

More SA D&AD nominations this year

LONDON: South Africa has 11 in-book entries for the D&AD Awards 2009, three of which are nominations going to Lowe Bull, Draftfcb Johannesburg and JWT - an increase over last year's two Pencil nominations and nine in-book. The shortlists were released late yesterday, Wednesday, 29 April 2009.

Of the 20 000 pieces of work judged, a grand total of 717 pieces have gone in-book and will be included in the *D&AD Annual* as a record of the best work in advertising and design this year. Of these, a record-breaking 165 have been nominated, and South African Pencil nominations and in-book entries are:



Award	Jury	Category	Agency	Title	Brand	Client
Nominations	Broadcast Innovations	Broadcast Innovations	JWT	Researchers Wanted	Velocity Films	Velocity Films
Nominations	Integrated	Integrated	Lowe Bull	Meet Wally's Heart	Flora	Unilever SA/Flora
Nominations	Radio	Use of Music	Draftfcb Johannesburg	Umbrella/Drop It/Heartbreaker	Roaming	Vodacom
In-Book	Direct	Art Direction	The Jupiter Drawing Room (South Africa)	Cubism Manifesto Power of 3	Absa Capital	Absa
In-Book	Graphic Design	Catalogues & Brochures	Mister Walker	Home Affairs	N/A	Garth Walker
In-Book	Graphic Design	Point of Sale	Net#work BBDO Cape Town	Burka	Marie Claire	Associated Magazines
In-Book	Illustration	Graphic Design	Ogilvy Cape Town	Oil Journey	Magnatec	Castrol
In-Book	Illustration	Magazine & Newspaper Design	disturbance	ID	ID	ID
In-Book	Poster Advertising	Poster Advertising Campaigns	Ogilvy Cape Town	Perspectives - Angel Falls/Perspectives - Blue Whale/Perspectives - Redwood	Volkswagen	Volkswagen
In-Book	Poster Advertising	Roadside Posters	Draftfcb Johannesburg	Roadblock	Anti Drunk Driving	Drive Alive
In-Book	Radio	Writing	Net#work BBDO	Plain Insanity - 1) Dancer / Plain Insanity - 2) Dog / Plain Insanity - 3) Ferret / Plain Insanity - 4) Child	Upper Class	Virgin Atlantic Airlines

Environmental Design and TV & Cinema Crafts lead the nominations, with 14 from each jury. The Graphic Design Jury selected the most work to go In-Book, with 112 entries - 13 of which were nominated, followed by Poster Advertising with 75 entries - 11 of which were nominated.

"I felt a touch of apprehension before judging began, especially so in a 'recession year'. Will the work be good enough? Have slashed budgets cut creativity to the bone? The results so far show that's not the case," said D&AD president Garrick Hamm.

"Tough standards"

"D&AD is famous for its tough standards, but this crop of nominations shows that the industry continues to produce great work. Will that translate into a record-breaking number of Pencils at the ceremony? That remains to be seen."

Black Pencil Judging will take place on 7 and 8 May in London. Three Black Pencil juries are made up of the foreman and one other member of each original jury. Black Pencils are extremely rare and exist to award those pieces of truly groundbreaking work that redefine their medium. In some years no Black Pencils are awarded.

A list of nominated work can be downloaded from www.dandad.org/awards/pdf/inbook09.pdf. In-book work should be available today, Thursday 30 April. Product Design results will be published next Tuesday or Wednesday, as judging will take place this Friday (1 May).

D&AD Student Awards nominations will be announced to tutors on Friday 1 May.

The nominations website will go live mid-May and Yellow and Black Pencils will be announced at the D&AD Awards Ceremony & Dinner in London on 11 June. The *Annual* will be published in September.

For more, go to www.dandad.org (specifically www.dandad.org/awards/awards.html), read the [D&AD blog](#), join the [D&AD Facebook group](#), follow [@dandad](#) on Twitter, view [D&AD on YouTube](#) and [D&AD photos on Flickr](#).

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