D&AD 2018
Black & Yellow Pencil Winners
Black Pencil
Palau Pledge

Media Design & Branding
Industry Public interest & Non-profit
Agency Havas
Brand Palau Legacy Project

View work online
Palau Pledge

Media: Direct Market
Industry: Public interest & Non-profit
Agency: Havas
Brand: Palau Legacy Project

View work online

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It's a Tide Ad Campaign

Media: Promotion & Event
Industry: House, Garden & Pets
Agency: Saatchi & Saatchi - New York, United States
Brand: Tide
Market: United States

➡️ View work online
It's a Tide Ad Campaign

Media: TV & Cinema
Industry: House, Garden & Pets
Agency: Saatchi & Saatchi - New York, United States
Brand: Tide
Market: United States

View work online
It's a Tide Ad Campaign

Media: TV & Cinema
Industry: House, Garden & Pets
Agency: Saatchi & Saatchi - New York, United States
Brand: Tide
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It's a Tide Ad Campaign

Media: TV & Cinema
Industry: House, Garden & Pets
Agency: Saatchi & Saatchi - New York, United States
Brand: Tide
Market: United States

View work online
It's a Tide Ad Campaign

Media | TV & Cinema
Industry | House, Garden & Pets
Agency | Saatchi & Saatchi - New York, United States
Brand | Tide
Market | United States

View work online
Fearless Girl

Media Design & Branding
Industry Public interest & Non-profit
Agency McCann Erickson - New York, United States
Brand State Street Global Advisors
Market United States

View work online
Yellow Pencil
"THE TALK" PERMEATED MORE THAN POP CULTURE.
Welcome Home

Media  TV & Cinema
Industry  Electronics & Audio-Visual
Agency  TBWA
Brand  Apple

» View work online
Welcome Home

Media  TV & Cinema
Industry  Electronics & Audio-Visual
Agency  TBWA
Brand  Apple

View work online
Mud Soldier

Media Design & Branding
Industry Transport & Tourism
Agency Ogilvy - Brussels, Belgium
Brand Visit Flanders

→ View work online
How can we help the world remember those soldiers?

THE MUD SOLDIER

*a specially commissioned sculpture*

that destroyed many of the men fighting there.

The Mud soldier will be worn away by water in the next 4 days.

Media  Design & Branding
Industry  Transport & Tourism
Agency  Ogilvy - Brussels, Belgium
Brand  Visit Flanders

View work online
Stop the Horror

Media: TV & Cinema
Industry: Public interest & Non-profit
Agency: Cummins & Partners - Sydney, Australia
Brand: Go Gentle Australia
Market: Australia

View work online
Stop the Horror

Media: TV & Cinema
Industry: Public interest & Non-profit
Agency: Cummins & Partners - Sydney, Australia
Brand: Go Gentle Australia
Market: Australia

View work online
Equal Love

Media: TV & Cinema
Industry: Alcoholic drinks
Agency: Somesuch
Brand: Absolut Vodka

View work online
Exclusive the Rainbow case study

Media: Direct Market
Industry: Confectionery & Snacks
Agency: DDB - Chicago, United States
Brand: Skittles

View work online
Exclusive the Rainbow case study

Media: Direct Market
Industry: Confectionery & Snacks
Agency: DDB - Chicago, United States
Brand: Skittles

View work online
To The Last Tree Standing

Media      Cyber
Industry   Public interest & Non-profit
Agency     Ogilvy - Warsaw, Poland
Brand      Greenpeace

➡ View work online
To The Last Tree Standing

Media: Cyber
Industry: Public interest & Non-profit
Agency: Ogilvy - Warsaw, Poland
Brand: Greenpeace

View work online

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Live Looper

Media Cyber
Industry Culture, Recreation & Sport
Agency BBDO - New York, United States
Brand Downtown Records

→ View work online
Live Looper

Media  Cyber
Industry  Culture, Recreation & Sport
Agency  BBDO - New York, United States
Brand  Downtown Records

➡ View work online
Re:scam

Media  Cyber
Industry  Public interest & Non-profit
Agency  DDB - Auckland, New Zealand
Brand  Netsafe

View work online
To rebuild the most famous art school in the UK, we took ash from the fire and turned it into art.

In May 2004, the Glasgow School of Art was devastated by fire. It was one of the UK's most iconic buildings, and home to its most acclaimed art school.

To raise money and publicity to rebuild the school, we asked 25 world famous artists to use the ash to create a new work of art, which we exhibited and auctioned at Christie's. The sale raised £300,000, with bids from 25 countries. By using the ash to build a new school, we safeguarded the future of art in the UK and created a legacy of 25 seminal works of art.
Ash to Art

Media Design & Branding
Industry Public interest & Non-profit
Agency JWT - London, United Kingdom
Brand Glasgow School of Art
Market United Kingdom

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<table>
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[View work online](#)
Barbers

Industry: Electronics & Audio-Visual
Agency: Furlined
Brand: Apple

View work online
Barbers

Media	TV & Cinema
Industry	Electronics & Audio-Visual
Agency	Apple
Brand	Apple

View work online
Barbers

Media: TV & Cinema
Industry: Electronics & Audio-Visual
Agency: Furlined
Brand: Apple

View work online
Magenta Unleashed

BACKGROUND

The desire to leverage the emotional power of magenta, a brand color that has been associated with creativity and innovation, was the driving force behind this project. The challenge was to transform magenta into a dynamic, engaging, and memorable media channel that resonated with the target audience.

TURNING OUR BRAND COLOUR INTO A MEDIA CHANNEL

The solution involved the development of a mobile app, "The Love". The app was designed to be a platform for content creation and engagement, allowing users to explore and create content that connected with the brand's values and message.

OUTCOME

The launch of the app was a significant event, with a live stream and a digital campaign that reached millions of users. The app quickly gained traction, reinforcing the brand's identity and reaching a wider audience.

Media Cyber
Industry Professional & Public services
Agency Saatchi & Saatchi - London, United Kingdom
Brand Deutsche Telekom
Market United Kingdom

View work online
Magenta Unleashed

Media: Design & Branding
Industry: Professional & Public services
Agency: Saatchi & Saatchi - London, United Kingdom
Brand: Deutsche Telekom
Market: United Kingdom

View work online
No Conditions Apply - Sindoor Khela

Media Promotion & Event
Industry Media & Publishing
Agency FCB - India
Brand The Times of India

View work online
No Conditions Apply - Sindoor Khela

Media Promotion & Event
Industry Media & Publishing
Agency FCB - India
Brand The Times of India

View work online

Questions the sense of being incomplete without being married.
The Flip

Media  Design & Branding
Industry  Public interest & Non-profit
Agency  We Are Unlimited - Chicago, United States
Brand  McDonald's
Market  United States

View work online
The Flip

Media: Design & Branding
Industry: Public interest & Non-profit
Agency: We Are Unlimited - Chicago, United States
Brand: McDonald’s
Market: United States

View work online

Powered by TCPDF (www.tcpdf.org)
The Flip

Media     Design & Branding
Industry   Public interest & Non-profit
Agency     We Are Unlimited - Chicago, United States
Brand      McDonald’s
Market     United States

View work online
The Flip

Media: Design & Branding
Industry: Public interest & Non-profit
Agency: We Are Unlimited - Chicago, United States
Brand: McDonald’s
Market: United States

View work online
The Flip

- Media: Design & Branding
- Industry: Public interest & Non-profit
- Agency: We Are Unlimited - Chicago, United States
- Brand: McDonald's
- Market: United States

View work online
On International Women's Day, McDonald's honored women everywhere.
Trash Isles

Media Design & Branding
Industry Public interest & Non-profit
Agency BBDO - London, United Kingdom
Brand LADBible / Plastic Oceans

View work online
Habitat \\
\
All States and all people shall cooperate in the essential task of steadily moving toward a truly international society for articulation, harmonization and betterment of the work of the people of the unit.

Principle 3:

The special situations and needs of developing countries, particularly the least developed and those most environmentally vulnerable, shall be given special priority. International action in the face of environmental and development issues should also address the interests and needs of all humans.

Principle 4:

States shall cooperate in a spirit of global partnership to conserve, preserve and restore the health and integrity of the Earth's ecosystem. Each state at the different levels of its international order shall take part in this effort, including, in recognition of its common responsibilities and distinctive opportunities, the more developed countries and the major industrialized countries in the context of the global environment and the technologies and financial resources they command.

Who, after having exhibited their Full Powers, which were found to be in good and due order, have agreed upon the following:

ARTICLE 1.

The state as a person of international law should possess the following qualifications:

a) [defined borders]

b) form a government

c) set up communications

d) establish citizens

ARTICLE 2.

The federal state shall...
Geoff

Media: Design & Branding
Industry: Food
Agency: Y&R - New Zealand
Brand: Heinz

➡️ View work online
Fearless Girl

Media: Design & Branding
Industry: Public interest & Non-profit
Agency: McCann Erickson - New York, United States
Brand: State Street Global Advisors
Market: United States

View work online
Fearless Girl

How do you get people to see the power of women?

WALL STREET, MEET FEARLESS GIRL.

Media: Design & Branding
Industry: Public interest & Non-profit
Agency: McCann Erickson - New York, United States
Brand: State Street Global Advisors
Market: United States

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Type with Pride

Media: Design & Branding
Industry: Public interest & Non-profit
Agency: Ogilvy - New York, United States
Brand: Newfest & NYC Pride
Market: United States

View work online
Type with Pride

Media: Design & Branding
Industry: Public interest & Non-profit
Agency: Ogilvy - New York, United States
Brand: Newfest & NYC Pride
Market: United States

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NSynth Super

Media
Design & Branding
Industry
Internet sites & Services
Agency
Google Creative Lab
Brand
Google

View work online

welovead
NSynth Super

Media  Design & Branding
Industry  Internet sites & Services
Agency  Google Creative Lab
Brand  Google

[View work online]
London Mithraeum

Media Promotion & Event
Industry Media & Publishing
Agency Local Projects
Brand Bloomberg Businessweek

View work online
London Mithraeum

Media Promotion & Event
Industry Media & Publishing
Agency Local Projects
Brand Bloomberg Businessweek

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we love ad
WE'RE SORRY

A chicken restaurant without any chicken. It's not ideal. Huge apologies to our customers, especially those who travelled out of their way to find we were closed. And endless thanks to our KFC team members and our franchise partners for working tirelessly to improve the situation. It's been a hell of a week, but we're making progress, and every day more and more fresh chicken is being delivered to our restaurants. Thank you for bearing with us.

Visit kfc.co.uk/crossed-the-road for details about your local restaurant.
The Talk

Media: TV & Cinema
Industry: House, Garden & Pets
Agency: BBDO - New York, United States
Brand: Procter & Gamble (P&G)
Market: United States

View work online
North Korea

Media Design & Branding
Industry Media & Publishing
Agency VICE Media
Brand Vice

View work online

welovead
Transformation of a Landmark

Media Design & Branding
Industry Automotive & Services
Agency Jung von Matt
Brand BMW

View work online
Transformation of a Landmark

Media: Design & Branding
Industry: Automotive & Services
Agency: Jung von Matt
Brand: BMW

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i-D and Marc Jacobs: A-Z of Music

Media
TV & Cinema

Industry
Personal accessories

Agency
VICE - New York, United States

Brand
Marc Jacobs

Market
United States

View work online
A-Z of Music

Media: TV & Cinema
Industry: Personal accessories
Agency: VICE - New York, United States
Brand: Marc Jacobs
Market: United States

View work online
Autobiography

Media    Design & Branding
Industry Culture, Recreation & Sport
Agency   Ben Cullen Williams
Brand    Studio Wayne McGregor

→ View work online
Autobiography

Media Design & Branding

Industry Culture, Recreation & Sport

Agency Ben Cullen Williams

Brand Studio Wayne McGregor

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Autobiography

Media: Design & Branding
Industry: Culture, Recreation & Sport
Agency: Ben Cullen Williams
Brand: Studio Wayne McGregor

View work online
Palau Pledge

Media  Design & Branding
Industry  Public interest & Non-profit
Agency  Havas
Brand  Palau Legacy Project

View work online
Rajoy: “Ho salvato la Spagna ora bisogna chiudere le ferite”

Eni con l’Italia.

Da Bruxelles avviso all’Italia “Buro di cinque miliardi a maggio serve manovra bis”

LE PAROLE PIÙ POTENTI DEL REGNO

FRANZI DEI LUGUBRI HOCEPATO

Mugabe si dimette, finisce dopo 37 anni in cima al mondo lunga d’Africa

PORECH IL GIORNALI CAMPA

QUANDO MONOGOLI CHE INSEGNANO LA DEMOCRAZIA

MIGRANTI IN AFRICA: “DIRETTA: AFRICA 2000, LA GIUSTIZIA GRAZIE A NOI”

CANTIERE SICILIANO COSI’ IL NORD ITALIA CONTINUA A RIPIANTARE IN UNA FORMA COME IN UNA ALTRA

Respingono fermezza e va in cancrena una delle radici più forti del sistema
Stella McCartney Kids Collection

Media: Design & Branding
Industry: Apparel, Clothing & Footwear
Agency: Blink Art
Brand: Stella McCartney

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End Embarrassment

Media Design & Branding
Industry Retail & Distribution
Agency Interbrand - Tokyo, Japan
Brand Matsumotokiyoshi Holdings

View work online
Naive New Beaters - Words Hurt

Media: Miscellaneous
Industry: Culture, Recreation & Sport
Agency: Solab Pictures
Brand: Capitol

View work online
The Guardian

Headline and Titlepiece fonts

Guardian Headline Black
Guardian Headline Black Italic
Guardian Headline Bold
Guardian Headline Bold Italic
Guardian Headline Semibold
Guardian Headline Semibold Italic
Guardian Headline Medium
Guardian Headline Medium Italic
Guardian Headline Regular
Guardian Headline Regular Italic
Guardian Headline Light
Guardian Headline Light Italic

Guardian Titlepiece

Media Design & Branding
Industry Media & Publishing
Agency The Guardian
Brand The Guardian

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Kiwi Portraits
Completed

Media: Outdoor
Industry: House, Garden & Pets
Brand: Kiwi

View work online
The Soy Sauce Posters

Media: Outdoor
Industry: Food
Brand: Sagawa Shoyu

View work online
Open Your Eyes

Media: Design & Branding
Industry: Public interest & Non-profit
Agency: Grey - Dusseldorf, Germany
Brand: Terre Des Femmes
Market: Germany

View work online
Eating kabuki with your fingers

Media  Design & Branding
Industry  Culture, Recreation & Sport
Agency  Dentsu - Japan
Brand  Shochiku Minami-za

View work online
It's a Tide Ad Campaign

Media: Promotion & Event
Industry: House, Garden & Pets
Agency: Saatchi & Saatchi - New York, United States
Brand: Tide
Market: United States

View work online
It's a Tide Ad Campaign

Media: Promotion & Event
Industry: House, Garden & Pets
Agency: Saatchi & Saatchi - New York, United States
Brand: Tide
Market: United States

View work online
Google Home of The Whopper

Media: TV & Cinema
Industry: Food
Agency: David - Miami, United States
Brand: Burger King
Market: United States

View work online
Google Home of the Whopper

Media: Cyber
Industry: Food
Agency: David - Miami, United States
Brand: Burger King
Market: United States

View work online
Google Home of The Whopper

Media: TV & Cinema
Industry: Food
Agency: David - Miami, United States
Brand: Burger King
Market: United States

→ View work online
Burger King + DAVID, 4 years of collaboration

Media: Promotion & Event
Industry: Catering Industry
Agency: David - Miami, United States
Brand: Burger King

View work online
Nothing Beats a Londoner

Media
TV & Cinema
Industry
Apparel, Clothing & Footwear
Agency
750mph
Brand
Nike

View work online
Nothing Beats a Londoner

Media: TV & Cinema
Industry: Apparel, Clothing & Footwear
Agency: Wieden+Kennedy
Brand: Nike

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Nothing Beats a Londoner

Media TV & Cinema
Industry Apparel, Clothing & Footwear
Agency 750mph
Brand Nike

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Nothing Beats a Londoner

Media: TV & Cinema
Industry: Apparel, Clothing & Footwear
Agency: Final Cut
Brand: Nike

View work online
Nothing Beats a Londoner

Media  TV & Cinema
Industry  Apparel, Clothing & Footwear
Agency  Wieden+Kennedy
Brand  Nike

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