

D&AD Impact

We are proud to be running the fourth year of D&AD Impact – an awards show celebrating powerful creative ideas from brands and businesses that achieve a real and positive impact in the world and, ultimately, contribute towards a better, fairer and more sustainable future for all.

Social Media Info

Twitter: @dandad
Instagram: @dandad
Facebook: D&AD
#dandadimpact

Eligibility**I am a student. Can I enter?**

Yes.

Are concepts accepted?

No. You should provide evidence to show the entry has moved beyond a conceptual idea.

What is the qualifying period for entries?

Work should be created within the qualifying entry period of 1 April 2017 – 30 September 2019.

Can two companies enter the same work?

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

How many categories can I enter a piece of work in?

Work can be entered into a maximum of three categories.

Entry**When is the deadline for entries?**

25 September 2019.

Why am I asked if my work has made an impact?

D&AD Impact awards two kinds of work: work that has made an impact, and work that shows the potential for impact.

When you create your entry, the first question asks if your work has made an impact. If it has, you will be asked to specify the scope, and your work will be eligible to win one of our iconic D&AD Pencils. If your work has yet to make an impact, you will be eligible to win a place on the D&AD Future Impact Programme. Your answer will filter your application accordingly.

What is the D&AD Future Impact Programme?

This is a 12 month programme to support the realisation and growth of work that demonstrates the potential for impact. A shared prize fund of \$150,000 combines mentoring, training, visibility and grants for up to 10 'Future Impacters'. For more information, please see the D&AD Future Impact Programme 2019 information document, available on our website.

What written information is needed for my entries?

Every entry will need to provide a written submission in response to five questions (please refer to the entry guide). You will need to complete this information once you've created an entry through our site.

How can I demonstrate my work has made an impact?

The judges will be looking for proof of a cause and effect between your idea and the stated impact. Therefore you should provide supporting metrics as part of the written submission. This could be sales figures, donations, impressions, site traffic, lives affected as a % of the country population, references, testimonials, details of legislation or behavioural change. Where possible, you should provide a description/overview of third party assurances relating to the verification of the metrics provided. Please reference any evidence of credibility, including mention in recognised publications, affiliations, client roster or partners that demonstrate the adoption of your work.

How can I demonstrate my work has the potential for impact?

You need to include some evidence to show the entry moves beyond a conceptual idea. This might be through focus group results, early stage testing, research or a business plan. Where possible, you should provide a description/overview of third party assurances relating to the verification of the metrics provided.

Is there a time limit to the video I can submit?

The judges will watch three minutes of film, so we suggest you keep your videos within this timeframe.

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, or subtitles over a film.

Can two people enter the same work?

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

I am still developing my idea, but it's making an impact already. Can I enter?

When entering, state that your product has

'made an impact' before selecting whether this is on a local, national or international scale. You will be entering D&AD Impact for the chance to win one of our iconic D&AD Pencils, including the White Pencil. Unfortunately you won't be eligible for the Future Impact Programme.

Payment

How much does it cost to enter?

The price depends on the work being entered. Work being submitted into the Future Impact Programme will be charged at the cheaper rate. Details of pricing are listed in our entry guide.

Can I get a discount on entries?

You'll get a 30% discount on any entries completed and paid by 17 July 2019 and a 20% discount on any entries completed and paid by 4 September. Paid D&AD members that are freelance get a 20% discount on entries.

A 50% discount off the top rate of \$650/£500/€580 applies to NGOs. To request a voucher code, please email impact@dandad.org.

Where does the money I spend on my entries go?

By entering D&AD Impact 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.

Which 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.

Judging

Who will judge the work?

Work will be judged by the D&AD Impact Council – an esteemed group of 70 business and thought leaders from across the globe. United by a passion for driving creativity, innovation and social change, their expertise spans the creative, investment, technology, sustainability, social impact and NGO space.

When does judging take place?

Online judging starts on 26 September 2019. Live judging will take place on 5 November 2019 in New York.

Results

When will the shortlist be announced?

The Future Ones to Watch list will be announced on 9 October. The Shortlist will be announced on 16 October.

What is the Future Ones to Watch List?

This is the shortlist of entries competing for a place on the Future Impact Programme. It represents the best ideas that the judges feel have the potential for impact.

When will I know if my work has won a Pencil?

Once live judging has completed on 5 November, we will send an official confirmation of the results to the person registered as the main contact to for the entries.

When will I know if I've won a place on the Future Impact Programme?

If you have been successful we will send an official confirmation of results to the person registered as the main contact on 11 October. We will also send details of eligibility for a travel bursary to attend the Future Impact Accelerator in New York from 6 – 7 November. You will need to let us know no later than 16 October if you will participate.

Future Impact Programme Prize Fund

If I am entering the Future Impact Programme as part of a team, how will the prize be distributed?

Teams who enter into the Future Impact Programme will be able to share the prize e.g. all team members can participate in the online mentoring sessions and make use of their single D&AD Digital Campus log-in. The travel bursary will be allocated based on need. Up to two people can attend the Accelerator, Presenting Creative Work Masterclass and D&AD Festival.

Who decides how the grants are distributed?

The D&AD Impact Council will meet on 6 November at the Future Impact Accelerator in New York, to decide how to allocate the development grant. It may be divided between one or all of the Future Impacters and will be done so at their sole discretion.

How are the travel bursaries distributed?

D&AD will allocate the travel bursary fund amongst successful entrants in accordance with their needs. Decisions will be made based on information provided on entry (please note, further information may be required). The fund is to be used for the sole purpose of attending the D&AD Future Impact Accelerator in New York from 6 – 7 November. You will be notified if you are due to receive some or all of the grant on 11 October.

The bursary will be released to you on presentation of a valid receipt for travel, up to the value of the bursary granted.

Contact/Get in touch

Our awards team are on hand to help, wherever you are in the world. If you have any questions get in touch with:

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