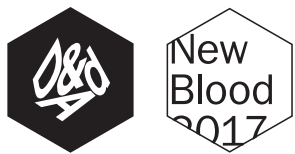




WE
NEED
NEW
BLOOD

The 2017 briefs:

1. Adobe
2. Amazon
3. Arjowiggins
4. BBC
5. Crowne Plaza
6. Desperados
7. Hasbro
8. John Lewis
9. Monotype
10. MUBI
11. Nationwide
12. Pearson
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14. Squarespace
15. The British Army
16. The National Autistic Society



D&AD New Blood Awards 2017

Brief set by:
Adobe

In Collaboration With:
Oliver Chapman, Urban Outfitters

Adobe wants you to use your life experience and hard-won wisdom as a springboard for a set of posters or prints



Additional Prizes

One year's free membership of Adobe Creative Cloud. The chance to have your work featured across Adobe channels and seen by thousands.

Related Disciplines

Illustration
Photography
Crafts for Design
Art Direction
Graphic Design

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[#NewBloodAwards](#)

Background

Adobe and its Creative Cloud are the enablers of the creative industries. And when fueled by your craft and creativity, Adobe's tools make ideas a reality and empower you to not just communicate, but inspire.

So, what do you do with this power?

You're young. You're just starting to make your way out into the big wide world. And you'll be on the receiving end of a lot of advice from all directions. But you've learnt a thing or two, and now it's time to draw on your experience and visually declare what you've got to share.

The Challenge

Dig deep into your hard-won wisdom and life lessons, and celebrate them through illustration or photography. Identify the advice you'd like to give, and create a series of 3 posters or prints to visually bring your insights to life.

Can you communicate wisdom without words? They say a picture's worth a thousand. Create images that pack a punch and get to the core of the heartfelt advice you're trying to express. Though this is all about craft, so you **can** incorporate lettering if that's your illustrative style.

Who is it for?

You get to decide who your target audience is. It can be who you want it to be, just be sure to tell us when you submit your work. Is it for your peers, those about to tread ground you've already explored, those that are older but no wiser...?

What to Consider

- This could be your legacy for your peers, a rebuttal to all the bad advice you've been given, a celebration of the times you've learned something the hard way, a snapshot of what you're trying to teach yourself, a visual manifesto for your

future self... This is your opportunity to get introspective, look at who and where you are now, and capture how you got there and what that means on paper and beyond.

- What do you wish you'd been told, and how would that advice have affected the course you've taken to the here and now?
- Remember, though: the challenge is to celebrate what you've learned and your great advice. Don't go too dark and navel-gazing – think fun and life-affirming.
- All image-making approaches are welcome, across illustration and photography: hand-crafted to computer generated, lo-fi to high-tech, comics to collage... Indulge in yourself and your abilities. How does your choice of medium relate to the message?
- If you're bringing in lettering, make sure it's for a reason and it works hard in form as well as function.
- There's room for you to think beyond the page – your three images need to work in print, but interactive, motion or physical extensions of these are also welcome. The judges will look first and foremost at your three static images, though. They'll only see anything additional if these impress.
- Remember that craft is crucial and idea is key. The judges will be looking for real skill in your chosen craft, but craft is most powerful when driven by a strong concept.
- Physical prints are optional, but send us these as supporting material if you can to really showcase your craft to the jury.
- This is your message of creativity and discovery, so be as expressive as possible and make it count.

- Can you integrate Creative Cloud into your process to streamline or enhance your craft? Make the most of the free trials for new users and experiment to see how it can help you bring your ideas to life.

What's Essential

Three poster designs or prints (submitted digitally), landscape or portrait, dimensions 578 x 370mm (for potential publication).

You'll be asked to title each piece and supply a short description of your work when you submit, but your three images need to be able to speak for themselves: no explanation necessary. If you use any Adobe products or services throughout your creative process, reference them in this description when you submit (this is for reference and won't affect how your work is judged).



D&AD New Blood Awards 2017

Brief set by:
AmazonFresh

In Collaboration With:
L.A. Ronayne, Havas

Evoked epicurean imaginations with a content identity that promotes AmazonFresh as a unique foodie destination



Additional Prizes

The chance of a paid work placement with the Amazon creative team.

Related Disciplines

Advertising
Crafts for Advertising
Branded Content
Social Media

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Background

AmazonFresh is a new way to stock your cupboards with delicious groceries. It brings all the ease and reliability of Amazon.co.uk to your weekly shop, including specialities from local shops and markets, all delivered in one-hour slots, including same day. Here's how it works...

- The service is currently available to Amazon Prime members in 190 Greater London postcodes.
- It's the fast way to Britain's best-loved brands, plus offerings from local independent food producers and shops (think farmers' market, but at the tap of your phone).
- One-hour delivery slots are available from 7am to 11pm, seven days a week.
- AmazonFresh is available via the Amazon.co.uk website or mobile app.

The Challenge

Foodies don't know that treats and essentials from the most incredible local, specialist merchants are only a tap away. Let them know, with content to make their mouths water and fire their imaginations.

1. Take AmazonFresh and **define an identity or persona to drive the way the brand is expressed through content**. What will its character or personality be like, what will its editorial and curatorial style be? Think attitude and tastes, the way it talks (tone of voice), its point of view or sense of humour, the kind of things it would Retweet and Like and the people it would follow, and most importantly the kind of original content it would share.
2. Put this identity into action across a range of media. How will gorgeous content bring this identity to life – will it be defined by a strong design sensibility or compelling words, or will you get

senses tingling with images and film?
Create at least three pieces of example content driven by your vision for the AmazonFresh voice.

Who is it for?

This is aimed at new and existing Prime members with an emphasis on those passionate about what they eat.

What to Consider

- **Channels.** Consider how AmazonFresh can engage with customers through traditional or non-traditional channels (digital or physical) channels, what type of content they should be sharing and how this can be branded. Are there clever ways you could use existing customer touchpoints to add value?
- **Consistency.** Your strategy needs to be clear enough that it can adapt to and breathe life into all sorts of different channels, from TV to press, through the gamut of social media – all while maintaining a consistent identity.
- **Innovation.** Amazon offers a range of innovations to make shopping easier – could you incorporate these into your executions? Amazon Dash for AmazonFresh is a quick and easy new way to shop. It's a handy device that lets customers scan a barcode, or simply say the name of a product, to add items automatically into their basket ready to buy the next time they visit Amazon.co.uk.
- **Foodie Expertise.** Consider key influencers, food lovers who'll really know their stuff: to speak to them effectively it'll help to really swot up on the publications they adore and the amazing merchants and goods this service provides.
- **Play nicely.** This is about incredible

food and an incredible service with Amazon's emphasis on customer needs at its heart. Focus on what makes both of those things great, and don't bring in comparisons to other retailers.

What's Essential

Create content for AmazonFresh that's all about the love of food and is driven by a credible and authoritative identity:

- Define and present a beautifully crafted new content identity.
- Bring it to life across a number of channels with at least three pieces of sample content.
- Give a sneak peek into your creative process with highlights from your research and development.



D&AD New Blood Awards 2017

Brief set by:
Arjowiggins Creative Papers

In Collaboration With (Brands):
Facebook, Instagram, Sony Music

In Collaboration With (Agency):
North

Put Arjowiggins Creative Papers at the heart of a campaign, initiative, product or service for Facebook, Instagram or Sony Music and remind digital customers of the power of paper



Additional Prizes

Winners will receive the Arjowiggins Paper Book and digital swatch book.

Related Disciplines

Open Brief
Advertising & Communications
Graphic Design
Product & Service Innovation

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Background

The rise of digital technology has opened endless possibilities around communication and the creation of new services. Nowadays there are countless brands that only engage with their customers digitally, through browsers, apps, social and email. Buying clothes, renting a flat, booking a holiday or meeting your soulmate are all now possible in a click. But while digital communication seems to open endless possibilities for personalisation, it can somehow still feel impersonal and transient.

In contrast, companies such as luxury or premium brands understand the importance of maintaining a personal and physical link with their customers through printed comms and products. Despite digital's brilliance, paper remains a powerful, tangible medium to convey emotion and let customers know how important they are to a brand.

The Challenge

Choose one of Facebook, Instagram, or Sony Music – companies that exist solely or mainly online, engaging with their customers in the digital realm. Then create a campaign or initiative, service or product **with paper at its core**, to promote your chosen brand and at the same time champion the importance of paper in an increasingly digital world.

Create a tangible and personal relationship with the company's customers through paper and / or printed communication. Your solution will need to be coherent with the identity of your chosen brand and the services or products they offer.

See **Further Information** in your brief pack for more direction on the ask for Sony Music, and for links for all three brands.

Who is it for?

People who mainly use digital, who don't

appreciate or rarely use paper. Consider digital natives, teenagers and young adults who've grown up in an online age, for whom receiving physical communications from a company is increasingly a rarity.

What to Consider

- What opportunities or challenges does your chosen brand present when it comes to paper? Think beyond the obvious. For example there are already services for printing your Facebook and Instagram photos, so dig deeper to find the perfect union between paper and social media. The recent resurgence in popularity for vinyl shows the public appetite for a more tangible connection with audio. So for Sony Music, how can you bring the appeal of analogue to digital music in the age of the playlist?
- Printed communication offers a wide variety of techniques and papers to perfectly craft a tactile experience. Take into account the physical properties of the paper – colour, surface, texture, weight – and what these might convey about your brand.
- Consider all of the potential physical touch points between a brand and its customers. It's not all business cards and letterheads: think prolonged customer conversations, collaborations and experiences.
- What will the customer journey be for your solution? How will your idea integrate with digital touch points, or will the physical element be standalone and exist purely in the analogue world?

What's Essential

A campaign, initiative, service or product using paper from Arjowiggins Creative Papers' ranges to both bring your chosen brand to life, and champion the use of paper in an increasingly digital world.

Present:

- Your idea in a nutshell.
- Key elements of your concept and example executions.
- Your creative process: highlights from your research and development.



D&AD New Blood Awards 2017

Brief set by:
BBC

In Collaboration With:
Hactar

Help the BBC bring Edinburgh
Festivals to everyone, by using
technology to capture the event for a
wider audience



Related Disciplines

Technological Innovation
Product & Service Design
Digital Design

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Background

The BBC has a strong heritage of covering events with a global audience. From the Olympics to Glastonbury to the Proms, the organisation has always excelled at bringing large performances to listeners and viewers alike.

The Edinburgh Festivals are respected, world renowned events. They bring together all forms of arts, performance, science and literature. They are widely considered the largest annual series of cultural festivals in the world. August is the peak of Festival activity, when the Edinburgh Art Festival, Royal Edinburgh Military Tattoo, Edinburgh International Festival, Edinburgh Festival Fringe, Edinburgh International Book Festival and Edinburgh Mela all take place.

More on the August Edinburgh Festivals:
www.edinburghfestivalcity.com

The Challenge

Unlike other festivals and sporting events – Glastonbury, Football World Cup, etc – the August Edinburgh Festivals blur the lines between performer and audience. By their very nature, as city-wide events spread across hundreds of venues, the festivals encourage interaction between those visiting for pleasure and those actively participating. A significant number of those sat watching a comedy set, play or performance one afternoon might be taking the stage themselves that same evening.

Part of the festivals' appeal is the serendipitous discovery of the new and interesting. If an event is at capacity, it's likely that a couple of doors down there will be another, perhaps smaller performance, something that might just be the find of the festival for a member of the audience.

With this in mind, how might BBC at the Edinburgh Festivals capture the spirit of the events for those who can't attend? Use the

power of technology to help the BBC connect a global audience with the Edinburgh experience.

Who is it for?

Over a three week period in August, there are tens of thousands of performances of thousands of shows. In 2015, almost 2.5 million tickets were issued, with visitors coming to the city from all over the world. The combined audience spans a huge range of interests and ages, and the BBC wants everyone who'd enjoy the festivals to be able to get a taste of the best that's on offer, wherever they may be.

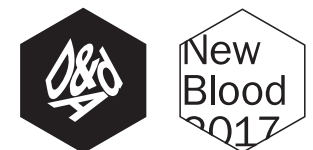
What to Consider

- The BBC continues to be at the forefront of new channel development, and isn't afraid to experiment with the vast array of content at its disposal.
- How might you make use of the millions of people who are physically there in the city and at the shows?
- Which existing platforms, networks or technology could you leverage, and are there new ways you could use them? How could they help you to bring Edinburgh into people's homes, pockets or beyond?
- Think about where, when and how you might engage this wider audience. At home, on their commute, or elsewhere? On an individual level or as part of a group social activity?
- How can you bring the serendipitous nature of the festivals to those who can't attend? How can you empower a remote audience to stumble upon hidden gems?
- How could this be something that the BBC is in a unique position to execute, or that feels uniquely true to the BBC as a brand?

What's Essential

A BBC product or service using technology to connect a wider audience to the Edinburgh Festivals. Present:

- **Your solution.** Clearly explain your idea, how it would work, and how it makes use of available technologies.
- **Your creative process.** Briefly explain how you arrived at your solution and key insights from your research, and visualise your working (eg with annotated illustration, renders, animation, etc).
- **An interactive prototype.** This could be a clickable prototype displayed in browser, a physical product, a live platform...



D&AD New Blood Awards 2017

Brief set by:
IHG Hotels

In Collaboration With:
J. Walter Thompson

Transform Crowne Plaza hotels to suit
the needs of the next generation of
business travellers



Additional Prizes

The chance to receive exclusive
behind-the-scenes tours of the design
and innovation process, and IHG
Rewards Club membership points.

Related Disciplines

Branding
Digital Design & Communications
Service Design
Experiential
Wayfinding & Environmental Design
Graphic Design

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Background

The face of business is changing. We are embracing a world of work that's fundamentally different from that of previous generations. We are more collaborative, more entrepreneurial and more prone to seek out flexibility, both in our working hours and our working environments.

Why then, when it comes to travel, do the leading business hotels still look and feel exactly the same?

As one of the big names in the category, Crowne Plaza recognises that the age of trouser presses, tiny kettles, beige box meeting spaces and tired business centres has had its day. It is now on a mission to challenge the corporate conventions of most business hotels, and offer an accommodation experience that speaks to the new generation of business travellers.

The Challenge

Reposition Crowne Plaza from a corporate hotel into a brand that appeals to the young modern business traveler and the way they view and approach their work.

Although the new wave of peer-to-peer or flexible membership-based accommodation services (like Airbnb, misterb&b, Roomorama, WeLive) have some clear advantages, Crowne Plaza doesn't play in this space. A hotel can offer 24/7 check-in, no nonsense check-out, local knowledge from concierges, and consistent quality across the world.

How can Crowne Plaza embrace a **challenger brand** mindset in order to combine the inherent benefits of hotels with the traveler's desire for a more authentic, individual and flexible travel experience? Deliver a brand identity, and digital and physical activations, that bring the best of these together to transform the business travel category.

Who is it for?

Look ahead to the next generation of business travelers. This brand needs to be relevant to young, urban professionals who are enjoying their first or second job after graduation. They're entering a world of business that is fundamentally changed: a far more flexible world where the boundaries between work, life and play are blurred. Crowne Plaza needs to capture those with a globally curious mindset who seek fresh perspectives from the world around them.

What to Consider

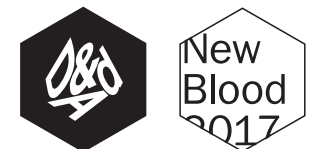
- Crowne Plaza has always specialised in catering for those travelling for work, with locations in major urban centres and gateway cities all around the globe. The brand does a lot of things really well, but it doesn't talk the same language as today's 25 year-old business traveller. Your solution needs to force a reappraisal from an audience who currently don't consider Crowne Plaza when travelling. It will need to be inventive and progressive, whilst tapping into the brand's established equity where useful.
- If Crowne Plaza truly wants to disrupt the business travel world, it can't just talk the talk: it must walk the walk. Its challenger brand mentality has to go beyond communications and be clearly felt across the guest experience. Think about how the brand behaves and interacts with people across the complete customer journey. From booking on your smartphone to checking in at the hotel, from a coffee in the hotel open space to departure, how will the brand talk, behave, look and feel? Hotels are three-dimensional spaces and a brand doesn't only live as a logo on an advert.

- Consider all expressions of the brand identity, from logo, colour, typography, tone of voice, to how it will come to life at different customer touchpoints, from booking to staff interactions and the on-property experience. Will your solution bring in new hotel products and features? Staff training and service gestures? Innovative partnerships, new ways of booking, or a refreshed design across the guest experience? The only sacred cow is the Crowne Plaza name: that can't change.

What's Essential

Reinvent the Crowne Plaza brand and transform how it is experienced. Show:

- The key elements of your solution
- Brand activations at digital and physical touchpoints across the user journey
- How you made your creative decisions



D&AD New Blood Awards 2017

Brief set by:
Desperados

In Collaboration With:
WE ARE Pi

Desperados challenges you to invent
an interactive activation that brings
wild experimentation to music to
incite positive change

DESPERADOS

Additional Prizes

The chance to work with Desperados
to make your idea a reality.

The chance of a paid placement
in Amsterdam with agency WE ARE Pi.

Related Disciplines

Advertising
Experiential
Brand Activation
Integrated Campaigns

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Background

Desperados is the world's first tequila flavoured beer. Created in France in 1995 by innovative brewers, Desperados was born from wild experimentation (beer + tequila) that remixed the rules of the beer category and pushed it forward.

Desperados continue to champion this spirit today, promoting and celebrating wild experimentation through music. To deliver on this, Inner Tequila Studios (ITS) was born: a platform creating content and experiences driven by innovation and experimentation with music at its heart. It's not about style over substance, cool but shallow moments: Desperados aim to serve culture and add value to the lives of their audience.

The Challenge

An ITS project always begins by putting a new twist on music, a fresh and surprising remix or combination. This time it's all about **music + purpose**. Create the next ITS activation: a wild experiment that plays with music to incite positive change.

This positive change can be anything from a global topic to a local or personal cause, but it needs to be relevant to Desperados, their Anticipators (see below), and Inner Tequila Studios. The activation must be experiential, inspire physical participation, and be sociable rather than individually focused.

And if your activation hits the right note, there's every chance Desperados will work with you to produce it for real.

Who is it for?

The Desperados audience: Anticipators. Anticipators are 18-24 year olds who thrive on the edge of experiences, always anticipating the next thing, continually defining their identity. They've inherited an unstable world and developed a 'rebel with a cause' attitude in response.

Desperados want to help Anticipators to go for it, remix the rules to forge their own path whether it's in life or simply a night out on the town. The brand is there to encourage them to express what's within, to **release their inner tequila**.

What to Consider

- How will your event create positive impact? The choice of cause and activation need to be meaningful. This isn't green-washing, jumping on a bandwagon of social conscience, or making token gestures. Tap into real passion and make real impact.
- What role will Desperados play? How can the community of Anticipators get involved? What's their role?
- Where and when will your activation take place? Think about spaces which naturally bring people together around music: festivals, gigs... Will you create a whole new event, or tap into existing ones, perhaps by activating audiences to do good?
- How can the idea be bigger than just its physical space? How does it live digitally? Is there a way for people to participate who aren't physically there? Consider other channels you could use and how you could innovate with them: content, branding, identity, ads, apps, posters, set design, tickets...
- ITS celebrates and inspires diversity in global music culture. Get a feel for the current ITS platform and look at the first ITS music experiment, House Party Plugged. With the help of an eclectic group of musical geniuses, this event saw Desperados turn a whole house into a multi-faceted synthesiser.
- Desperados ITS is not about specific scenes. It's about uncovering creativity and championing those people daring

to remix the rules.

- When it comes to positive change, think big, but be realistic. Ground-breaking but grounded.
- Avoid clichéd Mexican themes – not only are these overdone, they're not relevant to Desperados' ITS strategy today, and won't get far at judging.
- See **Further Info** in your Brief Pack download for more do/don'ts, hints, tips and inspiration.

What's Essential

Desperados is an alcohol brand, so you **must** consider the responsibilities which come with promoting alcohol. See **Rules on Responsible Commercial Communication** in your Brief Pack for guidance. A great idea won't get off the ground if it's illegal or irresponsible.

Present your concept and show how you would bring it to life, the impact it would have, and how you came up with it.



D&AD New Blood Awards 2017

Brief set by:
Big Potato

In Collaboration With:
Hasbro Gaming

Invent and design a party game for
young adults that takes them away
from the screen



Additional Prizes

The chance to work with Big Potato to hone your idea and personally present it to Hasbro – and hopefully make your idea a reality.

Related Disciplines

Game Design
Product Innovation
Graphic Design
Crafts for Design

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Background

We are living in a golden age of board games. Sales have gone up by 25% every year for four years. Crowdfunding sites have made it easier than ever for inventors to launch innovative new games. And far from killing off the board game, the digital world has made people yearn for the social interaction they provide. With 70% of new ideas coming from inventors outside the games industry, it's open season on non-digital game design for creative types who know how to have fun.

The Challenge

Invent a party game for young adults. The game needs to be an innovative and exciting product that brings people together in the real world – offline and app-free.

There's every chance your game will get made, sold globally and become an evergreen title for many years to come (with you raking in the royalties).

Who is it for?

16 to 26 year olds, men and women, who like games but have maybe forgotten how fun, cool and grown up they are these days.

What to Consider

- Remember: this is a **young adult** party game, not one for kids.
- The game can be edgy but not so controversial that retailers would turn it down. For example, drinking games are a no. Think: not quite as offensive as Cards Against Humanity.
- Invent a game you and your friends would like to play, and importantly, a game others would want to play too. Reimagining or subverting an existing game can be a good place to start. Basing it on a homemade game you play with friends is also often rich territory.
- Check your game hasn't already been invented. Similar gameplay or rules are fine, but strive for uniqueness: you'll need to stand out from the rest.
- Keep it simple; no one likes complicated rules. How many people can play? How long will a game take? Bear in mind the party context. Aim for 2+ people, 2 minutes to learn and around 30 minutes to play.
- Board or card games are fantastic, but there are other routes you could explore too: Bop-It, Twister or Jenga, although initially aimed at a younger crowd, are great examples of party games that break out of the card / board box. And there's no need to stay indoors – maybe you want to get people off their bums and running around outside?
- The game must be self-contained: **no app or screens needed to play**. But you can explore digital extensions or complementary apps if you wish.
- You'll need to nail that big idea. But there's room for craft here too – for example, it's José Fatkinson's irreverent illustrations that bring Big Potato's Obama Llama to life. It's up to you (and depends on the nature of your game) how far you work things up. Lovely graphic design, copywriting, branding, packaging etc may enhance your execution and be recognised accordingly, but they're not essential: the heart of this brief is a killer concept with well-designed gameplay.
- Think about how you'd position and promote your game. Is there a game-changing launch concept that will bring your idea to life and grab attention? In the 60s, the public went nuts for Twister when they saw Zsa Zsa Gabor and Johnny Carson playing it live on TV. In the 90s, Cranium launched

exclusively in Starbucks. In 2011, Cards Against Humanity got noticed for its attitude and refusal to sell on the high street. All brave, different, and true to the games themselves.

What's Essential

- A presentation showcasing your idea with clear gameplay and designs and any launch concept ideas. This is your pitch: initial judging rounds will **only** look at your presentation video, so it needs to do your game justice. They'll dig deeper (and get playing) once they're down to a shortlist for the Pencils.
- Once you've won over the jury with your presentation, the proof is in the pudding. A **playable prototype** might not be possible, but create and submit one if your idea means you can do so without too much difficulty. Otherwise, get creative to prove the concept without making it: the Bop-It video in your Brief Pack shows how its inventors did this.
- Research and development highlights.



D&AD New Blood Awards 2017

Brief set by:
John Lewis

In Collaboration With:
Oskar Marcus, Firefish

Design a product or service to connect John Lewis and busy city-dwellers, and put a British favourite at the heart of modern living

John Lewis

Related Disciplines

Open Brief
Product & Service Innovation
Brand Activation
Experiential

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Background

John Lewis is more than just a high street store. It's a much-loved part of the fabric of British society. But how can it do more for its customers?

While 27% of **time-short urbanites** love John Lewis, they tend to see it as trustworthy, but unexciting, old fashioned and a bit pricey. John Lewis want an innovative new way to engage with this modern and demanding consumer.

The Challenge

How do you connect with an audience who are open to the brand but not enthused by it? What is it about John Lewis that isn't clicking? Work this out and find a solution: design a product or service to bring John Lewis into the lives of time-short urbanites, and to bring them to the brand.

Be true to the brand. Identify where there is potential for it to add real value to, and become an integral part of, modern living.

Start from scratch or radically evolve something that John Lewis already do by bringing in new channels or taking it in an unexpected direction.

Who is it for?

Time-short urbanites: early adopters who like to stand out, who crave the right brands and value newness and unique products that inspire. Always on the go, between their career, social life and trying new things they don't have much time left for themselves.

They **look to retail brands for more than just shopping**: they want aspiration, inspiration, and more often than not, an experience. All ages, but particularly young adults in their mid-20s to mid-30s.

What to Consider

- How can you marry up what makes your audience tick with the best of John Lewis? Are you taking the brand to

them or convincing them to come to it?

- Stay true to the brand but don't look backwards: this audience can see John Lewis as old-fashioned so avoid the retro / history / heritage route.
- Look beyond London. John Lewis have 40+ UK stores. How can you better serve people throughout the country?
- Think beyond the stores themselves too. Where else do John Lewis and their audience connect – or where else should / could they? Consider all the relevant touchpoints in an omnichannel age. Your solution could incorporate any number of these, from stores (shop windows and displays, interior design, services offered...), online, social media, products and packaging, services (eg finance and insurance), advertising, commercial partnerships... How, where and when do people receive information on John Lewis? How could you leverage this?
- What's the customer journey, their experience? Think about everything from the first interaction between them and the brand – what do they think / feel / do along the way and what happens with the brand at each point?
- Do your research. You need to reach an insight into where John Lewis can add value to people's lives – so don't just read up, go out and speak to people. *See Further Information for more tips.*
- Context is key. What else is happening on the high street, and beyond? If consumers aren't shopping with John Lewis, where are they going? What are those competitors doing differently? Or are socio-economic factors shifting their spending away from shopping?
- John Lewis want to see something that's realistic – but that doesn't mean it has to be boring.

- Your solution doesn't need to generate a profit – this is about building the relevance of the John Lewis brand.
- Who might engage with your solution beyond the primary audience? Will it appeal to core John Lewis customers?

What's Essential

Bring your idea to life with a presentation that shows:

- Key elements of your insight and solution
- How it serves both John Lewis and your audience
- How it would work across multiple channels
- The lifecycle of your product / service throughout the user journey
- Research and development highlights



Brief set by:
Monotype

In Collaboration With:
Craig Oldham,
The Office of Craig Oldham

**Monotype challenges you to embody
and express the importance of
cultural diversity through a
typography-led solution or campaign**

Monotype

Related Disciplines

Graphic Communications
Use of Typography
Crafts for Design
Integrated Campaigns

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@DandADNewBlood
#NewBloodAwards

Background

Words and typography are intrinsically linked to, and form a crucial part of, our identity; as individuals, as communities, as cultures.

As we witness a rise in the rhetoric and practices of protectionism from global governments, and as issues of immigration, free movement, labour and displacement dominate global news, dialogue and understanding between cultures has never been more vital. And through typography, you have a unique opportunity to express culture, local aesthetics, traditions, tastes, humour, quirks, place, and people—in any language, on any device, and with a clear voice.

The Challenge

Identify a culture, community or country that you feel is misunderstood, misrepresented or underrepresented. Create a typography-led campaign with both physical and digital elements to express your chosen culture or community in a relevant way, and engage it with the world. Use the power of type to spark a conversation, evoke better cultural understanding and celebrate diversity.

Typography embodies so much of our culture. Much more than simply language, it bears the marks of our geography, our industry, our media, our politics and our society. It becomes a vessel and a vehicle to express our local and cultural practices and meanings, our values, views, and even our humour. One typeface can feel 'British' as much as another can feel 'German', 'American' or 'Chinese'... and that's before they've even been set to work, modified, or recreated to say something.

The right typeface can operate in so many roles in culture, from ambassador to agitator.

Who is it for?

Those interested in a dialogue and debate between different cultures. Those that

believe the different ways we perform the same tasks are the foundation of human culture, and that communication (and so typography) is at the very heart of that.

Also consider any specific groups your campaign might need to engage, spark dialogue with, or influence to make a difference. What would you want them to think / feel / do?

What to Consider

- Think about the unique qualities of your chosen culture. And think about what you could say, how you could say it, and what you could say it with. Involve other cultural elements to create your communication, be they materials, textures, graphics, marks...
- Consider the challenges to cross-cultural dialogue and where typography and written communication could make a difference.
- Think about how type could creatively represent your culture, community, or country, but remember: you're not just using type to distinguish, but to unite through a better understanding.
- No stereotypes or clichés. That's the opposite of what this brief is all about. Draw on experience, do your research, get first-hand feedback... whatever you do, make sure your solution is thoughtful, authentic and true.

What's Essential

A typography-led integrated graphic design campaign including:

- At least one poster
- At least one digital element
- At least one other touchpoint

Your touchpoints could include: banners, badges, moving image ads, newspaper ads, website banners or other online promotions – think about what's relevant to your culture and your objective, and what will get people engaged. The more innovative the better.

Show how your output is relevant to your culture alongside your execution.

Whatever applications you choose, use only type as the major creative expression.

Your solution can be in any language, not just English. However, any explanations must be in English, and you should clearly indicate any key features of your design, especially if it uses a non-Latin writing system.



D&AD New Blood Awards 2017

Brief set by:
MUBI

In Collaboration With:
Rich Flintham
L.A. Ronayne

Help film-lovers swap endless
searching for instant satisfaction with
a scene-stealing idea for MUBI

MUBI

Additional prizes:

Selected winners will get the chance
of a week's paid placement at MUBI's
Soho office, as well as unlimited
MUBI membership.

Related Disciplines

Advertising
Integrated Campaigns
Crafts for Advertising

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Background

MUBI is a global, hand-curated cinema streaming and download service. From cult classics to award-winning masterpieces, forgotten gems to festival-fresh independent releases, from the hard to find to the never-heard-of-that-before.

MUBI sees itself as the antidote to oversaturated choice and average film content.

Instead of churning out thousands of films, they proudly present a choice selection of just 30 – each one handpicked by a human being with great taste, not an algorithm. So every film is guaranteed to be a quality watch. And there are no ads. Ever.

Here's how it works:

- A new choice is added every day (the Film of the Day) and the oldest film is removed, making sure the selection always stays fresh.
- All 30 films are available to watch or download for 30 days.
- It's available to try for a month for free. Beyond this, subscriptions are monthly and yearly.

The Challenge

On average, people spend 4.9 days a year searching for something to watch. That means infinity scrolling until you eventually "settle," and the ever present danger you'll get 20 minutes in and realise you've settled for a dud.

People are starting to work out that 'more' doesn't always mean 'better'.

We want you to use this frustration and your creative powers and create a campaign to get film lovers to put their faith in MUBI and its curators. It's up to you to usher them home.

Who is it for?

MUBI has already created a community of the most interested and interesting cinema lovers in the world. But it's still very much a 'those in the know' secret. Your target audience is not just film lovers, but people who are interested in all aspects of culture: art, music, design, architecture et al.

They are smart, interested and appreciative of like-minds. And they hate being let down or wasting time.

What to Consider

MUBI isn't a boring utility, it's a home for film lovers. So they aren't looking for dry, technical ideas – they're dying to be entertained.

MUBI don't see Netflix, Amazon Prime and the like as competitors – there are times when they're just what you want. But there are also times when what you need is MUBI.

Tone of voice: MUBI take film very seriously, but not themselves. They're not artsy-fartsy snobs, they're likeminded cinema aficionados and all they want to do is show their audience a good time. No to arrogant, elitist, aloof or dull. Yes to witty, exciting and charming.

What's Essential

Whatever you do, drive sign up online.

User journey: You're free to execute your idea in any medium you see fit: consider the most relevant channels, and think how it might work across them. But remember this acid test: is your work acting as a beacon for great cinema, or is it just adding to the noise?

Present:

- Your idea in a nutshell
- Key insights and elements of your concept, including example executions across relevant channels
- Your creative process: highlights from your research and development



D&AD New Blood Awards 2017

Brief set by:
Nationwide

In Collaboration With:
Emma Whitehead, Kantar

Use data-driven storytelling to engage
Nationwide's audience with a subject
they might have previously ignored



Related Disciplines

Communication Design
Branded Content
Crafts for Design
Data Visualisation

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Background

We have a tendency to see both financial services and big data as something remote, uninteresting and even inhuman – reducing people to numbers in a spreadsheet or algorithm. But they're at the heart of modern life. Our banks are there for us from our day-to-day to our biggest life-changing moments, and data can help us better understand ourselves, and transform the services we use into personalised experiences.

Now banking is being 'opened' by the Open Banking Initiative in the UK and regulation in the EU (known as PSD2). This move will see the secure sharing of data that banks have historically held, and has the potential for new digital interfaces and experiences to offer consumers more empowerment, knowledge, support, choice and insight – to make their money go further and their lives more comfortable.

Nationwide is a mutual building society owned by, and run for, the benefit of its members. They want to embrace Open Banking and big data, and use data-driven storytelling or services to better serve their customers and shift the conversation around what financial services can be.

The Challenge

Create a piece of data-driven content to engage an audience with a subject they might have previously ignored: financial services. Surprise, enlighten and educate your audience and make them think differently.

Bring the power of Open Banking to life for consumers: either tell a data-driven story to illustrate its relevance in our lives, or show them the possibilities by setting out a vision of the kind of data-driven services banks might soon be able to offer for our benefit. Engage people to shift their perceptions from concern to optimism and excitement about the potential of big data and banking – make

sure Nationwide is associated with that shift.

Your content could be a video, animation, series of static infographics, digital interactive, 3D interactive walkthrough... anything that a traditional or social media channel could communicate to an audience. Or maybe an experience that reaches an audience in a fixed venue or in a mobile way.

But data must be at the heart of what you do, brought to life by your story or driving the future service you're envisioning. You'll need to research and find appropriate data sets to fuel your content.

See **Further Info** in your Brief Pack download for more background on Open Banking and tips on finding data sets.

Who is it for?

The general public, people open to being engaged and informed but who wouldn't normally give much thought to how data from a financial services provider can help them in some way.

What to Consider

- Both finance and data can be intimidating and considered boring, so you have to change the story: capture attention and keep it. Can your audience find themselves in the data and the story? Effective content needs to resonate personally.
- The audience will be sceptical – find credible data sources that you can cite in support of your narrative.
- Your content needs to reach an audience – consider the best channels to get it out to them, and suit your content to the platform.
- Is there something you want your audience to do when they have consumed your content – share it, make a change, take action?

- This is not an ad for Nationwide, it shouldn't be the whole focus – but how can Nationwide's brand be highlighted within / connected with the content?

What's Essential

Create and present your piece of content, and show / explain:

- How it would be shared or experienced by, and engage, a wide audience
- The data sets you drew on
- Highlights from your research and development to give an insight on your creative approach



D&AD New Blood Awards 2017

Brief set by:
Pearson

In Collaboration With:
Together Design

**Rethink the future of education
around the world, with a product,
service or campaign that shakes up
learning for Pearson**



Related Disciplines

Open Brief
Advertising
Design
Product & Service Innovations

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[#NewBloodAwards](https://twitter.com/NewBloodAwards)

Background

Whether it's at home, in the classroom or in the workplace, learning is the key to improving our life chances. As the world's leading learning company, Pearson empowers human progress by giving people access to better learning. In all they do and all that they create, they let learning flourish.

In most countries today, full-time education is compulsory for all children up to a certain age. UNESCO has calculated that in the next 30 years more people will receive formal education than in all of human history so far. As an example, by 2020 there will be 50 million new university students worldwide. This is incredible progress to a more equitable world, but how will delivery methods of education adapt to accommodate this growth? And what role will technology play in this evolution of learning?

The Challenge

What challenges will this mass expansion of global education present ten years from now? What problems will need solving? Where will there be opportunities to make learning better at scale?

Thanks to globalisation and the spread of new technology, the world is rapidly becoming a connected community with a global conversation. All of our lives are increasingly shaped by the digital revolution, with new worlds of learning just a click away. But new ways of life require new ways to learn.

Pearson wants you to:

1. Identify an issue, challenge or opportunity presented by the global scale of education in 2027 – ten years from now.
2. Design a product, service or campaign to address it.

Who is it for?

It's up to you to choose the audience, level or type of education you'd like to focus on. You could pick school-age, graduates, or later learners. Or think about schools, universities, or even individual tutors, and ways to shake up how each of these might work. Look beyond the traditional teacher-pupil relationship, for example how could a peer-to-peer solution enable learning from one-another? Or look at other organisations – what role could museums, libraries, or even brands play?

What to Consider

- Look forward. Tear up the rulebook. Don't design for education as we know it. Reinvent it and design for the future.
- MOOCs (Massive Open Online Courses) and e-learning platforms already exist. **We're looking for what will come next.**
- Tech may play a major role in your response, but this brief is human at its heart. Embrace new and developing technologies in thoughtful and accessible ways to solve genuine problems for real people – don't use them for the sake of it. A lo-fi solution could be just as effective as something cutting edge.
- Your solution could be something Pearson enabled and branded, or it could be a separate product / service in its own right. Whatever makes most sense for your solution to the brief.
- We've included Pearson brand guidelines. Use these to get a better feel for who Pearson are, but don't get too bogged down in the detail – the judges will be looking at how you'll rewrite the future of education, not whether you've used the exact typeface or shade of lime green.

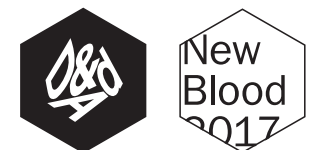
- Draw on your own experience in the education system, but don't rely only on that. Do your research. Read up of course, but get out there and speak to real people too.

What's Essential

This is a big-thinking brief, and the way you solve it is up to you. A word of caution: this isn't about creating something that simply looks nice. The judges want to see a strong idea clearly communicated, rather than beauty for its own sake. It's easy to get carried away with exciting executions, but nail the bold and considered strategic thinking first.

Be clear on what the problem or opportunity is, and who your audience are.

And we want to know how you came to your idea. Document your research and development to give the judges a peek at your process once you've wowed them with your solution.



D&AD New Blood Awards 2017

Brief set by:
Respect for Animals Educational Trust

In Collaboration With:
Mobbie Nazir, We Are Social

**Create a content campaign for
Respect for Animals that will change
the minds of people buying
or wearing real fur**



Additional Prizes

The chance to work with
Respect for Animals to make your
idea a reality.

Related Disciplines

Advertising
Use of Social Media
Branded Content
Integrated Campaigns

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Background

In the 80s, Respect for Animals (then Lynx) was the first to use mass media to bring the anti-fur movement to the centre of popular culture. David Bailey's provocative (and D&AD Black Pencil-winning) 'Dumb Animals' campaign helped to change fur from status symbol, to a product of cruelty. Socially, politically and creatively, the campaign was a landmark success.

But fast-forward 30 years and the fight against the fur trade is now more urgent than ever. Fashion may have evolved significantly since, with ethical concerns making their way to the forefront. But there's no such thing as ethical fur, and every year 100 million animals still suffer and are killed in the name of fashion as new demand for high-end, high street and fur trim garments has emerged, driven largely by consumers in Russia and China.

The Challenge

Create a piece (or pieces) of online content (video or image), at the heart of a shareable, social anti-fur campaign for the 21st Century, under the heading Fur for Animals.

Drive awareness of and followers for Fur for Animals, and spark conversations about the cause. How can you convince people that this is still an issue, that there's no such thing as ethical fur? And once you've got them engaged, what can they do to make a difference?

Who is it for?

Those who have bought or are considering buying garments made with real fur. Your job is to persuade them to change their minds, so think about their motivations.

The wider public who don't wear fur. 'Dumb Animals' worked because it activated the disapproval of this wider audience to undermine the reason why a consumer would spend money on fur.

What to Consider

- Charities often have to make big impact on small budgets. How can you activate an online audience without high production values and big media spends? Think about audience behaviour. What makes content shareable? How can you 'break the internet' with your campaign? Give your audience something to take away from the experience, or prompt an action. Will you create content for them to share, or even get them to create content themselves?
- The problem is something far removed from your audience's day-to-day lives. How do you make it relevant?
- How will you communicate? Shaming, shocking or educating are all valid techniques, so spend some time researching what effectively prompts behaviour change.
- If you choose to shame or shock, don't be gratuitously offensive. 'Dumb Animals' was seminal but also of its time. Some animal rights campaigning has a poor track record of sexism or appropriation of the human suffering of marginalised groups. Don't fall into this trap: resonate, don't alienate.
- Likewise full-on graphic images of suffering are too easy to turn away from. Create something that people want to watch and share.
- Think carefully about how to use different social platforms and video formats (eg live, 360°, vertical), and take into account the mobile and social mindset: there's a 3 second window to grab someone's attention with video in their social feeds. And they'll often watch without sound, so content needs to make sense with no audio.

- How will the campaign translate worldwide, eg to Russia and China where the fur trade is thriving? How will your content need to adapt? Think linguistically (eg use kinetic typography or translatable subtitles, or avoid copy altogether), and culturally – but also bear in mind that the social channels available / popular in these regions are different.

What's Essential

This isn't 'Dumb Animals 2016'. It's a fresh campaign for a digital world. Come up with original ideas, executions and use of media.

Respect for Animals will be making one of these campaigns a reality. Be bold, be brave, but be realistic.

Obviously, no animals can be harmed in any way to produce your work.

Present your idea and strategy, your content piece(s), and an insight into your research and development.



D&AD New Blood Awards 2017

Brief set by:
Squarespace

In Collaboration With:
Cheyney Robinson, Isobar EMEA &
APAC

Design a new website template that will help designers and creatives show their work at its best



Additional Prizes

A free Squarespace site for life.
Publicity on the Squarespace blog.
Portfolio feedback or mentoring
from a Squarespace creative exec.

Related Disciplines

Digital Design
User Interaction & User Experience
Graphic Design for Digital

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Background

Squarespace enables anyone to create a beautiful space online. With a Squarespace website, creators, doers, and entrepreneurs can bring their passions to life in a beautiful and professional way with an all-in-one platform. Squarespace and creativity go hand in hand, and to build on this connection it wants to do even more to serve creative communities in a way that only Squarespace can. Now Squarespace is looking for the next generation of templates for the portfolio of the future.

The Challenge

Squarespace understands that an exceptional portfolio is fundamental to showcasing work and getting hired as a creative. It also understands that it can seem pretty overwhelming (if you're not a developer) to design and build an online portfolio that both works well and looks professional. Designers need simple and straightforward portfolio templates that are also flexible enough to allow customisation. And because we're in an always-on world, that portfolio experience also needs to look great and be optimised for mobile.

Design a new Squarespace website template for designers and creatives to showcase their work and get hired. This isn't about creating a single, beautiful website. It's about establishing a cohesive vision and design system which users can populate and customise to express their own creativity. It needs to reflect where the web is going, bringing together classic conventions and modern trends for a unique portfolio design.

Who is it for?

Squarespace has a multitude of templates for many different needs (businesses, portfolios, blogs, musicians, restaurants, weddings, personal pages), but your target audience is designers and creatives who

need a portfolio to showcase their student and/or professional work. Those just entering the creative industries and looking to get noticed, as well as those established in their careers who want to better represent their professional selves online.

The audience for this brief will have a strong design sensibility and will use your template to reflect their creative identities. How will your template help users' content to shine?

It's not just about the people who'll be using your template though. Your secondary audience is those who will view the websites created from it – industry and potential employers looking for new creative talent.

What to Consider

There's a lot to bear in mind as you tackle this challenge. See **Further Information** in your Brief Pack download for full considerations before you get started.

What's Essential

- A name for your template.
- A description to help people decide if your template's right for them (under 50 words).
- A presentation to highlight and explain the key design choices you've made across all pages included in the design system – this could be through a case video, or in the form of a style guide with annotations.
- Use of demo content to showcase the characteristics of your template, including responsive design for screens of 2560px, 1440px and 414px. Use videos, keyframes or rapid prototypes to bring the interactive experience to life, and / or show layouts with JPEGs. Use real content over Lorem Ipsum as much as possible, to make the rationale for using your template clear.



Brief set by:
The British Army

In Collaboration With:
Vikki Ross, Vikki Ross Writes

Write with a new force to position the Army as an attractive career choice and spark a surge of applications from every part of British society



Related Disciplines

Advertising
Crafts for Advertising
Copywriting

Background

The British Army protects people in the UK and worldwide. From supporting international diplomacy and conflict prevention, peace support and humanitarian operations, to providing peacetime security or entering conflicts where necessary, it's a force for good for Great Britain and beyond. To attract the talent and skills that takes, it looks at more than appearance and background and stirs people to stand up for shared ideals.

See the Further Information page in your Brief Pack download for more background.

The Challenge

Armed with words, create a copy-led campaign to reposition the British Army as an employer of choice and compel young people from all parts of British society to join up as Regular Army soldiers. Not all roles are in combat so battle misconceptions, and bring its positive social impact to everyone's attention. Excite people already in the know, surprise people who thought they knew. Write eye-catching headlines, intriguing scripts, sharp short copy or tell stories – it's up to you how you use your words.

Who is it for?

Women, people of diverse sexual and gender identities, and people from a variety of ethnic backgrounds who might not see a place for themselves in the Army. This is not about segmenting the audience, this is about inclusive recruitment. Think about life stages – when would be a good time to talk to someone considering a career in the Army (you have to be between 16 and 33 to join up as a Regular Army soldier)?

What to Consider

- This is all about the power of words. Craft an impactful and effective message, or series of messages, that leads the creative idea.
- Tone of voice is key. It must feel like it's coming from the British Army. And audiences must be able to relate to your message – make sure they know it's them you're talking to.
- This brief is to build the British Army brand, not change it. So make sure their strapline "Be the Best" has a natural place.
- Surprise people who think they know all there is to know about the British Army. And attract people who once thought the British Army wouldn't be right for them or their career. Perhaps you're talking to these people directly, or perhaps you're including people who would pass the message on.
- Think about when and where words are seen or heard and use your findings to influence your approach.

What's Essential

Present **at least three executions** of your campaign idea. It's up to you whether to focus on a single media channel (eg social media, branded content, poster, press, direct mail, TV, radio, outdoor...) or to go integrated and show how your concept would translate across a range of touchpoints.

- This is a copywriting brief so words must lead the creative idea.
- All work must include the brand strapline "Be the Best".
- Check, double-check and triple-check your spelling – or get someone to check it for you. Idea is king, but when it comes to the craft of copy, typos matter.



D&AD New Blood Awards 2017

Brief set by:
The National Autistic Society

In Collaboration With:
Andy Orrick, Rattling Stick

Campaign with film to challenge stereotypes and stigmas for the National Autistic Society, and show the real people behind the label



Additional Prizes

Chance of a 3-month paid placement with The National Autistic Society's agency Don't Panic London.

Related Disciplines

Moving image
Filmmaking
Animation
Branded film content
Use of Social Media

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[#NewBloodAwards](https://www.instagram.com/NewBloodAwards)

*The National Autistic Society is also running a similar but separate film competition, Autism Uncut, which has different deliverables and an earlier deadline. See **Further Information** in your Brief Pack to find out more.*

Background

The National Autistic Society believes in a better world for people suffering from the stigma and misconceptions around autism. It's the leading UK charity for autistic people and their families, campaigning and providing information, support and pioneering services.

99.5% of people in the UK have heard of autism. But that doesn't mean they understand it. The media often misrepresents, stereotypes, or simply ignores autistic people. The National Autistic Society is out to change that, counteracting it with truthful depictions and showing the people behind the label through their campaign **Too Much Information**.

The campaign launched with the film 'Can You Make It to the End?', watched 56 million times around the world. It focused on a young boy experiencing sensory overload, and the judgement of shoppers around him. The next phase of the campaign shifts to adults, showing the discrimination autistic people can face trying to get work. It's an incredible start, but now the issue's reached a wider audience it's time for the next step.

The Challenge

Create a short film or films, animated or live action, to become the next stage of the Too Much Information campaign (1-8 films, combined total 1-2 minutes).

How would your film(s) sit within the campaign? Think about where, how and why they'd be seen and shared, and adapt the messaging, medium and length accordingly. Consider the context and how the film(s) might be launched.

How will your film(s) support the campaign's

key messages? It's hard for people without autism to understand what people on the spectrum experience. Get the public to empathise with autistic people and dispel the myths and stereotypes that make autistic people feel isolated and underappreciated. Or shift the focus onto the public themselves, highlighting problematic or discriminatory attitudes or behaviour, or championing ways to make society more welcoming for autistic people.

Who is it for?

The wider public who may not have an existing connection to autism. Consider whether you'll target a particular demographic with your message, and how this might affect your choice of channel and positioning.

What to Consider

Story is a great way to create empathy, so look at how you can bring this into your film. Before you start filming anything, ask yourself: could your film ultimately lead viewers to change their behaviour to help open the world up to autistic people? If the answer is yes, great. If no, then start again. Learn from your own reactions, thinking, fears and prejudices. Challenge yourself and make sure your response comes from a truthful and honest place – don't just try to be liked, too earnest or too worthy. Don't forget: you are the film's audience as much as you are its creator.

Know what you want viewers to think / feel / do. Will you increase compassion by helping the public see what it's like to live with autism? Or highlight perceptions of autism compared to the lived reality, and the impact this schism can have? Or will you call out problematic public behaviour around autism and show its effects? It's discomfiting to be confronted with our own prejudices and unconscious assumptions – perhaps this could prompt more comprehensive change than empathy alone. Consider the angles and

then choose a focus for your approach: you can't do everything.

Do your research. Your film must feel like a true and authentic representation of life as a person with autism. If you don't have experience of living with autism, can you get first hand insight from people who do? Remember there's no such thing as a universal autistic experience.

Avoid clichés or stereotypes. This is about broadening representation, moving away from the rain man / savant / mathematical genius tropes that tend to dominate the media view of autism.

Create something that works as part of Too Much Information, but don't replicate or imitate 'Can You Make It to the End?'





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