



## THE 61st D&AD AWARDS CEREMONY NIGHT ONE RESULTS: First wave of announcements reveal a Black Pencil amongst 124 Craft, 250 Advertising and two Collaborative Pencil Winners



*A Black Pencil was awarded to **Division** for **Pharrell, 21 Savage and Tyler, The Creator's** music video, **CASH IN, CASH OUT**, recognising exemplary Computer-Generated Visual Effects*

**Under embargo until Wednesday 24 May, 9:00pm BST:** Following the first of two Award ceremonies taking place at BFI Southbank, London, UK on 24 May at 7:30pm BST, D&AD announces one Black Pencil amongst Craft, Advertising and Collaborative winners. The remaining Craft, Side Hustle, Design, Culture and Impact winners, alongside the Companies of the Year and President's Award, **will be announced the following evening, 25 May.**

D&AD celebrates creative excellence with the belief that creativity is a key driver in commercial, economic, social and cultural success. The Awards incorporates more than 40 categories judged by nearly 400 of the world's leading creatives, recognising work that will inspire seasoned talent and encourage the next generation. As a charity, entries enable D&AD to fund educational programs such as D&AD Shift with Google, a free, industry-led night school for self-taught creatives from under-represented backgrounds.

This year, there were a record number of entries to the Awards, with nearly 30,000 individual pieces of work making up the 12,243 entries. At Wednesday's ceremony, one Black Pencil, the creative industry's most coveted accolade reserved only for truly groundbreaking work, was awarded.

**Division** receives a Black Pencil in the Visual Effects/ Craft category for **Pharrell, 21 Savage and Tyler, The Creator's** music video, **CASH IN, CASH OUT**, using CGI animation to create avatars of the three musicians dancing in a magical environment.

Two Collaborative Pencils are awarded, celebrating innovative and long-lasting partnerships. These go to **Iyama Design and Kamoi Kakoshi Co, Japan**, for ongoing work with **MT MASKING TAPE** that started with the development of a logo through to a promotional exhibition still held around the world today; and **Ogilvy UK and Unilever** for **A 66-YEAR PARTNERSHIP**, a collaboration that began in 1957 when a certain David Ogilvy wrote the first print advert for the Dove beauty bar.

Donal Keenan, Awards Director at D&AD, comments: *"This first round of winners reflects the strong standing of craft at the D&AD Awards with the first-ever Black Pencil for Visual Effects. An outstanding piece of work that swept the board in many other production craft categories this year. We can also see from the Collaborative Award how brands can successfully drive positive change in society and also build commercial brand success. Well done to the winners for setting that example."*

Total number of Pencils in the categories announced so far:

<b>Craft:</b> 124 Pencil Winners <ul style="list-style-type: none"><li>• <b>Animation:</b> 10</li><li>• <b>Art Direction:</b> 9</li><li>• <b>Casting:</b> 15</li><li>• <b>Cinematography:</b> 5</li><li>• <b>Direction:</b> 34</li><li>• <b>Editing:</b> 7</li><li>• <b>Production Design:</b> 7</li><li>• <b>Sound Design &amp; Use of Music:</b> 17</li><li>• <b>Visual Effects:</b> 9</li><li>• <b>Writing for Advertising:</b> 11</li></ul> <b>Collaborative:</b> 2 Pencil Winners	<b>Advertising:</b> 250 Pencil Winners <ul style="list-style-type: none"><li>• <b>Digital:</b> 28</li><li>• <b>Direct:</b> 37</li><li>• <b>Experiential:</b> 35</li><li>• <b>Commerce:</b> 20</li><li>• <b>Film:</b> 23</li><li>• <b>Integrated:</b> 9</li><li>• <b>Media:</b> 35</li><li>• <b>PR:</b> 35</li><li>• <b>Press &amp; Outdoor:</b> 20</li><li>• <b>Radio &amp; Audio:</b> 8</li></ul>
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All Pencil winning & shortlisted entries are showcased on the [D&AD website](#).

D&AD highlights the most exceptional work from the past 12 months, following a rigorous judging process. Famously tough to win, there are no Pencil quotas for D&AD Awards, so the number of awarded entries fluctuates each year. In some years, no Black Pencils are awarded. The highest ever awarded in one year currently stands at seven.

ENDS

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## NOTES TO EDITORS

### Key Awards dates:

#### 24 May - D&AD Awards Ceremony Night 1

Categories announced: Advertising, Craft\*, Collaborative, and Black Pencil (if any)

*\*All Craft categories, excluding Illustration, Photography, Typography, and Writing for Design.*

#### 25 May - D&AD Awards Ceremony - Night 2

Categories announced: Design, Craft\*, Impact, Future Impact, Culture, Side Hustle, Black Pencil (if any), Companies of the Year, and President's Award.

*\*Craft categories: Illustration, Photography, Typography and Writing for Design.*

### About Awards categories:

#### Advertising Categories

Commerce; Digital; Direct; Experiential; Film; Integrated; Media; PR; Press & Outdoor; Radio & Audio

#### Craft Categories

Animation; Art Direction; Casting; Cinematography; Direction; Editing; Illustration; Photography; Production Design; Sound Design & Use of Music; Typography; Visual Effects; Writing for Advertising; Writing for Design

#### Culture Categories

Entertainment; Gaming & Virtual Worlds; Music Videos; Side Hustle

#### Design Categories

Book Design; Branding, Creative Transformation; Digital Design; Graphic Design; Magazine & Newspaper Design; Packaging Design; Product Design; Spatial Design, Type Design & Lettering

#### Impact Categories

Future Impact; Impact

#### Special Awards

Collaborative, President's Award, Companies of the Year

### About D&AD Pencil levels:

**Shortlist** - Work that demonstrates merit, worthy of recognition and in the top echelon of entries. It's awarded in all categories in the first instance.

**Side Hustle** - Awarded to inspiring, scalable projects that demonstrate creativity and innovation. Awarded to work in the Side Hustle category.

**Future Impact** - Early-stage projects that demonstrate the potential to drive behavioural, environmental, societal or policy change through creativity. Awarded to work in the Future Impact category.

**Wood** - The best of the year in advertising, design, craft, culture and impact.

**Graphite** - For stand-out work that rises above the rest, worthy of consideration for a Yellow Pencil.

**Yellow** - The iconic D&AD Pencil, awarded only to outstanding work that achieves true creative excellence.

**White** - Exceptional projects that use the power of creativity to drive behavioural, environmental, societal or policy change.

**Black** - The ultimate creative accolade, reserved for ground-breaking work. Only a handful of these are awarded each year, if any.

#### **About D&AD:**

Since 1962, D&AD has been inspiring a community of creative thinkers by celebrating and stimulating the finest in design and advertising. The D&AD Awards are recognised globally as the ultimate creative accolade, entered and judged by the best from around the world.

But it's much more than just awards. As a non-profit advertising and design association, all D&AD's surpluses go straight into programmes such as New Blood and Shift, inspiring the next generation of creative talent and stimulating the creative industry to work towards a fairer, more sustainable future. [www.dandad.org](http://www.dandad.org)

#### **Adobe Partnership:**

Adobe empowers the creative community. Adobe is proud to partner with the D&AD Festival and Awards to continue inspiring and connecting with the creative industry.

Adobe is changing the world through digital experiences. For more information, visit [www.adobe.com](http://www.adobe.com).