

## SA receives first D&AD Black Pencil award

LONDON, UK: Last night, Thursday, 3 June 2010, South Africa took home its [first D&AD Black Pencil](#), in Graphic Design, for TBWA\Hunt\Lascaris Johannesburg's [Trillion Dollar](#) campaign that turned money into a medium to promote exiled newspaper *The Zimbabwean*. *SA Promo Magazine* was there on behalf of Bizcommunity.com.





Photographs: SA Promo magazine ([www.sapromo.com](http://www.sapromo.com)).

The TBWA team also collected three Yellow Pencils, as well as the coveted Black Pencil.

The Black Pencil is awarded annually to truly groundbreaking work in advertising and design - the kind of work that redefines a medium. A Yellow Pencil is for a piece of work or campaign that sets new benchmarks of creative excellence.

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