



Key Dates

Briefs launch
October 2020

Open for entry
February 2021

Entry deadline
5pm GMT 23 March 2021

Judging
April - May 2021

Winners announced
(without Pencil levels)
May 2021

Winners package opportunities
(details to be announced)
Summer 2021

Ceremony
(and announcement of Pencil levels)
July 2021

Who can enter?

The New Blood Awards are open to new and emerging creatives aged 18 or over without significant experience in a paid creative role.

All of the briefs are open to:

1) 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 2021. Being a student means you are automatically eligible and do not need to match any other criteria.

2) Anyone 18 or over not without significant experience in a paid creative role.

Anyone who has not cumulatively worked for 1 year or more**, or is not employed in a 1 year or permanent contract, in a paid creative role* at the point of entry 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 (including in-house agencies). This includes paid placements. Entrants may still enter if they work (or have worked) for a creative company in a non creative role.

****1 year's cumulative experience** can be gained over a longer period of time, for example four x three month paid placements. If you have worked as a freelancer, this means you must not have made the majority of your income from a creative role for the equivalent of 1 year or more.

+ If you aren't eligible to enter the New Blood Awards, take a look at the main D&AD Awards and Next Awards. They include varied opportunities for a wide range of creatives, such as a Side Hustle competition.

Whatever your educational status, **if you enter the Coors Light brief you must be of legal drinking age in your country** at the time of entry.

Why have the entry criteria changed?

D&AD assess the entry criteria each year to make sure they are fit for purpose. The New Blood Awards exist to identify, showcase and nurture tomorrow's creative superstars.

Am I eligible?

If you're not sure whether you're eligible, you can take our eligibility quiz [here](#) or 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 2021. 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 dandad.org. You'll then be able to add them to the entry credits when you enter online.

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.



Judging Criteria

The general New Blood Awards judging criteria are as follows:

Is it a great creative idea?
Is it well executed?
Is it on brief?

However, the way these are prioritised and the way the judges may apply them vary varies from brief to brief:

Advertising/Big Ideas Briefs (in order of importance):

Is it on brief? *Does the idea answer the brief and the brand's needs? It can push the brief in some ways, but at its core it must solve the problem the brief is asking it to solve.*

Is it a great creative idea? *Is the idea inspiring or unique? Does it use audience/product insights to deliver an idea that will really create an impact?*

Is it well executed? *Is the idea well presented, easy to understand and fully rounded?*

Craft Briefs including UX/UI and Interaction Design, copywriting and graphic design (in order of importance):

Is it on brief? *Does the idea answer the brief and the brand's needs? It can push the brief in some ways, but at its core it must solve the problem the brief is asking it to solve.*

Is it well executed? *Does the craft make you sit up and take notice? Is the idea fully realised and executed with precision? Is there beauty in the details?*

Is it a great creative idea? *Is the craft underpinned by a unique or inspiring idea? Does it use audience/product insights to deliver an idea that will create real impact?*

Game Design Briefs (in order of importance):

Is it on brief? *Does it deliver the type of game the brief asked for? It can push the brief in some ways, but it must still meet the brief's core expectations.*

Is it a great idea that the judges wish they could play? *This doesn't mean it needs to be 100% original, but it does need to feel like something the player could immerse themselves in and want to keep playing. For Yellow Pencil level, originality will take higher priority.*

Is it well executed and easy to understand? *Has the game been fully fleshed out? Does it really express how a user would play the game or do the judges have to do some of the legwork themselves?*

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 2020 [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?

All winners will receive one New Blood Pencil per team (the key to getting your foot in the industry's door) and lots more. Check out 'What Winning Means' for a full breakdown.

Anything Else?

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

Or get in touch on:

Twitter

[@DandADNewBlood](https://twitter.com/DandADNewBlood)

Instagram:

[@newblood_dandad](https://www.instagram.com/newblood_dandad)