

1st D&AD Awards ceremony rewards South Africa, Nigeria, Egypt and Middle East agencies

By [Danette Breitenbach](#)

25 May 2023

Last night the first of the 61st D&AD Awards ceremonies at BFI Southbank, London, UK took place with South Africa, Nigeria, and Egypt all winning awards as well as agencies from the Middle East.



Image supplied: D&AD Awards. Promise awarded two Wood Pencils and a Graphite Pencil for client Black Studio

The Awards, which saw just one Black Pencil, awarded 124 Craft, 250 Advertising and two Collaborative Pencil winners.

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.

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. The remaining Craft, Side Hustle, Design, Culture and Impact winners, alongside the Companies of the Year and President's Award, will be announced tonight.

South African winners

South Africa was awarded 10 Awards in total, one Granite Pencil, four shortlists, and five Wood Pencils. Promise was awarded two Wood Pencils and a Graphite Pencil. Giant Films, Joe Public and Romance Films also secured a Wood Pencil each.

Category	Award	Lead	Client	Title	Advertising Agency	Design Agency	Production Company	Countries
Direct	Wood Pencil	Promise	BlackStudio / BlackStudio	Plan (a)	Promise	BlackStudio		South Africa
Media	Shortlist	VMLY&R South Africa	Vodacom	Anti Hi-Jack Ads	VMLY&R South Africa	VMLY&R South Africa	VMLY&R Johannesburg	South Africa
PR	Wood Pencil	Joe Public Johannesburg	Amnesty International South Africa	The Real Maternity Issue	Joe Public Johannesburg			South Africa
Press & Outdoor	Graphite Pencil	Promise	BlackStudio	Plan (a)	Promise	BlackStudio		South Africa

Press & Outdoor	Wood Pencil	Promise	BlackStudio / BlackStudio	Plan (a)	Promise	BlackStudio		South Africa
Radio & Audio	Shortlist	Grey Advertising	Distell	Jab Jab	Grey Advertising		Finetune Productions	South Africa
Writing for Advertising	Shortlist	Grey Advertising	Distell	Jab Jab	Grey Advertising		Finetune Productions	South Africa
Art Direction	Shortlist	Stink Films Berlin / Giant Films	Mami Wata Surf	Mami Wata 'Luck is Alive'		Mami Wata Creative	Stink Films Berlin / Giant Films	South Africa, Germany
Direction	Wood Pencil	Giant Films / Stink Films Berlin	Mami Wata Surf	Mami Wata 'Luck is Alive'		Mami Wata Creative	Giant Films / Stink Films Berlin	South Africa, Germany
Direction	Wood Pencil	Romance Films	KFC	Anything for the Taste	Ogilvy South Africa		Romance Films	South Africa, United Kingdom

Africa winners

There were three shortlists awarded to the continent, two to Neuklos Studios in Nigeria and one to the Good Popel Film in Egypt.

Category	Award	Lead	Client	Title	Advertising Agency	Design Agency	Production Company	Countries
Animation	Shortlist	Maged Nassar	Sharjah Book Authority / National Network Communications	SHARJAH BOOK AUTHORITY	Good People Films	Zanad	Good People Films	Egypt, United Arab Emirates
Digital	Shortlist	X3M Ideas	The Extra Step Initiative	The Soot Life Expectancy	X3M Ideas		Zero Degrees	Nigeria
Direction	Shortlist	Neukleos Studios	The La Casera Company	LaCasera Spoken Wars			Neukleos Studios	Nigeria
Direction	Shortlist	Neukleos Studios	The La Casera Company	LaCasera Spoken Wars			Neukleos Studios	Nigeria



Image supplied. D&AD Awards 2023. ? and us won two Wood Pencils for The Undeniable Street View campaign

Middle East winners

The Middle region secured 19 awards, 11 Shortlists and eight Wood Pencils. Winning three Wood Pencils is _and us, with Horizon FCB Dubai winning two Wood Pencils and Publicis Middle East, Saatchi & Saatchi Middle East/ Prodigous Middle East and Impact BBDO all winning one Wood Pencil apiece.

Category	Award	Lead	Client	Title	Advertising Agency	Design Agency	Production Company	Countries
Art Direction	Shortlist	Sweetwater MEA	adidas Merging Markets	Adidas Ravi Superstar	Sweetwater MEA	Sweetwater MEA	House of Brands	United Arab Emirates

Art Direction	Wood Pencil	and us	Deliveroo	One-Star Cookbook	and us	No One	BlackBox	United Arab Emirates
Direct	Wood Pencil	Publicis Middle East	Stellantis Middle East	The Call of Adventure	Publicis Middle East			United Arab Emirates
Direction	Shortlist	Leo Burnett Dubai	Home Centre	The Homecoming	Leo Burnett Dubai		Prodigious Middle East	United Arab Emirates
Experiential	Shortlist	Saatchi & Saatchi Middle East	UAE Government Media Office	Empty Plates	Saatchi & Saatchi Middle East	Saatchi & Saatchi Middle East	Prodigious Middle East	United Arab Emirates
Press & Outdoor	Shortlist	and us	Deliveroo	One-Star Cookbook	and us	No One	BlackBox	United Arab Emirates
Writing for Advertising	Shortlist	and us	Deliveroo	One-Star Cookbook	and us	No One	BlackBox	United Arab Emirates
Commerce	Wood Pencil	Horizon FCB Dubai	Children of Female Prisoners' Association	Breakchains with Blockchain	Horizon FCB Dubai			United Arab Emirates, Egypt
Commerce	Wood Pencil	Horizon FCB Dubai	Children of Female Prisoners' Association	Breakchains with Blockchain	Horizon FCB Dubai			United Arab Emirates, Egypt
Direction	Wood Pencil	Saatchi & Saatchi Middle East / Prodigious Middle East	LOGI Energy	The Right to Power: 47 seconds	Saatchi & Saatchi Middle East		Prodigious Middle East	United Arab Emirates, Lebanon
Press & Outdoor	Wood Pencil	Impact BBDO	AnNahar Newspaper	Newspapers Inside The Newspaper	Impact BBDO	Impact BBDO Beirut	Impact BBDO Beirut	United Arab Emirates, Lebanon
Media	Shortlist	Impact BBDO	EBM	Schoolgirl Newscasters	Impact BBDO	Impact BBDO Beirut	Shiny Toy Guns	United Arab Emirates, Pakistan, Lebanon
Experiential	Shortlist	and us	Anghami	Sole Music	and us	No One	Jack The Maker	United Arab Emirates, Portugal
Experiential	Wood Pencil	and us	UNITED24 / Nova Ukraine	The Undeniable Street View	and us	No One	BlackBox	United Arab Emirates, Ukraine
Experiential	Shortlist	and us	UNITED24 / Nova Ukraine	The Undeniable Street View	and us	No One	BlackBox	United Arab Emirates, Ukraine
Media	Wood Pencil	and us	UNITED24 / Nova Ukraine	The Undeniable Street View	and us	No One	BlackBox	United Arab Emirates, Ukraine
PR	Shortlist	and us	UNITED24 / Nova Ukraine	The Undeniable Street View	and us	No One	BlackBox	United Arab Emirates, Ukraine
PR	Shortlist	and us	UNITED24 / Nova Ukraine	The Undeniable Street View	and us	No One	BlackBox	United Arab Emirates, Ukraine
Commerce	Shortlist	Wunderman Thompson Dubai	Kraft Heinz UK	The Unstainable Thobe	Wunderman Thompson Dubai	Wunderman Mena	BigFoot	United Arab Emirates, United Kingdom

One Black Pencil

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. The first went 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.

The second to 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.

“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,” says Donal Keenan, awards director at D&AD.

Total number of Pencils in the categories announced

Craft

124 Pencil Winners:

- Animation: 10
- Art Direction: 9
- Casting: 15
- Cinematography: 5
- Direction: 34
- Editing: 7
- Production Design: 7
- Sound Design & Use of Music: 17
- Visual Effects: 9
- Writing for Advertising: 11

Collaborative

2 Pencil Winners

Advertising

250 Pencil Winners

- Digital: 28
- Direct: 37
- Experiential: 35
- Commerce: 20
- Film: 23
- Integrated: 9
- Media: 35
- PR: 35
- Press & Outdoor: 20
- Radio & Audio: 8

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.

ABOUT DANETTE BREITENBACH

Danette Breitenbach is a marketing & media editor at Bizcommunity.com. Previously she freelanced in the marketing and media sector, including for Bizcommunity. She was editor and publisher of AdVantage, the publication that served the marketing, media and advertising industry in southern Africa. She has worked extensively in print media, mainly B2B. She has a Masters in Financial Journalism from Wits.

- Newspapers: ABC Q1 2024: The slow steady downward trickle continues - 23 May 2024
- Media24 digital publishing audience dips in April - 22 May 2024
- First of its kind MACC Fund to raise R10.2bn to transform creative industry - 13 May 2024
- Under Armour, challenger brand, shows up, launches icon brand house in Sandton City - 29 Apr 2024
- Sabre EMEA 2024 Awards: Razor PR, Retroviral top SA agencies - 18 Apr 2024

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>