

SA receives first D&AD Black Pencil award

LONDON, UK: Last night, Thursday, 3 June 2010, South Africa took home its [first D&AD Black Pencil](#), in Graphic Design, for TBWA\Hunt\Lascaris Johannesburg's [Trillion Dollar](#) campaign that turned money into a medium to promote exiled newspaper *The Zimbabwean*. *SA Promo Magazine* was there on behalf of Bizcommunity.com.





Photographs: SA Promo magazine (www.sapromo.com).

The TBWA team also collected three Yellow Pencils, as well as the coveted Black Pencil.

The Black Pencil is awarded annually to truly groundbreaking work in advertising and design - the kind of work that redefines a medium. A Yellow Pencil is for a piece of work or campaign that sets new benchmarks of creative excellence.

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