

# What's New?

## Prices

We've increased our Super Earlybird discount from 30% to 40% for all entries. To take advantage of this price reduction, complete your entries by midnight on 13 January 2021.

Freelancers and businesses with less than 10 employees now get 25% off entries. To get the discount contact [awards@dandad.org](mailto:awards@dandad.org).

## Categories

The D&AD Awards categories evolve every year to reflect industry developments. This includes revisions and additions of subcategories, and the creation of new categories. Look out for 'new' to identify these in the entry kit. Key changes for 2021 are highlighted below:

### E-Commerce **NEW**

Growing trends within e-commerce and a focus on the customer journey - from brand awareness to delivery - make this one of the most exciting new categories of 2021. Twelve subcategories, from Purchase Experience to Brand Partnership, seek to award the most creative e-commerce experiences.

### Type Design **NEW**

Due to an increasing number of Type Design entries, we've moved this out of Typography and created it's own category. The jury will seek to award the design of single font styles and font families; from traditional styles such as Latin and Arabic, to scripts.

### Gaming **NEW**

2020 saw the first Gaming brief of D&AD New Blood, and now a Gaming category within the D&AD Awards. This category seeks to celebrate creative excellence in gamified experiences and brand messaging across e-sports, mobile and online games.

### Writing

After consultation with the industry, Writing for Design and Writing for Advertising are back as two distinct, separate categories. Writing work should be entered here and will be judged by juries of writers and senior creatives/designers closely familiar with the craft.

### Next Photographer **NEW**

Next Photographer has a long history with D&AD, and we are delighted to bring back the award. Open to emerging talent with less than 3 years of commercial experience in photography, entry costs just £50, for the chance to win mentoring, training and a D&AD Next Pencil.

### Low Budget

Time and again we've seen that creativity doesn't need to be constrained by budget; oftentimes, it's enhanced. To encourage more of this work, we've introduced more Low Budget subcategories across all our disciplines. Low Budget now exists within Film, Branding, Direction, Visual Effects, Animation, Photography and Entertainment as well as PR, Spatial Design and Music Videos.

### New Realities & Emerging Media **NEW**

Our New Realities and Emerging Media subcategories are for cutting-edge work that's changing how brands interact with consumers. From communications that use audio AR experiences, to haptic feedback technology. Work can be entered into the E-Commerce, Experiential, Animation, Visual Effects, Typography and Gaming subcategories.

### Digital Design

Following last year's revamp of the Digital Design subcategory and feedback from our juries, judges will now prioritise execution over idea in this category.