

D&AD awards 430 Pencils across Craft, Next, Advertising, Side Hustle and Collaborative

In a virtual ceremony, on 26 May at 7pm, D&AD announced the Pencil winners across the Craft, Next, Advertising, Side Hustle and Collaborative categories...



Since 1962, D&AD has stimulated, celebrated and enabled creative excellence and will continue to support the creative community as we move out of one of the toughest periods in recent memory. The 2021 Awards again recognise creative excellence from the past year and commend the industry for creating exceptional work during unprecedented times reiterating the awards manifesto that 'work that matters must be seen'.

Alongside the Craft, Next, Advertising and Side Hustle categories, D&AD announced the Pencil winners for this year's Collaborative category at the ceremony. These awards celebrate long-lasting relationships between clients and their design, advertising and/or production companies that have led to the creation of noteworthy work in recent years. The first for advertising agency was awarded to Brazil's AlmapBBDO for their continued work with Alparagatas and the second for design agency was awarded to UK-based Superunion for their work alongside The London Symphony Orchestra.



#Loeries2020: "By thinking creatively we can create moments of connection and delight" - Katherina Tudball

Jessica Tennant 5 Oct 2020



The Side Hustle category reflects the increasing number of creatives applying their skills and personal passions to side projects, something that has become even more apparent during the pandemic. From creating new businesses to developing initiatives to address social and environmental issues, this category aims to spotlight world class creativity beyond people's day jobs.

The Next categories award emerging creatives, designers, directors, illustrators and photographers to recognise the next generation of creative talent. The awards seek to recognise their work and showcase their ideas to creative influencers, mentors and agencies.

Across these categories, the top ranking countries by number of Pencils are:

- United States - 147 Pencils
- United Kingdom - 77 Pencils
- Brazil - 28 Pencils
- France - 24 Pencils
- Australia - 16 Pencils

The top ranking companies for these categories, by number of Pencils are:

- Africa and AMV BBDO -12 Pencils each
- Droga 5 New York - 9 Pencils
- AKQA Sao Paulo, Publicis Italia and Saatchi and Saatchi New York - 7 Pencils each

The total number of Pencils in each category are:

Craft: 171 Pencil Winners

- Animation: 3 Yellow, 7 Graphite, 8 Wood
- Art Direction: 2 Yellow, 8 Graphite, 12 Wood
- Casting: 1 Yellow, 3 Graphite, 9 Wood
- Cinematography: 1 Yellow, 1 Graphite, 3 Wood
- Direction: 3 Yellow, 7 Graphite, 6 Wood
- Editing: 1 Yellow, 4 Graphite, 4 Wood
- Illustration: 2 Yellow, 5 Graphite, 10 Wood
- Photography: 3 Graphite, 5 Wood
- Production Design: 1 Yellow, 1 Graphite, 3 Wood
- Sound Design & Use of Music: 4 Graphite, 15 Wood
- Typography: 1 Yellow, 3 Wood
- Visual Effects: 4 Yellow, 3 Graphite, 3 Wood
- Writing for Advertising: 2 Yellow, 3 Graphite, 3 Wood
- Writing for Design: 1 Yellow, 6 Graphite, 10 Wood

Advertising: 246 Pencil Winners

- Digital: 3 Yellow, 11 Graphite, 19 Wood
- Direct: 2 Yellow, 9 Graphite, 20 Wood
- E-Commerce: 1 Yellow, 3 Graphite, 8 Wood
- Experiential: 3 Yellow, 5 Graphite, 11 Wood

- Film: 5 Yellow, 6 Graphite, 14 Wood
- Integrated: 1 Yellow, 4 Graphite, 4 Wood
- Media: 2 Yellow, 8 Graphite, 23 Wood
- PR: 2 Yellow, 15 Graphite, 25 Wood
- Press & Outdoor: 3 Yellow, 12 Graphite, 17 Wood
- Radio & Audio: 4 Graphite, 6 Wood



#D&AD21: Tseliso Rangaka, D&AD Radio & Audio jury president

Jessica Tennant 25 May 2021



Collaborative: 2 Pencil Winners

Side Hustle: 2 Pencil Winners

Next: 9 Pencil Winners

- Next Creative: 2 Next Pencil
- Next Designer: 2 Next Pencil
- Next Director: 2 Next Pencil
- Next Illustrator: 2 Next Pencil
- Next Photographer: 1 Next Pencil

All 430 Pencil winning and shortlisted entries are showcased on the [D&AD website](#).

Dara Lynch, CCO at D&AD, said, “While the pandemic has kept our peers physically distant from each other, the power of creative excellence has remained as strong as ever. We hope the first of our two virtual ceremonies has provided an opportunity for the industry to come together to view, be inspired by and celebrate the immense talent across the creative community. We have taken many of the learnings from last year’s digital awards and implemented them this year to create an experience that holds true to the value of our awards and celebrates every single pencil winner as they truly deserve to be. We are looking forward to our second ceremony to once again reveal more outstanding work as well as the winners of our highly coveted Black Pencils, the President’s Award and Companies of the Year.”

D&AD this year continues to platform the most exceptional work from the past 12 months, following the same rigorous judging process that holds creativity to the highest standards. Famously tough to win, there are no quotas for D&AD Awards, meaning that the number of awarded entries fluctuates each year. In some years, no Black Pencils - the highest creative accolade - are awarded. The highest ever awarded in one year currently stands at eight.

Winning work will not only receive an esteemed D&AD Pencil, it will also be featured in the digital D&AD Annual and online archive – a definitive guide for creatives all around the world.

The Pencil winners for the Design, Impact and Culture categories alongside the presentation of Black Pencils, The President’s Award and Companies of the Year will be announced in the second virtual ceremony tomorrow night, on 27 May at 7pm. For more information, visit the D&AD [website](#), or watch the ceremony [here](#).

“ And that’s a wrap on night one of D&AD Awards Ceremony. Huge congratulations to everyone who was shortlisted and who won a Pencil tonight 🎉🎉🎉🎉🎉🎉 Tune in now for a DJ set by [@pentagram](#)’s very own Yuri Suzuki: [#dandad21 pic.twitter.com/rFRbltVKkn](https://t.co/wzmREAgNGT)— D&AD (@dandad) [May 26, 2021](#) ”

Subcategory	Award	Entrant company	Client	Title	Country
Animation					
2D Computer-Generated	Graphite Pencil	WeTransfer	WeTransfer	How Have You Been?	Netherlands
2D Computer-Generated	Graphite Pencil	Giant Ant	Airbnb	Airbnb Combating Discrimination	Canada
2D Computer-Generated	Wood Pencil	Dentsu	Semba Center Building	Pretending to Forget	Japan
2D Computer-Generated	Yellow Pencil	Publicis Conseil	Face a l'Inceste	Two Monsters in my Story	France
2D Computer-Generated	Wood Pencil	Hornet	Away	Away - Travel the Vote	United States
3D Computer-Generated	Graphite Pencil	Roof Studio	CRK & Curaviva Bildung	Curaviva	United States
3D Computer-Generated	Wood Pencil	Area 23	Insmed	Unbreakable	United States
Traditional	Yellow Pencil	The Gate	Childline	Childline - Nobody Is Normal	United Kingdom
Traditional	Wood Pencil	Dentsu	Zespi International Japan	Enjoy the Healthy You Love	Japan
Traditional	Graphite Pencil	Area 23	Insmed	Trapped	United States
Motion Graphics	Wood Pencil	Ditroit	Procter & Gamble	Pantene Nutrient Blends Collection	Italy
Characters & Creatures	Graphite Pencil	The Gate	Childline	Childline - Nobody Is Normal	United Kingdom
Mixed Media	Yellow Pencil	AMV BBDO	Essity	#wombstories	United Kingdom
Mixed Media	Wood Pencil	adam&eveDDB	John Lewis & Partners	Give a Little Love	United Kingdom
Low Budget	Graphite Pencil	Khoo Siew May & Jay Septimo	Superhero Me	One More Time	Singapore
Low Budget	Wood Pencil	NOMINT	Great Ormond Street Hospital	World's First Animated COVID Mask - in aid of GOSH	United Kingdom
Low Budget	Wood Pencil	Wunderman Thompson Paris	Forbidden Stories	Forbidden Stories	France
Low Budget	Graphite Pencil	Publicis Conseil	Face a l'Inceste	Two Monsters in my Story	France
Art Direction					
Integrated	Wood Pencil	BETC São Paulo	Hershey's	HerShe	Brazil
Integrated	Yellow Pencil	AMV BBDO	Essity	#wombstories	United Kingdom
Integrated	Wood Pencil	AmapBBDO	Pepsico	Doritos Wasabi	Brazil
Integrated	Graphite Pencil	Africa	House of Lapland	Salla 2032	Brazil
Integrated	Yellow Pencil	AKQA	Netflix	One Story Away	Brazil
Digital	Graphite Pencil	GSD&M	U.S. Air Force	U.S. Air Force Into The Storm	United States
Digital	Wood Pencil	Studio Regale	Aēsop	Aēsop Presents: Three Aromatique Candles & Other Stories	Netherlands
Film	Graphite Pencil	Saatchi & Saatchi Los Angeles	Toyota Motor North America	Upstream	United States
Film	Wood Pencil	Amber China	Durex	Safely Feel the Real World	China
Film	Graphite Pencil	Droga5 New York	The New York Times	Life Needs Truth	United States
Film	Wood Pencil	Droga5 New York	Hennessy	Maurice and the Black Bear School	United States
Film	Wood Pencil	TBWAMedia Arts Lab	Apple	Shot on iPhone – Vertical Cinema	United States
Film	Graphite Pencil	The Gate	Childline	Childline - Nobody is Normal	United Kingdom
Film	Graphite Pencil	DDB Chicago	Mars	Starburst Swirlers	United States
Direct	Wood Pencil	FCB Chicago	City of Chicago	Boards of Change	United States

Direct	Wood Pencil	Africa	House of Lapland	Salla 2032	Brazil
Press	Wood Pencil	TBWA/Paris	Le Chocolat des Français	Only Keep the Best of France	France
Outdoor	Graphite Pencil	AKQA	Netflix	One Story Away	Brazil
Experiential	Wood Pencil	Wieden+Kennedy Tokyo	Netflix Korea	The Massacre of Kingdom	Japan
Experiential	Wood Pencil	DDB Group New Zealand	Lion New Zealand	Emerson's Tiny Pub	New Zealand
Experiential	Graphite Pencil	DDB Chicago	Miller Lite	Farewell, Work Holiday Parties	United States
Gaming	Wood Pencil	DDB Group Germany	Reporters Without Borders	The Uncensored Library	Germany
Casting					
Film	Wood Pencil	Iconoclast	Macmillan	Macmillan - Whatever It Takes	United Kingdom
Film	Yellow Pencil	DIMSION	Diesel	Diesel Francesca	France
Film	Wood Pencil	Lucky Generals	Co-op	Round Are Way	United Kingdom
Film	Wood Pencil	Academy	Cadbury	The Originals	United Kingdom
Film	Wood Pencil	Taproot Dentsu	Facebook	Pooja Didi	India
Film	Graphite Pencil	Ogilvy Mumbai	ITC	The Artist	India
Film	Wood Pencil	Anomaly Berlin	Zalando	We Will Hug Again	Germany
Street Casting	Graphite Pencil	Wieden+Kennedy Tokyo	Nike	The Future Isn't Waiting	Japan
Street Casting	Wood Pencil	Ogilvy Mumbai	ITC	The Artist	India
Street Casting	Wood Pencil	BETC Paris	La Roche-Posay	Beyond Skin	France
Voice	Wood Pencil	Wonderhood Studios	Mizkan Europe	Hit of Home	United Kingdom
Performance	Wood Pencil	Lucky Generals	Amazon	The Show Must Go On	United Kingdom
Performance	Graphite Pencil	Across the Pond	Education Above All Foundation	Child Soldier	United Kingdom
Cinematography					
Film	Wood Pencil	Iconoclast	Macmillan	Macmillan - Whatever It Takes	United Kingdom
Film	Wood Pencil	Ogilvy Mexico	AB InBev Grupo Modelo Mexico / Cerveza Victoria	The Farewell / Iconoclast	Mexico
Film	Yellow Pencil	Translation	Beats by Dr. Dre	You Love Me	United States
Film	Graphite Pencil	Forsman & Bodenfors	Volvo Car	The Parents	Sweden
Film	Wood Pencil	Stink Films	WhatsApp	Sunbeams	Brazil
Collaborative					
Advertising Agency	Collaborative Pencil	AlmapBBDO	Alpargatas	AlmapBBDO & Alpargatas For Havaianas	Brazil
Design Agency	Collaborative Pencil	Superunion	London Symphony Orchestra	London Symphony Orchestra & Superunion	United Kingdom
Digital					
Integrated	Graphite Pencil	VaynerMedia	AB INBEV Budweiser	The Future Official Sponsors of the NWSL	United States
Integrated	Graphite Pencil	VMLY&R Kansas City	Wendy's	Wendy's - Now That You Mention Us.	United States
Integrated	Wood Pencil	Droga5 New York	Red Wing Shoes	#LaborDayOn	United States
Websites	Graphite Pencil	Koikreative	SKP-S	Chaos On Mars, 2020.AW.Digital Lookbook Campaign	China
Websites	Wood Pencil	GSD&M	U.S. Air Force	U.S. Air Force Into The Storm	United States
Websites	Wood Pencil	Ben Feist	NASA	Apollo in Real Time	United States

Search & Display	Yellow Pencil	Google Brand Studio	Google	Search Black-owned	United States
Social	Graphite Pencil	VMLY&R Kansas City	Wendy's	Wendy's - Now That You Mention Us.	United States
Social	Yellow Pencil	TBWA Media Arts Lab Los Angeles	Apple	Shot on iPhone by Damien Chazelle ? Vertical Cinema	United States
Social	Yellow Pencil	FCB Inferno	The Big Issue / LinkedIn	Raising Profiles	United Kingdom
Social	Wood Pencil	VaynerMedia	AB INBEV Budweiser	The Future Official Sponsors of the NWSL	United States
Apps	Wood Pencil	Wunderman Thompson Thailand	THAI Airways	THAI Stay Home Miles Exchange	Thailand
Apps	Wood Pencil	Ogilvy Pakistan	Telenor Pakistan	Naming the Invisible by Digital Birth Registration	Pakistan
Physical & Digital	Wood Pencil	AKQA Tokyo	Nike	Nike – Create with Air Max	Japan
Physical & Digital	Wood Pencil	R/GA California	Reddit	Reddit - Up The Vote	United States
Physical & Digital	Wood Pencil	BBDO New York	Color of Change	Pedestal Project	United States
Physical & Digital	Graphite Pencil	FCB NY	Michelob Ultra	Michelob ULTRA Courtside	United States
Tactical	Graphite Pencil	GUT Agency	Popeyes Louisiana Kitchen, Inc.	That Look from Popeyes	United States
Tactical	Graphite Pencil	Wunderman Thompson Thailand	THAI Airways	THAI Stay Home Miles Exchange	Thailand
Tactical	Wood Pencil	Edelman	Unilever	A New Jingle for a New Era	United States
User Participation	Graphite Pencil	Clemenger BBDO Wellington	New Zealand Human Right Commission	The Unsaid	New Zealand
Use of Micro-Talent & Influencers	Wood Pencil	Publicis Italy	Diesel	Francesca	Italy
Use of Micro-Talent & Influencers	Wood Pencil	FRED & FARID New York	Rémy Martin	Voices from Harlem	United States
Use of Talent & Influencers	Wood Pencil	BBH New York	Google	Google Black-Owned Friday	United States
Use of Talent & Influencers	Wood Pencil	72andSunny Los Angeles	Sports United	#TheRealHeroes Project	United States
Use of Talent & Influencers	Wood Pencil	Saatchi & Saatchi New York	Procter & Gamble	The Clean Jersey Swap	United States
Use of Talent & Influencers	Wood Pencil	FCB Chicago	Chicago Public Library	Live from the Library	United States
Use of Technology	Wood Pencil	Rothco, Part of Accenture Interactive	Warner Music Group	Saylists	Ireland
Use of Technology	Wood Pencil	AKQA Sao Paulo	Raoni Institute	Code of Conscience	Brazil
Use of Technology	Yellow Pencil	Area 23, An FCB Health Network Company	Woojer	SICK BEATS	United States
Use of Technology	Graphite Pencil	Publicis México > Publicis México	Propuesta Cívica	#StillSpeakingUp	Mexico
Use of AI	Graphite Pencil	Cheil Spain	Samsung	Talk	Spain
Use of AI	Wood Pencil	Publicis Worldwide	Propuesta Cívica	#StillSpeakingUp	Mexico
Use of Data	Graphite Pencil	Rothco	Warner Music Group	Saylists	Ireland
Direct					
Integrated	Wood Pencil	VMLY&R	Federal Public Ministry	Next Minute Law	Brazil
Integrated	Graphite Pencil	BBDO Group Germany	WWF Germany	Eurythenes Plasticus	Germany
Integrated	Graphite Pencil	VaynerMedia	AB INBEV Budweiser	The Future Official Sponsors of the NWSL	United States
Integrated	Wood Pencil	Leo Burnett Chicago	Kraft Heinz	Littlest Bailout	United States
Integrated	Wood Pencil	McCann London	Xbox	The Birth of Gaming Tourism	United Kingdom

Integrated	Wood Pencil	Ogilvy Taiwan	Vogue	UNI-FORM	Taiwan
Digital	Wood Pencil	Spotify	Spotify	Alone With Me	United States
Digital	Wood Pencil	Hjaltelin Stahl	Danish Crown	The Big Danish Bacon Pre-roll	Denmark
Digital	Graphite Pencil	Herezie	Amazon Prime Video	Cités	France
Digital	Graphite Pencil	DAMD Madrid	Burger King	The Menu Court	Spain
Film	Wood Pencil	ENGINE	Born Free Foundation	Creature Discomforts: Life in Lockdown	United Kingdom
Film	Wood Pencil	Africa	SporTV	Let Her Run	Brazil
Direct Mail	Wood Pencil	Ogilvy Hong Kong	Pizza Hut Hong Kong	Pizza Hut x IKEA S fVA	Hong Kong
Printed Materials	Wood Pencil	MullenLowe	Change the Ref	Shamecards	United States
Printed Materials	Wood Pencil	Rethink Canada	Kraft Heinz Canada	Heinz Ketchup Puzzle	Canada
Press & Outdoor	Wood Pencil	FCB Chicago	City of Chicago	Boards of Change	United States
Press & Outdoor	Wood Pencil	David Mami	Burger King	Homes of the Whopper	United States
Press & Outdoor	Graphite Pencil	Saatchi & Saatchi Australia	The Royal Australian Mint	Donation Dollar	Australia
Radio & Audio	Wood Pencil	VMLY&R Melbourne	Royal Australian Navy/ Defence Force Recruitment	Lost In Translation	Australia
Events	Graphite Pencil	FCB NY	NBA	Michelob Ultra Courtside	United States
Events	Wood Pencil	BBH Singapore	Riot Games	Honeyfruit	Singapore
Product & Service	Graphite Pencil	Saatchi & Saatchi Australia	The Royal Australian Mint	Donation Dollar	Australia
Product & Service	Graphite Pencil	Rothco	Warner Music Group	Saylists	Ireland
Product & Service	Wood Pencil	AKQA Sweden	H&M	H&M Looop	United Kingdom
Product & Service	Wood Pencil	Grey Paris / Ogilvy Paris	Vahiné	Birthday and a Half	France
Product & Service	Wood Pencil	Rethink Canada	Kraft Heinz Canada	Heinz Ketchup Puzzle	Canada
Acquisition & Retention	Wood Pencil	GUT Agency	Popeyes Louisiana Kitchen	That Look From Popeyes	United States
Acquisition & Retention	Yellow Pencil	Publicis Italy	Diesel	Enjoy Before Returning	Italy
Acquisition & Retention	Wood Pencil	Wunderman Thompson Thailand	THAI Airways	THAI Stay Home Miles Exchange	Thailand
Innovation	Graphite Pencil	Rothco	Warner Music Group	Saylists	Ireland
Innovation	Yellow Pencil	Saatchi & Saatchi Australia	The Royal Australian Mint	Donation Dollar	Australia
Direction					
Film	Graphite Pencil	AMV BBDO	Essity	#wombstories	United Kingdom
Film	Wood Pencil	Droga5 New York	The New York Times	Life Needs Truth	United States
Film	Graphite Pencil	AMV BBDO	Macmillan Cancer Support	Whatever It Takes	United Kingdom
Film	Wood Pencil	Riff Raff Films	Burberry	Festive / Megaforce / Burberry	United Kingdom
Film	Yellow Pencil	Smuggler New York	Apple	The Whole Working-From-Home Thing	United States
Film	Graphite Pencil	Forsman & Bodenfors	Volvo Car	The Parents	Sweden
Film	Yellow Pencil	Academy	Three	Real 5G	United Kingdom
Film	Graphite Pencil	Translation	Beats by Dr. Dre	You Love Me	United States
Film	Graphite Pencil	DDB Paris	Ubisoft	Tipping Point	France

Film	Yellow Pencil	DIVSION	Diesel	Diesel Francesca	France
Scripted Entertainment	Graphite Pencil	Somesuch	RizAhmed	The Long Goodbye	United Kingdom
Scripted Entertainment	Wood Pencil	AMV BBDO	Macmillan Cancer Support	Whatever It Takes	United Kingdom
Scripted Entertainment	Wood Pencil	AMV BBDO	Essity	#wombstories	United Kingdom
Scripted Entertainment	Wood Pencil	TBWAMedia Arts Lab Shanghai	Apple	Shot on iPhone 12 Pro Max Chinese New Year – Nian	China
User Generated Content	Graphite Pencil	Somesuch	The New York Times	Life Needs Truth	United Kingdom
Low Budget	Wood Pencil	Massif	Shelflife	Shelflife "Stussy x Nike"	South Africa
E-Commerce					
Acquisition & Retention	Wood Pencil	Leo Burnett Colombia	Falabella Colombia	3362 falabella.com	Colombia
Acquisition & Retention	Wood Pencil	Ogilvy Australia	KFC Australia	Secret Menu	Australia
Customer Journey	Wood Pencil	BETC Paris	Lacoste	Give for Good	France
Purchase Experience	Graphite Pencil	AKQA Sao Paulo	Nike	Nike - Air Max Clouds	Brazil
Purchase Experience	Graphite Pencil	BETC Paris	Auberge des Migrants	Migrants on Amazon	France
Promotions	Wood Pencil	NORD DDB Stockholm	Elgiganten Denmark	VAR Discount	Sweden
Brand Partnership	Wood Pencil	R/GA New York	Merch Aid	Merch Aid	United States
Entertainment	Graphite Pencil	Ogilvy Taiwan	IKEA	IKEA Animal Crossing Catalogue	Taiwan
Livestream	Wood Pencil	Barbarian	RB	Sickwear by Mucinex	United States
Cultural Experience	Wood Pencil	BBDO New York	Foot Locker	Endless World of Air Max	United States
Use of Social Networks	Yellow Pencil	FCB Inferno	The Big Issue / LinkedIn	Raising Profiles	United Kingdom
New Realities & Emerging Media	Wood Pencil	Wieden+Kennedy Tokyo	IKEA Japan	IKEA Harajuku with Imma	Japan
Editing					
Film	Yellow Pencil	Work Editorial	Apple	The Whole Working-From-Home Thing	United States
Film	Wood Pencil	Trim Editing	New York Times	The Truth Is Essential: Life Needs Truth	United Kingdom
Film	Graphite Pencil	Stitch	Macmillan	Macmillan "Tender yet Tough"	United Kingdom
Film	Wood Pencil	Droga5 New York	Hennessy	Maurice and the Black Bear School	United States
Film	Graphite Pencil	The New York Times	The New York Times	Megan Thee Stallion	United States
Film	Graphite Pencil	BBDO Group Germany	UNICEF Deutschland	#ENDviolence "More Than a Mark"	Germany
Film	Wood Pencil	Arts & Letters Creative	NBA/ ESPN	NBA on ESPN - It's NBA on ESPN Time	United States
Entertainment	Wood Pencil	Stitch	Epilepsy Research UK	Epilepsy Research UK	United Kingdom
Entertainment	Graphite Pencil	Trim at Cosmo Street	The New York Times	Life Needs Truth	United States
Experiential					
Community	Graphite Pencil	Publicis Conseil	Renault	Renault - Village Electrique	France
Community	Wood Pencil	GUT São Paulo	Mercado Livre	Feed Parade	Brazil
Community	Wood Pencil	FCB Chicago	City of Chicago	Boards of Change	United States

Community	Yellow Pencil	Saatchi & Saatchi Melbourne	The Royal Australian Mint	Donation Dollar	Australia
Community	Yellow Pencil	DDB Group Germany	Reporters Without Borders	The Uncensored Library	Germany
Community	Wood Pencil	Rethink	Molson Coors	Make It Canadian	Canada
Community	Wood Pencil	VMLY&R	Wendys	Super Wendy's World	United States
Exhibitions & Trade Shows	Graphite Pencil	BBDO Group Germany	WWF Germany	Eurythenes Plasticus	Germany
Retail	Wood Pencil	Publicis Italy	Diesel	Enjoy Before Returning	Italy
Retail	Graphite Pencil	AKQA Sweden	H&M	H&M Loop	United Kingdom
Retail	Wood Pencil	Rethink Canada	Kraft Heinz Canada	Pour Perfectly	Canada
Out-of-Home	Wood Pencil	CHE Proximity Sydney	Insurance Australia Group (IAG)	Sloways	Australia
Out-of-Home	Wood Pencil	the community Miami	OREO	The OREO Doomsday Vault	United States
Out-of-Home	Wood Pencil	Famous Innovations	Radio Zindagi	The Applegram	India
Online Experiences	Graphite Pencil	AKQA Sao Paulo	Beck's	Beck's Frequency	Brazil
Online Experiences	Wood Pencil	R/GA New York / Momentum Worldwide	Verizon	Verizon - Fortnite Stadium	United States
Use of Talent & Influencers	Wood Pencil	Saatchi & Saatchi New York	Procter & Gamble	The Clean Jersey Swap	United States
Use of Technology	Graphite Pencil	Area 23	Woojer	SICK BEATS	United States
Use of Technology	Yellow Pencil	adam&eve DDB	adidas	GMR - Play Connected	United Kingdom
New Realities & Emerging Media	Graphite Pencil	Spotify	Spotify	Alone With Me	United States
Film					
Social Commercial Campaigns	Wood Pencil	TBWA Media Arts Lab Los Angeles	Apple	Shot on iPhone by Damien Chazelle – Vertical Cinema	United States
Social Commercials Over 30 Seconds	Yellow Pencil	Translation	Beats by Dr. Dre	You Love Me	United States
Social Commercials Over 30 Seconds	Wood Pencil	Africa	SporTV	Let Her Run	Brazil
Social Commercials Over 30 Seconds	Wood Pencil	Saatchi & Saatchi NZ	Global Women	A Career-Limiting Campaign	New Zealand
Social Commercials Over 30 Seconds	Wood Pencil	Goodby Silverstein & Partners	Google / United Nations / Tribeca Enterprises	Life Below Water	United States
Social Commercials Over 30 Seconds	Graphite Pencil	Indiana Production	Coordinated	The Hiring Chain	Italy
Social Commercials Over 30 Seconds	Yellow Pencil	Publicis Italy	Diesel	Francesca	Italy
TV/VOD Commercial Campaigns	Wood Pencil	Saatchi & Saatchi New Zealand	Global Women	A Career Limiting Campaign	New Zealand
TV/VOD Commercial Campaigns	Wood Pencil	Arnold Worldwide	Progressive Insurance	Dr Rick	United States
TV/VOD Commercials Under 60 Seconds	Wood Pencil	Translation	Beats by Dr. Dre	You Love Me	United States
TV/VOD Commercials 61 - 120 Seconds	Graphite Pencil	AMV BBDO	Macmillan Cancer Support	Tender And Tough	United Kingdom
TV/VOD Commercials 61 - 120 Seconds	Graphite Pencil	Lucky Generals	Amazon	Alexa's Body	United Kingdom
TV/VOD Commercials 61 - 120 Seconds	Wood Pencil	Saturday Morning	Procter & Gamble Corporate	The Look	United States
TV/VOD Commercials 61 - 120 Seconds	Wood Pencil	Riff Raff Films	Burberry	Festive / Burberry	United Kingdom

TV/VOD Commercials 61 - 120 Seconds	Wood Pencil	Wieden+Kennedy Portland	Nike	You Can't Stop Us	United States
TV/VOD Commercials Over 120 Seconds	Yellow Pencil	AMV BBDO	Essity	#wombstories	United Kingdom
TV/VOD Commercials Over 120 Seconds	Graphite Pencil	Droga5 New York	The New York Times	Life Needs Truth	United States
TV/VOD Commercials Over 120 Seconds	Graphite Pencil	Superprime Films	Apple	Vertical Cinema	United States
TV/VOD Commercials Over 120 Seconds	Yellow Pencil	Publicis Italy	Diesel	Francesca	Italy
Cinema Commercials 61 - 120 Seconds	Yellow Pencil	Publicis Italy	Diesel	Francesca	Italy
Other Screens	Graphite Pencil	AMV BBDO	Macmillan Cancer Support	Whatever It Takes	United Kingdom
Promotions	Wood Pencil	Translation / ESPNCW	State Farm	The Last Dance Deep Fake	United States
Tactical	Wood Pencil	Africa	SporTV	Let Her Run	Brazil
Tactical	Wood Pencil	Apple	Apple	The Whole Working-From-Home Thing	United States
Innovation	Wood Pencil	Mozga Studio	Enjoyable Ageing Charity Foundation	Disappearing Stories	Russian Federation
Illustration					
Integrated	Graphite Pencil	Leo Burnett Madrid	Procter & Gamble	The Most Epic Seafaring Legend Ever Told	Spain
Integrated	Graphite Pencil	AMV BBDO	Essity	#wombstories	United Kingdom
Integrated	Graphite Pencil	Collins	Robinhood	Robinhood Illustration	United States
Digital	Graphite Pencil	Mailchimp	Mailchimp	Mailchimp Annual Report	United States
Posters	Wood Pencil	Koiso Design	Koiso Design	EDO 2220	Japan
Posters	Wood Pencil	Cossette	Amnesty International	Write For Your Rights	Canada
Posters	Wood Pencil	McCann New York	Reckitt Benckiser	Boring Heroes	United States
Posters	Wood Pencil	Leo Burnett London	McDonald's	Light On	United Kingdom
Press	Wood Pencil	TBWAParis	Le Chocolat des Français	Only Keep the Best of France	France
Printed Materials	Graphite Pencil	Indego Design	Naughty Roll	Imbalance	Macao
Printed Materials	Wood Pencil	Dentsu	Nikkei	Personal Fuel	Japan
Printed Materials	Wood Pencil	NB Studio	The Royal Mail	Royal Mail Stamps	United Kingdom
Publications	Wood Pencil	Tenmilliontimes Design	The Oriental Press	Shade of Trees, Pigeons and People: Life and Nostalgia in Beijing Hutongs (Alleys)	China
Publications	Yellow Pencil	Vanity Fair	Vanity Fair	Breonna Taylor - September 2020 Cover Illustration	United States
Environmental	Wood Pencil	BBH New York	Chief	Chief & NWHM Glass Ceiling Breaker	United States
Animated	Wood Pencil	Kin	Mailchimp	Big Change Starts Small	United States
Animated	Yellow Pencil	AKQA	Casa Vivi and Casa Anastacia	Blue Light	Brazil
Integrated					
Small Business	Graphite Pencil	Saatchi & Saatchi New York	Women in Film	For Your Consideration	United States
Large Business	Graphite Pencil	R/GA California	Reddit	Reddit - Up The Vote	United States

Large Business	Graphite Pencil	Leo Burnett Chicago	Kraft Heinz	Littlest Bailout	United States
Large Business	Wood Pencil	VaynerMedia	AB INBEV/Budweiser	The Future Official Sponsors of the NWSL	United States
Large Business	Wood Pencil	Google Brand Studio	Google	Search Black-owned	United States
Large Business	Wood Pencil	Mischief @ No Fixed Address	Kraft Heinz	Send Noods	United States
Collaborative Campaigns	Yellow Pencil	McCann London	Xbox/ Microsoft	The Birth of Gaming Tourism	United Kingdom
Collaborative Campaigns	Wood Pencil	PSOne	The J.M. Smucker Company	#JifsGIF	United States
Collaborative Campaigns	Graphite Pencil	Grey New York	Pringles	Trapped In Advertising	United States
Media					
Integrated	Graphite Pencil	Droga5 New York	Red Wing Shoes	#LaborDayOn	United States
Integrated	Wood Pencil	VaynerMedia	AB INBEV/Budweiser	The Future Official Sponsors of the NWSL	United States
Integrated	Wood Pencil	R/GA	Shopify	Supporting Independents	United States
Social	Wood Pencil	FCB&FiRe Spain	Netflix	Unboxing	Spain
Social	Wood Pencil	Special Group New Zealand	Every Kiwi Vote Counts	Middle in the New Zealand Election	New Zealand
Social	Wood Pencil	Venables Bell & Partners	Reebok	#ZigTheRunway	United States
Mobile	Wood Pencil	Goodby Silverstein & Partners	Frito-Lay North America	Cheetos Snap to Steal	United States
Direct	Yellow Pencil	Saatchi & Saatchi Australia	The Royal Australian Mint	Donation Dollar	Australia
Direct	Wood Pencil	CHE Proximity	Insurance Australia Group	NRMA First Saturday	Australia
Direct	Wood Pencil	CHE Proximity	Insurance Australia Group	Help! The Game	Australia
Direct	Graphite Pencil	FCB Chicago / FCB New York	Anheuser-Busch	Contract for Change	United States
Press & Outdoor	Wood Pencil	We Believers	Stillhouse Spirits	Unbreakable OOH	United States
Press & Outdoor	Graphite Pencil	Africa	Folha de S.Paulo Newspaper	The Most Valuable News	Brazil
Press & Outdoor	Wood Pencil	Serviceplan Germany	MAPA	Love Crossings	Germany
Radio & Audio	Graphite Pencil	Publicis Italy	Barilla	Playlist Timer	Italy
Film	Wood Pencil	Special Group Australia	Uber Eats	Uber Eats No Repeats	Australia
Film	Wood Pencil	R/GA California	Reddit	Reddit - Superb Owl	United States
Film	Wood Pencil	LOLA MullenLowe	Unilever	It's On Us	Spain
Film	Wood Pencil	Clemenger BBDO Wellington	Waka Kotahi NZ Transport Agency	The Unsaid	New Zealand
Entertainment	Yellow Pencil	FCB NY	Michelob Ultra	Michelob Ultra Courtside	United States
Events & Stunts	Graphite Pencil	BBDO Group Germany	WWF Germany	Eurythenes Plasticus	Germany
Events & Stunts	Wood Pencil	Pages BBDO	Sirena	Strike Out Cancer	Dominican Republic
Events & Stunts	Wood Pencil	Stendahls	Göteborg Film Festival	The Isolated Cinema	Sweden
Events & Stunts	Wood Pencil	Rethink Canada	Kraft Heinz Canada	Heinz Ketchup Puzzle	Canada
Retail	Wood Pencil	Leo Burnett Colombia	Falabella Colombia	3362 falabella.com	Colombia
Retail	Wood Pencil	Memac Ogilvy Dubai	Al Futtaim IKEA	Buy With Your Time	United Arab Emirates
Interaction	Wood Pencil	DDG Group Germany	Reporters Without Borders	The Uncensored Library	Germany
Interaction	Wood Pencil	CHE Proximity	Samsung	Samsung Microcodes	Australia

Interaction	Graphite Pencil	BBDO New York	Color of Change	Pedestal Project	United States
Interaction	Wood Pencil	DDB Chicago	Molson Coors	Calorie Burning URL	United States
Collaboration	Wood Pencil	MullenLowe SSP3	Ab Inbev	The Beer Cap Project	Colombia
Collaboration	Graphite Pencil	FCB NY	Michelob Ultra	Michelob Ultra Courtside	United States
Use of Talent & Influencers	Graphite Pencil	Saatchi & Saatchi	Procter & Gamble	The Clean Jersey Swap	United States
Next					
Next Creative	Next Pencil	Hans Augustenborg	Promote Your Local, Cold Bali, Canairi, Volvo	Hans Augustenborg	Denmark
Next Creative	Next Pencil	Noah Bramme, Andreas Karlsson	Talita, Maurten, 7-Eleven, Clear Channel	Noah Bramme & Andreas Karlsson	Sweden
Next Designer	Next Pencil	Yinan Lyu	LINX, Calx Station, Z WAVE Design	Yinan Lyu	China
Next Designer	Next Pencil	Haocheng Zhang	UAL, LCF, Personal Project, Laojun Mountain	Haocheng Zhang	China
Next Director	Next Pencil	Mitch Kalisa	Dirty Danger, SXSW	Mitch Kalisa	United Kingdom
Next Director	Next Pencil	Martin Furze	New Lives, The Mary Foundation Denmark	Martin Furze	Denmark
Next Illustrator	Next Pencil	Eva Cremers	Pull&Bear, Breaks Agency, Nike, Lemonade	Eva Cremers	Netherlands
Next Illustrator	Next Pencil	Simo Liu	Self Promotion, Medium, Harvard Business Review, The Washington Post Magazine	Simo Liu	United States
Next Photographer	Next Pencil	Michelle Watt	Schön, Blanc, Capture One, Sony	Michelle Watt	United States
Photography					
Portraits	Graphite Pencil	Ogilvy UK / Ogilvy Toronto	Unilever	Courage is Beautiful	United Kingdom
Documentary	Graphite Pencil	TBWA/Paris	Leica	The World Deserves Witnesses	France
Documentary	Wood Pencil	Wunderman Thompson Mumbai	Jimmy Nelson Foundation	Save Our Sentinels	India
Still Life & Studio	Wood Pencil	Quinsay Design	Ugan Concept	Revolution Around the Light - The 24 Solar Terms on the Floor	China
Fashion	Wood Pencil	Ogilvy Taiwan	Vogue	UNI-FORM	Taiwan
Fine Art & Conceptual	Wood Pencil	DDB Aotearoa New Zealand	McDonald's	McDonald's Reflections	New Zealand
Fine Art & Conceptual	Wood Pencil	Armando Testa Spa	Luigi Lavazza	The New Humanity	Italy
Low Budget	Graphite Pencil	The Odd Number	Salvation Army	If It Doesn't Fit, Donate It	South Africa
PR					
Integrated	Wood Pencil	The Narrative Group	McDonald's	Famous Orders - The Travis Scott Meal	United States
Integrated	Wood Pencil	McCann New York	Mastercard	True Name	United States
Integrated	Wood Pencil	Mischief @ No Fixed Address	OkCupid	Be A #VLF	United States
B2B	Wood Pencil	FCB Chicago / FCB New York	Anheuser-Busch	Contract for Change	United States
B2C	Graphite Pencil	We Believers New York	Burger King Global	Burger King Cow's Menu	United States
B2C	Graphite Pencil	McCann New York	Mastercard	True Name	United States
B2C	Yellow Pencil	DDB Group New Zealand	New Zealand Aids Foundation	The Baby That Changed HIV	New Zealand
Multi-Market	Wood Pencil	Africa	House of Lapland	Salla 2032	Brazil
Multi-Market	Graphite Pencil	DDB Group Germany	Reporters Without Borders	The Uncensored Library	Germany
Digital & Social	Wood Pencil	TBWA/Sydney	Tourism New Zealand	PLAY NZ	Australia

Digital & Social	Wood Pencil	Herezie	Amazon Prime Video	Cités	France
Digital & Social	Wood Pencil	FCB&FiRe Spain	Netflix	Unboxing	Spain
Events & Stunts	Wood Pencil	FCB NY	Michelob Ultra	Michelob Ultra Courtside	United States
Events & Stunts	Graphite Pencil	BBH New York	Chief	Chief & NWHM Glass Ceiling Breaker	United States
Entertainment	Wood Pencil	Rothco, Part of Accenture Interactive	Warner Music Group	Saylists	Ireland
Entertainment	Wood Pencil	DDB Group Germany	Reporters Without Borders	The Uncensored Library	Germany
Entertainment	Wood Pencil	Herezie	Amazon Prime Video	Cités	France
Entertainment	Wood Pencil	FCB&FiRe Spain	Netflix	Unboxing	Spain
Entertainment	Wood Pencil	FCB NY	Michelob Ultra	Michelob Ultra Courtside	United States
Entertainment	Graphite Pencil	TBWA Sydney	Tourism New Zealand	PLAY NZ	Australia
Use of Micro-Talent & Influencers	Yellow Pencil	Publicis México	Propuesta Cívica	#StillSpeakingUp	Mexico
Use of Talent & Influencers	Graphite Pencil	The Narrative Group	McDonald's	Famous Orders - The Travis Scott Meal	United States
Use of Media Relations	Wood Pencil	Serviceplan France	Règles Élémentaires	Invisible Women	France
Reactive Response	Graphite Pencil	Saatchi & Saatchi New York	Procter & Gamble	The Clean Jersey Swap	United States
Reactive Response	Wood Pencil	Buzzman	BURGER KING® France	Burger King & Friends	France
Reactive Response	Wood Pencil	Edelman New York	Unilever	A New Jingle for a New Era	United States
Reactive Response	Wood Pencil	Africa	House of Lapland	Salla 2032	Brazil
Reactive Response	Wood Pencil	David Mami	Budweiser/AB	Bigger Picture	United States
Reactive Response	Graphite Pencil	R/GA California	Reddit	Reddit - Superb Owl	United States
Reactive Response	Graphite Pencil	GUT Agency	Popeyes Louisiana Kitchen	That Look From Popeyes	United States
Reactive Response	Wood Pencil	Mother London	KFC	KFC 'The World's Least Appropriate Slogan'	United Kingdom
Product Launch	Wood Pencil	Rothco, Part of Accenture Interactive	Warner Music Group	Saylists	Ireland
Product Launch	Graphite Pencil	We Believers New York	Burger King Global	Burger King Cow's Menu	United States
Product Launch	Graphite Pencil	Saatchi & Saatchi New York	Procter & Gamble	The Clean Jersey Swap	United States
Product Launch	Wood Pencil	Ogilvy Mexico	AB InBev Grupo Modelo Mexico	Victoria 1.8	Mexico
Product Launch	Wood Pencil	Forsman & Bodenfors Gothenburg	Volvo Car Corporation	A Million More	Sweden
Product Launch	Graphite Pencil	McCann New York	Mastercard	True Name	United States
Public Affairs	Wood Pencil	DDB Group Germany	Reporters Without Borders	The Uncensored Library	Germany
Public Affairs	Graphite Pencil	BBDO Group Germany	WWF Germany	Eurythenes Plasticus	Germany
Public Affairs	Wood Pencil	David Mami	Budweiser/AB	Bigger Picture	United States
Public Affairs	Graphite Pencil	McCann New York	Mastercard	True Name	United States
Public Affairs	Graphite Pencil	Africa	House of Lapland	Salla 2032	Brazil
Press & Outdoor					
Press Campaigns	Wood Pencil	Havas London	Nubian Jak Community Trust	Black Plaque Project	United Kingdom
Press Campaigns	Graphite Pencil	Leo Burnett Toronto	Milk-Bone	You Choose What They Chew	Canada
Press Campaigns	Graphite Pencil	The Odd Number	The Salvation Army	If It Doesn't Fit, Donate It	South Africa

Press Campaigns	Wood Pencil	Leo Burnett Tailor Made	ABTO (Brazilian Organ Transplant Association)	Cartoons	Brazil
Press Campaigns	Wood Pencil	Commonwealth // McCann Detroit	Chevrolet	Safety 'Little Red, Hansel/Gretel, Frankenstein'	United States
Press Campaigns	Wood Pencil	Commonwealth // McCann Detroit	Chevrolet	Bolt 'Toaster, Toothbrush, Vacuum'	United States
Press Campaigns	Wood Pencil	the community	Project Gutenberg	Crossed-out Classics	United States
Press Campaigns	Yellow Pencil	Ogilvy UK / Ogilvy Toronto	Unilever	Courage is Beautiful	United Kingdom
Press Campaigns	Wood Pencil	Cossette	Amnesty International	Write For Your Rights	Canada
Press Campaigns	Wood Pencil	Publicis Ecuador	Movistar Ecuador	Broken Screens	Ecuador
Press Campaigns	Graphite Pencil	TBWAParis	Le Chocolat des Français	Only Keep the Best of France	France
Press Campaigns	Wood Pencil	Uncle Grey	Canon	Missed Shots	Denmark
Press Campaigns	Graphite Pencil	Saatchi & Saatchi New York	Procter & Gamble	Olay Face the STEM Gap	United States
Interactive Press Adverts	Graphite Pencil	DDB Chicago	Molson Coors	Calorie Burning URL	United States
Tactical Press Adverts	Wood Pencil	Publicis•Poke	P&O Ferries	Brexit Reassurance Campaign	United Kingdom
Tactical Press Adverts	Wood Pencil	DDB Chicago	Molson Coors	Calorie Burning URL	United States
Poster Campaigns	Wood Pencil	DDB Group New Zealand	McDonald's	McDonald's Reflections	New Zealand
Poster Campaigns	Graphite Pencil	AKQA	Netflix	One Story Away	Brazil
Poster Campaigns	Wood Pencil	Havas London	Nubian Jak Community Trust	Black Plaque Project	United Kingdom
Poster Campaigns	Graphite Pencil	Africa	Folha de S.Paulo Newspaper	The Most Valuable News	Brazil
Poster Campaigns	Wood Pencil	BETC São Paulo	Hershey's	HerShe	Brazil
Poster Campaigns	Graphite Pencil	Ogilvy UK / Ogilvy Toronto	Unilever	Courage is Beautiful	United Kingdom
Poster Campaigns	Graphite Pencil	Cossette	Amnesty International	Write For Your Rights	Canada
Poster Campaigns	Yellow Pencil	TBWAParis	Le Chocolat des Français	Only keep the Best of France	France
Poster Campaigns	Wood Pencil	One Twenty Three West	Vancouver Mural Festival	Vancouver Mural Festival - You'll Get It When You See It	Canada
Poster Campaigns	Wood Pencil	Saatchi & Saatchi New York	Women in Film	For Your Consideration	United States
Interactive Poster Adverts	Graphite Pencil	Havas London	Nubian Jak Community Trust	Black Plaque Project	United Kingdom
Tactical Poster Adverts	Wood Pencil	R/GA California	Reddit	Reddit - Up The Vote	United States
Tactical Poster Adverts	Graphite Pencil	Leo Burnett Chicago	Wingstop	Wearable Billboards	United States
Tactical Poster Adverts	Graphite Pencil	BBH New York	Chief	Chief & NWHM Glass Ceiling Breaker	United States
Innovation	Wood Pencil	David Mami	Burger King	Homes of the Whopper	United States
Innovation	Yellow Pencil	Africa	Folha de S.Paulo Newspaper	The Most Valuable News	Brazil
Production Design					
Film	Wood Pencil	Johannes Leonardo	Volkswagen Group of America	Volkswagen the Wheel	United States
Film	Yellow Pencil	Biscuit Filmworks LA & Revolver	Brawl Stars	Starr Park	United States
Film	Graphite Pencil	Academy	Three	Real 5G	United Kingdom
Animated	Wood Pencil	Area 23	Lilly / Cyramza	The Momentous Moments of Max and Maxine	United States

Animated	Wood Pencil	adam&eveDDB	John Lewis & Partners	Give a Little Love	United Kingdom
Radio & Audio					
Commercial Campaigns	Wood Pencil	DAMD Madrid	Burger King	Confusing Times	Spain
Commercial Campaigns	Wood Pencil	AMM BBDO	Metropolitan Police	Hard Calls Saves Lives	United Kingdom
Commercial Campaigns	Graphite Pencil	Wunderman Thompson Chile	World Wildlife Fund	Nature Is Calling For Help	Chile
Commercial Campaigns	Wood Pencil	Kolle Rebbe	Deutsche Lufthansa	FlyNet	Germany
Commercials Over 30 Seconds	Graphite Pencil	Boys + Girls	Swim Ireland	Daddy! Daddy! Look at me!	Ireland
Tactical	Wood Pencil	DUDE	Communities for Development	Money Makes Money	United Kingdom
Tactical	Graphite Pencil	Africa	Brazilian Association of Psychiatric	Alexa's Burnout	Brazil
Tactical	Wood Pencil	TBWA\Hunt\Lascaris	City Lodge Hotel Group	Marital Bliss	South Africa
Innovation	Graphite Pencil	215 McCann	Microsoft	Xbox Series X: Walking in Steve's Dreams	United States
Sound Design & Use of Music					
Sound Design	Wood Pencil	String and Tins	Facebook Oculus	Oculus: First Steps	United Kingdom
Original Composition	Wood Pencil	AlmapBBDO	LG	Project Ms. Mozart	Brazil
Original Composition	Wood Pencil	Translation	Beats by Dr. Dre	You Love Me	United States
Original Composition	Wood Pencil	BBH New York	Google	Google Black-Owned Friday	United States
Original Composition	Wood Pencil	Indiana Production	CoorDown	The Hiring Chain	Italy
Original Composition	Graphite Pencil	Taproot Dentsu	Facebook	Pooja Didi	India
Original Composition	Graphite Pencil	Wunderman Thompson	Jimmy Nelson Foundation	Save Our Sentinels	India
Existing Music	Wood Pencil	Soundtree Music	Green & Blacks	Wildly. Deliciously. Organic.	United Kingdom
Existing Music	Wood Pencil	AMM BBDO	Macmillan Cancer Support	Whatever It Takes	United Kingdom
Adapted Music	Graphite Pencil	new-land	Levi's	Levi's - When You Take A Step, We All Move	Denmark
Adapted Music	Wood Pencil	BBDO New York	American Red Cross	Piano	United States
Adapted Music	Wood Pencil	Twenty Below Music	Burberry	Burberry Festive	United Kingdom
Adapted Music	Wood Pencil	Elephant	Yahoo	Yahoo! + Tank and the Bangas & Friends	United States
Adapted Music	Wood Pencil	Abby Priest	The Swedish Heartchild Foundation	Dante's Heartbeats	Sweden
Audio Composition	Wood Pencil	DDB Paris	Ubisoft	Tipping Point	France
Audio Composition	Wood Pencil	Factory / SIREN	BBC Sounds	The Power of Sounds	United Kingdom
Audio Composition	Wood Pencil	Box of Toys Audio	Axl Le	Vincent	United Kingdom
Audio Composition	Graphite Pencil	Droga5 New York	Hennessy	Maurice and The Black Bear School	United States
Audio Composition	Wood Pencil	Kay-Oskwarek Music	Nike	Nike - You Can't Stop Us: Victory Swim	United Kingdom
Typography					
Integrated	Yellow Pencil	COLLINS	San Francisco Symphony	San Francisco Symphony Dynamic Typography	United States
Integrated	Wood Pencil	Superunion	WPP	Amsteldok	Netherlands
Packaging	Wood Pencil	Jones Knowles Ritchie	Restaurant Brands International	Flame-licked Type, Your Way	United States

New Realities & Emerging Media	Wood Pencil	TBWA\Helsinki	TietoEVRY	The Polite Type	Finland
Visual Effects					
Colour Grading	Graphite Pencil	DDB San Francisco	iShares	Eleanor T. Fitzsimmons	United States
Colour Grading	Wood Pencil	MPC London	Glenmorangie	Glenmorangie - It's Kind of Delicious and Wonderful	United Kingdom
Compositing	Yellow Pencil	Electric Theatre Collective	Jägermeister	Jägermeister - Be The Meister	United Kingdom
Compositing	Graphite Pencil	TBWA\Paris	McDonald's France	Books	France
Compositing	Graphite Pencil	MPC London	Burberry	Burberry - Festive	United Kingdom
Computer-Generated	Yellow Pencil	DDB Paris	Ubisoft	Tipping Point	France
Computer-Generated	Yellow Pencil	MPC London	Burberry	Burberry - Festive	United Kingdom
New Realities & Emerging Media	Wood Pencil	Seyhan Lee	Beko	Connections	United States
Low Budget	Yellow Pencil	FRED & FARID Los Angeles	Fridays For Future US	Our House is on Fire	United States
Writing for Advertising					
Film	Graphite Pencil	Droga5 London	Setapp	Don't Get Sidetracked. Get Setapp.	United Kingdom
Film	Wood Pencil	TBWA\Media Arts Lab	Apple	Over Sharing	United States
Film	Wood Pencil	BMB	Farrow & Ball	Relax, it's Modern Emulsion	United Kingdom
Film	Graphite Pencil	Apple	Apple	The Whole Working-From-Home Thing	United States
Film	Yellow Pencil	Translation	Beats by Dr. Dre	You Love Me	United States
Radio & Audio	Wood Pencil	TBWA\Hunt\Lascares	City Lodge Hotel Group	Marital Bliss	South Africa
Radio & Audio	Yellow Pencil	Boys + Girls	Swim Ireland	Daddy! Daddy! Look At Me!	Ireland
Radio & Audio	Graphite Pencil	DAVID Madrid	Burger King	Confusing Times	Spain
Writing for Design					
Integrated	Graphite Pencil	Clemenger BBDO Wellington	New Zealand Government	Unite Against COVID-19	New Zealand
Digital	Wood Pencil	Clemenger BBDO Wellington	New Zealand Human Rights Commission	Voice of Racism	New Zealand
Digital	Wood Pencil	Among Equals	The Girls' Network	The Empowerium	United Kingdom
Graphic	Graphite Pencil	McCann London	Microsoft	The Birth of Gaming Tourism	United Kingdom
Graphic	Yellow Pencil	Mother LA	Postmates	Postmates Don't Cookbook	United States
Graphic	Graphite Pencil	Havas Lynx Group	Havas Lynx Group	Andi Goes	United Kingdom
Packaging	Wood Pencil	For The People	Story Espresso	Story Espresso Coffee Cups	Australia
Packaging	Wood Pencil	Supple Studio	FRAHM Jackets	FRAHM – Tough Beautiful	United Kingdom
Naming	Wood Pencil	The Stone Twins	LEBO Vastgoed	Met Hotel	Netherlands
Naming	Wood Pencil	The Stone Twins	G&S Vastgoed	Nowhere	Netherlands
Brand Voice	Wood Pencil	Ragged Edge	East London Liquor Company	East London Liquor Company	United Kingdom
Brand Voice	Wood Pencil	Clemenger BBDO Wellington	New Zealand Government	Unite Against COVID-19	New Zealand
Brand Voice	Graphite Pencil	Droga5 New York	Kimberly-Clark	We Got You, Baby	United States
Brand Voice	Graphite Pencil	Ragged Edge	Mylo	Mylo	United Kingdom

Brand Voice	Wood Pencil	Superunion	Clear Mobile	Clear Mobile	United Kingdom
Storytelling	Graphite Pencil	For The People	Story Espresso	Story Espresso	Australia
Storytelling	Wood Pencil	RT Creative Lab	RT	The Endless Letter on Instagram Stories	Russian Federation
Side Hustle					
Start-Up / Student	Side Hustle Pencil	Stephanie Connolly		LittleTalks	Ireland
Scale-Up / Emerging Professional	Side Hustle Pencil	I Like Networking		I Like Networking	United Kingdom

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