

FOR IMMEDIATE RELEASE

STARTS

D&AD launches briefs for New Blood Awards 2019 alongside new podcast series

- New Blood Awards 2019 briefs available [HERE](#)
- *Make and Break* podcast available [HERE](#)

London, 11 October 2018 - D&AD today releases the briefs for New Blood Awards 2019, simultaneously launching *Make and Break*, a WPP-sponsored podcast series which aims to bring insight from the New Blood Academy to the wider world.

D&AD New Blood exists to champion, educate and support emerging creative talent from any walk of life to get a foothold in the creative world. With over 3,000 universities and colleges every year accessing the curriculum, the New Blood programmes give emerging creatives around the world the opportunity to hone their skills in line with the ever changing industry landscape.

The New Blood Awards give aspiring young creatives a platform to gain experience solving a client brief, while showcasing their work and having it judged by some of the industry's most prominent figures, as well as a chance to win a prestigious Pencil. Those that win have the opportunity to apply for the New Blood Academy, a creative bootcamp that supports their journey into the world of work.

To support this year's briefs, D&AD has partnered with WPP to launch [Make and Break](#), a six episode podcast themed around lessons from the Academy. Hosted by Beats Radio presenter Naina Sethi, the series sees New Blood alumni in conversation with leaders from design, advertising and media, discussing the top issues people need to know when starting out in the industry.

The first episode, released today, sees Warner Music's Chris Bovill join Cullen and Ola, a creative duo who graduated from the New Blood programme in 2016 and now work alongside Chris. Future episodes will feature Mr President CCO Laura Jordan Bambach and screenwriter Andrew Ellard (*Red Dwarf*, *Chewing Gum*, *The IT Crowd*.) The full schedule of episodes and topics discussed can be viewed at the end of this press release.

Creatives entering the 2019 awards for a chance to win a Pencil and attend the Academy have 18 briefs to choose from - set by some of the world's most iconic brands. Adobe, Microsoft Surface and Bacardí return, with The Times & The Sunday Times, Durex and LADbible joining the line-up for the first time. The briefs are developed with brands and strategists to reflect industry trends and wider societal issues, giving students the opportunity to apply their skills in solving real business challenges.

Paul Drake, Foundation Director at D&AD, comments: "New Blood challenges emerging creatives to work on real briefs set by some of the world's top brands. This year we have a fantastic set of briefs from diverse brands which can broaden students' horizons as to what can they achieve given the right platform of opportunity and encourages thinking beyond the confines of a discipline or subject. It is also great to have past New Blood winners featured in our *Make and Break* podcast with WPP and includes just a small sample of the excellent talent that passes through our New Blood Academy. I'm always in awe of the raw talent and potential showcased by the young entrants every year, and this year will be no different."

New Blood Awards 2019 partners:

- adidas
- Adnams
- Adobe & LADbible
- Bacardí
- BBC
- Burger King
- Coutts
- Durex

- giffgaff
- Heinz
- John Lewis & Partners
- McKinsey Design & The Case for Her
- Microsoft Surface
- Monotype
- Rexona
- The Times & The Sunday Times
- Virgin Atlantic
- Workplace by Facebook

Visit www.dandad.org/newbloodawards for eligibility criteria and to view the full New Blood Awards briefs. Candidates have until 20 March 2019 to submit their entries. Winners will be announced at the Awards Ceremony in July 2019 in London. Winning work will be selected by a panel of judges and awarded a Wood, Graphite, Yellow, White or Black Pencil.

Podcast schedule:

All podcasts will be hosted on [iTunes](#), [Soundcloud](#), [Spotify](#) and the [D&AD website](#).

Release date	Topic	Old Blood	New Blood
11/10/18	Authenticity in action	Chris Bovill (Head of Firepit at Warner Music)	Cullen & Ola
18/10/18	Getting the most out of your first job	Craig Oldham (Creative Director, Founder at The Office Of Craig) & Robyn Frost (Creative at Poke)	Adam Morton-Delaney
25/10/18	Culture and relevance	David Speed (Art Director at Graffiti Life), Jenny Zhang (Strategy Director at Superimpose)	Ian Nabong
01/11/18	Thinking: a skill for tomorrow?	James Hilton (Co-founder of AKQA)	Cath Shayler
08/11/18	Beauty of deadlines. How deadlines should not be seen as the enemy	Laura Jordan Bambach (CCO of Mr President)	Elise Smidt & Karina Bonnin
15/11/18	Storytelling	Andrew Ellard (Script Editor & Writer)	Nodee Niranjana

ENDS

For more information about D&AD New Blood 2019 – including the Awards, Festival and Academy – go to www.dandad.org/newbloodawards

For more info, images and interviews in relation to D&AD New Blood 2019, contact:

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About D&AD

For 56 years D&AD has stimulated, celebrated and enabled creative excellence in design and advertising, in the firm belief that great work always creates better outcomes.

But it's much more than just awards. Members join a vibrant global community, whilst creatives and clients are inspired by a world-renowned masterclass programme.

As a not-for-profit organisation we put all our surpluses back into the industry we serve, helping new talent prosper and campaigning for a fairer, more diverse, more sustainable industry.

www.dandad.org