

D&AD: Last chance for creatives...

LONDON, UK: Creatives and agencies hopeful of winning a Yellow or Black Pencil this year are being reminded that they only have two weeks left to enter the annual D&AD Awards. Entries close on 1 February 2012.



This year, D&AD's ambition is to make the 50th D&AD Annual the ultimate benchmark in international commercial creativity, setting the standard for future generations of designers and advertising creatives.

Judges for the 2012 awards have already been announced and this year's entries will be scrutinised by such Industry greats as the UK's John Hegarty, Brazil's Anselmo Ramos, Prasoon Joshi from India, Yuya Furukawa from Japan and David Droga from the USA, amongst others.

Judges award work at four levels: In Book places the work in the D&AD Annual; Nomination shortlists work to be considered for Pencils; Yellow Pencils are awarded for outstanding work; Black Pencils are awarded to ground breaking work. All awarded work appears in the D&AD Annual, and In Book and Nomination winners can now claim Pencil Slices to mark their achievement.

For information on how to enter this year's awards, go to www.dandad.org/50fwd.

Work entered must have been commercially released between January 2011 and December 2011. It must have been produced in genuine response to a client brief and approved and paid for by that client. Submissions should be made in their original language. The awards cost from just £85 to enter.

For more, visit: <https://www.bizcommunity.com>