



About the D&AD Pencils



Since 1962, the D&AD Pencil has represented the very best in design and advertising. Winning a Pencil remains the pinnacle of many careers and the work it celebrates inspires others to study, debate, copy and reference its excellence, as the industry's finest and most of historic treasures.

D&AD Wood, Graphite, Yellow and Black Pencils are made with flawless quality in the UK from sustainable, FSC-certified wood stocks.

[History of the Pencil](#)

Creative Industry Awards

- [D&AD website](#)



Our D&AD NEW BLOOD Winners



Ross Weaver, Tom Pinfield, Joe Fitzpatrick

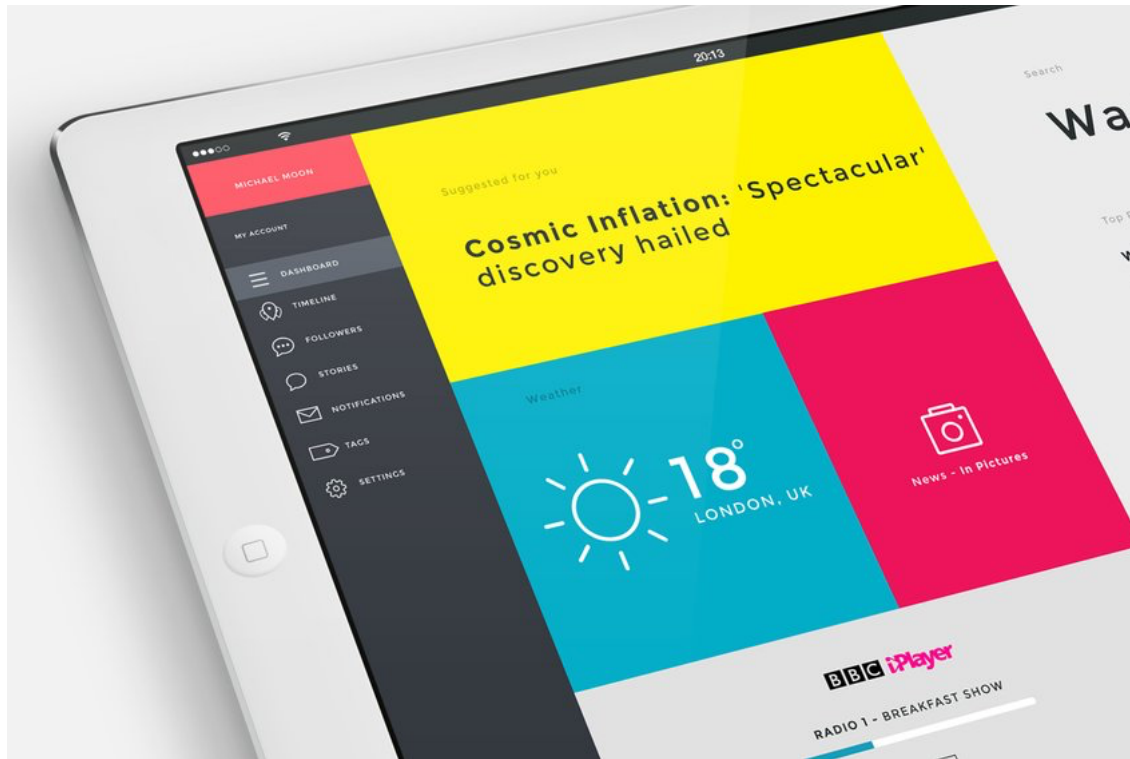


Stroud is a small town situated in the heart of the Cotswolds, South Gloucestershire; it is known famously for its folklore, traditions and environmental activism. Stroud's biggest claim to fame is the yearly tradition of the cheese rolling at Coppers Hill and the bizarre titlage as the 'First Bee Guardian Town'.

All 'Stroudies' are brought up learning to upkeep and love the weird and wonderful Stroud traditions. To capture the essence of Stroud, I created the pantone branding 'Little Yellow' for all the 'Little Stroudies' to explore throughout the Stroud area.



Ottilie Baker



Liam Thomas

Chloe Powell



© shoot



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Adidas Activate's branding is inspired by 1970s/ 1980s arcades and the notorious game developer SEGA to recapture that youth community vibe.

Impact on the City: (London) -- Increase 17-25 year olds health. Decrease the number of young offenders in London. Decrease the amount of drug use within the youth.

There is no form of social entertainment for 17-25 year olds, to meet new people and make friends without going drinking in a bar or nightclub. This often leads to excessive consumption of alcohol, recreational drug use and antisocial behaviour.

A third of all people proceeded against by police were under 25. Youth offenders are frequently proceeded against for possession of drugs. (GOV, 2017)

Three London boroughs among UK's worst places for drug abuse Islington, Camden and Tower Hamlets were found to have some of the biggest drug problems in the country (Simpson, 2016)

Deaths related to drug misuse are at their highest level since comparable records began in 1993. (England) (NHS, 2017)

Mikey Catherall

D&AD judges look for 3 things:

- a good idea
- on brief
- well executed

Good luck!