

D&AD Impact Awards 2018 reveals shortlisted work

D&AD Impact has announced 116 pieces of work that have been shortlisted at the third annual D&AD Impact Awards for 2018.



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Those shortlisted will have to wait until the awards ceremony – taking place at AMC Loews Lincoln Square 13, New York on 2 October – to find out if they will take home a coveted Pencil in recognition of their work or the inaugural \$20,000 Impact prize fund.

D&AD Impact is a global initiative and awards program that exists to shine a light on the power of creativity as a force for good in the world. The projects, campaigns, companies and organisations represented are pioneering examples of ideas with real social impact.

Addressing the world's most pressing issues

Among the shortlist are products and campaigns addressing some of the world's most pressing political, social and environmental issues that have rarely left the headlines – from U.S. gun reform (in McCann New York's Price for our Lives project for March For Our Lives) and LGBT+ rights (in Interbrand Australia's G'ay Mate campaign for marriage equality) to the environment (in AMVBBDO, LadBible and the Plastic Oceans Foundations' Trash Isles) and accessibility (with Korean startup Dot and Serviceplan's smart media device for the visually impaired, as well as Google's Hello Morse product, allowing accessible communication with Morse code via Android devices).

Members of the D&AD Impact Council will assemble in New York on 26 September to review the shortlisted work and decide which is deserving of Wood, Graphite, White and Black (the highest accolade) Pencils.

This year's awards also sees the introduction of a \$20,000 prize fund open for prototypes, products and projects from a range of categories including civic engagement, diversity, environmental sustainability and responsible retail. The cash prize will be awarded to a single entrant, supporting them to continue their world-changing work.

Up to 40 shortlisted companies will also be offered places on the D&AD Impact Academy – a masterclass program that aims to inspire talent and provide tangible tools based on the experience and knowledge of the D&AD Impact Council. The Academy will run in New York from 27-28 September.

Examples of the power of creativity

Tim Lindsay, CEO of D&AD, comments: "More than ever, brands and businesses are leading the way in developing products and ideas that shape the world we live in for the better. The work that has made this year's D&AD Impact shortlist are truly inspiring examples of the power of creativity and, more importantly, an encouraging sign of things to come. I don't envy our judges' job of narrowing that list down to Pencil winners - but look forward to seeing which breakthrough projects will be recognised on the night."

Matt Scheckner CEO at Advertising Week – Stillwell Partners said:

“ Technology has broken down barriers and united the world in ways which were unimaginable when we started Advertising Week 15 years ago. Today's stories of triumph and tragedy are told in real time and that impact has absolutely led agencies and brands to produce content that resonates with consumers on a personal level. Connecting the mind with the heart is the pathway to earn consumer trust and loyalty and we are so proud to provide a spotlight on campaigns which are all about real impact and meaningful change. ”

All of the shortlisted work can be viewed on the D&AD Impact [website](#).