

Colouring in some D&AD wins for SA!

South Africa has cracked the top 5 ranking countries list after day 1 of D&AD judging, with a total of 8 pencils and Ogilvy & Mather JHB the top ranked agency, bringing home 5 of those pencils!



A scene from day one's D&AD judging

After the first day of D&AD judging, 78 pencils were awarded in total across the categories of press advertising, radio advertising, mobile marketing, and writing for design.

Watch the video embedded below for behind the scenes footage of the judging process:

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.

The winning work included Nando's global packaging, as well as TBWA Hunt/Lascaris' radio work for Flight Centre and Tiger Brands, as well as Ogilvy's radio work for clients Lucozade and KFC. View the full table of winners from day one below:

Jury Title	Agency	Primary Client	Name	Country	Name
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
Mobile Marketing	Serviceplan Group	Gibson Guitar	The Les Paul Skill Check	Germany	Innovative Use of Mobile Technology
Mobile Marketing	Saatchi & Saatchi New Zealand	ASB Bank	Clever Kash	New Zealand	Innovative Use of Mobile Technology
Mobile Marketing	DDB Sydney	The Sydney Opera House	#comeonin	Australia	Use of Social Media on Mobile
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	Leo Burnett Sydney	Samsung Australia	Celebrity Tantrum	Australia	Mobile Adverts
Mobile Marketing	McCann France	L'Oréal Paris	Make Up Genius	France	Mobile Apps
Mobile Marketing	Tone	U.S. Department of State	mFish	United States	Innovative Use of Mobile Technology
Mobile Marketing	Venables, Bell & Partners	REI	#OptOutside	United States	Integrated Mobile Campaigns
Mobile Marketing	FCB Chicago	Joe Boxer	Inactivity Tracker	United States	Integrated Mobile Campaigns
Press Advertising	Ogilvy & Mather Ho Chi Minh City	The Samaritans	The Samaritans	Viet Nam	Public Service Press Advertising
Press Advertising	Colenso BBDO	New Zealand Breast Cancer Foundation	A Cream That Gives You Wrinkles	New Zealand	Press Advertising
Press Advertising	Y&R 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	Saatchi & Saatchi	Supatnuij Sordamrih	Portraits	Singapore	Public Service Press Advertising
Press Advertising	CLMBBDO	Guy Cotten	Hold Your Breath	France	Trade Press Advertising
Press Advertising	Ogilvy & Mather Paris	Coca Cola Company	Together Coke	France	Press Advertising Campaigns
Press Advertising	Ogilvy & Mather Singapore	Twitter	First On Twitter	Singapore	Press Advertising Campaigns
Press Advertising	Crispin Porter + Bogusky Boulder	Mission 22/ Elder Heart	The War at Home	United States	Press Advertising Campaigns
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	VCCP London	Amnesty International	Amnesty International - The Really Big And Far Reaching Ad Campaign	United Kingdom	Tactical Press Advertising
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	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	Grey London	Tate	Bacon (500 Years of Stories)	United Kingdom	Press Advertising
Radio Advertising	Wurmser Ogilvy & Mather	Bomberos Voluntarios de Guatemala	Emergency Calls	Guatemala	Radio Advertising Campaigns
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
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	TBW\Hunt\Lascares	Tiger Brands	Sexy Times	South Africa	Radio Advertising Campaigns
Radio Advertising	TBW\Hunt\Lascares	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
Radio Advertising	McCann Erickson Tokyo	Suntory Holdings Limited	Beer-lingual	Japan	Radio Advertising over 30 seconds
Radio Advertising	Ogilvy & Mather Brazil	Billboard Brasil	Radio Pride Parade	Brazil	Innovative Use of Radio
Radio Advertising	MullenLowe Singapore	The National University Centre For Organ Transplantation	Donated Voices	Singapore	Sound Design & Use of Music for Radio Advertising
Radio Advertising	Ogilvy & Mather Singapore	The Life Foundation	In Her Womb, There is a Door	Singapore	Radio Advertising over 30 seconds
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	BBDO New York	Autism Speaks	MSSNG - DNA Music	United States	Sound Design & Use of Music for Radio Advertising
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	AMV BBDO	Mars Petcare	Give A Dog A Job	United Kingdom	Radio Advertising Campaigns
Radio Advertising	Ogilvy & Mather London	Unilever	Self Conscious	United Kingdom	Radio Advertising Campaigns
Writing for Design	BBDO Toronto	shomi	iZombie's Guide to Surviving Among the Living	Canada	Writing for Printed Materials & Graphic Communications
Writing for Design	Famous Copy	Nando's Group	Nando's Global Packaging	South Africa	Writing for Packaging 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
Writing for Design	Havas Worldwide Singapore	Havas Worldwide Singapore	Havas Gazette	Singapore	Writing for Printed Materials & Graphic Communications
Writing for Design	CLM BBDO	Guy Cotten	Hold Your Breath	France	Writing for Poster Design
Writing for Design	Kinetic	Kinetic Singapore	Zinegapore	Singapore	Writing for Apps & Digital Design
Writing for Design	Google	Google	Primer App	United States	Writing for Apps & Digital Design
Writing for Design	Five Bar Gate	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	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	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	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.

Look out for the official #DandAD16 hashtag on Twitter for more, or follow the live-blog [here](#).

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