

# D&AD Awards 2019

## FAQs



### Key Dates:

**Early Deadline:** 12 December 2018

**Deadline:** 20 February 2019

**Extended Deadline:** 13 March 2019

**Shortlist Announced:** 18-20 May 2019

**D&AD Festival:** 21-23 May 2019

**Ceremony:** 23 May 2019



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### Deadlines

#### **When do D&AD Awards entries open?**

Entries for the D&AD Awards 2019 open on 1 November 2018.

#### **When will entries close? / What is the entry deadline for 2019?**

The deadline for completing entries online is 20 February 2019. There will be an extended deadline until the 13 March, however please note that there will be a 20% surcharge in place from the 21 February.

#### **When is the deadline to post my entry materials?**

Physical entry materials have to reach D&AD by 13 March 2019.

### Eligibility

#### **Can two companies enter the same work?**

Two different entrants cannot enter the same work in the same sub-category. If your project is a collaboration with other companies/individuals, check they haven't entered it first. In case of duplicate entries, we will only accept the entry that was paid first.

#### **Can I enter work if I am the client?**

Yes, clients can enter work produced for them either internally or by an external agency (as long as it has not been entered by the external agency in the same category) – see previous question.

#### **Can I enter work done for free for a charity?**

Work done by an agency pro-bono for a charity has a contractual relationship with the entrant agency and the work has been approved to run by the charity. If the media/airtime was provided pro-bono we reserve the right to ask for confirmation from the media owner.

### Prices

#### **How much does it cost to enter?**

The price depends on the category that is being entered, details of pricing will be listed as part of the category information in this entry guide.

#### **What do you mean by single and multi pricing?**

The single price is for one execution of the creative work that is entered and judged in isolation. If you are entering multiple executions - for example, an advertising campaign or a series of books to be judged altogether, then the multi-execution will apply.

#### **Can I get a discount on entries?**

You'll get a 10% discount on any entries completed and paid for by 12 December 2018. Also, paid D&AD Members that are freelancers get a 20% discount on entries. Contact us to obtain a discount code.

#### **Where does the money I spend on my entries go?**

By entering the D&AD awards, you're helping fund the D&AD Foundation. The Foundation connects D&AD's extensive network of professionals with new creatives, helping them develop their skills from student level up to the end of their third year in industry, a key development period. The Foundation issues monetary support for work placements, project bursaries, short courses and small training grants.

### Categories

The full list of categories is included in this guide. You may enter the same work into as many categories as you like, both as a single and multiple execution.

### Making payments

#### **What payment methods are accepted?**

Bank transfers and credit card payments. Cheques are not accepted. For bank transfers, the total amount must be transferred within seven days of completing your entry online.

### Supporting information

#### **Do I have to enter credits for the work e.g. Art Director, Designer, etc.?**

No. If you have a winning entry we will notify you to submit your credits after Judging Week.

#### **What supporting information is needed for my entries?**

Every entry will need to provide information about the brief, the context, proof of eligibility and further insights. PR & Media entries must also provide the brief, insights, solution/strategy & outcome. Further details about what is meant by each can be found under 'Supporting Information'. The supporting information should be entered once you've created an entry through our site.

#### **Do I need to provide translations?**

Yes, if your work was not originally released in English. We only accept translations to be given on the online entry form not as a separate document or film. Please note that we will not accept translations in the categories Writing for Advertising and Writing for Design – these will only be accepted if originally released in English.

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### **Sending work**

#### **When is the deadline to post my entry materials?**

Physical entry materials have to get to D&AD by 13 March 2019.

#### **How do I label my entries for posting?**

Labels will be available on the left hand side of the entry site when you log into your account – for physical items only.

#### **What address do I send entries to?**

Our address is: D&AD Awards, 64 Cheshire Street, London, E2 6EH, United Kingdom. You'll also find this address on the postage labels.

#### **How do I send work from outside the UK?**

Mark your package as 'Competition material: no commercial value'. If you need to indicate the value of the goods in the package, use a token value, for example \$1 per entry. Make sure you have settled all shipping costs and customs fees before sending your entries. If not, your package will be held up in customs or refused at our office because of extra shipping costs.

#### **How will I know if my package has arrived?**

If we have not received your package to our office we will be in contact.

### **Judging process**

**For each category, judges will consider three criteria in order of importance. These are:**

**Design;  
Advertising;  
Film & Entertainment**

Is the idea inspiring?

—

Is it brilliantly executed?

—

Is it fit for purpose?

#### **Crafts**

Is it brilliantly crafted?

—

Does the craft elevate the idea?

—

Is the idea inspiring?

—

Is it fit for purpose?

#### **Purpose**

Is the idea inspiring?

—

Is creativity used as a force for good?

—

Is it brilliantly executed?

#### **Additionally**

For Media categories, judges will look for media thinking that enhances the brilliance of the creative idea and achieved success.

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For PR categories, judges will look for PR ideas that are themselves brilliantly creative and achieved success.

### **Announcement of results**

#### **When will I know if my work is successful?**

Judging starts 17 May 2019, and we will announce the Shortlist between the 18-20th May at [www.dandad.org](http://www.dandad.org).

During judging we will send an official confirmation of the results to the person registered as the main contact for the entries.

#### **What happens if my work is successful?**

Winning work will receive a coveted D&AD pencil at our Awards Ceremony, will be exhibited at the D&AD Festival post judging week, displayed at creative agencies all over the world and featured in the D&AD Annual and online archive – the definitive guide for creatives all around the world

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### How to enter

1. Access our Entry Site through the D&AD Website:  
<https://www.dandad.org/>  
and sign into your account
  2. Start by uploading your media files to the **Media Library**. Work uploaded here is stored for later.
  3. Go to the **Dashboard** and click on **Create a New Entry**.
  4. Fill out the **Entry Details** sections. Include as much information as possible about your work.
  5. If your work needs a digital submission, you will be asked to attach the media to the entry in the **Formats & Parts** tab.
  6. The entry will move into the **Ready for Payment** tab on the dashboard. Select the entry and click on **Pay for selected entries**.
  7. The entry will move to the **Paid** tab where you can print your labels for physical submissions.
  8. Print and attach your labels to your physical entries. Send physical entry materials to arrive at D&AD by 13 March 2019.
- Our **How to Enter** video can be found on the D&AD entry site.

### Contact / Get in touch

Our awards team are on hand to help, wherever you are in the world. If you've begun entering and have a question, get in touch with:

#### United Kingdom & Ireland

Will Koper  
Email: [will.koper@dandad.org](mailto:will.koper@dandad.org)  
Or call on: +44 (0)207 840 1177

#### USA & Canada

Alex Knapp  
Email: [alex.knapp@dandad.org](mailto:alex.knapp@dandad.org)  
Or call on: +44 207 840 1172

#### Latin America & Portugal

Pablo Brandao  
Email: [pablo.brandao@dandad.org](mailto:pablo.brandao@dandad.org)  
Or call on: +44 (0)207 840 1173

#### Continental Europe

Cristina Roman  
Email: [cristina.roman@dandad.org](mailto:cristina.roman@dandad.org)  
Or call on: +34 655 725 215

#### Middle East & India

Raj Kiran-Chowdaboyina  
Email: [raj.kiran-chowdaboyina@dandad.org](mailto:raj.kiran-chowdaboyina@dandad.org)  
Or Call on: +44 740 581 1256

#### Japan & Singapore

Kotoko Koya  
Email: [kotoko.koya@dandad.org](mailto:kotoko.koya@dandad.org)  
Or call on: +81 90 4736 5965

For all other countries please contact  
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