studios	Hoon Kang (Head of Sports and Entertainment Marketing)	Samsung Cycling	United Kingdom	Sound Design for Film Advertising
Film Advertising Crafts	Cut + Run London	Volvo	Volvo Vintersaga	United Kingdom	Cinematography for Film Advertising

Film Advertising Crafts	MJZ London	Cesar	Cesar "Road Trip" by Benito Montorio	United Kingdom	Direction for Film Advertising
Film Advertising Crafts	twofifteenmccann	XBOX	A Hero Falls	United Kingdom	Special Effects for Film Advertising
Film Advertising Crafts	Saatchi & Saatchi London	VISA	The Heart	United Kingdom	Sound Design for Film Advertising
Graphic Design	4creative	Channel 4	Channel 4 Rebrand	United Kingdom	Integrated Graphics
Graphic Design	Leo Burnett, Toronto	Somerset Graphics	Printed by Somerset	United Kingdom	Direct Mail (Graphic Design)
Graphic Design	Pentagram London	London College of Communication	LCC Signage	United Kingdom	Wayfinding & Environmental Graphics
Graphic Design	Pentagram	The University of Maryland Art Gallery	Its All Our Blood	United Kingdom	Posters (Graphic Design)
Graphic Design	Studio Sutherland	Sutherland & Bard	The Graphic Lexicon Poster Series	United Kingdom	Posters (Graphic Design)
Graphic Design	Studio Sutherland	Fedrigoni Papers	Boxes In Boxes	United Kingdom	Applied Print Graphics
Graphic Design	Sky News	Sky News	People Smuggler: World's Most Wanted	United Kingdom	Digital & Mobile
Graphic Design	Sky News	Sky News	Seven/Seven	United Kingdom	Digital & Mobile
Graphic Design	Magpie Studio	St Martin's Lane Hotel	The Den Artworks ? Art Comes To Life	United Kingdom	Wayfinding & Environmental Graphics
Graphic Design	The Partners	The Partners	The Typefaces	United Kingdom	Posters (Graphic Design)
Graphic Design	The Partners	Fine Cell Work	Fine Cell Work	United Kingdom	Calendars
Graphic Design	Miller Goodman	Miller Goodman	Heart Shapes	United Kingdom	Printed Games
Graphic Design	Publicis London	Depaul UK	There's Another Side to the Story	United Kingdom	Posters (Graphic Design)
Graphic Design	interabang	Gourmet Goat	Gourmet Goat	United Kingdom	Logos
Graphic Design	Michael Brookes	Bletchley Park Trust	The Petard Pinch	United Kingdom	Moving Image (Graphic Design)
Graphic Design	Johnson Banks	Cambridge University Development and Alumni Relations	Dear World... Yours, Cambridge railing posters	United Kingdom	Posters (Graphic Design)
Graphic Design	True North	Sheila Bird	24 Days of Lever Street	United Kingdom	Calendars
Graphic Design	Kimpton Creative	Sumatran Orangutan Society	Penny the Orangutan	United Kingdom	Posters (Graphic Design)
Graphic Design	After Hours Design	D&AD	D&AD New Blood Festival 2015	United Kingdom	Wayfinding & Environmental Graphics
Graphic Design	Alphabetical	D&AD New Blood Festival	Fly on the wall	United Kingdom	Integrated Graphics
Graphic Design	Ogilvy & Mather London	28 Too Many	It Happens Here	United Kingdom	Posters (Graphic Design)
Graphic Design	Brownboy	Ninjatune Records	Amon Tobin - Dark Jovian	United Kingdom	CD, DVD & Record Sleeves
Graphic Design	NB Studio	Spring Chicken	Sign of the Times	United Kingdom	Integrated Graphics
Graphic Design	LOVE.	LOVE.	LOVE. Handbook	United Kingdom	Catalogues & Brochures
Graphic Design	Paul Belford	Researchers in Schools	Researchers in Schools	United Kingdom	Catalogues & Brochures
Graphic Design	Mytton Williams	Mytton Williams	A Notable Year	United Kingdom	Calendars
Graphic Design	Mytton Williams	Mytton Williams	Everyday Jazz	United Kingdom	Calendars
Graphic Design	Hat-Trick Design Consultants	Jersey Post	Battle of Britain Stamps	United Kingdom	Stamps

Graphic Design	Landor London	Landor	Landor Christmas Card	United Kingdom	Greeting Cards & Invitations
Integrated & Innovative Media	Engine Group	NHS Blood and Transplant	Missing Type	United Kingdom	Earned Media - Large Business (over 500 employees)
Integrated & Innovative Media	OgilvyOne Worldwide London	Battersea Dogs & Cats Home	Looking For You	United Kingdom	Innovative Media
Magazine & Newspaper Design	Wired Magazine	The Ride Journal	The Ride Journal	United Kingdom	Independent Magazines
Magazine & Newspaper Design	Buffalo Zine	Buffalo Zine	Buffalo Zine No. 3	United Kingdom	Independent Magazines
Magazine & Newspaper Design	Rapha	Rapha Racing	Mondial	United Kingdom	Consumer Magazines
Magazine & Newspaper Design	Human After All	Humans After All	Weapons of Reason, Issue 02	United Kingdom	Independent Magazines
Magazine & Newspaper Design	View	Publishers Maxine Leonard & Valerie Wickes	Beauty Papers	United Kingdom	Independent Magazines
Magazine & Newspaper Design	The Guardian	The Guardian	The Guardian Weekend Magazine: Mothers' milk	United Kingdom	Magazine Front Covers
Magazine & Newspaper Design	Avaunt	Avaunt	Avaunt Magazine Issue 2	United Kingdom	Independent Magazines
Magazine & Newspaper Design	The Gentlewoman	Fantastic Man	Fantastic Man, Issue 22	United Kingdom	Consumer Magazines
Magazine & Newspaper Design	The Guardian	The Guardian	The Fashion Magazine, The Guardian	United Kingdom	Newspaper Supplements
Media	Publicis London	Depaul UK	There's Another Side to the Story	United Kingdom	Use of Outdoor
Media	Engine Group	NHS Blood and Transplant	Missing Type	United Kingdom	Use of PR
Media	WCRS	Women's Aid	Women's Aid-Interaction	United Kingdom	Use of Interaction
Media	WCRS	Women's Aid	Women's Aid Look At Me-Outdoor	United Kingdom	Use of Outdoor
Music Videos	The Mill London	Chemical Brothers	Chemical Brothers 'Wide Open'	United Kingdom	Special Effects for Music Videos
Music Videos	Blink Productions	Radkey	Radkey - Glore	United Kingdom	Animation for Music Videos
Music Videos	Pulse Films	Yeastayer	I Am Chemistry	United Kingdom	Animation for Music Videos
Music Videos	Colonel Blimp	Stealing Sheep	Stealing Sheep 'Apparition'	United Kingdom	Music Videos
Music Videos	Canada	Universal Music Australia	TAME IMPALA - The less I know the better	United Kingdom	Music Videos
Music Videos	Partizan	A\$AP ROCKY	L\$D	United Kingdom	Editing for Music Videos
Music Videos	Pulse Films	Miike Snow	Genghis Kahn	United Kingdom	Choreography for Music Videos
Music Videos	Pulse Films	Miike Snow	Genghis Kahn	United Kingdom	Direction for Music Videos
Outdoor Advertising	Grey London	Tate	Elizabeth I (500 Years of Stories)	United Kingdom	Poster Advertising/Existing Sites
Outdoor Advertising	PHD Media	Mondelez International	The Oreo Eclipse	United Kingdom	Outdoor Advertising/Tactical
Outdoor Advertising	AgencyUK	Hornby Hobbies	Station Posters	United Kingdom	Poster Advertising Campaigns

Outdoor Advertising	Ogilvy & Mather London	28 Too Many	It Happens Here	United Kingdom	Poster Advertising Campaigns
Outdoor Advertising	McCann London	Microsoft	Survival Billboard	United Kingdom	Ambient
Outdoor Advertising	McCann London	Microsoft	Survival Billboard	United Kingdom	Poster Advertising/Enhanced Posters
Outdoor Advertising	McCann London	Microsoft	Survival Billboard ? Terms & Horrible, Horrible Conditions	United Kingdom	Poster Advertising/Free Format
Outdoor Advertising	Irish International BBDO	Guinness	Anthem	United Kingdom	Poster Advertising/Existing Sites
Outdoor Advertising	McCann London	Ethos Travel	Ethos Travel	United Kingdom	Poster Advertising Campaigns
Packaging Design	Design Bridge	Diageo	Smirnoff Peppermint Twist	United Kingdom	Luxury Packaging Design
Packaging Design	Distil Studio	Springs' Smoked Salmon	Springs' Smokery	United Kingdom	Consumer Packaging Design
Packaging Design	Williams Murray Hamm	Coco de Mer	Coco de Mer	United Kingdom	Consumer Packaging Design
Packaging Design	Pearlfisher	wagamama	wagamama Take Away Packaging	United Kingdom	Structural Packaging Design
Packaging Design	Paul Belford	Soap Co.	Soap Co.	United Kingdom	Inclusive Packaging Design
Packaging Design	Horse	Tapped	Tapped Birch Tree Water	United Kingdom	Consumer Packaging Design
Packaging Design	Horse	Nongfu Spring	Nongfu Spring Mineral Water for Kids	United Kingdom	Consumer Packaging Design
PR	4creative	Channel 4	Humans	United Kingdom	Best Integrated Campaign
PR	Pitch	Betfair	Betfair Switching Saddles	United Kingdom	Use of Media Relations
PR	Semaphore London	ELLE UK	More Women	United Kingdom	Creative B2C Campaign - Low Budget - Under 60k
PR	Grey London	Volvo	LifePaint	United Kingdom	Social Responsibility
Press Advertising	Grey London	Tate	Elizabeth I (500 Years of Stories)	United Kingdom	Press Advertising
Press Advertising	Grey London	Tate	Ophelia (500 Years of Stories)	United Kingdom	Press Advertising
Press Advertising	Grey London	Tate	500 Years of Stories	United Kingdom	Press Advertising Campaigns
Press Advertising	Ogilvy & Mather London	28 Too Many	It Happens Here	United Kingdom	Public Service Press Advertising
Press Advertising	Ogilvy & Mather London	Unilever	Dove #findmebeautiful	United Kingdom	Press Advertising Campaigns
Press Advertising	VCCP London	Amnesty International	Amnesty International - The Really Big And Far Reaching Ad Campaign	United Kingdom	Tactical Press Advertising
Press Advertising	Grey London	Tate	Bacon (500 Years of Stories)	United Kingdom	Press Advertising
Product Design	Google	Google	Jacquard	United Kingdom	Innovative Product Design
Product Design	Seymourpowell	Fairphone	Fairphone 2	United Kingdom	Sustainable Product Design
Product Design	MEC	Public Health England	The World's First Sugar Accumulator	United Kingdom	Innovative Product Design
Product Design	PRISM	Aston Martin	Aston Martin DB10 - Built For Bond	United Kingdom	Industrial Product Design
Radio Advertising	Ogilvy & Mather London	Unilever	Self Conscious	United Kingdom	Radio Advertising Campaigns
Radio Advertising	AM/BBDO	Mars Petcare	Give A Dog A Job	United Kingdom	Radio Advertising Campaigns

Spatial & Experiential Design	Stanton Williams	British Museum	Waddesdon Bequest Gallery	United Kingdom	Exhibition Design
Spatial & Experiential Design	Google	Unicef	Assembly of Youth	United Kingdom	Installation Design
Spatial & Experiential Design	Stanton Williams	National Portrait Gallery	Giacometti: Pure Presence	United Kingdom	Exhibition Design
Spatial & Experiential Design	Aberrant Architecture	Royal Institute of British Architects	Creation from Catastrophe	United Kingdom	Exhibition Design
Writing for Advertising	AM/BBDO	MARS Petcare	Give a Dog a Job	United Kingdom	Writing for Radio Advertising
Writing for Advertising	Ogilvy & Mather London	Unilever	Self Conscious	United Kingdom	Writing for Radio Advertising
Writing for Advertising	AM/BBDO	Currys PC World	Spare the Act Campaign	United Kingdom	Writing for Film Advertising
Writing for Advertising	Crispin Porter + Bogusky London	Turkish Airlines	Gotham and Metropolis Time Out travel guide	United Kingdom	Writing for Branded Editorial
Writing for Advertising	AM/BBDO	CURRYS PC WORLD	SPARE THE ACT LAPTOP - LONG VERSION	United Kingdom	Writing for Film Advertising
Writing for Design	Jim Davies/totalcontent	Jim K Davies	Grimm Bros Inc ? Business Fairy Tales	United Kingdom	Writing for Printed Materials & Graphic Communications
Writing for Design	EHS4D	Ben & Graeme Creative Team	The Ben & Graeme Annual 2015	United Kingdom	Writing for Printed Materials & Graphic Communications
Writing for Design	Publicis London	Depaul UK	There's Another Side to the Story	United Kingdom	Writing for Poster Design
Writing for Design	Music	Hyperbolic	Fucking Apostrophes Book	United Kingdom	Writing for Printed Materials & Graphic Communications
Writing for Design	McCann London	Microsoft	Survival Billboard - Terms & Horrible, Horrible Conditions	United Kingdom	Writing for Poster Design
Writing for Design	Johnson Banks	Cambridge University Development and Alumni Relations	Dear World... Yours, Cambridge railing posters	United Kingdom	Writing for Poster Design
Writing for Design	Johnson Banks	Cambridge University Development and Alumni Relations	Dear World... Yours, Cambridge	United Kingdom	Writing for Branding Schemes
Writing for Design	Mr President	John Dewar and Son's	Last Great Malts	United Kingdom	Writing for Branding Schemes
Writing for Design	Smith Dawson	PegasusLife	PegasusLife Advertising	United Kingdom	Writing for Printed Materials & Graphic Communications
Writing for Design	Holman + Hunt	AMC Networks International	AMC UK Launch	United Kingdom	Writing for Channel Branding & Identity
Writing for Design	The Partners	Argos	Simple Value	United Kingdom	Writing for Packaging Design
Writing for Design	The Partners	Argos	Simple Value	United Kingdom	Writing for Brand Expression

All of the winning work will appear in the 54th D&AD Annual published later this year, and as there's no quota for awards at D&AD, the number of awarded entries fluctuates year to year. .

[Click here](#) for a reminder of the finalists revealed after day 1 of D&AD judging, look out for the official #DandAD16 hashtag on Twitter for more, follow the liveblog [here](#).