

## Two SA D&AD Pencil nominations

LONDON: The interim results for the D&AD Awards 2008 judging were announced recently, and of the 143 nominations, two are South African entries: BBDO Cape Town for 'Drums' in Radio Advertising and King James for 'Hijax' in Broadcast Innovations. Nine other SA entries went In-Book.

This year, 691 entries from 35 countries have been recognised as representing the best creative work in advertising and design. Of those, 143 have been nominated for a Yellow Pencil, which is awarded to work that sets new benchmarks in creative excellence. Winners will be announced at the D&AD Awards Ceremony in London on 15 May.

The TV & Cinema Crafts Jury awarded 23 nominations - the most out of any single jury this year. Environmental Design led the design categories with 14 nominations, including two for Mario Kogan Architect in Brazil and two for Art+Com in Germany. The Product Design Jury awarded nine nominations - one each to Vitra, Samsung, Taxi Canada and Adiri, and the remaining five went to Apple. The Viral Factory, Motion Blur, Cutwater and EVB were among eight nominees in Viral.

### In-Book

UK ad agencies lead the way with total work In-Book - AMV.BBDO at the top with 27 entries, including two nominations in TV & Cinema Crafts for 'Tipping Point' for Guinness. Twenty-three entries from DDB London went In-Book, including two nominations for 'Wonderful Life' for luxury retailer Harvey Nichols. BBH London was awarded five nominations for its work for children's charity Bernardo's, men's deodorant Lynx and mobile network Vodafone along with 14 other pieces going In-Book.

Black Pencil Judging will take place 1 - 2 May in London. The jury will consist of the foremen and one judge from each original jury. This group will decide if any work is truly groundbreaking. Previous winners include Nikeplus.com by R/GA and *The Guardian* newspaper redesign.

Nominated work can be viewed online from 6 May at [www.dandad.org/awards08](http://www.dandad.org/awards08). The full list is available sorted [by jury](#) and [by country](#). The D&AD Awards Ceremony 2008 takes place on 15 May at the Royal Festival Hall, London. Tickets start at £199 + VAT. Go to [www.dandad.org/buy/ceremony.html](http://www.dandad.org/buy/ceremony.html) for more information.

### Facts and figures 2008

- Over 25 500 pieces of work entered
- 67 nations
- 694 entries selected for the D&AD Annual
- 143 Nominations

- Winners announced on 15 May.

## Facts and figures 2007

- 25 000 pieces of work entered
- 58 nations
- 714 entries selected for the D&AD Annual
- 151 Nominations
- 59 Yellow Pencils
- 2 Black Pencils

## Full list of SA nominations and in-book entries

Jury	Category	Award status	Company	Title	Client	Brand
Broadcast Innovations	Broadcast Innovations	Nomination	King James	Hijax	kulula.com Credit Card	kulula.com Credit Card
Radio	Radio Commercials	Nomination	BBDO Cape Town	"Drums"	Marshall Music	Marshall Music
Direct	Addressed Direct Mail Very Low Volume 1 - 501	In-Book	Draftfcb Johannesburg	"Eviction Notices" / "Eviction Notices" / "Eviction Notices" / "Eviction Notices"	Raid	S C Johnson
Direct	Direct Mail Door Drop Low Volume 501 - 10000	In-Book	TBWA\Hunt\Lascares - Johannesburg	High Dog Flap	Pedigree Puppy	MARS South Africa
Poster Advertising	Poster Advertising Campaigns	In-Book	Ogilvy SA	Seating Area - Baseball / Seating Area - Boxing / Seating Area - Basketball	ESPN channel	DStv
Press Advertising	Magazine Press Advertising Colour	In-Book	Lowe Bull	Black Board	AXE	Unilever S.A Home & Personal Care
Press Advertising	Newspaper Press Advertising Colour	In-Book	Draftfcb Johannesburg	"Barbie"	Panado	Tiger Brands
TV & Cinema Crafts	Animation & Visual Effects	In-Book	Wicked Pixels	Sickies	MTN	MetropolitanRepublic
TV & Cinema Crafts	Editing	In-Book	MetropolitanRepublic / The Jupiter Drawing Room (South Africa)	Clap	MTN	MTN
Viral	Viral Films	In-Book	Lowe Bull	GoldFish, Magician, Bokdrol Spoeg	AXE	Unilever S.A Home & Personal Care
Writing for Design	Graphic Design	In-Book	The Jupiter Drawing Room	Fortune Cookie	Sanlam	Sanlam

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