

D&AD Impact Awards winners announced

The second annual D&AD Impact Awards took place at Terminal 5 in New York City on Tuesday, 26 September and a total of 98 D&AD Impact Pencils were handed out on the night.



D&AD Impact Pencils. Image supplied.

The aim of D&AD Impact is to identify and celebrate transformative creative ideas that have had real impact and, ultimately, contribute towards a better and more sustainable future in which purpose is aligned with profit.

Graphite and Wood Pencils were awarded to work that the judges considered world-leading across twelve distinct categories, ranging from Environmental Sustainability to Financial Empowerment and Humanitarian Aid. For the second year running, these categories reflect the UN Sustainable Development Goals, with the aim of helping the creative industries address real global issues.

This year, the entries demonstrated renewed focus on issues of health, gender equality and child welfare. 13 brands and companies took home a D&AD Impact White Pencil, the premier accolade for creativity for good. The D&AD Impact Black Pencil, reserved for truly game-changing work, was awarded to three projects:

- McCann Worldgroup India and The Ministry of Public Health Afghanistan, The Immunity Charm, which encouraged Afghan mothers to vaccinate their children by way of traditional charm bracelet.
- McCann New York and State Street Global Advisors, Fearless Girl, which highlighted that companies with women in leadership perform better, with a statue of a daring young girl standing strong on Wall Street
- J. Walter Thompson Amsterdam and Free a Girl Movement, School for Justice, an ad campaign to raise awareness of child prostitution in India

The 2017 D&AD Impact jury includes leaders from BlackRock to Snapchat, The Girl Scouts of America to P&G, and Post Secret to Wieden + Kennedy. Richard Curtis, Founder, Project Everyone and Comic Relief (Red Nose Day); Arianna Huffington, Entrepreneur, Writer, Founder, Thrive Global; Neil Blumenthal, CEO, Warby Parker; Bob Greenberg, Founder, Chairman, CEO, R/GA; Betsy Lack, Head of Global Brand Strategy, Snap Inc.; Haiyan Zhang, Innovation Director, Microsoft, and over 80 industry leaders lent their support to the awards and judging.

Criteria

The juries awarded D&AD Impact Pencils based on three criteria: an original and innovative idea at its core; clear and measurable impact in its chosen category; and relevance to the business's commercial needs.

New to D&AD Impact in 2017, D&AD Impact Promise rewards ideas with the potential for impact across one or more of the 12 categories that could benefit from the exposure, funding, mentoring and networking that D&AD Impact can offer. Selected projects that have an original innovative idea, and that can demonstrate how, once scaled, will have a clear, measurable impact, received the opportunity to pitch for project support in front of Bill Tai, Venture Capitalist; Aline Santos Farhat, SVP Global Marketing, Unilever; and Jason Harris, President/CEO, Mekanism. Petit Pli Ltd. for 'Petit Pli - Clothes that grow with your child' and Supple Studio for 'Straightline' were selected as the most outstanding projects in need of additional support.

The awards were hosted by Hasan Minhaj, senior correspondent, *Daily Show*, who also hosted the 2017 White House Correspondents Dinner. DJ Logic lent his support to the evening by performing to the excited crowd of winners.

The D&AD Impact Black and White Pencil winners were:

Award	Winning Agency	Winning Brand	Winning Work	Category
Black Pencil	McCann New York	State Street Global Advisors	Fearless Girl	Diversity & Equality
Black Pencil	McCann Worldgroup India	The Ministry of Public Health Afghanistan	The Immunity Charm	Health & Wellness
Black Pencil	J. Walter Thompson Amsterdam	Free a Girl Movement	School for Justice	Education
White Pencil	The Classic Partnership Advertising	Medcare Women & Children's Hospital	Footnote For The Breast	Civic Engagement
White Pencil	Freundliche Grüsse	Public Eye	Return to Sender	Environmental Sustainability
White Pencil	Serviceplan/Serviceplan Korea	Dot Incorporation	Dot. The first Braille Smartwatch.	Communication & Interaction
White Pencil	Area 23, An FCB Health Network Company		The Trafficking Exam	Communication & Interaction
White Pencil	Leo Burnett Beirut	ABAAD Resource Center for Gender Equality	#Undress522	Community
White Pencil	FCB Canada	Canadian Down Syndrome Society	Down Syndrome Answers	Community
White Pencil	J Walter Thompson New York	Black Lives Matter	Unsafety Check	Diversity & Equality
White Pencil	180LA	Boost Mobile	Boost Your Voice	Diversity & Equality
White Pencil	Serviceplan/Plan.Net	Plan.Net	WhatsGerman	Education
White Pencil	Cossette	SickKids Foundation	SickKids VS	Health & Wellness
White Pencil	POL	TV-Aksjonen NRK & Red Cross Norway in partnership with Ikea	25m2 Syria	Humanitarian Aid

White Pencil	McCann New York	State Street Global Advisors	Fearless Girl	Industry Evolution
White Pencil	J. Walter Thompson London	Shell	Gravity Light	Urban Living

D&AD CEO Tim Lindsay said: “In today’s uncertain political times, the role that businesses and brands play in shaping and influencing the world cannot be overlooked. Following the success of last year’s inaugural awards, the need for world-changing creativity and campaigns has become more important than ever. Consumers and citizens demand accountability and action. This year, our mission was not to acknowledge and celebrate, but to highlight the opportunity businesses have to harness the power of creativity as a force for good and galvanize real change to improve our society. With the added introduction of our Promise Award, D&AD Impact is taking action to provide the support needed to make a powerful, innovative idea a reality and continue our work to make a better future.”

Matt Schekner, executive director at Advertising Week - Stillwell Partners, said: “More so than ever before, consumers respond to brands and campaigns that connect to something real. Creative that connects the heart to the mind is what resonates strongest. That’s the essence for D&AD Impact... to showcase work that has a real impact on people’s lives all over the world. The winning work this year represents the very best of what our industry does to make the world a better place.”

To see all the D&AD Impact 2017 winners, click [here](#).

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