

# D&AD Awards 2017

## What's changed?



### Key dates

#### 2016

14 December

10% Discount Deadline

#### 2017

15 February

Entry Deadline

25–27 April

D&AD Festival

27 April

Awards Ceremony

### D&AD Awards

#### Ceremony

In previous years our infamous D&AD ceremony has taken place a few weeks after Judging week however this year we will be incorporating all of our events into a one week. Our Festival & Judging week brought such an international and diverse audience that we want to end it all with our Awards Ceremony as the finale of the week. Our ceremony will take place on Thursday 27th April 2017 and further information will be available nearer the time so make sure to book a ticket!

### Changes to entries

#### Credits and images

In previous years we have collected the credits and images of the winning work for our annual/website once they have been announced, however this year we will do this at the beginning of the entrant process. Once you've completed your entry to the awards we will notify you to a specific date that your entries should have the credits and image uploads completed. Our reason for adding in this additional task will be to make sure our Pencil Winners receive the maximum exposure and acknowledgement they deserve during D&AD judging week, the festival and the ceremony.

### Beta and prototypes

This year we've added in some new sub-categories including the addition of Beta and Prototypes to acknowledge the great creative work that is currently being developed (see below for new sub-categories). These new categories that involve Beta or Prototypes will only be eligible for the Wood Pencil award level.

### Category changes

#### New sub-categories

#### Branded Content & Entertainment

Audio  
Immersive  
Live Broadcast  
User Generated

#### Branding

Campaign Branding & Identity

#### Creativity for Good

Product Design  
Service Design

#### Digital Design

Beta Platforms  
Beta Tech Innovation  
Established Platforms  
Existing Platform - New Iteration  
Platforms  
Service Design

#### Digital Marketing

Innovative Use of Beta Technology

#### Integrated & Collaborative

Collaboration  
Integrated - Established Campaigns

#### Media

Use of Collaboration  
Use of Talent

#### Product Design

Prototypes

### Additional information on categories

The Mobile Marketing Jury has been removed however mobile work can be entered in the Digital Design and Digital Marketing categories

—  
Radio Advertising has been updated to Radio & Audio

—  
Sub-Category Logos (previously in Graphic Design) has been moved to Branding

—  
Sound Design & Use of Music for Radio Advertising has been moved from Radio & Audio to Crafts for Advertising

—  
Digital Design - Apps has been renamed to Platforms