



09/07/24

D&AD

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E info@dandad.org

www.dandad.org

To whom it may concern,

D&AD is one of the leading design and advertising organisations in the world. Founded in 1962, D&AD quickly established itself as one of the preeminent advertising and design organisations in the world. The founders of D&AD are David Bailey, Terence Donovan and Alan Fletcher, all noted creatives in design and advertising.

Inclusion in our annual is a clear indication that Zhang Wei is a highly regarded professional in the advertising and design fields, and that their work is referred to by others in the field as on the cutting edge of design and creativity. A panel of the advertising, design and branding industries top talent judged this category. Our Award Levels are as follows: a Wood Pencil is our equivalent of a Bronze, a Graphite Pencil is our equivalent to a Silver and a Yellow Pencil is our equivalent to a Gold.

Zhang Wei was awarded for the following work:

Wood Pencil for "Shot on iPhone | Little Garlic" in Entertainment / Scripted Long Form / 2024

Wood Pencil for "Mic" in Outdoor Advertising / Poster Advertising Campaigns / 2015

Wood Pencil for "Mic" in Crafts for Design / Illustration for Design / 2015

Wood Pencil for "Mic" in Crafts for Advertising / Illustration for Advertising / 2015

Wood Pencil for "Mic" in Press Advertising / Press Advertising Campaigns / 2015

Graphite Pencil for "Mic" in Art Direction / Art Direction for Press Advertising / 2015

Please don't hesitate to get in touch if you have any questions.

Yours Faithfully,

Ben Stringer

Awards Team

+44 (0)20 7840 1111

https://www.dandad.org/awards/professional/2024/238479/shot-on-iphone-little-garlic/

Shot on iPhone | Little Garlic





Wood Pencil / Entertainment / Scripted Long Form / 2024

“Little Garlic” is part of a globally-orchestrated Shot on iPhone campaign centered on 3x product-demonstration short films for Apple’s key international markets – China, Japan, Mexico. No other company has undertaken a more ownable-to-the-product, organically-successful and culture-rippling effort in entertainment this past year.

As social media pushes an insecure generation to the brink, Apple launches a CNY film with a simple, provocative message: 'you are enough'. Shot entirely on iPhone 'Little Garlic' is a call for inner confidence to triumph over technology’s potentially bad influence.



Credits

Entrant Company

TBWA\Media Arts Lab Los Angeles

Client

Apple

Brand

Apple

Advertising Agency

TBWA\Media Arts Lab Shanghai

Design Agency

TBWA\Media Arts Lab Shanghai

Production Company

RadicalMedia New York

Country

[China](#)
[United States](#)

Art Director

Evelyn Yuan

Associate Creative Director

Carrol Shen
Darren Leong
Joey Chung
Wei Zhang

Creative Director

Ewan Yap

Digital Producer

Infer Liu

Director

Marc Webb

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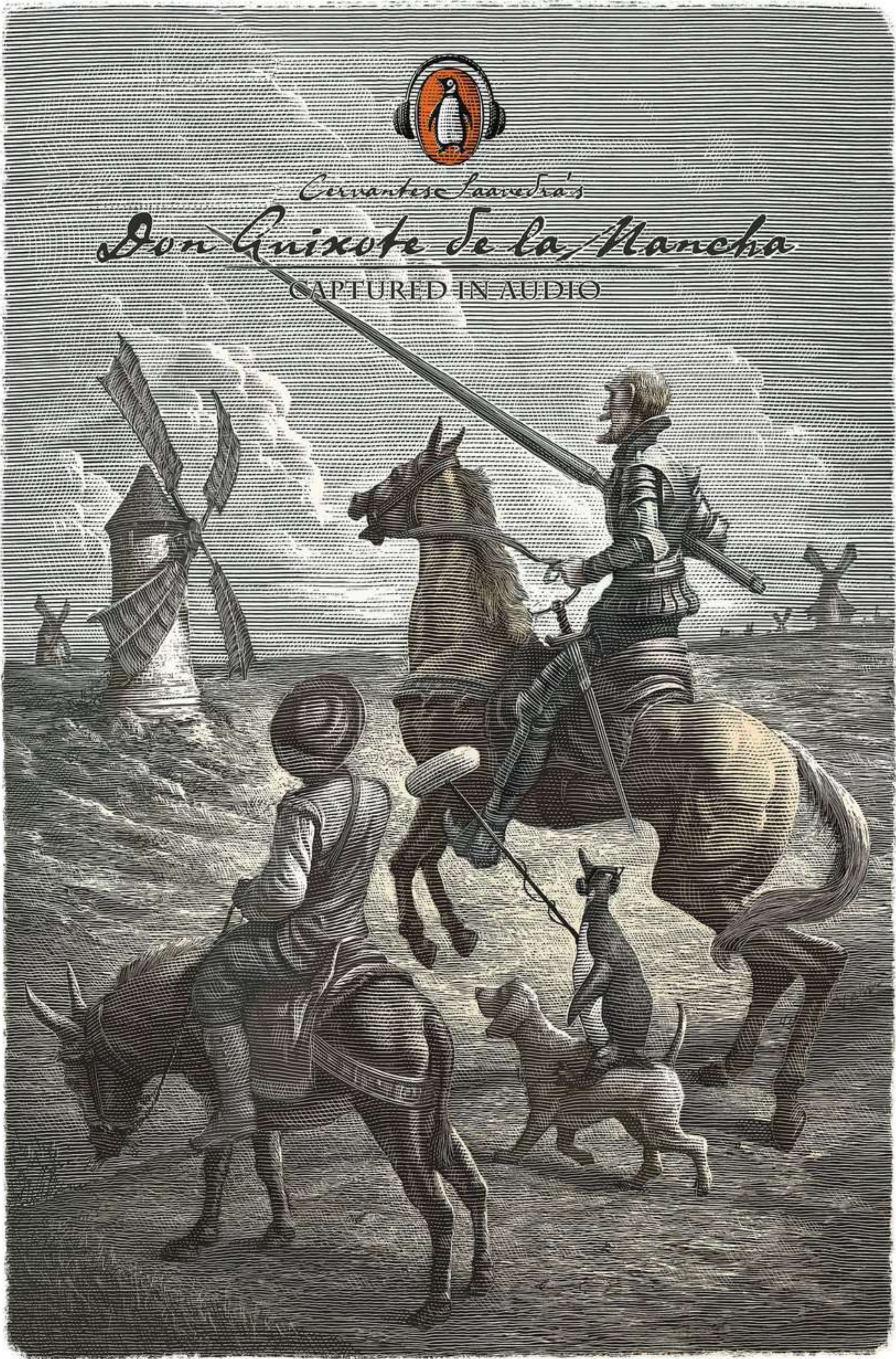
https://www.dandad.org/awards/professional/2015/outdoor-advertising/24712/mic/

Mic



Graphite Pencil / Art Direction / Art Direction for Press Advertising / 2015

Penguin Books wanted to convert readers into listeners and increase sales of their audiobooks. Many readers still consider the audiobook experience to be less rewarding than reading. Y&R Beijing conveyed the quality of each Penguin audiobook by using the brand's iconic mascot in an imaginative new way, capitalising on the penguin's playful presence across a series of illustrated press and poster ads. By placing a mic-wielding penguin at the epicentre of the action, readers could get a sense of the richness and emotion within each audiobook experience.



Credits

Client

Penguin Group (China)

Country

China

Art Director

Bruce Xie
Johnny Zhang
Jianjun Geng

Chief Creative Officer

Nils Andersson

Copywriter

Gao Han
Zhang Wei
Nils Andersson

Creative Director

Ronnie Wu

Designer

Bruce Xie
Johnny Zhang

Illustrator

Lev Kaplan
Nicolas Delort
Jared Muralt
Richard Hello
Zhang Weimang
Mark Summers
Wylie Beckert
Liu Hao

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Wood Pencil / Crafts for Advertising / Illustration for Advertising / 2015

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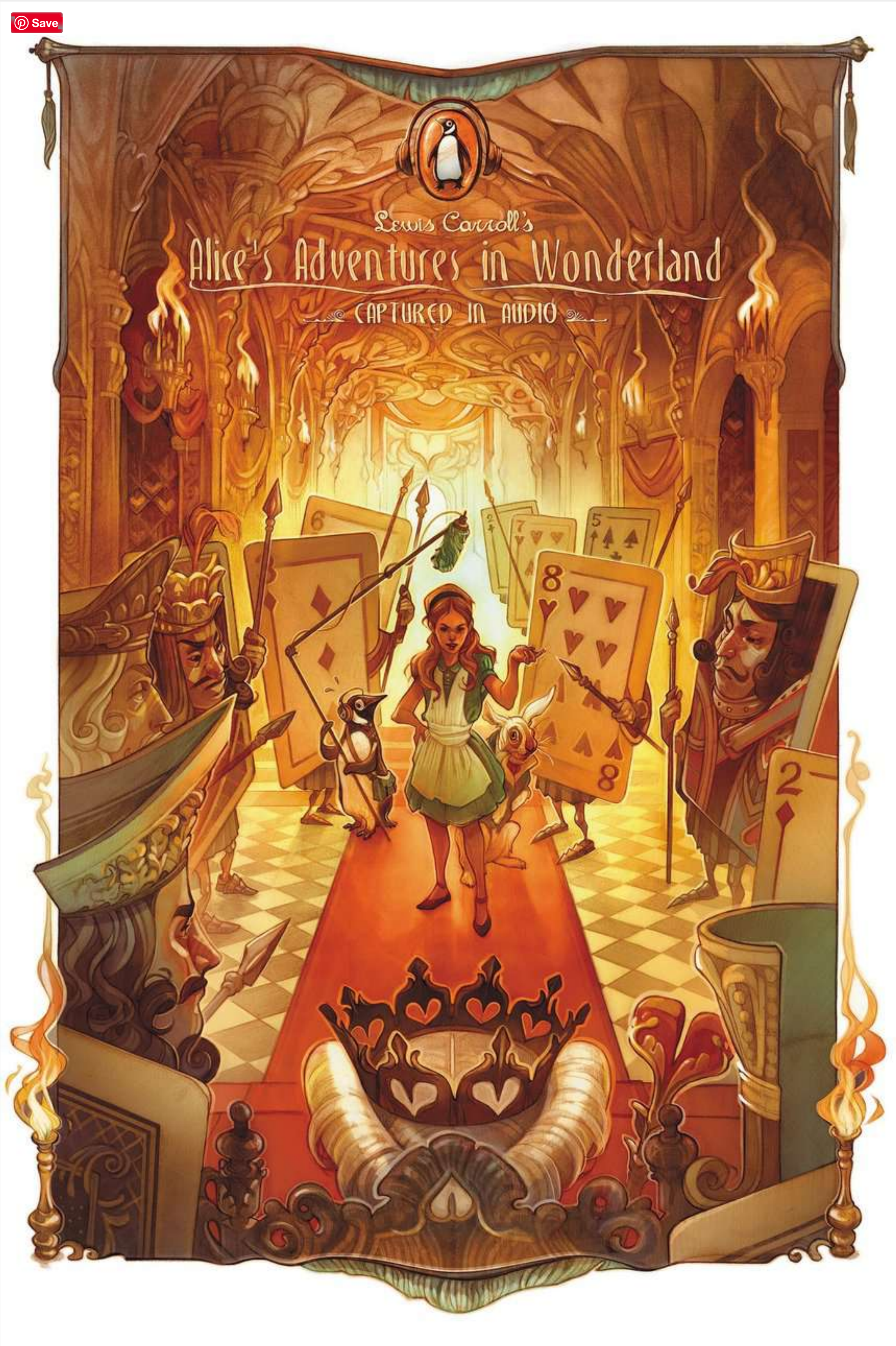
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https://www.dandad.org/awards/professional/2015/crafts-for-design/24134/mic/

Mic



 Wood Pencil / Crafts for Design / Illustration for Design / 2015

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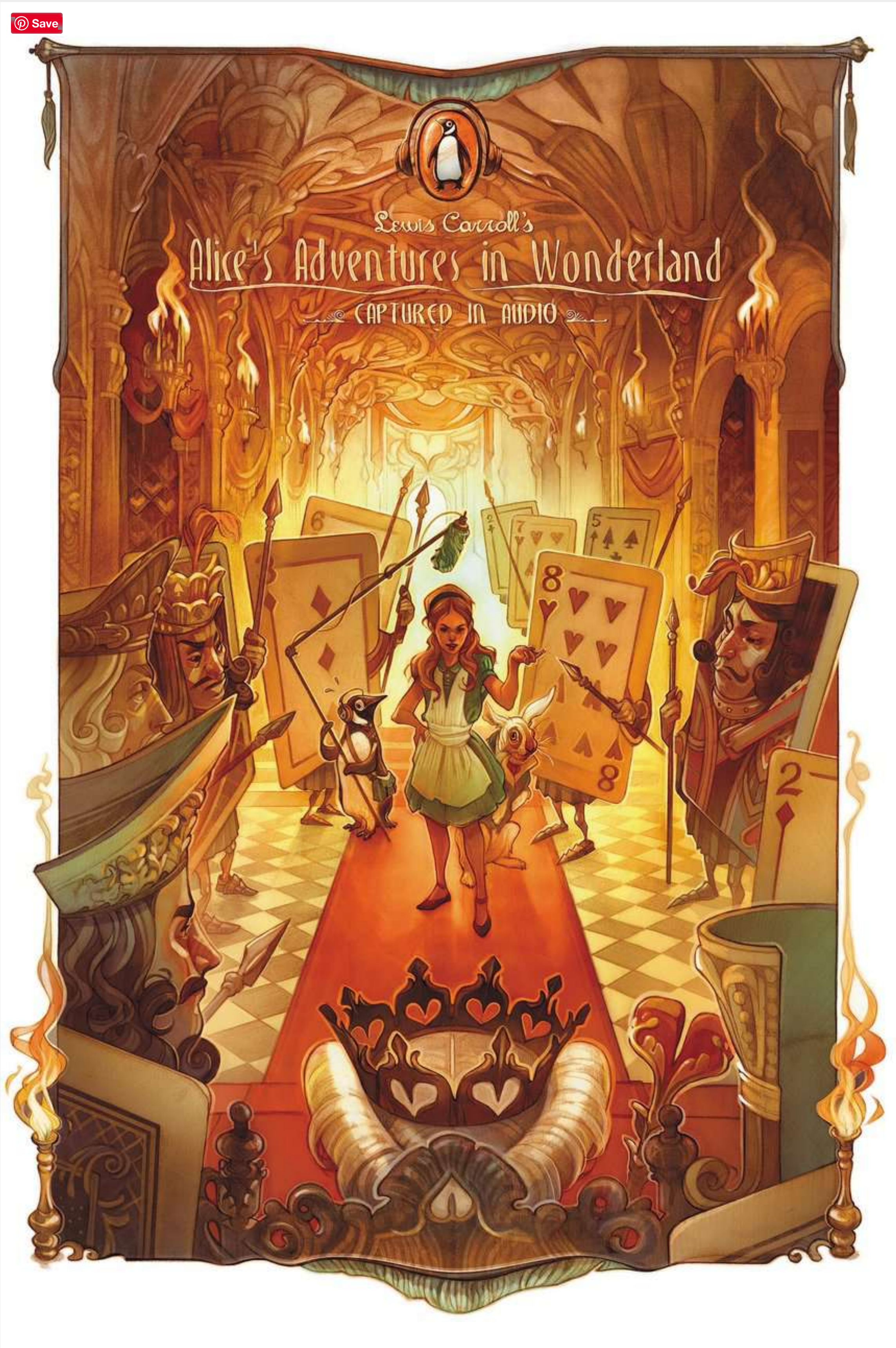
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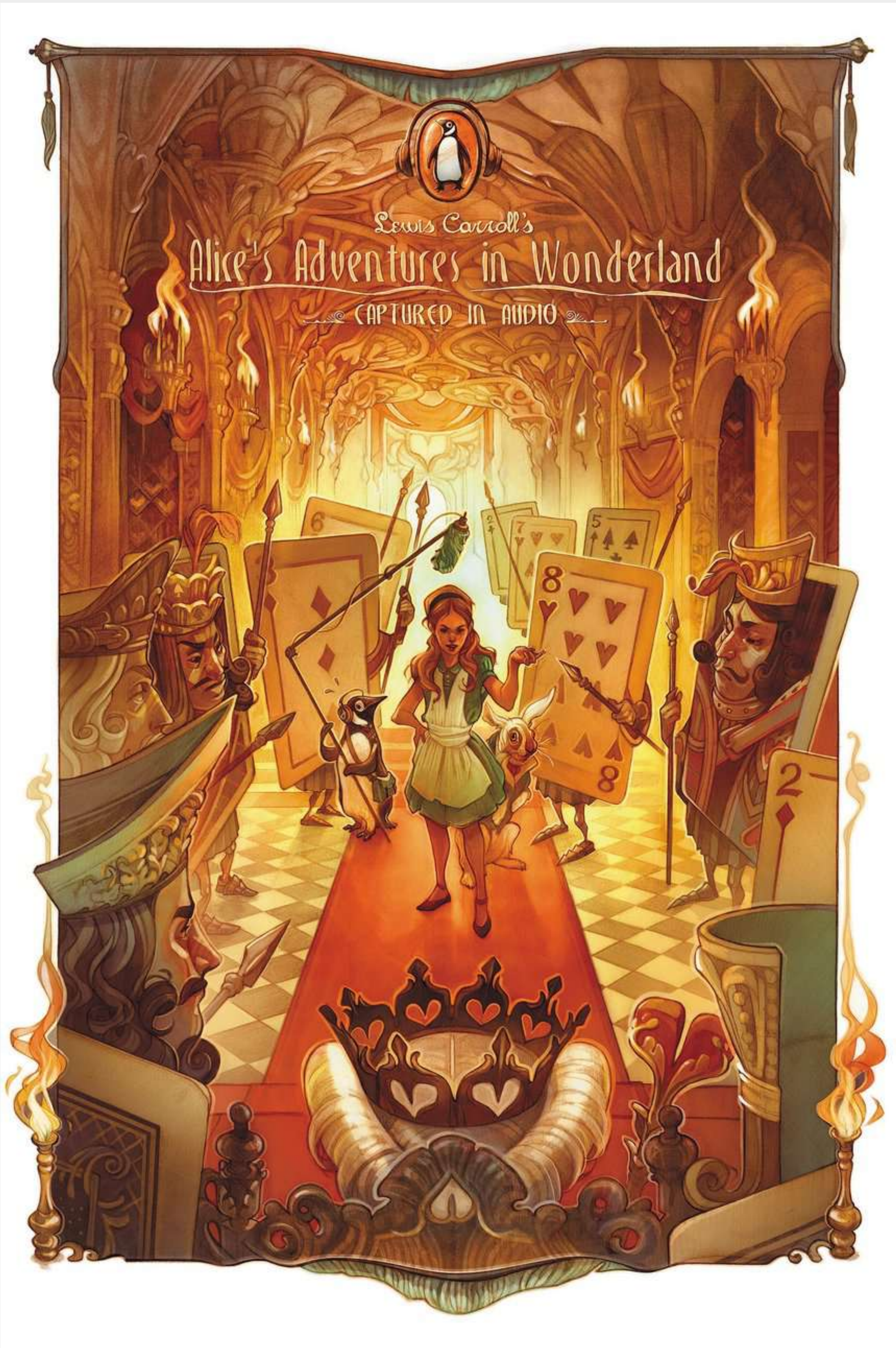
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Mic



Wood Pencil / Press Advertising / Press Advertising Campaigns / 2015

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