

Key Dates

Brief launches

19 January 2021

Open for entry

February 2021

Entry deadline

5pm GMT 4 March 2021

Judging

March-April 2021

Winner announced

April 2021

Who can enter?

New Blood Quickfire has been designed to help those looking for junior employment in the creative industries work on projects to improve their practice. Anyone with less than one years experience in industry, who is available to fulfil additional opportunities related to the brief (where relevant), can enter.

New Blood Quickfire 2020 is open to:

Anyone aged 18 or over looking to land a job in the creative industries without significant experience in a paid creative role.

New Blood Quickfire is open to anyone aged 18 or over at the point of entry looking to land a job in the creative industries. Entrants must be able to guarantee availability, should they win, to work up their project in the timeframe outlined in the relevant brief, and should not currently be employed in a paid creative role*.

Anyone with more than one years paid cumulative experience* in a creative role** is not eligible to 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.

Am I eligible?

If you're not sure whether you're eligible, you can take our eligibility quiz [here](https://newblood@dandad.org) or drop us an email on newblood@dandad.org

What can I enter?

Your entry must be a response to the Chivas brief. The brief and brief pack will tell you everything you need to know about what to submit.

How much does it cost?

New Blood Quickfire is completely free to enter.

How do I enter?

Download the Chivas brief pack, full of useful things like background information, inspiration and more to help you on your way. You should also use the [online course](#), created by D&AD and mentioned in the brief, to help form your response.

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 by the early February 2021. Once we do, you can upload and enter 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 as a team of up to three people. Everyone on the team must be eligible to enter, and everyone on the team needs to register beforehand at dandad.org.

Can I team up with anyone?

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.

Can I include the work in my portfolio?

Yes. If you'd like to include a response to the Chivas brief in your portfolio, you must accompany it with the following copy: "This is my creative idea as a response to a brief set by Chivas, as part of the D&AD New Blood Quickfire competition". See terms and conditions for more information.

Judging

Judging for New Blood Quickfire is different to other D&AD programmes. Chivas are actively looking for a new brand identity, so all final decisions on the winner will be theirs. All entries will be judged by a panel from by Chivas and additional experts.

What could I win?

Winners will receive a share of a £2000 prize fund, alongside mentorship from industry leaders and their work promoted by D&AD, plus a bespoke New Blood Quickfire certificate and be included in the New Blood Awards Ceremony 2021. Further to this, Chivas Regal are interested in turning your ideas into real life projects, so there's potential opportunities to develop the work with the client. See terms and conditions for more information. Please note, New Blood Pencils will not be awarded for the New Blood Quickfire competition.

Any further questions?

Get in touch at newblood@dandad.org.