

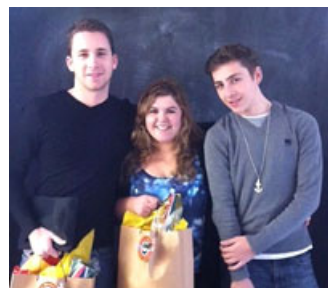
Yellow Pencil for Die Antwoord music video

LONDON, UK: Apart from a Yellow Pencil for the Die Antwoord music video in the Music Video category, South Africa didn't convert any of the remaining three [Pencil nominations](#) at the D&AD Awards last night, Thursday, 16 June 2011, in London. In other news, D&AD and The One Club have joined forces to provide a creative ranking system, the [Pencil Rankings](#). [video]

Jury	Award	Status	Category	Entrant	Title	Client
Music Videos	Yellow Pencil	Music Videos	harry and co	Zef Side	Die Antwoord	Zef side



In the Student Awards, Red & Yellow School ([@Logic_and_Magic](#)) students Yannick Pian, Tanya De Jongh and Martin Magner [received their Second](#) in the Graphics - Open Graphic for the brief "Create a viral movement amongst designers that unbreakably links Arjowiggins Creative Papers with creativity and the creative design process" by sponsor GraphicsArjowiggins Creative Papers.



L to R Yannick Pian, Tanya de Jongh and Martin Magner

[click to enlarge](#)

Predictably, Wieden+Kennedy Portland cleaned up with the Old Spice "The Man Your Man Could Smell Like" campaign with two Black and three Yellow Pencils.

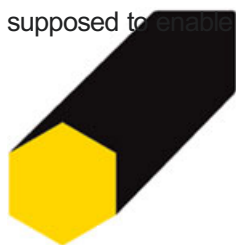
For all the winners:

- Professional Awards
- Student Awards
- Twitter: [@dandadawards](#), [@dandad](#) and [@baby_pencils](#)
- Twitter Search: [dandad OR dandadawards OR dandad2011 OR "D&AD Awards"](#)
- Google News Search: [D&AD Awards](#)

Creative ranking system

The [Pencil Rankings](#) has been developed between the two non-profit organisations to reflect a joint declaration of creative ideals and standards for the advertising, design, interactive and communications industries at large. The rankings are

supposed to enable agencies and clients to gauge their creative standing in the world.



The Pencil Rankings are simply based entirely on how creative work has performed in what the two organisations claim are the two most highly-regarded, rigorously-judged, not-for-profit shows in the world.

So, looking at the top 20, how did South Africa do in 2010 (Bizcommunity is currently waiting for the 2011 results to be updated with last night's D&AD results)?



2010 Pencil Rankings South Africa

Category	Ranking	Agency
Agency	2	TBWA\Hunt\Lascaris Johannesburg
Agency/Advertising	2	TBWA\Hunt\Lascaris Johannesburg
Agency/Design	1	TBWA\Hunt\Lascaris Johannesburg
Client	3	The Zimbabwean newspaper
Country	6	South Africa

Not unexpectedly, South Africa doesn't feature in [Agency/Interactive](#).

2010 Agency: [regional filter South Africa](#)

Rank	Agency	Total Points
1	TBWA\Hunt\Lascaris Johannesburg	263
2	Y&R South Africa	41
3	Net#work BBDO Johannesburg	22
4	Draft#cb Johannesburg	21
5	Net#work BBDO Cape Town	17
5	The Jupiter Drawing Room South Africa	17
7	Metropolitan Republic	8
8	FoxP2	6
9	DDB South Africa	4
9	Ogilvy Cape Town	4
11	Grey South Africa	2
11	Ireland Davenport	2
11	It's a Go Communications	2
11	JWT Cape Town	2
11	King James	2
11	Lowe Bull	2
11	Ogilvy Johannesburg	2
11	The Jupiter Drawing Room South Africa	2
11	whatwewant Branded Entertainment	2

2010 Advertising agency: [regional filter South Africa](#)

Rank	Agency	Total Points
1	TBWA\Hunt\Lascaris Johannesburg	161
2	Y&R South Africa	39
3	Net#work BBDO Johannesburg	22
4	Draft#cb Johannesburg	21
5	Metropolitan Republic	8
6	DDB South Africa	4
6	FoxP2	4
6	Ogilvy Cape Town	4

9	JWT Cape Town	2
9	Lowe Bull	2
9	Net#work BBDO Cape Town	2
9	Ogilvy Johannesburg	2
9	The Jupiter Drawing Room South Africa	2
9	whatwewant Branded Entertainment	2

2010 Design agency: [regional filter South Africa](#)

Rank	Agency	Total Points
1	TBWA\Hunt\Lascaris Johannesburg	102
2	The Jupiter Drawing Room South Africa	17
3	Net#work BBDO Cape Town	15
4	FoxP2	2
4	Grey South Africa	2
4	Ireland Davenport	2
4	It's a Go Communications	2
4	King James	2
4	Y&R South Africa	2

Methodology

As [explained](#) by the two organisations, "There's no black box, complex criteria, or mystery in our method - just a simple league table that shows you where your agency or brand stands based on performance in the two most highly-regarded, rigorously-judged, not-for-profit awards shows in the world. If your work, your agency or your brand does well here, it really means something.

How it's done:

- Each award in each show is assigned a points value:
 - D&AD Black Pencil/The One Show Best in Show = 40 points
 - D&AD Yellow Pencil/The One Show Gold = 25 points
 - D&AD Nomination/ The One Show Silver = 15 points
 - The One Show Bronze = 7 points
 - D&AD In-Book = 4 points
 - The One Show Merit = 2 points
- These points are combined to provide the basis for several league tables:
 - Agency of the Year (based on the points accumulated by each entrant office across all D&AD and The One Club Awards categories)
 - Agency of the Year - Advertising (based on the points accumulated by each entrant office across One Show and all D&AD Awards advertising categories)
 - Agency of the Year - Design (based on the points accumulated by each entrant office across One Show Design and all D&AD Awards design categories)
 - Agency of the Year - Interactive (based on the points accumulated by each entrant office across One Show Interactive and all D&AD Awards interactive categories)
 - Client of the Year (based on the points accumulated by each client across all D&AD and The One Club Awards categories)

Work eligible for entry to D&AD and The One Club must have been commercially released between 1 January and 31 December of the previous year.

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