

**EMBARGOED UNTIL 21.30 GMT Thursday 7 July 2016**

**D&AD awards the future creative superstars in New Blood 2016**  
*New Blood Pencil Award winners revealed at ceremony in Shoreditch, London*

7 July, London - Tonight in Village Underground Shoreditch, [D&AD](#) New Blood revealed the winners of the 2016 [New Blood Awards](#). The winners brought their A-game, wowed the judges with their creative prowess and tonight received their very special prize: a New Blood Pencil. With entrants from 58 different countries, this year's awards once again reflect the best in young global creative talent.

Emotive causes, higher purpose and Snapchat featured highly in projects this year. Whilst the latter may come as no surprise, the former proves that the wider industry trend towards connecting brands with consumers on an emotional level has struck a chord with graduates. Also the power of 'creativity for good' continues to be a strong motivator with many campaigns focusing on world-changing creative ideas, resulting in four White Pencil wins across four different briefs.

**Andy Sandoz, D&AD President and Creative Partner Havas Worldwide commented,** *"Our two Black Pencil winners are incredibly emotive pieces of narrative. 'Bottles of Squash' shows us a raw and honest time of life where the simplicity of execution belies the depth of craft that is going on. 'Retro Serif' wins its Pencil for the story of the censorship of language. Creating a typeface that makes a positive impact on the world is an incredibly difficult brief and they delivered a beautiful piece of work."*

**Naresh Ramchandani, Partner, Pentagram Design added,** *"The New Blood Awards represent hope and idealism, showing older creatives how new creatives can do it better and showing us that there's a new generation coming up who are more able to change the world."*

An impressive 24 young creatives were the recipients of a **Yellow Pencil** this year, with two receiving the ultimate accolade, a **Black Pencil**.

The full Pencil statistics are as follows:

- 2 Black
- 4 White
- 24 Yellow
- 58 Graphite
- 111 Wood

The New Blood Awards are a platform for students and other new creatives to test their limits on real briefs, set by real clients. No other programme offers such a comprehensive test, or a more accurate representation of the challenges that await on the other side. Brand representatives and industry experts decide what work wins a coveted New Blood Pencil, and the bar every year is extremely high.

**Paul Drake, D&AD Foundation Director commented:** *"D&AD New blood is all about inspiring the next generation, which is where our 'Win One, Teach One' mantra really comes to life. Winning a New Blood pencil is a huge turning point in a young creative's career, not only are they recognised for being the best at what they do, but they get access to a wealth of contacts and advice from professional award Pencil winners and industry experts alike."*

This year's brands and briefs are listed below:

**Adobe:** Remix the Adobe Creative Cloud Identity For Future Creators

**Amnesty/WPP:** Break Barriers Between Young Adults and Amnesty International

**Crimewatch/BBC:** Design A Digital Solution To Enhance Crimewatch Beyond Broadcast

**D&AD:** Fortune Favours the Brave

**Dazed:** Declare Independence In 15 seconds

**Design Bridge:** Break New ground In Beauty Branding

**Desperados:** Unleash Urbanites' Party Spirit With An Unforgettable Experience

**Dr. Martens:** Celebrate Dr. Martens' Unique Brand Using Radio's Unique Platform

**Ford:** Team Up With Ford To Mobilise City-Wide Change  
**John Lewis:** Create A Window Into The Brand  
**Monotype:** Use The Power Of Typography To Activate Your Cause  
**Nationwide:** Focus Nationwide's Service For The Next Generation  
**Newsworks:** Champion The Written Word In Print And On Screen  
**Shutterstock:** Capture Dramatic Narrative In Everyday Reality  
**The Telegraph:** Inspire A Digital Audience To Think Again About The Telegraph  
**TOMS:** Engage A New Audience With The 'Purchase With Purpose' Movement  
**WWF:** Activate A Global Conservation Community

Entry to the awards is open to anyone in full or part-time education, recent graduates who finished their course within the past two years and anyone 23 or under.

All Pencil winners were eligible to apply for the **WPP New Blood Academy**, where 50 graduates attend a two-week creative bootcamp. The Academy provides an opportunity to learn from the best in the business, with grads working alongside a WPP agency on a live brief in order to secure a foot-in-the-door with a series of paid placements up for grabs. This year students will be working alongside creative luminaries as well as working on a live brief in their final week that looks at solving London's transport problems.

Meet the Class of 2016 [here](#).

### **Winning Work:**

#### **The Black Pencil Winners**

##### **Dazed - [Bottles of Squash](#)**

Winner: James Wuds

*"Truly excellent stand out piece of work. Funny, poignant, cool and accomplished, proud to have on Dazed."* - Jonny Kanagasooriam, Creative Strategy Director, Dazed Media

##### **Monotype - [Retro Serif](#)**

Winner: Polina Hohanova

College: Chelsea College of Arts

*"Powerful. Political. Poignant. Rarely does a piece of work have the potential to inspire change and have such a profound impact on culture and society."* - Craig Oldham, Creative Director & Founder, Office of Craig Oldham

[Watch the Black Pencil judging film here.](#)

#### **The White Pencil Winners**

##### **Amnesty International/WPP - [Every Minute Matters](#)**

Winners: Laurens Grainger, Matt Kennedy

College: School of Communication Arts 2.0

##### **Ford - [Ford Fu](#)**

Winners: Chloe Lam, Ryan Ho

College: Falmouth University

##### **Monotype - [Better Together](#)**

Winner: Kegan Greenfield

College: Chelsea College of Arts

##### **WWF - [Human Filter](#)**

Winners: Elisa Beretta, Rosita Rotondo, Alessandro Prestia, Massimo Mazzucca, Giulia D'agosta

College: Fondazione Accademia di Comunicazione

## **A Selection of Yellow Pencil Winners**

### **Amnesty International/WPP - [Profuckation](#)**

Winners: Batara Bayu Soedarwanto, Kevin Wijaya

Colleges: Nanyang Academy of Fine Arts (NAFA), Loughborough University, Miami Ad School San Francisco

### **WWF - [Game On](#)**

Winner: Simon Eden

College: Portsmouth University

### **Monotype - [Protecting Pubs Campaign](#)**

Winner: Neil Bennison

College: University of Central Lancashire

### **Adobe - [Turning Brand Identity Into User Experience](#)**

Winner: Julia Baulin

College: Westerdals Oslo School of Arts Communication and Technology

### **Nationwide - [Nationwide's YouTube Stock Exchange](#)**

Winners: Ryan Leckie, Hana Ovčina, Aditya Sunilkumar, Lukas Bruhn

College: University of South Wales

To see all the winners please click [here](#).

## **ENDS**

For more info, images and interviews in relation to D&AD New Blood 2016, contact:  
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***Note to editors:*** Images of all the listed work can be downloaded with this link:

### **About D&AD New Blood**

New Blood is part of the D&AD Foundation, which exists to inspire the next generation of creative talent, promote diversity, and stimulate the creative industry to work towards a fairer more sustainable future.

New Blood aims to reach young creatives from as far and wide as possible to offer inspiration, learning and genuine opportunities on the way into industry.

- **The New Blood Awards** has celebrated the best young creative talent via its Student Awards scheme for over 35 years and the New Blood Awards are the modern iteration of the world's most coveted prize for young creative talent. The awards give full time students, recent graduates and under 24s around the world the chance to take on a variety of industry standard briefs set by global brands. Winning a New Blood Yellow, Black or White Pencil is an instant validation of talent.
- **The New Blood Exhibition** gives graduating students the chance to flaunt their best work to industry to make meaningful connections and land their first break.
- **The New Blood Festival** is a creative takeover where multiple brands, agencies and studios open their doors for keen young minds to experience it from the inside and find out what that dream job may look like.
- **The New Blood Academy** is an intensive two-week boot camp, sponsored by WPP and filled with inspiring and agitating talks, briefs, hacks and workshops. Young creatives who win

in the New Blood Awards, or who impress at the New Blood Exhibition, are invited to apply for this unique learning experience.

### **About D&AD**

Since 1962, D&AD has been inspiring a community of creative thinkers by celebrating and stimulating the finest in design and advertising. A D&AD Award is recognised globally as the ultimate creative accolade, entered and attended by the best creative decision makers from around the world. Set to reward, promote and enable creative brilliance in all areas of creative communication, a Yellow – or Black – Pencil remains the pinnacle in many careers.

But it's much more than just the Awards. Members join a vibrant global community, whilst Creatives and clients are inspired by a world-class training and development programme. Students and young creatives are supported with projects, awards and exhibitions, which give them a vital leg-up as they enter the industry.

As a non-profit, all of D&AD's surpluses go straight into programmes that develop the next generation of creative talent while campaigning for the creative industries to help solve the world's toughest social and environmental issues.