

Yellow Pencil for BBDO Cape Town

LONDON: Out of merely two South African nominations this year, the country's only Yellow Pencil at the 2008 D&AD Awards has been scooped by BBDO Cape Town in Radio Advertising for its [Marshall Music "Drums" commercial](#) - one of the only two Yellow Pencils in Radio. The awards ceremony, at which an unprecedented number of Black Pencils were handed out, took place tonight, Thursday, 15 May 2008, at the Royal Festival Hall in London.



BBDO Cape Town receives its Yellow Pencil at 2008 D&AD Awards. Picture by Mark Forrester.

"Drums" also received a Merit award at [The One Show](#), also in New York, on 8 May. For more, see Bizcommunity.com's guest blogger's coverage of the D&AD Awards on the [Bizcommunity.com breaking news blog](#).

"Another record broken - the first time in our 45-year history when six Black pencils have been awarded," said D&AD president Simon Waterfall. "This goes to show the impact this diverse range of creative fields are having in pushing forward the wider industry, marketing, and popular culture."

The Black Pencil was presented to six creative teams: Fallon's 'Gorilla' for Cadbury won in TV & Cinema Advertising, 'The National Gallery Grand Tour' by The Partners in Poster Advertising, 'Get the Glass' by Goodby, Silverstein & Partners, and Projector Inc, for 'Uniqlock' in Online Advertising. Apple won two Black Pencils for the iMac and the iPhone, making the multinational design company the biggest single winner of Black Pencils in D&AD's 45-year history, with six won since 1999.

Total of 64 Yellow Pencils

A total of 64 Yellow Pencils were awarded across 30 juries. BBH and Hakuhodo set the benchmark by winning the first two Yellow Pencils in Mobile Marketing. WCRS won two Pencils in TV & Cinema Crafts for 'Effortless' for Brylcreem and Nintendo UK won two Yellow Pencils in Gaming for Super Mario Galaxy and The Legend of Zelda: Phantom Hourglass.

Brazilian designers won two Yellow Pencils this year - Marcio Kogan Architect and Isay Weinfeld both won in Environmental Design. Australian design group Mash won a Yellow Pencil in Packaging Design for their wine labels for

Vittolo. Motion Blur won one of three Yellow Pencils in Viral for 'Train' for Hydro. JWT San Juan won the first Yellow Pencil for Puerto Rico for the Muscular Dystrophy Association.

Concluded Waterfall, "I, of course will now no longer talk to any of these winners, having failed to bag one of the most elusive and exclusive awards on the creative planet. I can only sulk and plot their downfall - terribly English of me! The D&AD Black Pencil: creative natural selection at work."

All of the winning work can be viewed at www.dandad.org/awards08. The *D&AD Annual 2008* will be published in September and will be designed by Neville Brody.

Facts and figures

2008	2007	2006	2006	2005
Pieces of work entered	Over 25 500	25 000	over 24 500	24 00
Nations	67	58	61	58
Number of entries selected for <i>D&AD Annual</i>	690	714	744	753
Nominations	143	151	142	125
Yellow Pencils	64	59	54	60
Black Pencils	6	2	2	4

Complete list of winners

Jury	Category	Award Status	Entrant	Country	Title	Client	Brand
Online Advertising	Digital Advertising Campaigns	Black Pencil	Projector Inc.	Japan	Uniqlock	Uniqlo	Uniqlock
Poster Advertising	Poster Advertising Campaigns	Black Pencil	The Partners	UK	The National Gallery Grand Tour	The National Gallery	The National Gallery
Product Design	Leisure	Black Pencil	Apple, Inc.	US	iPhone	Apple, Inc.	Apple, Inc.
Product Design	Work & Industry	Black Pencil	Apple, Inc.	US	iMac	Apple, Inc.	Apple, Inc.
TV & Cinema Advertising	TV Commercials 61-120 seconds	Black Pencil	Fallon London	UK	Gorilla	Cadbury's	Dairy Milk
Websites	Animation & Motion Graphics	Black Pencil	Goodby, Silverstein & Partners	US	Milk Get the Glass Site	California Fluid Milk Processors Advisory Board	Milk
Art Direction	Press Advertising	Yellow Pencil	DDB London	UK	Womenswear	Harvey Nichols	Wonderful Life
Book Design	Book Front Covers	Yellow Pencil	The Orion Publishing Group	UK	Schild's Ladder / Hyperion / The Separation / Blood Music / Altered Carbon / Fairyland / Evolution	Gollancz	Future Classics

Branding	New Branding Schemes: Small Business	Yellow Pencil	GJP Advertising	Canada	Down Below Menu	Gee Beauty	Down Below
Broadcast Innovations	Broadcast Innovations	Yellow Pencil	BBDO New York	US	HBO Voyeur	HBO	HBO
Broadcast Innovations	Broadcast Innovations	Yellow Pencil	BETC Euro RSCG	France	Ebay	Ebay	Ebay
Digital Installations	Digital Installations	Yellow Pencil	Music Technology Group	Spain	Reactable		Reactable
Digital Installations	Digital/Direct	Yellow Pencil	Ogilvy Beijing	China	Don't Leave	WWF	WWF
Digital Installations	Digital/Direct	Yellow Pencil	Springer & Jacoby Werbeagentur GmbH & Co. KG	Germany	Olympus PT-029 "Underwatercase"	Olympus Europa GmbH	Olympus mju 600
Environmental Design	Exhibitions	Yellow Pencil	Kossmann.dejong	Netherlands	Bisj Poles, Sculptures from the Rainforest	Tropenmuseum Amsterdam	Museum
Environmental Design	Installations	Yellow Pencil	Graft	US	Pink Project	Make It Right Organization	
Environmental Design	Installations	Yellow Pencil	Music Technology Group	Spain	Reactable		Reactable
Environmental Design	Leisure & Tourism	Yellow Pencil	Atelier Markgraph GmbH	Germany	Sound of the Squares	Stadtmarketing Mannheim GmbH	The City of Mannheim
Environmental Design	Leisure & Tourism	Yellow Pencil	Stanton Williams	UK	The Belgrade Theatre	The Belgrade Theatre	Stanton Williams
Environmental Design	Public Space & Community	Yellow Pencil	Marcio Kogan Architect	Brazil	Prime Time	Christine Bruder	Prime Time
Environmental Design	Retail & Services	Yellow Pencil	Isay Weinfeld	Brazil	Livraria da Vila	Samuel Seibel	Livraria da Vila
Environmental Design	Workplace	Yellow Pencil	Hiroataka Satoh Architecture & Design	Japan	Machiya Office	Hirayama Electric Inc.	Hirayama Electric Inc.
Gaming	Console Games	Yellow Pencil	Nintendo UK	UK	Super Mario Galaxy	Nintendo	Nintendo
Gaming	Handheld Games	Yellow Pencil	Nintendo UK	UK	The Legend of Zelda: Phantom Hourglass	Nintendo	Nintendo
Gaming	Online Games	Yellow Pencil	Goodby, Silverstein & Partners	US	Milk Get the Glass Game	California Fluid Milk Processors Advisory Board	Milk
Illustration	Book Design	Yellow Pencil	Tate Publishing	UK	Sometimes I Think, Sometimes I am	Tate Publishing	Tate
Integrated	Integrated	Yellow Pencil	BBDO New York	US	HBO Voyeur	HBO	HBO
Integrated	Integrated	Yellow Pencil	Crispin Porter + Bogusky	US	Coke vs Coke Zero	Coke Zero	Coke Zero

Integrated	Integrated	Yellow Pencil	McCann Worldgroup San Francisco, T.A.G., AKQA	US	Believe	Microsoft Xbox	Halo 3
Magazine & Newspaper Design	Entire Magazines	Yellow Pencil	Carl's Cars Magazine	Norway	Carl's Cars 19 - 22	Carl's Cars	Carl's Cars
Magazine & Newspaper Design	Entire Magazines	Yellow Pencil	Top Publishers	Netherlands	Fantastic Man	Fantastic Man	Fantastic Man
Mobile Marketing	Mobile Marketing	Yellow Pencil	BBH	UK	Lynx Get In There	Unilever	Lynx
Mobile Marketing	Mobile Marketing	Yellow Pencil	Hakuhodo Inc.	Japan	World's Worst War	Tohato Inc.	Tyrant Habanero, Satan Jolokia
Online Advertising	Digital Advertising Campaigns	Yellow Pencil	777interactive	Japan	Color Tokyo!	Sony Marketing Inc.	Bravia
Packaging Design	Packaging	Yellow Pencil	Mash	Australia	Changing Lanes	Viottolo	Changing Lanes
Press Advertising	Magazine Press Advertising Colour	Yellow Pencil	BBH	UK	F**k Off	Barnardo's	Barnardo's
Press Advertising	Newspaper Press Advertising Black & White	Yellow Pencil	DDB Amsterdam	Netherlands	Product Recall	Pon's Automobielhandel B.V.	Volkswagen
Press Advertising	Newspaper Press Advertising Colour	Yellow Pencil	BBH	UK	F**k Off	Barnardo's	Barnardo's
Product Design	Home	Yellow Pencil	Whipsaw Inc	US	Natural Nurser	Adiri	Adiri
Product Design	Leisure	Yellow Pencil	Apple, Inc.	US	iPod touch	Apple, Inc.	Apple, Inc.
Radio	Radio Commercials	Yellow Pencil	BBDO Cape Town	South Africa	"Drums"	Marshall Music	Marshall Music
Radio	Radio Commercials	Yellow Pencil	JWT San Juan	Puerto Rico	Routine	MDA Puerto Rico	MDA
TV & Cinema Advertising	TV Commercials 41-60 seconds	Yellow Pencil	TBWA\Chiat\Day New York	US	Touch	Mars	Skittles
TV & Cinema Crafts	Animation & Visual Effects	Yellow Pencil	CHI & Partners	UK	Wave	Big Yellow Storage Company	Big Yellow
TV & Cinema Crafts	Animation & Visual Effects	Yellow Pencil	Passion Pictures	UK	Play-Doh	Sony	Sony Bravia

TV & Cinema Crafts	Direction	Yellow Pencil	Academy	UK	Time Theft	Vodafone	Vodafone
TV & Cinema Crafts	Direction	Yellow Pencil	Gorgeous	UK	Play Doh	Sony Bravia	Sony Bravia
TV & Cinema Crafts	Direction	Yellow Pencil	Rattling Stick	UK	Dangerous Liaisons	Levi's	Levi's
TV & Cinema Crafts	Editing	Yellow Pencil	BBH	UK	Time Theft	Vodafone	Vodafone
TV & Cinema Crafts	Editing	Yellow Pencil	Work	UK	Dangerous Liaisons	Levi's	Levi's
TV & Cinema Crafts	Practical Special Effects	Yellow Pencil	Fallon London	UK	Cake	Skoda	Fabia
TV & Cinema Crafts	Practical Special Effects	Yellow Pencil	Fallon London	UK	Belonging	Orange	Orange
TV & Cinema Crafts	Practical Special Effects	Yellow Pencil	WCRS	UK	Effortless	Sara Lee	Brylcreem
TV & Cinema Crafts	Production Design	Yellow Pencil	WCRS	UK	Effortless	Sara Lee	Brylcreem
TV & Cinema Crafts	Sound Design	Yellow Pencil	Dab Hand Media	UK	Interview	Tide	Tide
TV & Cinema Crafts	Use of Music	Yellow Pencil	Academy	UK	Music Pieces	Sony	Walkman
TV & Cinema Crafts	Use of Music	Yellow Pencil	Fallon London	UK	Gorilla	Cadbury's	Dairy Milk
TV & Cinema Graphics	TV & Promotions, Stings & Programme Junctions	Yellow Pencil	Fallon London	UK	Meat	BBC	BBC3
TV & Cinema Graphics	TV Brand Identities	Yellow Pencil	Channel 4	UK	E4 Refresh-Loading Bay / E4 Refresh-Beach / E4 Refresh-Hotel / E4 Refresh-Barn / E4 Refresh-Front Room	Channel 4	E4
Viral	Animation & Motion Graphics	Yellow Pencil	The Viral Factory	UK	How We Met	Samsung Electronics Co, Ltd	Samsung Mobile
Viral	Direction	Yellow Pencil	Motion Blur	Norway	Train	Hydro	Engineers
Viral	Viral Films	Yellow Pencil	Cutwater	US	Sunglass Catch	Ray-Ban	Ray-Ban
Websites	Microsites	Yellow Pencil	Projector Inc.	Japan	UNIQLOCK	UNIQLO	UNIQLOCK
Writing for Advertising	TV & Cinema Advertising	Yellow Pencil	Mother	UK	Michael Madsen / Mena Suvari / Val Kilmer / Macaulay Culkin	Orange	Orange

Breakdown of Pencils by jury and Pencil type

Jury	Yellow Pencil	Black Pencil	Grand Total
TV & Cinema Crafts	14		14
Environmental Design	8		8
Product Design	2	2	4
Viral	3		3
Press Advertising	3		3
Digital Installations	3		3
Integrated	3		3
Gaming	3		3
Websites	1	1	2
Broadcast Innovations	2		2
Magazine & Newspaper Design	2		2
Mobile Marketing	2		2
Online Advertising	1	1	2
TV & Cinema Graphics	2		2
TV & Cinema Advertising	1	1	2
Radio	2		2
Writing for Advertising	1		1
Branding	1		1
Book Design	1		1
Art Direction	1		1
Poster Advertising		1	1
Packaging Design	1		1
Illustration	1		1
Grand Total	58	6	64

Breakdown by country and Pencil type

Country	Black Pencil	Yellow Pencil	Grand Total
UK	2	27	29
US	3	10	13
Japan	1	4	5
Netherlands		3	3
Brazil		2	2
Spain		2	2
Germany		2	2
Norway		2	2
France		1	1
China		1	1
Puerto Rico		1	1
South Africa		1	1
Canada		1	1
Australia		1	1
Grand Total	6	58	64

Breakdown by brand and Pencil type

Brand	Black Pencil	Yellow Pencil	Grand Total
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Apple, Inc.	2	1	3
Vodafone		2	2
Uniqlock	1	1	2
Barnardo's		2	2
Reactable		2	2
Orange		2	2
Nintendo		2	2
Brylcreem		2	2
Milk	1	1	2
Levi's		2	2
HBO		2	2
Dairy Milk	1	1	2
WWF		1	1
E4		1	1
Ebay		1	1
Engineers		1	1
Fabia		1	1
Fantastic Man		1	1
Future Classics		1	1
Halo 3		1	1
Down Below		1	1
Hirayama Electric Inc.		1	1
Coke Zero		1	1
Livraria da Vila		1	1
Lynx		1	1
Marshall Music		1	1
MDA		1	1
Changing Lanes		1	1
Museum		1	1
Carl's Cars		1	1
Olympus mju 600		1	1
Bravia		1	1
Prime Time		1	1
Ray-Ban		1	1
Big Yellow		1	1
Samsung Mobile		1	1
Skittles		1	1
Sony Bravia		1	1
Sony Bravia		1	1
Stanton Williams		1	1
Tate		1	1
The City of Mannheim		1	1
The National Gallery	1		1
Tide		1	1
Tyrant Habanero, Satan Jolokia		1	1
BBC3		1	1
Adiri		1	1
Volkswagen		1	1
Walkman		1	1
Wonderful Life		1	1

Grand Total	6	57	63
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Breakdown by entrant and Pencil type

Entrant	Yellow Pencil	Black Pencil	Grand Total
Fallon London	4	1	5
BBH	4		4
Apple, Inc.	1	2	3
WCRS	2		2
Projector Inc.	1	1	2
Nintendo UK	2		2
BBDO New York	2		2
Academy	2		2
Music Technology Group	2		2
Goodby, Silverstein & Partners	1	1	2
Work	1		1
CHI & Partners	1		1
Crispin Porter + Bogusky	1		1
Cutwater	1		1
Dab Hand Media	1		1
DDB Amsterdam	1		1
DDB London	1		1
777interactive	1		1
GJP Advertising	1		1
Channel 4	1		1
Gorgeous	1		1
Graft	1		1
Hakuhodo Inc.	1		1
Hirotaoka Satoh Architecture & Design	1		1
Isay Weinfeld	1		1
JWT San Juan	1		1
Kossmann.dejong	1		1
Marcio Kogan Architect	1		1
Mash	1		1
McCann Worldgroup San Francisco, T.A.G., AKQA	1		1
Mother	1		1
Motion Blur	1		1
Carl's Cars Magazine	1		1
BETC Euro RSCG	1		1
Ogilvy Beijing	1		1
Passion Pictures	1		1
BBDO Cape Town	1		1
Rattling Stick	1		1
Springer & Jacoby Werbeagentur GmbH & Co. KG	1		1
Stanton Williams	1		1
Tate Publishing	1		1
TBWA\Chiat\Day New York	1		1
The Orion Publishing Group	1		1
The Partners		1	1

The Viral Factory	1		1
Top Publishers	1		1
Atelier Markgraph GmbH	1		1
Whipsaw Inc	1		1
Grand Total	58	6	64

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