



Under embargo until Wednesday 21st May, 1pm BST:

D&AD REVEALS FINAL 2025 AWARDS SHORTLIST, 44 AWARDED CATEGORIES FOLLOWING 4 DAYS OF JUDGING WITH OVER 300 GLOBAL CREATIVE LEADERS IN LONDON



- The final shortlisted entries for this year's D&AD Awards have been announced across all categories, ahead of the winners being revealed at the ceremony on 22nd May.
- There were a total of 11,689 entries made up of over 30,000 individual pieces of work.
- Entries were from 86 countries, the highest number on record in the history of the Awards. 5% of entries were from the Middle East and India, 20% from Europe (excluding UK and Ireland), 31% from US and Canada, 4% from South East Asia, 20% from UK and Ireland 5% from Oceania, 5% from Latin America, 5% from China, 5% from Japan and Singapore, 1% from Africa.
- 330 international judges gathered in London to make up 44 juries across award categories including Design, Advertising, Craft, Engagement and Experience, Health, Luxury, Entertainment and Impact.
- A new Creator Content category reflects the evolving landscape of the creative industries, and branding is now split into two categories - New Brand Identity and Brand Identity Refresh to address the significant volume of entries received in previous years.
- All **1,288** shortlisted entries are showcased on the D&AD [website](#).

Press Release | Wednesday 21st May 2025, London UK:

The 63rd annual D&AD Awards (Ceremony due to take place on Thursday 22nd of May 2025 in London) have announced the final shortlist from all 44 Awards categories across the following disciplines: Design, Advertising, Craft, Engagement and Experience, Health, Luxury, Entertainment and Impact.



As a globally respected and famously hard-to-win awards, D&AD celebrates creative excellence, believing creativity is critical to commercial, economic, social and cultural success.

The non-profit organisation goes to great lengths to ensure a rigorous judging process, focused on integrity, with industry leaders selecting only the most exceptional creative work. Their focus on creativity, originality, and effectiveness ensures that winning entries represent the pinnacle of excellence in advertising and design.

Reflecting on the volume of submissions received this year, D&AD President for 2025 Kwame Taylor-Hayford comments, *"The 2025 Awards saw our broadest participation yet, with submissions from 86 countries around the world. It's also been our strongest year ever in terms of company participation—an encouraging sign that groundbreaking creativity and a deep commitment to craft continue to thrive across the globe."*

Commenting on this year's judges, D&AD CEO Dara Lynch said: *"Our real superpower rests with our judges and community, who ensure the Pencil retains its place in history as the one to win; driving the industry forward and setting new standards for creative excellence in an industry that's going through transformation."*

The Awards incorporates more than 44 categories judged by 330 of the world's leading creatives from over 45 countries (52% female-identifying), recognising work that will inspire both seasoned and emerging talent. As a charity, Awards entries enable D&AD to fund educational programs such as D&AD Shift, a free, industry-led night school for self-taught creatives from under-represented backgrounds, currently running in London, New York, Berlin, Hamburg, São Paulo and Sydney with more locations to be announced.

A new Creator Content category reflects the evolving landscape of the creative industries and allows the international awards to stay current and inclusive, while the division of the branding category into two distinct categories: New Brand Identity and Brand Identity Refresh addresses the significant volume of entries received in previous years (over 900+ in 2024), ensuring each submission receives the focused attention it deserves by the jury.

The total number of entries shortlisted in each category are:

- **Animation (30)**
- **Art Direction (36)**
- **Book Design (25)**
- **Brand Identity Refresh (24)**
- **Casting (30)**
- **Cinematography (22)**
- **Commerce (32)**
- **Creator Content (24)**
- **Digital Marketing (63)**
- **Digital Design (19)**
- **Direct (39)**
- **Direction (51)**
- **Editing (13)**
- **Entertainment (43)**
- **Experiential: Activation & Participation (49)**
- **Film (53)**
- **Future Impact (12)**
- **Gaming & Virtual Worlds (19)**



- **Graphic Design (43)**
- **Health & Wellbeing (49)**
- **Illustration (42)**
- **Impact (35)**
- **Integrated (19)**
- **Luxury (19)**
- **Magazine & Newspaper Design (23)**
- **Media (33)**
- **Music Videos (42)**
- **New Brand Identity (31)**
- **Packaging Design (29)**
- **Pharma (15)**
- **Photography (18)**
- **PR (38)**
- **Press & Outdoor (36)**
- **Product Design (21)**
- **Production Design (16)**
- **Radio & Audio (13)**
- **Sound Design & Use of Music (26)**
- **Spatial Design (19)**
- **Sustained Impact (4)**
- **Type Design & Lettering (30)**
- **Typography (39)**
- **Visual Effects (24)**
- **Writing for Advertising (24)**
- **Writing for Design (20)**

While the anticipation builds for the final winners to be revealed, the judges remain impressed by the calibre of entries and the transformative impact they promise to have on the creative landscape.

As the excitement continues to build, we invite you to join us for the culmination of this year's festivities at the D&AD Festival on Thursday, May 22nd. The day will be filled with enlightening talks and engaging workshops, offering invaluable opportunities for industry professionals to connect and exchange ideas. [Tickets for the Festival are still available for purchase on site.](#)

The highlight of the day will be the eagerly anticipated Awards Ceremony, where the winners of this year's competition will be unveiled. Be sure to secure your tickets to attend the Awards.

Announcement and witness the celebration of creativity at its finest. [Tickets are available for purchase here.](#)

D&AD will reveal this year's Pencil winners, closing the Festival at the Queen Elizabeth Hall, Southbank Centre with the D&AD Awards Ceremony from 6pm on the 22nd May.

With thanks to our 2025 category partners:
Illustration, sponsored by Procreate
Digital Marketing, sponsored by Verizon

ENDS

NOTES TO EDITORS



For media enquiries, including press passes, interview requests and high-res imagery, please contact: press@dandad.org

[Please find Images granted for press use here.](#)

The complete programme and speakers can be found at dandad.org/festival.

PASSES

Passes are available to purchase at <https://www.dandad.org/festival>

Passes start from £175

Discounts are available for students, freelancers, small business owners, and retired persons.

LOCATION

The Southbank Centre
Queen Elizabeth Hall Building
Belvedere Rd, London SE1 8XX

KEY DATES

18 - 21 May 2025: Live Judging

20 - 21 May 2025: Shortlist Announced

21 - 22 May 2025: D&AD Festival

22 May 2025: D&AD Awards Ceremony

TIMINGS

Festival - Day 1: Wednesday 21 May

Doors Open: 9am

Programme: 10am - 6 pm

Festival - Day 2: Thursday 22 May

Doors Open: 9am

Programme: 10am - 4pm

Ceremony - Queen Elizabeth Hall: 6pm - midnight

ABOUT D&AD

D&AD exists to stimulate, enable and celebrate creative excellence in the belief that great creative work creates better outcomes for all, and that creative excellence is achieved through a diverse, inclusive, sustainable industry, making work that's relevant and representative of the communities it serves.

Awards | The world-class D&AD Awards and Festival showcase the best commercial creative work in design, advertising, production and craft to raise the benchmark for excellence each year and inspire and connect the global creative community.

Awards Categories:

Advertising Categories

Digital Marketing; Film; Integrated; Press & Outdoor; and Radio & Audio.

Branding Categories

Brand Identity Refresh, New Brand Identity

Craft Categories



Animation; Art Direction; Casting; Cinematography; Direction; Editing; Illustration; Photography; Production Design; Sound Design & Use of Music; Typography; Visual Effects; Writing for Advertising; Writing for Design.

Design Categories

Book Design; Digital Design; Graphic Design; Magazine & Newspaper Design; Packaging Design; Product Design; Spatial Design, Type Design & Lettering.

Engagement & Experience Categories

Commerce; Creator Content; Direct; Experiential: Activation & Participation; Media, Luxury and PR.

Entertainment Categories

Entertainment; Gaming & Virtual Worlds; Music Videos.

Health Categories

Health & Wellbeing; Pharma.

Impact Categories

Future Impact; Impact; Sustained Impact.

Special Awards

Companies of the year; President's Award.

Learning | As a not-for-profit, D&AD provides new talent programs such as New Blood, that bridges the gap between education and industry, and Shift, a free, industry-led night school to help self-taught creatives enter the industry from outside traditional pathways.

Talent | D&AD Masterclasses deliver unrivalled professional development to help creative people at every stage of their working life acquire the skills and mindset to achieve creative excellence.

Learn more about D&AD and how you can get involved at dandad.org.