D&AD New Blood Awards

ESSENTIAL INFO & FAQS 1/2

Key Dates

Briefs Launch
October 2019

Open for entry
January 2020

Entry deadline
5pm GMT 4 May 2020

Judging
June 2020

Winners announced
(without Pencil levels)
June 2020

Academy places offered
June 2020

New Blood Academy with WPP
Summer 2020

Ceremony
(and announcement of Pencil levels)
July 2020

First things first: these are the essentials. Who the New Blood Awards are for, what and how to get involved.

Who can enter?

All of the briefs are open to:

Students of any age.
To enter as a student, you must be enrolled on a recognised full or part-time Higher Education level course, anywhere in the world, on 1 January 2020.

Anyone over 18 not employed in (or formerly employed in) the creative industries.

There is no longer an age limit to enter the New Blood Awards. Anyone who has not worked for 6 months or more (or is not currently employed for a contract length of 6 months or more) in a paid creative role* on 6 January 2020 can enter.+

It doesn't matter where in the world you are – if you fit one of the descriptions above, you can enter.

* A creative role is defined as a position where the entrant is employed in any type of creative role (including strategists) such as: copywriter, art director, graphic designer, etc. for a creative organisation. This includes paid placements. Entrants may still enter if they work (or have worked) for a creative company in a non-creative role.

+ If you aren't eligible to enter the New Blood Awards, you should consider entering our Next Awards programme for creatives in their first 3 years of industry instead. These awards will launch in December.

Please note that whatever your educational status, if you enter the MARTINI brief **you must be 18 or older** at the time of entry.

Why has the entry criteria changed?
D&AD assess the entry criteria each year. The D&AD New Blood Awards are for identifying, showcasing and nurturing tomorrow's creative superstars. We recently updated our entry criteria to reflect this. D&AD run another programme called Next Awards which is for those who have already started their creative careers. Alternatively we also have another competition for Side Hustles will also launch later in the year.

Am I eligible?
If you're not sure if you're eligible, you can take our eligibility quiz here. If you're still not sure after taking the quiz, drop us an email on newblood@dandad.org

What can I enter?
The New Blood Awards aren't for work you've done already – all entries have to be a response to one of this year's briefs.

You can respond to as many briefs as you like. You can also submit more than one response per brief – you'll just need to create and pay for a separate entry for each response. So you can enter as many times as you have ideas.

The brief and brief pack will tell you everything you need to know about what to submit.

How much does it cost?
The cost per entry is £20. For D&AD Full Members and Education Network Members, it's only £15.

The price is per entry, not per person.

How do I enter?
Download any and all briefs you like the look of. Each one comes with its own brief pack, full of useful things like background information, inspiration and brand logos to help you on your way.

Then it's up to you to create your response. The brief and brief pack will tell you how to format and present your work ready to submit.

We'll open for entry in early 2020. Once we do, you can upload and pay for your work online – the entry site will walk you through the process.

Teams & Tutors

Can we enter as a team?
Yes. You can enter as an individual, or up to five people can work together and enter as a team. Everyone on the team must be eligible to enter, and everyone on the team needs to register beforehand at www.dandad.org.

Can I team up with friends from other universities? Or who already graduated/are not at university?
Yes. You can enter with anyone who's eligible, even if they don't study at the same uni or college as you. Students and non-students can work together too.

My background / university subject isn't creative. Can I still enter?
Yes. As long as you meet our eligibility criteria you can enter – whatever your background or subject.

Do I need a tutor to enter?
If you're a student, you should credit any tutors who helped you on your way. For you to do this, your tutors need to register before you enter at www.dandad.org. You'll then be able to add them to the entry credits when you enter online. If you're not a student, you don't need to have a tutor.

My college wasn't in the list when I registered – can I still enter?
Yes. Email us as soon as possible with all the details and we'll get you sorted.

ESSENTIAL INFO & FAQS 2/2

The White Pencil

What is the White Pencil?
It's awarded to work that uses commercial creativity to do good. Find out what won in 2019 here.

Where's the New Blood White Pencil brief?
There's no one White Pencil brief. Although some of the briefs specifically ask for responses that make the world better, you could choose to answer any brief in a way that does good. That's because we can and should consider social and positive change in everything we do. Maybe your packaging design revolutionises sustainability, or your ad campaign, while it spreads the word about the brand, also engages consumers with a social issue?

How do I win a New Blood White Pencil?
Whichever brief you're answering, if your entry uses creativity to do good, you can also put it forward for the New Blood White Pencil. When you enter online, you can opt in. There's no extra charge, all you'll need to do is give us a short explanation of why you think your work is White Pencil material: how it goes beyond the brief and uses it as a platform for positive impact.

Then if your entry gets awarded within its brief, the White Pencil jury will judge your entry at a later stage.

You can only submit work that's a response to one of this year's briefs. You must enter and pay for the entry to be able to opt in for the New Blood White Pencil.

After you've entered

Who will judge my work?
Your ideas will be seen by representatives of the brands, along with a panel of top creatives from around the world. We'll announce the juries nearer the time.

What could I win?
Check out What Winning Means on the New Blood Awards page.

Anything Else?
If you have any questions that aren't covered, email us at newblood@dandad.org

Or get in touch on Twitter or Instagram:
@DandADNewBlood
@newblood_dandad