

D&AD Awards 2019

What's New

D&AD is in its 57th year. The Pencil continues to represent the highest accolade in our industry. But we never take that for granted. D&AD is always evolving to better represent this industry.

Timeline

The Awards deadline has shifted by a couple of weeks in Feb/ March and our Festival & Ceremony has moved to May. Check out the dates.

Key dates:

1 November 2018

D&AD Awards open for entries

12 December 2018

D&AD Awards 10% discount deadline

20 February 2019

D&AD Awards entry deadline

13 March 2019

Final Deadline*

(*late fees apply after 20 Feb)

17 - 20 May 2019

D&AD Awards Judging

18 - 20 May 2019

D&AD Awards Shortlists announced

20 May 2019

D&AD Awards Black Pencil Judging

21 - 23 May 2019

D&AD Festival, London

23 May 2019

D&AD Awards Ceremony, London

Navigating our categories

This year to help better navigate and find the category suitable for your work we have grouped the categories in five disciplines:

Advertising

Design

Craft

Film & Entertainment

Purpose

Craft Categories

This year, we have reimagined our Awards craft categories to better celebrate the makers and the producers. Eleven categories have been reshaped to be more inclusive of specific craft disciplines like Animation, Casting and Visual Effects. See full changes in our Category Guide and more info [here].

Judging Criteria

And we've listened to the feedback of our community, with revised judging criteria to make the awarding process fairer and help the best work rise to the top. An additional criteria will be added to aid judges in awarding the best commercial creativity which delivers genuine brand success.

Shortlist

A shortlist will be announced in addition to our lineup of Pencils - to give further recognition to the great work that nearly made it to a Pencil. The shortlist will be announced between 18-20 May 2019. Shortlisted work will receive points and applied to D&AD Most Awarded Calculations. D&AD Pencils will be announced at the Awards Ceremony on 23 May.

Next Categories

At D&AD we know that a secure future for our industry lies in nurturing and supporting emerging talent. So we are launching the 'Next' category within the D&AD Awards to recognise and celebrate rising professionals in Advertising, Craft and Design. See full of next categories and criteria in our Category Guide and more info [here].

Collaborative

Collaborative category will move from fee-based to a "special" award to honour the design, advertising and production companies that maintain long-term successful relationships with their clients.

Side Hustle

For the first time ever, we are looking beyond our usual needs- we're awarding the side hustlers, those hungry and thriving

We want to hear what you have been doing to flex your creative muscles outside your day job. Whether it's a side project that developed from a passion, a general interest or a pursuit to solve a common challenge.

You will be able to enter your Side Hustle from January 2019 .

Contact

If you have any questions about entering the 2019 D&AD Awards, please contact our team at awards@dandad.org +44 207 840 1111