

## D&AD 2012 Awards: by category

### Mobile Marketing Nominations and In-Book

Award	Agency	Client	Campaign	Country	Category
Yellow Pencil	AKQA London	Heineken	Heineken Star Player	UK	Mobile Interaction & Experience
Yellow Pencil	JWT Melbourne	Melbourne Writers Festival	Wi-Fiction	Australia	Mobile Campaigns & Mobile Advertising
Yellow Pencil	JWT Melbourne	Melbourne Writers Festival	Wi-Fiction	Australia	Writing for Mobile Marketing
Nomination	Ogilvy Cape Town	Carling Black Label Cup	Be the Coach	South Africa	Mobile Campaigns & Mobile Advertising
Nomination	Society 46	Pepsi	The Sound of Football	Sweden	Sound Design & Use of Music for Mobile Marketing
Nomination	AMV BBDO	5 Gum	The Nightjar	UK	Sound Design & Use of Music for Mobile Marketing
In-Book	Colenso BBDO	Westpac	Impulse Saver	New Zealand	Mobile Campaigns & Mobile Advertising
In-Book	Brand New School	eBay Give a Toy Store	eBay: Give A Toy Store	USA	Mobile Interaction & Experience

### Photography Nominations and In-Book

Award	Agency	Client	Campaign	Country	Category
Nomination	DDB London	Harvey Nichols	Daylight Robbery	UK	Photography for Advertising
In-Book	Hans Seeger	Little Brown Mushroom Books	Conductors of the Moving World	USA	Photography for Design
In-Book	OneSix7	French Connection	I Am The Collection	UK	Photography for Advertising
In-Book	David Stewart Photography	David Stewart/Browns Editions	Teenage Pre-occupation posters	UK	Photography for Design
In-Book	Tribal DDB, Germany	BSH Deutschland	Icebergs	Germany	Photography for Advertising
In-Book	This Is Real Art	Universal Music	Gee Up	UK	Photography for Design
In-Book	Ogilvy Johannesburg	Multichoice/M-Net	Nothing's put on	South Africa	Photography for Advertising
In-Book	Pool	Pool	Blow Up	Australia	Photography for Design
In-Book	Stella Pye	The Times Eureka Magazine	The Times Eureka Magazine / Flower Power Article	UK	Photography for Design
In-Book	Channel 4	Channel 4	Too Boy	UK	Photography for Advertising
In-Book	WE ARE Pi	TEDx Amsterdam	TEDx Amsterdam	Netherlands	Photography for Advertising

### Writing for Design Nominations and In-Book

Award	Agency	Campaign	Client	Country	Category
Nomination	Pentagram Design	Holiday Card	Pentagram Design	UK	Writing for Design
In-Book	Venture Three	Little Chef	Little Chef	UK	Writing for Design
In-Book	Various Artists	byvariousartists.com	Various Artists	UK	Writing for Design
In-Book	Interbrand Sydney	The Great Blandini	Steve Bland	Australia	Writing for Design
In-Book	Here Design	Brand Ambassador Handbook	William Grant & Sons	UK	Writing for Design

### Music Video Nominations and In-Book

Award	Entrant	Artist, Title	Client	Country	Category
Yellow Pencil	El Nino	Is Tropical, The Greeks	Kitsuné	France	Music Videos
Yellow Pencil	Les Télécréateurs	Etienne de Crecy, NO BRAIN	Dim Mak Records	France	Music Videos
Yellow Pencil	Pretty Bird/Daniels	Manchester Orchestra	Columbia	USA	Special Effects for Music Videos
Nomination	Pretty Bird/Daniels	Manchester Orchestra	Columbia	USA	Music Videos
In-Book	Orange Films	Spoek Mathambo, Control	One Louder	South Africa	Cinematography for Music Videos
In-Book	Pretty Bird/Daniels	Battles, My Machines	Warp Records	USA	Music Videos
In-Book	Partizan	Battles, Ice Cream	Battles	UK	Music Videos
In-Book	Partizan	Oh Land, White Nights	Oh Land	UK	Music Videos
In-Book	Colonel Blimp	Metronomy, The Bay	Because UK	UK	Music Videos
In-Book	Somesuch & Co	Duck Sauce, Big Bad Wolf	Duck Sauce	UK	Music Videos
In-Book	Academy	Feist, The Bad In Eachother	Polydor Records/Universal France	UK	Cinematography for Music Videos
In-Book	VCCP	The Kooks, Saboteur	The Kooks	UK	Music Videos

### Packaging Nominations and In-Book

Award	Agency	Client	Campaign	Country	Category
Yellow Pencil	LOVE	Diageo	Johnnie Walker	UK	Packaging Design
Yellow Pencil	Iris Nation	Heineken	Heineken	UK	Packaging Design
Nomination	Pentagram Design	Cass Art	Cass Art	UK	Packaging Design
Nomination	BBDO Dusseldorf GmbH	Medicom Pharma GmbH	Nobilin	Germany	Packaging Design
In-Book	gürtlerbachmann Werbung GmbH	Closed GmbH	Closed	Germany	Packaging Design
In-Book	Leo Burnett Chicago	Allstate	Allstate	USA	Packaging Design
In-Book	Brandhouse WTS	Berry Bros & Rudd	No3 Gin	UK	Packaging Design
In-Book	Brandhouse WTS	SABMiller	St Stefanus	UK	Packaging Design
In-Book	LAQA & Co.	LAQA & Co.	LAQA & Co.	USA	Packaging Design
In-Book	Stranger & Stranger	Truett Hurst Dry Creek Valley	Bordeaux Pinot Noir	USA	Packaging Design
In-Book	The Collective	De Bortoli	Este	Australia	Packaging Design
In-Book	The Chase Manchester	Royal Mail	Royal Mail Collectibles	UK	Packaging Design
In-Book	Scholz & Friends Berlin GmbH	3M Deutschland GmbH	3M Solar Ear Plugs	Germany	Packaging Design
In-Book	Designers United	G. Papazoglou & Co	Col & Extra Acrylic	Germany	Packaging Design
In-Book	Designers Anonymous	Designers Anonymous	Designers Anonymous	UK	Packaging Design
In-Book	Ena Cardenal de la Nuez	Do Not Say No	DO NOT SAY NO	Spain	Packaging Design

**Product Design Nominations and In-Book**

Award	Agency	Client	Project	Country	Category
Yellow Pencil	Nokia	Consumers	Nokia N9	Finland	Interactive Design for Products
Yellow Pencil	BarberOsgerby	Vitra	Tip Ton	UK	Furniture Design
Nomination	Whipsaw	Apple	Livescribe Echo Smartpen	USA	Consumer Product Design
Nomination	Apple Computer	Apple	iPad 2	USA	Consumer Product Design
Nomination	Ammunition	Edge of Belgravia	Nook Simple Touch	USA	Consumer Product Design
Nomination	Luceplan	Archetype	Archetype	Italy	Furniture Design
Nomination	Edge of Belgravia	Edge of Belgravia	Edge of Belgravia Ceramic Knife Series	UK	Consumer Product Design
In-Book	No Picnic	Vitra	Propellerhead Balance	Sweden	Consumer Product Design
In-Book	Native Design	General Electric	B&W C5 in-ear Headphones	UK	Consumer Product Design
In-Book	Nokia	Nokia	Nokia Lumia 800	Finland	Consumer Product Design
In-Book	Apple Computer	Apple	iPad Smart Cover	USA	Consumer Product Design
In-Book	fuseproject	General Electric	GE WattStation WallMount	USA	Consumer Product Design
In-Book	Hövdig	Consumers	Hövdig	Sweden	Consumer Product Design

**Spatial Design Nominations and In-Book**

Award	Agency	Client	Title	Country	Category
Yellow Pencil	Leo Burnett Shanghai	QingCongQuan	The Distance Between Mother and Child	China	Installations
Nomination	Living Architecture/Artangel	A Room for London	A Room for London	UK	Spatial Design
Nomination	FACT (Foundation for Art and Creative Technology)		The Social Playground	UK	Installations
Nomination	GE		Living Masterpiece	UK	Installations
In-Book	Casa do Conto	Casa do Conto	Casa do Conto — House of Tales	Portugal	Spatial Design
In-Book	Design Museum, London		Wim Crowel: A graphic odyssey	UK	Exhibition Design
In-Book	Pinacoteca Museum		Curiosism	Brazil	Exhibition Design
In-Book	Sephora/Firmenich	Sephora	Lucid Dreams	USA	Installations
In-Book	Deutsche Bank AG	Deutsche Bank	Anamorphic Mirror	Germany	Installations
In-Book	Stanley Picker Gallery in Kingston/Beijing Design Week		A Day in the Life of Ernesto Bones	UK	Exhibition Design
In-Book	Oita Godo Shinbunsha/Oita Art Museum	Theo Jansen	Theo Jansen Exhibition	Japan	Exhibition Design
In-Book	Siemens Electrogeraete GmbH	Siemens washing machines with anti-vibration Design	The Laundry-Gallery	Germany	Installations
In-Book	American Hardwood Export Council/London Design Festival 2011		Timber Wave	UK	Installations
In-Book	National Maritime Museum	High Arctic	High Arctic	UK	Installations
In-Book	Converse		The Canvas Experiment	Sweden	Installations
In-Book	Arcade Fire/Creators Project	Intel	Summer into Dust	USA	Installations

**Typography Nominations and In-Book**

Award	Agency	Client	Title	Country	Category
Nomination	Hakuhodo	Dai nippon Printing	Reconstructed kanji 'ice snow'	Japan	Typography for Design
Nomination	Eric Chan Design	CO-1 School of Visual Arts	CO-1 10th Anniversary Poster	Hong Kong	Typography for Design
In-Book	Tokvu Agency	Pie International	Graphic Explanation	Japan	Typography for Design
In-Book	Ogilvy & Mather	Orbis HK	Knots	Hong Kong	Typography for Advertising
In-Book	AD&D	IWAI TSUSHO K.K	Works of International Graphic Arts Show	Japan	Typography for Design
In-Book	Steve Back	Steve Back	Steve Back Logo	Australia	Typography for Design
In-Book	e-Types	Berlingske Media	Berlingske	Denmark	Typefaces
In-Book	Johnson Banks	Ravensbourne	Arkitypo	UK	Typography for Design
In-Book	Grafica Design	AGI Spain	AGI Barcelona	Spain	Typography for Design
In-Book	Nokia UK	Nokia	Nokia Pure	UK	Typography for Design
In-Book	Loran Stoskopf	Ecole d'art de Mulhouse	Faire impression	France	Typography for Design

**Radio Advertising Nominations and In-Book**

Award	Agency	Client	Campaign	Country	Category
Yellow Pencil	Grey Advertising	Nelson Mandela Foundation	Martin Luther King Jnr. and Nelson Mandela	South Africa	Sound Design & Use of Music for Radio Advertising
Yellow Pencil	Be Bravo	Leica	Leica Radio Campaign	USA	Radio Advertising Campaigns
Yellow Pencil	Net#work BBDO, Johannesburg	Mercedes-Benz	Attention Assist Campaign	South Africa	Writing for Radio Advertising
Yellow Pencil	Be Bravo	Leica	Leica - Picture Day	USA	Radio Advertising over 30 seconds
Nomination	DDB Colombia	Military Forces of Colombia	The Code	Colombia	Radio Advertising over 30 seconds
Nomination	DDB Canada Toronto	Toronto Crime Stoppers	Expose	Canada	Radio Advertising Campaigns
Nomination	AMV BBDO	Metropolitan Police	Metropolitan Police Robbery Campaign	UK	Radio Advertising Campaigns
Nomination	Ogilvy & Mather Werbeagentur Frankfurt	HMTM Hannover (Academy for Music, Theatre and Media Hannover)	The Absolute Pitch	Germany	Radio Advertising over 30 seconds
In-Book	DDB Colombia	Military Forces of Colombia	The Code	Colombia	Sound Design & Use of Music for Radio Advertising
In-Book	FoxP2	Frank.Net	What Isn't Coming 2012 / Mall / Star Jumps	South Africa	Radio Advertising Campaigns
In-Book	Grey Advertising	Nelson Mandela Foundation	Martin Luther King Jnr.	South Africa	Radio Advertising over 30 seconds
In-Book	Grey Advertising	Nelson Mandela Foundation/Grey South Africa	Nelson Mandela	South Africa	Radio Advertising over 30 seconds
In-Book	McCann - Erickson Malaysia	BFM Media Sdn Bhd	ANYTIME - Audrey, Freda, Yameen	Malaysia	Radio Advertising Campaigns
In-Book	Bates (Malaysia) Sdn Bhd	Fly FM	Rewind	Malaysia	Writing for Radio Advertising
In-Book	Net#work BBDO, Johannesburg	Mercedes-Benz	Attention Assist Campaign	South Africa	Radio Advertising Campaigns
In-Book	Badillo Nazca Saatchi & Saatchi	Procter & Gamble	33	Puerto Rico	Radio Advertising 0-30 seconds

**Press Advertising**

Award	Agency	Client	Campaign	Country	Category
Yellow Pencil	JWT Shanghai	Samsonite Suitcase	Heaven and Hell	China	Press Advertising
Nomination	Ogilvy & Mather Malaysia	Mattel (M) Sdn Bhd, Pictionary	Quick Draw Wins	Malaysia	Press Advertising Campaigns
In-Book	BDO Guerrero Ortega	Bayer Philippines, Saridon	Persistent Headache	Philippines	Press Advertising Campaigns
In-Book	Y&R São Paulo	Telefónica/TVA	Maps	Brazil	Inserts & Wraps for Press Advertising
In-Book	DDB Argentina	Volkswagen de Argentina, Drive Carefully	Drive Carefully	Argentina	Press Advertising Campaigns
In-Book	TBWA/Hunt/Lascaris Johannesburg	Endangered Wildlife Trust (EWT)	The Last Ones Left	South Africa	Press Advertising
In-Book	72andSunny	K-Swiss, Micro Tubes	K-Swiss: Micro Tubes - MFCEO	United States	Press Advertising
In-Book	Memac Ogilvy & Mather	Reporters Without Borders, Press Freedom	Pixelated Truth	United Arab Emirates	Press Advertising Campaigns
In-Book	The Jupiter Drawing Room	ABSA Bank, sponsorship of the Springboks	Team Of Millions	South Africa	Inserts & Wraps for Press Advertising
In-Book	DDB South Africa	McDonalds	McDonalds Kids Birthday Parties	South Africa	Press Advertising
In-Book	Grey	MTV Networks Switzerland AG	Sexidents	Germany	Press Advertising Campaigns
In-Book	Ogilvy Brazil	Alexandre Bortolai, BrandSports	BandSports 24/7	Brazil	Press Advertising Campaigns
In-Book	Spillmann Felser Leo Burnett	Swiss Life	Life's turn in a sentence	Switzerland	Press Advertising Campaigns

#### Graphic Design

Award	Agency	Client	Campaign	Country	Category
Yellow Pencil	Gummo	TNT Post (Dutch Post Office)	City of the Netherlands: the future in motion	Netherlands	Stamps
Yellow Pencil	Ogilvy & Mather Malaysia	Lego Singapore	Lego	Malaysia	Posters (Graphic Design)
Yellow Pencil	Nippon Design Center	Gallery Leta / Fumiko Daikoku	100 Graphics of Anatomy Chart	Japan	Catalogues & Brochures
Nomination	Heine Warnecke Design	Antonio Viani Importe GmbH, Heine Warnecke Design	Viani Main Catalogue	Germany	Catalogues & Brochures
Nomination	Jason Smith	Airecords	AI032P	United Kingdom	CD, DVD & Record Sleeves
Nomination	Maggie Studio	Gavin Martin Colournet	Gavin Martin Colournet Tubes	United Kingdom	Applied Print Graphics
Nomination	Dentsu Tokyo	Yoshida Hideo Memorial Foundation	Design Fever!	Japan	Posters (Graphic Design)
Nomination	Ray of Hope	Koyama Kanamono	Koyama Kanamono	Japan	Integrated Graphics
Nomination	Tayburn	Lynne Forsyth	Lynne Forsyth Mailer	United Kingdom	Direct Mail (Graphic Design)
Nomination	Sigi Mayer	Photographische Gesellschaft, Zeit-Zeugen	Invitation Zeit-Zeugen	Austria	Greeting Cards & Invitations
Nomination	Three & Co.	Complice	Complice	Japan	Posters (Graphic Design)
Nomination	Happy Forsman & Bodenfors	Göteborgstryckeriet printing house	Lost & Found	Sweden	Catalogues & Brochures
Nomination	Nippon Design Center	Yamate, Decoration Vegetable	Decoration Vegetable	Japan	Catalogues & Brochures
Nomination	Wolff Olins, New York	Current TV	Current TV	United States	Logos
Nomination	Thirasak Tanapatankul	Tamiya Model Kits Shop, Siam Tamiya	Tamiya Calendar	Thailand	Calendars
Nomination	Errea Comunicación	Mancomunidad de Pamplona	Memoria Visual de la Mancomunidad de Pamplona	Spain	Annual Reports
Nomination	SEA Design	GF Smith	GF Smith Master Specifier 2011	United Kingdom	Catalogues & Brochures
Nomination	The Partners	Tomorrow	Tomorrow	United Kingdom	Logos
Nomination	SPREAD	Commons + Mirai Records	Tadashii Soutaiseirion	Japan	CD, DVD & Record Sleeves
Nomination	Mode	Swire Properties	Pacific Place	United Kingdom	Wayfinding & Environmental Graphics
Nomination	This Ain't Rock'n'Roll	The Brixton Pound	The Brixton Pound	United Kingdom	Applied Print Graphics
In-Book	A Beautiful Design	The Browsing Copy Project	The Browsing Copy Project	Singapore	Catalogues & Brochures
In-Book	&LARRY	General Insurance Association of Singapore (GIA)	GIA Annual Report 2010	Singapore	Annual Reports
In-Book	The Asylum	National Arts Council (Singapore), Ho Tzu Nyen	Venice Biennale - 'Cloud of Unknowing'	Singapore	Catalogues & Brochures
In-Book	TGG Hafen Senn Stieger	Typton AG	Typton-Heft 29	Switzerland	Catalogues & Brochures
In-Book	Moon Group, Sydney	The Darling	The Darling	Australia	Wayfinding & Environmental Graphics
In-Book	45 Gradi	The World Disney Company Italia	The Disney Company Italia - Interior Graphics	Italy	Wayfinding & Environmental Graphics
In-Book	Tayburn	The Scotland Yard Adventure Centre	The Yard Annual Report	United Kingdom	Annual Reports
In-Book	Royal Mail (Stamps & Philatelic)	Royal Mail Stamps	Royal Shakespeare Company Stamps	United Kingdom	Stamps
In-Book	Roots	The B Team	Durian / Coconut / Pineapple	Singapore	Posters (Graphic Design)
In-Book	Royal Mail (Stamps & Philatelic)	Royal Mail Stamps	FAB: The Genius of Gerry Anderson Stamps and Products	United Kingdom	Stamps
In-Book	McCann - Erickson Malaysia	Lotus Cars Malaysia	Lightwght	Malaysia	Point of Sale (Graphic Design)
In-Book	Pearlfisher	Josh Wood	Josh Wood	United Kingdom	Stationery
In-Book	Linnett Webb Jenkins	Park Walk Primary School	Park Walk Primary School	United Kingdom	Wayfinding & Environmental Graphics
In-Book	Nippon Design Center	Musashino Art University/Satomi Usuki	Musashino Art University 2012	Japan	Catalogues & Brochures
In-Book	Dowling Duncan San Francisco	Kodak, Kodak Instamatic	Kodak Instamatic Posters	United States	Posters (Graphic Design)
In-Book	Norio Tanaka	Warner Music Japan / Respire	androp - Door	Japan	CD, DVD & Record Sleeves
In-Book	ground Tokyo	KDDI Corporation	iida	Japan	Integrated Graphics
In-Book	Jaeger & Jaeger	Nils Holger Moormann GmbH	Moormann Trade Fair Brochure	Germany	Catalogues & Brochures
In-Book	Music	Leeds Print Festival	Marbled Posters	United Kingdom	Posters (Graphic Design)
In-Book	Hakuhodo	The Asahi Shimbun Company	Massaging Circulation	Japan	Applied Print Graphics
In-Book	Blast	Arjowiggins Creative Papers, Keaykolour	Keaykolour Branding & Marketing	United Kingdom	Integrated Graphics
In-Book	Kinetic Singapore	Holycrap	Renn Lim By Renn Lim	Singapore	Catalogues & Brochures
In-Book	Imprimerie du Marais	Imprimerie du Marais	Notebook#1	France	Applied Print Graphics
In-Book	0	Judith Tracey, White Logistics & Storage	White Logistics & Storage identity	United Kingdom	Logos
In-Book	Ogilvy & Mather (Colombia)	Mattel, Hot Wheels	Hotwheels Loop	Colombia	Wayfinding & Environmental Graphics
In-Book	Oktan Stavanger	Sola Betong	The Concrete Crew	Norway	Integrated Graphics
In-Book	dn&co.	dn&co.	dn&co.	United Kingdom	Wayfinding & Environmental Graphics
In-Book	Grafica Design	AGI Spain	AGI Open/AGI Congress	Spain	Integrated Graphics
In-Book	Buddy	Plymouth University	Cabinet	United Kingdom	Integrated Graphics
In-Book	designersunited	Designers United	DU Catalogue	Germany	Catalogues & Brochures
In-Book	The Jupiter Drawing Room (Utopia)	BirdLife	SOS Festival Poster Campaign	South Africa	Posters (Graphic Design)
In-Book	hat-trick Design Consultants	hat-trick design consultants ltd	In Brief book	United Kingdom	Catalogues & Brochures
In-Book	hat-trick Design Consultants	hat-trick design consultants ltd	Cocktail party invitation	United Kingdom	Greeting Cards & Invitations
In-Book	The Partners	Secret Tea Room	Secret Tea Room	United Kingdom	Logos

In-Book	Serviceplan München	Austria Solar - Verein zur Förderung der thermischen Solarenergie	The Solar Annual Report 2011	Germany	Annual Reports
In-Book	Serviceplan München	Serviceplan Hamburg GmbH & Co. KG	1m2 of curiosity. The do-it-yourself recruitment posters	Germany	Posters (Graphic Design)

#### Direct

Award	Agency	Client	Campaign	Country	Category
Yellow Pencil	303 Group (Sydney)	Ikea	Rent	Australia	Direct Integrated Campaigns
Yellow Pencil	LOWE/SSP3	Ministry of Defense, PAHD	Rivers of Light	Colombia	Direct Response/Ambient
Nomination	Clemenger BBDO Melbourne	National Australia Bank	Break Up	Australia	Direct Integrated Campaigns
Nomination	Ireland/Davenport	Free Zimbabwe	Friend request	South Africa	Direct Response/Digital
Nomination	BBDO New York	AT&T	You've Got a Case	United States	Direct Response/Digital
Nomination	Publicis Belgium	Reporters Without Borders	Talking Poster	Belgium	Direct Response/Press & Poster
In-Book	M&C Saatchi Melbourne	Sydney Dogs And Cats Home	Limited Edition	Australia	Direct Response/Press & Poster
In-Book	JWT London	Nestle, KitKat	Chunky Mail	United Kingdom	Direct Mail
In-Book	BBDO New York	AT&T	Shout From the Mountain Interactive Campaign	United States	Direct Response/Digital
In-Book	Whybin/TBWA/Tequila Sydney	The Pedigree Adoption Drive, Mars Petcare	The Pedigree Adoption Drive	Australia	Direct Integrated Campaigns
In-Book	McCann Erickson Thailand	Clean Plus (Thailand)	Office, Service Apartment, Factory	Thailand	Direct Response/Press & Poster
In-Book	JWT London	Anti-Slavery International	Victorian Newspaper	United Kingdom	Direct Mail
In-Book	Dentsu Tokyo	The Yoshida Hideo Memorial Foundation / Advertising Museum Tokyo	The Ultra Asian	Japan	Art Direction for Direct
In-Book	LIDA	Greater London Authority/Sustain, Capital Bee	Capital Bee - Saving London's Bees	United Kingdom	Direct Integrated Campaigns
In-Book	LIDA	Greater London Authority/Sustain, Capital Bee	Capital Bee - Saving London's Bees	United Kingdom	Direct Response/Press & Poster
In-Book	LIDA	Greater London Authority/Sustain, Capital Bee	Capital Bee - Saving London's Bees	United Kingdom	Art Direction for Direct
In-Book	DDB Singapore	Cisco Consumer Products, Cisco Flip Video	Flip Your Profile	Singapore	Direct Response/Digital
In-Book	DDB Paris	Greenpeace	A New Warrior	France	Direct Response/Digital
In-Book	Ogilvy & Mather Argentina	TED	Spread the Tedx	Argentina	Direct Response/Ambient
In-Book	Leo Burnett Melbourne	Diageo Australia , Bundaberg rum	Watermark	Australia	Direct Integrated Campaigns
In-Book	JWT Cape Town	Kalahari.com	Textbook Beer Burger Shoe	South Africa	Direct Mail
In-Book	Publicis Belgium	Reporters Without Borders	Talking Poster	Belgium	Direct Response/Digital
In-Book	DraftFCB London	Sported	Cross The Line	United Kingdom	Writing for Direct
In-Book	McCann Erickson Bucharest	Kandia Dulce, Rom	American Rom	Romania	Direct Integrated Campaigns
In-Book	Serviceplan München	Austria Solar - Verein zur Förderung der thermischen Solarenergie	The Solar Annual Report 2011	Germany	Art Direction for Direct
In-Book	Forsman & Bodenfors	Comviq Telecommunication	Single, Single Release	Sweden	Direct Response/Digital
In-Book	AlmapBBDO	Casa do Zexinho	Share With Those Who Needs	Brazil	Direct Response/Ambient
In-Book	AlmapBBDO	Billboard Brasil, Billboard Magazine	Transfertype	Brazil	Direct Response/Press & Poster
In-Book	Santa Clara	Festival El Ojo de Iberoamerica	Beer El Ojo	Brazil	Direct Response/Ambient
In-Book	Euro RSCG Worldwide Australia	Reckitt Benckiser, Vanish Crystal White	Sponsor the White House	Australia	Direct Response/Ambient
In-Book	Euro RSCG Worldwide Australia	Reckitt Benckiser, Harpic White and Shine	The Harpic Toilet Confessions	Australia	Direct Integrated Campaigns

#### Magazine & Newspaper Design

Award	Agency	Client	Campaign	Country	Category
Yellow Pencil	Bloomberg	Bloomberg Businessweek	Steve Jobs 1955-2011	United States	Entire Magazines
Nomination	Conde Nast	The Condé Nast Publications, WIRED	WIRED	United Kingdom	Magazine Front Covers
Nomination	New York Magazine	New York Magazine	9/11 One Day, Ten Years	United States	Entire Magazines
Nomination	Il sole 24 ore	Il Sole 24 ORE	Il, Il Sole 24 ORE, RANE Section	Italy	Magazine Sections
Nomination	New York Times	The New York Times	Cover Photography Series	United States	Magazine Front Covers
In-Book	The Times	The Times	The Times, Eureka magazine	United Kingdom	Newspaper Supplements
In-Book	Conde Nast	The Condé Nast Publications, WIRED	WIRED	United Kingdom	Magazine Front Covers
In-Book	Silnt	Anonymous Pte, Bracket	Bracket Vol. 03: Education	Singapore	Entire Magazines
In-Book	Maison Moderne Design	Ville de Luxembourg & Maison Moderne Publishing, City Mag	City Mag	Luxembourg	Magazine Front Covers
In-Book	Buffalo Publishing	Buffalo	Buffalo Zine	United Kingdom	Entire Magazines
In-Book	New York Times	The New York Times	NYT Illustration Cover Series	United States	Magazine Front Covers
In-Book	Mash Design	Meat and Livestock Australia, Chef's Special	Chef's Special Latino Edition	Australia	Entire Magazines
In-Book	Bloomberg	Bloomberg Businessweek	Bloomberg Businessweek Cover Series	United States	Magazine Front Covers
In-Book	Bloomberg	Bloomberg Businessweek	Year in Review 2011	United States	Entire Magazines
In-Book	Carl's Cars	Carl's Cars	Carl's Cars	Norway	Entire Magazines
In-Book	The Church of London Design	The Church of London, Little White Lies	Little White Lies #38 - The Another Earth Issue	United Kingdom	Entire Magazines
In-Book	News International	The Sunday Times Magazine	The Sunday Times Magazine	United Kingdom	Magazine Front Covers

#### Book Design

Award	Entrant/Agency	Client	Project	Country	Category
Yellow Pencil	Pan Macmillan	General readers	Don DeLillo series	United Kingdom	Book Front Covers
Yellow Pencil	Laurence King	Laurence King Publishing	Let's Make Some Great Art	United Kingdom	Entire Books
Nomination	Yoshiaki Irobe	Takeo	Book - Takeo Paper Show 2011	Japan	Entire Books
Nomination	Phaidon	Phaidon	Vegetables from an Italian Garden	Spain	Entire Books
Nomination	Leo Burnett, Chicago	Leo Burnett Worldwide	Where the Wind Blows	United States	Entire Books
In-Book	A Beautiful Design	The Browsing Copy Project	The Browsing Copy Project	Singapore	Entire Books
In-Book	Buero Uebele Visuelle Kommunikation	Andreas Uebele	no detail michael held 27 houses	Germany	Entire Books
In-Book	Penguin Books	Penguin Books UK	The Quantum Universe: Everything That Can Happen Does Happen	United Kingdom	Book Front Covers
In-Book	Shawati'	Abu Dhabi Authority for Culture and Heritage and Shawati'	The Sheikh Zayed Grand Mosque book	United Arab Emirates	Entire Books
In-Book	Music	The National Literacy Trust	The Hand Written Letter Project book	United Kingdom	Entire Books
In-Book	Sánchez/Lacasta	AECID. Spanish Agency for International Development Cooperation	Africa.es. Seven African Views of Spain	Spain	Entire Books
In-Book	Gassner Redolfi	Geninasca Delefortrie Architectes, Alberto Alessi	Geninasca Delefortrie Architectes - Singular Plural	Austria	Entire Books

In-Book	Non-Format	Sternberg Press	The Opening – Merlin Carpenter	United Kingdom	Entire Books
In-Book	This Is Real Art	D&AD and Taschen	The Copy Book	United Kingdom	Book Front Covers
In-Book	Paprika Communications	Musée des Beaux Arts de Montréal	Jean Paul Gaultier - Le livre	Canada	Book Front Covers
In-Book	Taschen	Taschen	Stanley Kubrick's Napoleon: The Greatest Movie Never Made	United States	Entire Books
In-Book	Random House, New York	Vintage and Anchor Books	Oliver Sacks Series	United States	Book Front Covers
In-Book	Kobi Benezri	Phaidon Press	Dieter Rams: As Little Design As Possible	Switzerland	Book Front Covers
In-Book	Granta Publications	Granta Books	Londoners	United Kingdom	Book Front Covers
In-Book	Loran Stosskopf	Ecole d'art de Mulhouse	Faire Impression	Switzerland	Entire Books

#### Writing for Advertising

Award	Agency	Client	Campaign	Country	Category
Nomination	BETC Euro RSCG	CANAL+	The Bear	France	Writing for Film Advertising
Nomination	Grey London	The British Heart Foundation	BHF - Angina Monologues	United Kingdom	Writing for Film Advertising
In-Book	Clemenger BBDO	New Zealand Transport Agency, Road Safety: Drink Driving	Ghost Chips	New Zealand	Writing for Film Advertising
In-Book	72andSunny USA	K-Swiss, Micro Tubes	MFCEO	United States	Writing for Film Advertising
In-Book	Colenso BBDO	Mars, Pedigree	Smart Puppies	New Zealand	Writing for Press & Poster Advertising
In-Book	Spillmann Felser Leo Burnett	Swiss Life	Life's Turn in a Sentence	Switzerland	Writing for Press & Poster Advertising
In-Book	BBDO New York	AT&T	You've Got a Case	United States	Writing for Film Advertising
In-Book	Grey London	The British Heart Foundation	BHF - Vinnie	United Kingdom	Writing for Film Advertising
In-Book	Young & Rubicam Advertising New York	Land Rover	Pathological Liar	United States	Writing for Film Advertising
In-Book	Saatchi & Saatchi Los Angeles	Toyota Motor Sales, USA, Toyota Prius	Prius Goes Plural	United States	Writing for Film Advertising

#### Outdoor Advertising

Award	Agency	Client	Campaign	Country	Category
Yellow Pencil	TBWA/London	Heineken, John Smith's	Commemorative Plate	United Kingdom	Poster Advertising/Free Format
Yellow Pencil	JWT Shanghai	Samsonite, Suitcase	Heaven and Hell	China	Poster Advertising/Existing Sites
Yellow Pencil	LOWE/SSP3	Ministry Of Defense, PAHD	Operation Christmas	Colombia	Ambient
Nomination	DDB London	Harvey Nichols, Summer Sale	Daylight Robbery	United Kingdom	Poster Advertising Campaigns
Nomination	TBWA/Hunt/Lascaris Johannesburg	Endangered Wildlife Trust (EWT)	The Last Ones Left	South Africa	Poster Advertising Campaigns
Nomination	Leo Burnett Greater China	Casablanca, i-Pillow	Deep Sleep Campaign	Hong Kong	Poster Advertising Campaigns
Nomination	AlmapBBDO	Volkswagen, Voyage	Beep-beep	Brazil	Poster Advertising Campaigns
Nomination	Leo Burnett Canada Toronto	Procter & Gamble, Bounty	Bounty Picks It Up	Canada	Poster Advertising Campaigns
In-Book	DDB London	Harvey Nichols, Summer Sale	Clown	United Kingdom	Poster Advertising/Free Format
In-Book	DDB London	Harvey Nichols, Summer Sale	Stocking	United Kingdom	Poster Advertising/Free Format
In-Book	RKCR/Y&R (Rainey Kelly Campbell Roafle)	Land Rover	Passport Stamps	United Kingdom	Poster Advertising/Existing Sites
In-Book	Ogilvy & Mather Malaysia	Mattel (M) Sdn Bhd, Pictionary	Quick Draw Wins	Malaysia	Poster Advertising Campaigns
In-Book	Young & Rubicam (Y&R), Johannesburg	LG Appliances, LG 11 Kilo Washing Machines	Rugby Tunnel	South Africa	Ambient
In-Book	Fuel Lisbon	Amnesty	Mugshots	Portugal	Poster Advertising Campaigns
In-Book	BBDO New York	Procter & Gamble, Gillette Fusion ProGlide	True Stories Poster Campaign	United States	Poster Advertising Campaigns
In-Book	DDB Argentina	Volkswagen De Argentina, Drive Carefully	Drive Carefully	Argentina	Poster Advertising Campaigns
In-Book	Team/ Y&R, Dubai	Al Noor School	See Potential	United Arab Emirates	Ambient
In-Book	TBWA/Hunt/Lascaris Johannesburg	Endangered Wildlife Trust (EWT)	Riverine Rabbit	South Africa	Poster Advertising/Free Format
In-Book	TBWA/Hunt/Lascaris Johannesburg	Endangered Wildlife Trust (EWT)	Northern White Rhino	South Africa	Poster Advertising/Free Format
In-Book	Del Campo Nazca Saatchi & Saatchi	BGH	Big Noses	Argentina	Ambient
In-Book	Bartle Bogle Hegarty (BBH)	Google, Google Voice Recognition	Say it to get it	United Kingdom	Poster Advertising Campaigns
In-Book	Leo Burnett Greater China	Casablanca, i-Pillow	Dominos	Hong Kong	Poster Advertising/Free Format
In-Book	AlmapBBDO	Casa do Zezinho	Share with those who needs	Brazil	Ambient
In-Book	Ogilvy & Mather Mexico	Mattel México, Hot Wheels	SPEEDWAY	Mexico	Ambient
In-Book	Leo Burnett Canada Toronto	Raising The Roof	Nothing But Potential - "Look Down"	Canada	Poster Advertising/Enhanced Posters
In-Book	Publicis Mojo	Greenpeace	Oil on Canvas	New Zealand	Poster Advertising Campaigns
In-Book	Ogilvy Brazil	Guido Rosales, Coca Cola	Santa's Forgotten Letters	Brazil	Ambient
In-Book	Spillmann Felser Leo Burnett	Swiss Life	Life's turn in a sentence	Switzerland	Poster Advertising Campaigns
In-Book	Ogilvy & Mather Argentina	TED	Spread the Tedx	Argentina	Ambient
In-Book	Serviceplan München	Barmer Gek	The Fat Posters	Germany	Poster Advertising Campaigns
In-Book	AlmapBBDO	Volkswagen, Tiguan	Hands-free parking system	Brazil	Poster Advertising Campaigns
In-Book	Grabarz & Partner Werbeagentur GmbH	Volkswagen AG, Volkswagen Park Assist	Parking precision	Germany	Poster Advertising/Free Format

#### TV & Cinema Communications

Award	Agency	Client	Campaign	Country	Category
Yellow Pencil	Ogilvy Johannesburg	Multichoice/M-Net, MK	MK is	South Africa	Channel Branding & Identity
Yellow Pencil	Euphrates	NHK (Japan Broadcasting Corporation)	2355-ID	Japan	TV Promotions & Programme Junctions
Yellow Pencil	Ogilvy Johannesburg	Multichoice/M-Net, MK	MK is	South Africa	Multi Platform Branding & Promotions
Yellow Pencil	Blur	Sony Pictures/Feature Director: David Fincher, The Girl with the Dragon Tattoo, 2011	The Girl with the Dragon Tattoo	United States	Cinema Title Sequences
Yellow Pencil	4creative	Channel 4, Street Summer	Street Summer	United Kingdom	Multi Platform Branding & Promotions
Nomination	Luxlotusliner	ZDF / zdf.kultur Germany, Luxlotusliner	Pixelmacher	Germany	TV Promotions & Programme Junctions
Nomination	Les Télécréateurs	France 5, History of America	History of America Promo	France	TV Promotions & Programme Junctions
Nomination	Red Bee Media	BBC, BBC Drama	Luther	United Kingdom	TV Promotions & Programme Junctions
Nomination	Heavenly	BSkyB/Sky Atlantic	Positioning, naming and on-screen identity	United Kingdom	Channel Branding & Identity
Nomination	4creative	Channel 4, April Fools	Diner, Tokyo, Containers, City Skyline 3102 Idents	United Kingdom	Channel Branding & Identity
Nomination	Serviceplan München	ZDF History	Witness to History	Germany	TV Promotions & Programme Junctions
In-Book	Luxlotusliner	ZDF / zdf.kultur Germany, Luxlotusliner	zdf.kultur Company Branding	Germany	Channel Branding & Identity

In-Book	Red Bee Media	BBC, Paintings on the BBC	Art Revealed	United Kingdom	TV Promotions & Programme Junctions
In-Book	Red Bee Media	BBC Two Christmas	BBC Two Christmas Idents	United Kingdom	Channel Branding & Identity
In-Book	Special Group	MediaWorks, Channel Four	FOUR: The Home of Not Rugby	New Zealand	Multi Platform Branding & Promotions
In-Book	4creative	Channel 4, The Experiments 3103	Derren Brown - The Experiments	United Kingdom	TV Promotions & Programme Junctions
In-Book	4creative	Channel 4, 4oD Jon Snow 3103	4oD Jon Snow	United Kingdom	TV Promotions & Programme Junctions
In-Book	4creative	Channel 4, Street Summer 3103	Street Summer	United Kingdom	TV Promotions & Programme Junctions
In-Book	RKCR/Y&R	BBC Digital Radio UK	Cry	United Kingdom	TV Promotions & Programme Junctions
In-Book	BBDO West San Francisco	Comcast SportsNet Bay Area, SF Giants	Search for the World Series Baby	United States	Multi Platform Branding & Promotions
In-Book	4creative	More4, The World Sheepdog Trials	The World Sheepdog Trials	United Kingdom	TV Promotions & Programme Junctions
In-Book	4creative	Channel 4, Katie My Beautiful Friends	Katie My Beautiful Friends	United Kingdom	TV Promotions & Programme Junctions

#### TV & Cinema Advertising

Award	Agency	Client	Campaign	Country	Category
Yellow Pencil	BBH	Barnardo's	Life Story	United Kingdom	TV Commercials 61-120 seconds
Yellow Pencil	BETC Euro RSCG	CANAL+	The Bear	France	TV Commercials 61-120 seconds
Nomination	Leo Burnett, Bangkok	TMB Bank	Panyee FC	Thailand	Long Form Branded Content
Nomination	Loducca	MTV Brasil	Balloons	Brazil	TV Commercials 41-60 seconds
Nomination	Deutsch Los Angeles	Sony Computer Entertainment America, Playstation	Michael	United States	TV Commercials 120-240 seconds
Nomination	Deutsch Los Angeles	Volkswagen	The Force	United States	TV Commercials 41-60 seconds
Nomination	F/Nazca Saatchi & Saatchi	Nike	Before and After	Brazil	TV Commercials 41-60 seconds
Nomination	Lowe Bull	Organ Donor Foundation	Leila	South Africa	TV Commercials 41-60 seconds
Nomination	AMV BBDO	PEPSICO, Doritos	Dip Desperado	United Kingdom	Cinema Commercials 120-240 seconds
In-Book	Wieden + Kennedy, UK	Arla, Cravendale	Cats with Thumbs	United Kingdom	TV Commercials 21-40 seconds
In-Book	Wieden + Kennedy, UK	Arla, Lurpak	A Kitchen Odyssey	United Kingdom	TV Commercials 41-60 seconds
In-Book	Ponce, Buenos Aires	Unilever, Axe Shower Gel	The Cleaner	Argentina	Cinema Commercial Campaigns
In-Book	BBDO, New York	FedEx	AAAA Auto Repair	United States	TV Commercials 21-40 seconds
In-Book	BBDO, New York	Mars Chocolate North America, Snickers	Party	United States	TV Commercials 21-40 seconds
In-Book	Wieden+Kennedy, Amsterdam	Heineken	Open Your World	Netherlands	TV Commercial Campaigns
In-Book	Mother	match.com	Ukulele	United Kingdom	Cinema Commercials 41-60 seconds
In-Book	TBWA\Chiat\Day, Los Angeles	Nissan	GT Academy	United States	Long Form Branded Content
In-Book	Del Campo Nazca Saatchi & Saatchi	Sony, Cybershot	Famous Pictures	Argentina	TV Commercial Campaigns
In-Book	BDP Unlimited	SOLIDARITES INTERNATIONAL, BDDP Unlimited	Water & Ink	France	Cinema Commercials 61-120 seconds
In-Book	Try	Canal Digital, Video on Demand	The Man Who Lived in a Film	Norway	Cinema Commercials 61-120 seconds
In-Book	StrawberryFrog	Beam Global Spirits and Wine, Jim Beam	Parallels	United States	TV Commercials 41-60 seconds
In-Book	Droga5	Puma, Social	Pump Up	United States	TV Commercials 41-60 seconds
In-Book	Adam & Eve	John Lewis Partnership	John Lewis, Christmas, The Long Wait	United Kingdom	TV Commercials 61-120 seconds
In-Book	DDB, London	Harvey Nichols Womenswear	Walk of Shame	United Kingdom	Cinema Commercials 41-60 seconds
In-Book	Dare, Vancouver	Whistler Film Festival	Princess	Canada	TV Commercials 61-120 seconds
In-Book	DDB, Sydney	Wrigleys, Eclipse Icce	Wrigley's Eclipse Toll Booth	Australia	TV Commercials 1-20 seconds
In-Book	Serviceplan, München	SANYO VIDEO Vertrieb AG, Professional Video Surveillance	Santec Prison	Germany	Cinema Commercials 41-60 seconds
In-Book	JWT, Milan	UNA ONLUS	HATE	Italy	TV Commercials 21-40 seconds
In-Book	Beattie McGuinness Bungay	Thomson Holidays	Time for a Holiday	United Kingdom	TV Commercials 61-120 seconds
In-Book	Bates Y&R, Copenhagen	Nupo A/S	Eric	Denmark	TV Commercials 21-40 seconds
In-Book	Publicis Conseil	Fondation pour l'enfance	Fondation pour l'enfance - 3 Generations	France	Cinema Commercials 21-40 seconds
In-Book	Saatchi & Saatchi	Novartis Consumer Health, Otrivin	You look dumber when your mouth's open - Classroom Craft	Switzerland	TV Commercials 21-40 seconds
In-Book	Grey HQ New York	DIRECTV	Cable Effects	United States	TV Commercial Campaigns
In-Book	Grey, New York	Procter & Gamble, Febreze	Breathe Happy Social Experiment	United States	TV Commercial Campaigns
In-Book	Mullen	Planet Fitness	Planet Fitness Campaign	United States	TV Commercial Campaigns
In-Book	BBH, USA	Google, Google Chrome	The Web Is What You Make of It	United States	TV Commercial Campaigns
In-Book	Badillo Nazca Saatchi & Saatchi	Toyota de Puerto Rico	Letter	Puerto Rico	TV Commercials 41-60 seconds
In-Book	AMV BBDO	PEPSICO, Doritos	Dip Desperado	United Kingdom	TV Commercials 120-240 seconds
In-Book	King Solutions KB	Expressen Newspaper	Expressen	Sweden	TV Commercials 21-40 seconds
In-Book	Y&R New York	Land Rover	Pathological Liar	United States	Cinema Commercials 41-60 seconds
In-Book	Spillmann/Felser/Leo Burnett	Switzerland Tourism	Ant Hill	Switzerland	TV Commercials 61-120 seconds

#### Illustration

Award	Agency	Client	Campaign	Country	Category
Yellow Pencil	Virgin Records (EMI)	EMI / Virgin Records, Laura Marling	A Creature I Don't Know	United Kingdom	Illustration for Design
Yellow Pencil	Laurence King	Laurence King Publishing/Marion Deuchars, Let's Make Some Great Art	Let's Make Some Great Art	United Kingdom	Illustration for Design
Nomination	BBDO New York	Procter & Gamble, Gillette Fusion ProGlide	Million Emotions	United States	Illustration for Design
Nomination	Kinetic Singapore	Fox International Channels, NatGeo Wild	A-Z of Endangered and Extinct Wildlife	Singapore	Illustration for Design
Nomination	Blast	Arjowiggins Creative Papers, Keaykolour	Colourful Life Campaign	United Kingdom	Illustration for Design
Nomination	McCann Erickson London	LOCOS, London 2012 Paralympic Games Campaign	Sport Like Never Before	United Kingdom	Illustration for Advertising
Nomination	The Church of London Design	Google, Think with Google	Think Quarterly: The People Issue Cover Project	United Kingdom	Illustration for Design
Nomination	TBWAChiatDay, New York	Pernod Ricard, ABSOLUT VODKA	ABSOLUT Blank	United Kingdom	Illustration for Advertising
In-Book	Maggie Studio	Robert Horn Group, Imagine	Imagine the Possibilities	United Kingdom	Illustration for Design
In-Book	Ogilvy & Mather Malaysia	Mattel Malaysia, Pictionary	Quick Draw Wins	Malaysia	Illustration for Advertising
In-Book	Gürtlerbachmann Werbung	Gruner + Jahr, Flora Garten	Book of Poison	Germany	Illustration for Design
In-Book	BBDO New York	Procter & Gamble, Gillette Fusion ProGlide	What's in a Beard Print Campaign	United States	Illustration for Advertising
In-Book	Part of a Bigger Plan	Louis Vuitton	The Great Journey of Little Bag Charms	Netherlands	Illustration for Design
In-Book	JWT Vietnam	United Pharma Vietnam, Decolgen Forte	Killer Sneeze	Viet Nam	Illustration for Advertising
In-Book	Dentsu Tokyo	The Yoshida Hideo Memorial Foundation Advertising Museum Tokyo, ADFEST 2011 Exhibition	The Ultra Asian	Japan	Illustration for Design

In-Book	Kinetic Singapore	Kinetic Singapore	Kinetic V5	Singapore	Illustration for Design
In-Book	Kinetic Singapore	Fox International Channels, NatGeo Wild	A-Z of Endangered and Extinct Wildlife	Singapore	Illustration for Advertising
In-Book	Y&R	Penguin Books Malaysia, Penguin Audiobooks	The Piped Piper of Hamelin, The Wizard of Oz & The Jungle Book	Malaysia	Illustration for Advertising
In-Book	DDB Singapore	ACRES; Animal Concerns Research & Education Society, Wildlife Preservation	Tree Rings	Singapore	Illustration for Advertising
In-Book	Mudra Communications Delhi	Philips Electronics, Philips Noise Reducing Headphones	Flipped City	India	Illustration for Advertising
In-Book	BBDO Dusseldorf	Medicom Pharma, Nobilin	Target Heavy Food	Germany	Illustration for Design
In-Book	BBDO Canada	Mercedes Benz Canada, Movember Sponsorship	Moustaches	Canada	Illustration for Advertising
In-Book	Mash Design	Adelaide Festival 2012, Barrio	Adelaide Festival Barrio Illustration	Australia	Illustration for Design
In-Book	Mash Design	Boutinot, Rude Mechanicals	Rude Mechanicals	Australia	Illustration for Design
In-Book	DDB Philippines	Advance Paper Corporation, Monami Ball Point Pens	Fine China	Philippines	Illustration for Advertising
In-Book	Leo Burnett Kuala Lumpur	Dignity For Children's Foundation	Punita	Malaysia	Illustration for Design
In-Book	Publicis Brasil	Brainstorm	Shop Poster	Brazil	Illustration for Design

#### Digital Advertising

Award	Agency	Client	Campaign	Country	Category
Yellow Pencil	Wieden + Kennedy, UK	The Kaiser Chiefs	The Kaiser Chiefs Bespoke Album Creation Experience	United Kingdom	Digital Solutions & Use of Social Media
Yellow Pencil	72andSunny, USA	K-Swiss, Micro Tubes	K-Swiss: Micro Tubes - MFCEO	United States	Web Films
Yellow Pencil	Crispin Porter + Bogusky Boulder	American Express OPEN	Small Business Gets an Official Day	United States	Integrated Digital Campaigns
Nomination	Kempertrautmann GmbH	edding International GmbH	Wall of Fame	Germany	Animation & Illustration for Digital Advertising
Nomination	Leo Burnett	Troy Public Library, Government	Book Burning Party	United States	Integrated Digital Campaigns
Nomination	Hakuhodo	Google, Google Chrome	OK Go - All Is Not Lost -	Japan	Campaign Sites
Nomination	DDB, Paris	Greenpeace, Rainbow Warrior	A New Warrior	France	Digital Solutions & Use of Social Media
Nomination	BBDO Canada	Wrigley Canada, Skittles	Touch the Rainbow	Canada	Web Films
In-Book	Whybin/TBWA/Tequila, Sydney	Mars Petcare, The Pedigree Adoption Drive	Dog-A-Like	Australia	Digital Solutions & Use of Social Media
In-Book	Projector	Intel	The Museum of Me	Japan	Digital Solutions & Use of Social Media
In-Book	Heimat, Berlin	Turner Broadcasting System Deutschland GmbH (CNN International)	The CNN Ecosphere	Germany	Art Direction for Digital Advertising
In-Book	John St.		Catvertising	Canada	Web Films
In-Book	Cundari, Toronto	BMW Canada, 1M Launch	1M Launch Campaign	Canada	Web Films
In-Book	Duval Guillaume, Brussels	Bart Creemers, Carlsberg	Bikers	Belgium	Web Films
In-Book	Tool of North America	Little Monster	Take This Lollipop	United States	Web Films
In-Book	Bartle Bogle Hegarty USA	NYC Rescue Mission	Underheard in New York	United States	Digital Solutions & Use of Social Media
In-Book	JWT, New York	Kraft Foods, Stride	Be Ridiculously Long Lasting Banner	United States	Digital Advertising
In-Book	Naked Communications, Australia	Art Series Hotels	Steal Banksy	Australia	Integrated Digital Campaigns
In-Book	Ogilvy & Mather	Coca-Cola South Pacific	Share a Coke	Australia	Digital Solutions & Use of Social Media
In-Book	Forsman & Bodenfors	IKEA, Sweden	Lullabies	Sweden	Art Direction for Digital Advertising
In-Book	D&AD Institute of Commercial Creative Excellence	Moment of Silence	The Steve Jobs Moment of Silence	Montenegro	Sound Design & Use of Music for Digital Advertising
In-Book	Ogilvy & Mather (New York)	IBM	Smarter Cities	United States	Integrated Digital Campaigns

#### Branding

Award	Agency	Client	Campaign	Country	Category
Yellow Pencil	AMV BBDO	GE	Living Masterpiece	United Kingdom	Brand Experience & Environments
Nomination	Leo Burnett Shanghai	A.O.Smith (China) Water Heater Co., Ltd.	Sun Bathing	China	Brand Experience & Environments
Nomination	Serviceplan München	Austria Solar - Verein zur Förderung der thermischen Solarenergie	The Solar Annual Report 2011	Germany	Brand Expression in Print
In-Book	Projector Inc.	Intel	The Museum of Me	Japan	Digital Brand Expression
In-Book	Tommy Li Design Workshop Limited	The Vietnam Woods	The Vietnam Woods	Hong Kong	Branding Schemes/Medium Business
In-Book	Mother	Anheuser-Busch InBev, Beck's	Beck's - Green Box Project	United Kingdom	Digital Brand Expression
In-Book	Saatchi&Saatchi	P&G	Ariel Big Stain	China	Brand Experience & Environments
In-Book	Alphabetical	Penny Royal Films	Penny Royal Films	United Kingdom	Branding Schemes/Small Business
In-Book	John St.	John St.	Catvertising	Canada	Brand Expression in Moving Image
In-Book	Brandhouse WTS	SABMiller/Anna Hamill, St Stefanus	St Stefanus	United Kingdom	Branding Schemes/Large Business
In-Book	Turner Duckworth - London	Levi Strauss & Co., Levi's	Levi Strauss & Co. Levi's Visual Identity System	United Kingdom	Branding Schemes/Large Business
In-Book	DDB Shanghai	Family Care For Grassroots Community (China)	The keyboard of Isolation	China	Brand Experience & Environments
In-Book	Landor Associates, San Francisco	Advanced Ice Cream Technologies, Bardot	Bardot	United States	Branding Schemes/Small Business
In-Book	Leo Burnett Canada Toronto	Elections Ontario	We Make Voting Easy	Canada	Branding Schemes/Large Business
In-Book	4creative	Channel 4, Twist	Twist	United Kingdom	Digital Brand Expression
In-Book	The Partners	Fine Cell Work	Fine Cell Work Sewn Guidelines	United Kingdom	Brand Expression in Print
In-Book	FutureBrand	PromPerú / Prolnversion, Peru Country Brand	Perú Country Brand	Peru	Branding Schemes/Large Business

#### Digital Design

Award	Agency/Entrant	Client	Campaign	Country	Category
Yellow Pencil	Dentsu Tokyo	Honda Motor, internavi	Dots Now	Japan	Websites
Yellow Pencil	B REEL	Hi3G Access, 3	3LiveShop	Sweden	Digital Design
Yellow Pencil	Dentsu Tokyo	Honda Motor, internavi	Connecting Lifelines	Japan	Digital Design
Yellow Pencil	Tribal DDB	Philips	Philips Obsessed with Sound	Netherlands	Sound Design & Use of Music for Websites & Digital Design
Yellow Pencil	DDB Paris	Greenpeace	A New Warrior	France	Interface & Navigation for Websites & Digital Design
Yellow Pencil	Mirada	Rome	3 Dreams of Black	United States	Animation for Websites & Digital Design
Yellow Pencil	Forsman & Bodenfors	Vastrafik	Tram Sightseeing app	Sweden	Digital Design
Nomination	BBDO New York	HBO	Dig Deeper	United States	Digital Design
Nomination	Projector	Intel	The Museum of Me	Japan	Digital Design
Nomination	Party	Menicon	Magic	Japan	Websites
Nomination	Imagination	Danny Van Otterdyk, Royal Dutch Shell	Pearl GTL Interactive Model	United Kingdom	Digital Design

Nomination	Dentsu Tokyo	Honda Motor, internavi	Connecting Lifelines	Japan	Animation for Websites & Digital Design
Nomination	The Mill Digital	The Mill	Mill Touch	United Kingdom	Interface & Navigation for Websites & Digital Design
Nomination	Tribal DDB	Phillips	Phillips Obsessed with Sound	Netherlands	Interface & Navigation for Websites & Digital Design
In-Book	The Guardian	Guardian News and Media Ltd	Guardian iPad edition	United Kingdom	Digital Design
In-Book	BBDO New York	HBO	Dig Deeper	United States	Interface & Navigation for Websites & Digital Design
In-Book	BBC Interactive	BBC	BBC Homepage	United Kingdom	Websites
In-Book	McKinney	Urban Ministries of Durham	Spent	United States	Websites
In-Book	DDB Paris	MINI France	MINI Maps	France	Digital Design
In-Book	mount	Uniqlo	Uniqlo NYC Now	Japan	Graphic Design for Websites & Digital Design
In-Book	Kempertrautmann GmbH	edding International GmbH	Wall of Fame	Germany	Websites
In-Book	Forsman & Bodenfors	Vastrafik	Tram Sightseeing app	Sweden	Interface & Navigation for Websites & Digital Design

#### Art Direction

Award	Agency	Client	Campaign	Country	Category
Yellow Pencil	JWT, Shanghai	Samsonite, Suitcase	Heaven and Hell	China	Art Direction for Press Advertising
In-Book	Y&R, São Paulo	Miami Ad School	Letraset	Brazil	Art Direction for Press Advertising
In-Book	TBWA\Hunt\Lascais, Johannesburg	Endangered Wildlife Trust (EWT)	The Last Ones Left	South Africa	Art Direction for Press Advertising
In-Book	Marcel Worldwide	Emmanuelle Vial, Editions Points	Famous Speeches Collection	France	Art Direction for Poster Advertising
In-Book	Fred & Farid Group	Wrangler - VF Corporation, Wrangler	Stunt	France	Art Direction for Press Advertising
In-Book	AMV BBDO	GE	Living Masterpiece	United Kingdom	Art Direction for Poster Advertising
In-Book	Serviceplan München	BARMER GEK	THE FAT POSTERS.	Germany	Art Direction for Poster Advertising
In-Book	Wirz / BBDO	Caran D'Ache - Crayons	Caran D'Ache Crayons	Switzerland	Art Direction for Poster Advertising
In-Book	DDB Paris		Tropicana billboard powered by oranges	France	Art Direction for Poster Advertising
In-Book	Leo Burnett London	Kellogg's	Actual Size	United Kingdom	Art Direction for Poster Advertising
In-Book	Leo Burnett London	Kellogg's	72,000 Flavours	United Kingdom	Art Direction for Poster Advertising
In-Book	Leo Burnett London	Kellogg's	Buy Two, Get a Free Boat	United Kingdom	Art Direction for Poster Advertising
In-Book	Neogama BBH	ESPN	Heads	Brazil	Art Direction for Press Advertising

#### Integrated & Earned

Award	Agency	Client	Campaign	Country	Category
Yellow Pencil	Wieden + Kennedy UK	The Kaiser Chiefs	The Kaiser Chiefs Bespoke Album Creation Experience	United Kingdom	Integrated
Yellow Pencil	Clemenger BBDO	New Zealand Transport Agency (NZTA)	Ghost Chips	New Zealand	Earned Media Campaign
Yellow Pencil	McCann Erickson Bucharest	Kandia Dulce	American Rom	Romania	Integrated
Nomination	Mistress Creative	Mattel, Hot Wheels	Hot Wheels For Real	United States	Integrated
In-Book	Whybin\TBWA\Tequila, Sydney	Mars Petcare	The Pedigree Adoption drive	Australia	Integrated
In-Book	72andSunny USA	United Colors of Benetton	UNHATE	United States	Earned Media Campaign
In-Book	Ogilvy Cape Town	South African Breweries, Carling Black Label Cup	Be the Coach	South Africa	Integrated
In-Book	Bartle Bogle Hegarty (BBH)	Aaron Biber	Keep Aaron Cutting	United Kingdom	Earned Media Campaign
In-Book	Publicis Mojo	Greenpeace New Zealand	Oil on Canvas	New Zealand	Integrated
In-Book	Leo Burnett, Beirut	No Rights. No Women	No Rights. No Women	Lebanon	Earned Media Campaign
In-Book	DraftFCB San Francisco	Electronic Arts	Your Mom Hates Dead Space 2	United States	Integrated
In-Book	Ogilvy & Mather	Coca-Cola South Pacific / Coca-Cola Amatit Team	'Share a Coke'	Australia	Earned Media Campaign
In-Book	Forsman & Bodenfors	Ikea Sweden	Lullabies	Sweden	Integrated
In-Book	Grey London	The British Heart Foundation	Angina Monologues	United Kingdom	Earned Media Campaign

#### Film Advertising Craft

Award	Agency	Client	Campaign	Country	Category
Yellow Pencil	CHI & Partners	TalkTalk	TalkTalk 'Home Within Home'	United Kingdom	Production Design for Film Advertising
Yellow Pencil	F\Nazca Saatchi & Saatchi	Nike Running	Addiction	Brazil	Cinematography for Film Advertising
Yellow Pencil	F\Nazca Saatchi & Saatchi	Nike Running	Addiction	Brazil	Direction for Film Advertising
Yellow Pencil	Euro RSCG London	Alberto Culver, VO5	Pageant 90'	United Kingdom	Direction for Film Advertising
Yellow Pencil	Euro RSCG London	Alberto Culver, VO5	Pageant 90'	United Kingdom	Use of Music for Film Advertising
Yellow Pencil	Mirada	Fiat USA, Fiat 500	Get Ready	United States	Editing for Film Advertising
Yellow Pencil	Factory Studios	PG Tips	PG Tips - Aaah	United Kingdom	Sound Design for Film Advertising
Yellow Pencil	BETC Euro RSCG	CANAL+	The Bear	France	Direction for Film Advertising
Yellow Pencil	BETC Euro RSCG	CANAL+	The Bear	France	Editing for Film Advertising
Yellow Pencil	BETC Euro RSCG	CANAL+	The Bear	France	Special Effects for Film Advertising
Yellow Pencil	Nexus Productions	Chipotle/CAA	Back to the Start	United Kingdom	Animation for Film Advertising
Yellow Pencil	Morton Jankel Zander (miz)	Hahn Super Dry	Super In. Super Out.	United States	Production Design for Film Advertising
Yellow Pencil	Morton Jankel Zander	Jim Beam	Parallels	United States	Cinematography for Film Advertising
Yellow Pencil	AMV BBDO	Pepsico, Doritos	Dips Desperado	United Kingdom	Direction for Film Advertising
Yellow Pencil	RKCR/Y&R	BBC	Wonderful World	United Kingdom	Use of Music for Film Advertising
Nomination	Glassworks	Audi	Audi 'Manipulation'	United Kingdom	Special Effects for Film Advertising
Nomination	Wave Studios	Arla Foods, Lurpak	Lurpak - 'Rainbow'	United Kingdom	Sound Design for Film Advertising
Nomination	HEIMAT, Berlin	Hornbach Home Improvement Superstore	Every Change Needs a Beginning	Germany	Production Design for Film Advertising
Nomination	F\Nazca Saatchi & Saatchi	Nike Running	Addiction	Brazil	Sound Design for Film Advertising
Nomination	F\Nazca Saatchi & Saatchi	Nike Running	Addiction	Brazil	Editing for Film Advertising
Nomination	Drill	NTT Docomo, Touch Wood	Xylophone	Japan	Use of Music for Film Advertising
Nomination	The Glue Society	TMB Thailand	Panyee FC	Australia	Direction for Film Advertising
Nomination	Anomaly	Converse	History Made and in the Making	United States	Cinematography for Film Advertising
Nomination	Stink	Arla Foods, Lurpak	Lurpak 'kitchen Odyssey'	United Kingdom	Cinematography for Film Advertising

Nomination	Droga5	Puma, Faas Lab	Faas Lab'	United States	Use of Music for Film Advertising
Nomination	Adam & Eve	John Lewis Partnership	John Lewis, Christmas, The Long Wait	United Kingdom	Direction for Film Advertising
Nomination	Academy	Thomson Holidays	Quality Time	United Kingdom	Direction for Film Advertising
Nomination	Tribal DDB	Philips	Philips Obsessed with Sound	Netherlands	Use of Music for Film Advertising
Nomination	Euro RSCG London	Alberto Culver, VO5	Pageant 90'	United Kingdom	Cinematography for Film Advertising
Nomination	BETC Euro RSCG	CANAL+	The Bear	France	Production Design for Film Advertising
Nomination	Morton Jankel Zander	Jim Beam	Parallels	United States	Direction for Film Advertising
Nomination	Morton Jankel Zander	Xbox Forza	Endangered Species	United States	Direction for Film Advertising
Nomination	Euro RSCG London	Reckitt Benkiser, Durex	Vinyl 40'	United Kingdom	Sound Design for Film Advertising
Nomination	Euro RSCG London	Reckitt Benkiser, Durex	Vinyl 40'	United Kingdom	Use of Music for Film Advertising
Nomination	The Moving Picture Company	DirectTV	Hot House	United Kingdom	Special Effects for Film Advertising
In-Book	Final Cut London	Audi A1	Audi A1 'Oomph'	United Kingdom	Editing for Film Advertising
In-Book	Glassworks	TalkTalk	TalkTalk 'Home Within Home'	United Kingdom	Special Effects for Film Advertising
In-Book	Blinder	ISPPC	I Can't Wait	Ireland	Direction for Film Advertising
In-Book	Goodoil Films	Commonwealth Bank of Australia	Human Bank	Australia	Cinematography for Film Advertising
In-Book	BMF Sydney	Lion Nathan, Tooheys Extra Dry	The Nocturnal Migration	Australia	Cinematography for Film Advertising
In-Book	BMF Sydney	Lion Nathan, Tooheys Extra Dry	The Nocturnal Migration	Australia	Direction for Film Advertising
In-Book	Wave Studios	Arla Foods, Lurpak	Lurpak 'Kitchen Odyssey'	United Kingdom	Sound Design for Film Advertising
In-Book	Wave Studios/101 London	French Connection	French Connection - 'Short & Short'	United Kingdom	Sound Design for Film Advertising
In-Book	Loducca	MTV Brasil, Institucional	Balloons	Brazil	Production Design for Film Advertising
In-Book	Loducca	MTV Brasil, Institucional	Balloons	Brazil	Production Design for Film Advertising
In-Book	Loducca	MTV Brasil, Institucional	Balloons	Brazil	Use of Music for Film Advertising
In-Book	TBWA\Chiat\Day Los Angeles	Pacific Standard Time	Ice Cube Celebrates the Eames	United States	Cinematography for Film Advertising
In-Book	HEIMAT, Berlin	Hornbach Home Improvement Superstore	Every Change Needs a Beginning	Germany	Direction for Film Advertising
In-Book	HEIMAT, Berlin	Hornbach Home Improvement Superstore	Every Change Needs a Beginning	Germany	Cinematography for Film Advertising
In-Book	Framestore CFC/Nexus Productions	Coca-Cola	Coca-Cola 'Siege'	United Kingdom	Animation for Film Advertising
In-Book	Revolver	Volkswagen	The Word	Australia	Editing for Film Advertising
In-Book	W&CIE	Réseau Ferré de France	Tomorrow on Track Today	France	Special Effects for Film Advertising
In-Book	Wieden+Kennedy Portland	Levi's, Levi Strauss	Legacy	United States	Cinematography for Film Advertising
In-Book	Bartle Bogle Hegarty (BBH)	Yeo Valley Organic	Yeo Valley	United Kingdom	Use of Music for Film Advertising
In-Book	Duotone Audio Group	Chipotle	Chipotle 'Back to the Start'	United States	Use of Music for Film Advertising
In-Book	Biscuit Filmworks	Jameson	Fire	United States	Direction for Film Advertising
In-Book	Ogilvy & Mather Mexico	World Wildlife Fund	Threads	Mexico	Animation for Film Advertising
In-Book	Alt.vfx	Lion Nathan, Tooheys Extra Dry	Nocturnal Migration		0 Special Effects for Film Advertising
In-Book	Kolle Rebbe Werbeagentur	Vorwerk Kobold Deutschland, Vorwerk Tiger	Mite City	Germany	Animation for Film Advertising
In-Book	18 Feet & Rising	Nationwide	Carousel	United Kingdom	Production Design for Film Advertising
In-Book	Marcel Worldwide	France 24	The Birds	France	Animation for Film Advertising
In-Book	Euro RSCG London	Chivas Regal	Big Bear	United Kingdom	Cinematography for Film Advertising
In-Book	RSA/Black Dog Films	Nike	Nike 'Throwdown'	United Kingdom	Editing for Film Advertising
In-Book	Stink	TalkTalk	Talk Talk 'Home Within Home'	United Kingdom	Direction for Film Advertising
In-Book	72andSunny USA	K-Swiss, Micro Tubes	K-Swiss: Micro Tubes - MFCEO	United States	Direction for Film Advertising
In-Book	72andSunny USA	Nike Action Sports	Nike Chosen	United States	Cinematography for Film Advertising
In-Book		BUPA Health Australia	Bupa - The Moment		0 Special Effects for Film Advertising
In-Book		Skoda Auto	Skoda 'Curriculum Vitae'		0 Animation for Film Advertising
In-Book		Lucasfilms, X3 Productions, Star Wars Identities	Star Wars Identities - Vader	Canada	Sound Design for Film Advertising
In-Book	Logan	Bethesda, Elder Scrolls IV	Elder Scrolls IV: Skyrim	United States	Cinematography for Film Advertising
In-Book	Logan	Bethesda, Elder Scrolls IV	Elder Scrolls IV: Skyrim	United States	Production Design for Film Advertising
In-Book	Academy	Thomson Holidays	Quality Time	United Kingdom	Cinematography for Film Advertising
In-Book	Soundtree Music	Avios	Fly	United Kingdom	Use of Music for Film Advertising
In-Book	Work Film Editors	Bacardi, Martini	Luck Is an Attitude	United Kingdom	Editing for Film Advertising
In-Book	Factory Studios	Mercedes Benz	Mercedes - Escape the Map	United Kingdom	Sound Design for Film Advertising
In-Book	Velocity Films	First National Bank	Dog	South Africa	Direction for Film Advertising
In-Book	McCann Erickson São Paulo	Xbox 360	Hard Times	Brazil	Cinematography for Film Advertising
In-Book	Beattie McGuinness Bungay	Thomson/TUI	Time for a Holiday	United Kingdom	Use of Music for Film Advertising
In-Book	OneSix7 Productions/101 London	French Connection	French Connection 'The Suit'	United Kingdom	Editing for Film Advertising
In-Book	Somesuch and Co	San Miguel	A Life Well Lived	United Kingdom	Cinematography for Film Advertising
In-Book	Somesuch and Co	San Miguel	A Life Well Lived	United Kingdom	Direction for Film Advertising
In-Book	Morton Jankel Zander	Proctor & Gamble, Old Spice	Motorcycle	United States	Special Effects for Film Advertising
In-Book	Morton Jankel Zander	Jim Beam	Parallels	United States	Production Design for Film Advertising
In-Book	Morton Jankel Zander	Xbox Forza	Endangered Species	United States	Editing for Film Advertising
In-Book	Morton Jankel Zander	Playstation	Michael	United States	Direction for Film Advertising
In-Book	Morton Jankel Zander	WM Wrigley Jr. Company, Wrigleys	Wrigleys Campaign	United States	Sound Design for Film Advertising
In-Book	Morton Jankel Zander	Nike	Shine	United States	Sound Design for Film Advertising
In-Book	AMV BBDO	Mercedes Benz, C Class Coupe	Escape the Map	United Kingdom	Direction for Film Advertising
In-Book	AMV BBDO	Twinnings	Sea	United Kingdom	Animation for Film Advertising
In-Book	RKCR/Y&R	BBC	Big Moments	United Kingdom	Editing for Film Advertising
In-Book	RKCR/Y&R	BBC	Wonderful World	United Kingdom	Editing for Film Advertising
In-Book	McCann Erickson São Paulo	Xbox 360	Hard Times	Brazil	Use of Music for Film Advertising
In-Book	Young & Rubicam	Boursin, Sensation	Sensations	France	Editing for Film Advertising
In-Book	Nexus Productions	Intel Core i5	The Chase	United Kingdom	Direction for Film Advertising
In-Book	SONNY London	Heineken	Entrance	United Kingdom	Direction for Film Advertising
In-Book	SONNY London	Hyundai	Outsiders	United Kingdom	Direction for Film Advertising
In-Book	McCann Erickson New York	Nestle Waters, Arrowhead Waters	Nature's Fix	United States	Animation for Film Advertising
In-Book	Grey London	The British Heart Foundation	BHF - Vinnie	United Kingdom	Use of Music for Film Advertising
In-Book	Bartle Bogle Hegarty (BBH)	Diageo, Johnnie Walker	Step Together	United Kingdom	Direction for Film Advertising

In-Book	Mother	Sour Patch Kids	Sour Patch Kids/Method Man	United States	Use of Music for Film Advertising
In-Book	AMV BBDO	Mercedes Benz, C Class Coupe	Escape the Map	United Kingdom	Special Effects for Film Advertising
In-Book	Publicis Dallas	Terminix	Flying Monsters	United States	Animation for Film Advertising
In-Book	Smuggler	Converse	History Made in the Making	United States	Editing for Film Advertising
In-Book	soup. filmproduktion Berlin	Adidas, MiCoach	Adidas 'Tomorrow starts now'	Germany	Editing for Film Advertising