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## Key Dates

### Open for entry

January 2019

### Entry deadline

5pm GMT 20 March 2019

### Judging

April - May 2019

### Winners announced

(without Pencil levels)  
May 2019

### Academy application period

(Pencil winners only)  
May 2019

### Academy places offered

June 2019

### Ceremony

(and announcement of Pencil levels)  
July 2019

### Academy

Summer 2019

First things first: these are the essentials. Who the New Blood Awards are for, what they are and how to get involved.

#### Who can enter?

All of the briefs are open to:

##### Students of any age.

To enter as a student, you must be enrolled on a recognised full or part time Higher Education level course, anywhere in the world, on 1 January 2019

Anyone aged between 18 and 24 on 1 January 2019, and not currently employed in a paid creative role.\*

#### Recent graduates of any age.

To enter as a recent graduate, you need to have graduated from a recognised course in 2017 or later, and not currently employed in a paid creative role for a commercial creative organisation.\*

*\* If you are not entering as a student, you **must not** currently be employed in a paid creative role\* for a commercial creative organisation (this includes agencies, production companies and in-house brand agencies) for a contract length of 6 months or longer on 1 January 2019. This includes paid placements.*

*+ A creative role is defined as a position where the entrant is employed in any type of creative role such as: copywriter, art director, graphic designer, etc. Entrants may still enter if they work for a creative company in a non-creative role.*

It doesn't matter where in the world you are – if you fit one of the descriptions above, you can enter.

Please note that whatever your educational status, if you enter the Bacardí or Adnams briefs you must be 18 or older at the time of entry.

#### Why has the entry criteria changed?

D&AD assesses the entry criteria each year. The D&AD New Blood Awards are for identifying, showcasing and nurturing tomorrow's creative superstars. We recently updated our entry criteria to reflect this.

#### Am I eligible?

If you're not sure if you're eligible, you can take our eligibility quiz [here](#). If you're still not sure after taking the quiz, drop us an email on [newblood@dandad.org](mailto:newblood@dandad.org)

#### What can I enter?

The New Blood Awards aren't for work you've done already – all entries have to be a response to your selected briefs.\*

You can respond to as many briefs as you like. You can also submit more than one response

per brief – you'll just need to create and pay for a separate entry for each response. So you're free to enter as many times as you have ideas. The brief and brief pack will tell you everything you need to know about what to submit.

*\* The only exception to this is the New Blood Side Hustle. More information will be available on Side Hustle when it launches in early 2019, but you can take a look at previous winners [here](#).*

#### How much does it cost?

The cost per entry is £20. For D&AD Full Members and Education Network Members, it's only £15. The price is per entry, not per person.

#### How do I enter?

Download any and all briefs you like the look of. Each one comes with its own brief pack, full of useful things like background information, inspiration and brand logos to help you on your way.

Then it's up to you to create your response. The brief and brief pack will tell you how to format and present your work so it's ready to submit.

We'll open for entry in early 2019. Once we do, you can upload and pay for your work online – the entry site will walk you through the process.

#### Teams & Tutors

##### Can we enter as a team?

Yes. You can enter as an individual, or up to five people can work together and enter as a team. Everyone on the team must be eligible to enter, and everyone on the team needs to register at [dandad.org](http://dandad.org) beforehand.

##### Can I team up with friends from other universities? Or who have already graduated?

Yes. You can enter with anyone who's eligible, even if they don't study at the same uni or college as you. Students and non-students can work together too.

##### My background/university subject isn't creative. Can I still enter?

Yes. As long as you meet our eligibility criteria you can enter – whatever your background or subject.

##### Do I need a tutor to enter?

If you're a student, you should credit any tutors who helped you on your way. For you to do this, your tutors need to register at [dandad.org](http://dandad.org) before you enter. You'll then be able to add them to the entry credits when you enter online. If you're not a student, you don't need to have a tutor.

##### My college wasn't in the list when I registered – can I still enter?

Yes. Email us as soon as possible with all the details and we'll get you sorted.



## **The White Pencil**

### **What is the White Pencil?**

It's awarded to work that uses commercial creativity to do good. Find out what won in 2018 [here](#).

### **Where's the New Blood White Pencil brief?**

There's no one White Pencil brief. Although some of the briefs specifically ask for responses that make the world better, you could choose to answer any brief in a way that does good. That's because we can and should consider social and positive change in everything we do. Maybe your packaging design revolutionises sustainability, or your ad campaign, while it spreads the word about the brand, also engages consumers with a social issue.

### **How do I win a New Blood White Pencil?**

Whichever brief you're answering, if your entry uses creativity to do good, you can also put it forward for the New Blood White Pencil. When you enter online, you can opt in. There's no extra charge; all you'll need to do is give us a short explanation of why you think your work is White Pencil material: how it goes beyond the brief and uses it as a platform for positive impact.

Then if your entry gets awarded within its brief, it'll go for consideration by our New Blood White Pencil jury at a later date.

You can only submit work that's a response to one of this year's briefs. You must enter and pay for the entry normally to be able to opt in for the New Blood White Pencil.

## **After you've entered**

### **Who will judge my work?**

Your ideas will be seen by representatives of the brands, along with a panel of top creatives from around the world. We'll announce the juries nearer the time.

### **What could I win?**

Let us tell you [here](#).

### **Anything Else?**

If you have any questions that aren't covered, email us at [newblood@dandad.org](mailto:newblood@dandad.org)

Or get in touch on Twitter:  
[@DandADNewBlood](https://twitter.com/DandADNewBlood)