

UNDER EMBARGO UNTIL 22.00 BST 12 JULY 2018

D&AD Announces 2018 New Blood Award Winners

- 194 Pencils awarded in total, selected from thousands of entries received from 54 countries
- Top winners from UK, USA and Australia
- The full list of winners by category is available on the [D&AD website](#)
- Images and creative assets of all winning work is available [here](#)
- Click [here](#) to view number of entries by country
- Images from the New Blood Festival, including Best Stand winner are available [here](#)

12 July, London - Tonight, at a buzzing ceremony in London, D&AD revealed the winners of the 2018 New Blood Awards.

The winners impressed the judges with their creative thinking and practical skills and tonight received one of the industry's most prestigious creative accolades: a New Blood Pencil. Hand picked by some of the industry's leading lights from thousands of entries from across 54 countries, the winners represent the best of emerging talent from around the globe.

194 Pencils have been awarded in total, with one Black Pencil, four White Pencils and 29 Yellow Pencils among the coveted accolades. Judges also awarded Best Stand at the New Blood Festival and selected 39 graduates from 1000 exhibiting students for it's 'One to Watch' award.

Winning entries ranged from the playful - giving a nod to the fun that youth culture can add to advertising - to tackling important current issues such as homelessness, environmental impact, access to education, unsolicited imagery and feminism. Entries spanned across the full spectrum of design disciplines from digital design, illustration and graphics to intricately crafted animation, pointing to a rich culture for future commercial creativity.

One **Black Pencil** was awarded this year, to [#DearMrHousingMinister](#) in response to the [Nationwide and Shelter brief](#). Naomi Taylor from the School of Communication Arts 2.0 impressed the judges with her work, which was described as 'a powerful, emotive and relevant piece grounded in humanity and hardship'. The judges further commented that her 'spine-chillingly apt account of the housing crisis' should be the level that future professional D&AD entries should be measured against. Naomi will certainly be one to watch.

Tim Lindsay, CEO of D&AD commented: "#DearMrHousingMinister offers a fresh perspective to an old problem and is a worthy winner for this year's awards. It embodies what a New Blood Pencil is all about. It also speaks to the important role of creative thinking as a powerful tool for change. Congratulations to all of this year's winners. Looking at the quality of work, I'm confident that the future of our industry is in capable hands."

With more than 126,000 brief downloads to 116 countries, 2018 was a record year for the programme.

The full Pencil statistics are as follows:

- 1 Black Pencil
- 4 White Pencils
- 29 Yellow Pencils
- 40 Graphite Pencils
- 120 Wood Pencils

The New Blood Awards are a platform for students and other new creatives to showcase their talents on real briefs, set by real clients. No other programme offers such a comprehensive test, or a more accurate representation of the challenges that await on the other side. Brand representatives and industry experts decide what work wins a coveted New Blood Pencil, and the bar every year is extremely high.

Entry to the awards is open to anyone in full or part-time education, recent graduates who finished their course within the past two years and anyone 23 or under.

All Pencil winners were eligible to apply for the **New Blood Academy 2018 with WPP**, where 50 graduates attend a two-week creative bootcamp. The Academy provides an opportunity to learn from the best in the business, with attendees working alongside WPP agencies on a live brief in order to secure a foot-in-the-door with a series of paid placements up for grabs. This year students will be working alongside creative luminaries as well as working on a live brief in their final week.

Meet the Class of 2018 [here](#).

Winning Work

The Black Pencil Winner

Nationwide and Shelter - [#DearMrHousingMinister](#)

Winner: Naomi Taylor

College: School of Communications 2.0

The White Pencil Winners

Digital McKinsey - [Bolo. Banking for the Illiterate](#)

Winners: Deepika Desai, Donghoon Lee and Philip Tabah

College: Miami Ad School San Francisco

Digital McKinsey - [YETU](#)

Winners: Megan Egan and Jonothan Hunt

College: School of Communication Arts 2.0

Dropbox Paper - [The Dirty](#)

Winners: Manon Drielsma, Hou Fong (Brian) Lo, Lizzie Smith and Olivia Mullins

College: University of Technology, Sydney

New Blood Side Hustle with Adobe - [Made By Refugee](#)

Winner: Jillian Young

College: Miami Ad School New York

A Selection of Yellow Pencil Winners

Adidas - [Pure Sweat](#)

Winners: Johanna Davis, Elin Hjelte, Ellen Marklund and Nicholas Sjöberg

College: Berghs School Of Communication

Burger King - [It's Not the Same Without the Flame](#)

Winners: John Dillon, Nick Landon, Sydney Lindsey and Sydney Lippman
College: The Creative Circus

giffgaff - [#giffconsent](#)

Winners: Elise Smidt, Jennifer Dewar and Karina Bonnin
College: Edinburgh Napier University

New Blood Side Hustle with Adobe - [Bot Ad School](#)

Winner: Sam Cable
College: NA

The Beano - [Beryl The Third](#)

Winner: Aïcha Wijland
College: University of Otago, New Zealand

Best Stand Winners

Winner: Edinburgh Napier College
BDes (Hons) Graphic Design
Stand 40 & 41

Runner Up: Falmouth University
BA (Hons) Graphic Design
Stand 37 & 38

Runner Up: Arts University Bournemouth
BA (Hons) Illustration
Stand 78 & 79

One to Watch Winners

Student(s)	Stand No.	University	Course
Sophie Lawrence	78,79	Bournemouth	Illustration
Terri Po	92,93	Edinburgh	Illustration
Josh Atkinson	89	Leeds	Illustration
Jo Ruessmann	92, 93	Edinburgh College of Art	Illustration
Lauren Morsley	76	Duncan Jordanstone	Illustration
Elinor O'Brien	77	Uni of Leeds	Graphic Design
Deniz Gunsav	78, 79	Bournemouth	Illustration
Bronte Hall	89	Leeds Art Uni	Illustration
Amy Johnstone	97-99	Huddersfield	Graphic Design/Illustration
Gabby & Aaaron		Falmouth	Creative Advertising
Fenella Samways-Dalton	46,47	Norwich Uni of the Arts	Graphic Design/Graphic Communication
Amy Tavener	70, 71, 72	Falmouth	MA Creative Advertising
Aamir Usman + Surabhi		Falmouth	MA Creative Advertising

Mokashi			
Becky and Beth		University of Gloucestershire	BA Advertising
Lily Arundell, Maddy Russel, Amy Joslyn	46	Norwich Uni of the Arts	Design for Publish
Anna Tarariello	47	Norwich Uni of the Arts	Design for Publish
Ibrahim Karim	24, 25	Duncan of Jordanstone Uni of Dundee	BDES Hons Graphic Design
Asaf Hagag	8	University of Greenwich	BA Hons Graphic Design & Digital Design
Roberto Cutrera	11,12	Birmingham City Uni	BA Hons Graphic Comms
Rosanna Rossetti	11,12	Birmingham City Uni	BA Hons Graphic Comms
Tom Knowles & Ben Wood	1,2	Nottingham Trent	BA Hons Graphic Design
Yolande Rapela	15,16	Portsmouth	Graphic Design
Jude Amponsah	1,2	Nottingham Trent	Graphic Design
Stuart Water	6,7	South Bank Arts	HNDY Graphic Design
Samual Jones	5	South Essex College	Graphic Design
Sam Miller	9,10	Plymouth University	Graphic Design
Jenny Skivington		Glasgow Clyde College	Graphic Design
Gail Mcfazdean	50	UCL	Graphic Design
Bethany Harrison	39	UCL	Graphic Design
Louise Fracessca Bayton	60	University of West London	Graphic Design
Camilla Khadija Sovile	56,57	Middlesex Uni	Graphic Design
Llyr Scale	52,53	Uni of Westminster	Vis Com
Louis Murphy Hancock	28, 39, 50	UCLAN	Graphic Design & Advertising
Dominic Lobban	68,69	Northumbria	Interaction Design
Frederick Wiltshire	61,62	Bournemouth	Vis com
Frida Skalsness	56,57	Middlesex Uni	Graphic Design
Wang Ya (Diana)	28, 39, 50	Lancashire	Graphic Design
James H Riley	64	Northumbria Uni	Adveritising
Alice Souldard	61,62	Bournemouth	Visual Communication

ENDS

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The 2018 New Blood Awards partners are:

- Adobe
- adidas
- Antalis in collaboration with Conqueror
- Bacardi
- BBC
- Beano
- Burger King
- Digital McKinsey
- Dropbox Paper
- giffgaff
- Hasbro
- Hellmann's in collaboration with WPP
- Hotel Indigo
- JCDecaux
- John Lewis
- Mayor of London
- Microsoft
- Nationwide in collaboration with Shelter
- Pearson

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