

28 May 2008

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**PENCIL POWER AT D&AD AWARDS** 16 May 2008**D&AD dished out an unprecedented 6 Black Pencils at London's Royal Festival Hall on Thursday night.**

Cadbury Gorilla drum rolled it's way to victory, taking a black pencil in the TV & Cinema category as well as a Yellow Pencil for best use of music. And Gorilla wasn't the only spot that had Fallon beating its collective chest - Play-Doh, Sony Walkman's Music Pieces, Skoda Cake and Orange Belonging were among the other Fallon-related spots to pick up a host of Yellow Pencils.

Fallon chairman, Laurence Green said: "Creativity is fast migrating from a 'nice to have' to a 'must have', so awards like this are increasingly precious. To win across so many of our clients is the ultimate accolade."

The other black pencils, awarded for 'truly groundbreaking' work went to: Japan's Projector Inc. for their Uniqlock digital campaign and Goody, Silverstein & Partners for the Milk Get the Glass website. UK agency The Partners won black for their National gallery Grand Tour poster campaign, which saw classic works of art posted around Soho. Apple won two Black Pencils in the product design category.

For D&AD President, Simon Waterfall, the record number of top awards was a reflection of increasing diversity. The black pencils are reserved for work that 'redefines a medium', and some years none are handed out at all. "This goes to show the impact this diverse range of creative fields are having in pushing forward the wider industry, marketing, and popular culture."

There were 64 Yellow Pencils handed out too - five more than last year. British production companies dominated the TV & Cinema categories. Academy's Frederic Planchon, Frank Budgen of gorgeous and rattling Stick's Ringan Ledwidge won the direction Yellow Pencils. WCRS won two pencils for Brylcreem spot Effortless.

But when it came to integrated work, it was all about the US. McCann and TAG won yellow for its Halo 3 campaign Believe, BBDO New York picked up one for HBO Voyeur and Crispin Porter + Bogusky triumphed with their Coke vs Coke Zero work.

With barely a month left to Cannes, the Design & Art Direction awards could be a good indicator of what to expect when the global ad industry takes its annual summer holiday to the south of France.

To see a full list of winners, click [here](#).

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