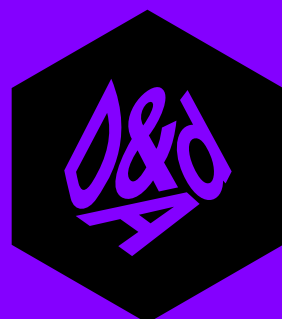




20/21 | D&AD NEW BLOOD **SHIFT** | **NYC** 2020/21 | D&AD NEW BLOOD **SHIFT** | **NYC** 20

20/21 | D&AD NEW BLOOD **SHIFT** | **NYC** 2020

20/21 | D&AD NEW BLOOD **SHIFT** | **NYC** 2020



D&AD
New Blood
Shift

D&AD NEW
BLOOD **SHIFT**
NEW YORK
2020/2021

dandad.org/shiftnyc

20/21 | D&AD NEW BLOOD **SHIFT** | **NYC** 2020/21 | D&AD NEW BLOOD **SHIFT** | **NYC** 20

SHIFT NEW YORK

UNCOVERING RAW,
UNTRAINED
TALENT

In partnership with



Shift isn't for sheep. It's for the hustlers who forge their own futures, and don't follow suit. Talent like this doesn't need a degree to talk for it. Doesn't need to do things the done way. Talent like this won't settle for just a foot in a door. It won't stop at a wall, or blink at breaking down barriers. Talent like this won't wait its turn. Its time is now.

D&AD New Blood Shift is our free night school, uncovering raw, untrained talent. Shift gives its new creatives a serious industry in, compelling them to make the creative work of their life. Workshops and talks are delivered direct from pros at the top of their game, with learning backed up by real client briefs.

This year Shift is being delivered online, with industry experts from New York's top brands and agencies delivering 2 night school sessions a week from October to February. In this digital guide you will find the work our Shifters have completed on the program. Please head to our website to find out more information about the Shift class of 2020 and how to contact them.

NYC 2020/21 NYC
D&AD NEW BLOOD SHIFT
NYC 2020/21 NYC



BRIEF 1:

UNITEFIT: CLOTHING FOR *EVERY* BODY

UNITEFIT is a new design system developed by adidas pattern experts where key foundation silhouettes are graded against body size and shape – not gender.

As the ‘creator sports brand’, adidas are proud, unapologetic and always a work in progress. Using the UNITEFIT concept, adidas has the opportunity to make a clear brand statement about who they are and what they stand for as it applies to equality within sport culture. Gender codes don’t define who we are, they restrict our individuality and freedom to express.

adidas tasked the Shifters to create a holistic campaign across digital and social media, community and retail / in-store to increase awareness, drive demand and engage communities around the existing UNITEFIT offer.

Please note that the following branding is not necessarily a true representation of the adidas brand - these are concepts only for the purpose of the adidas sponsored D&AD programme, New Blood Shift NYC.

NYC 2020/21 NYC
D&AD NEW BLOOD SHIFT
NYC 2020/21 NYC



UNITEFIT: CLOTHING FOR *EVERY* BODY

GROUP 1



AMA



ANDREW



ALBANIA

THE IDEA

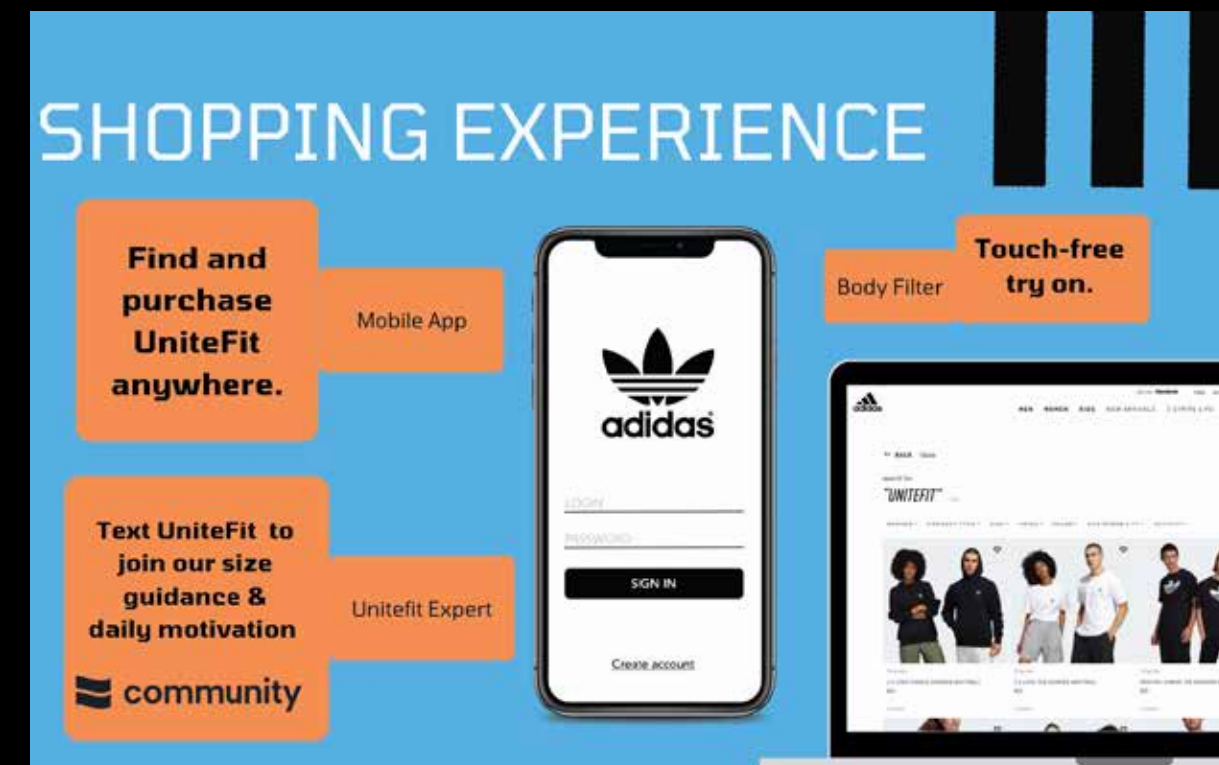
Explore the ways adidas increase awareness, drive demand and engage communities around UNITEFIT.

THE INSIGHT

Through a bright monochromatic online campaign we will change the way Gen Z view genderless fashion.

THE EXECUTION

Educate the public on genderless fashion through a web-based docu-series starring real people. The docu-series will be displayed throughout all flagship stores world-wide in place of mannequins.





UNITEFIT: CLOTHING FOR *EVERY* BODY

GROUP 2



ROXANNE



ALYSA



TERRA

THE IDEA

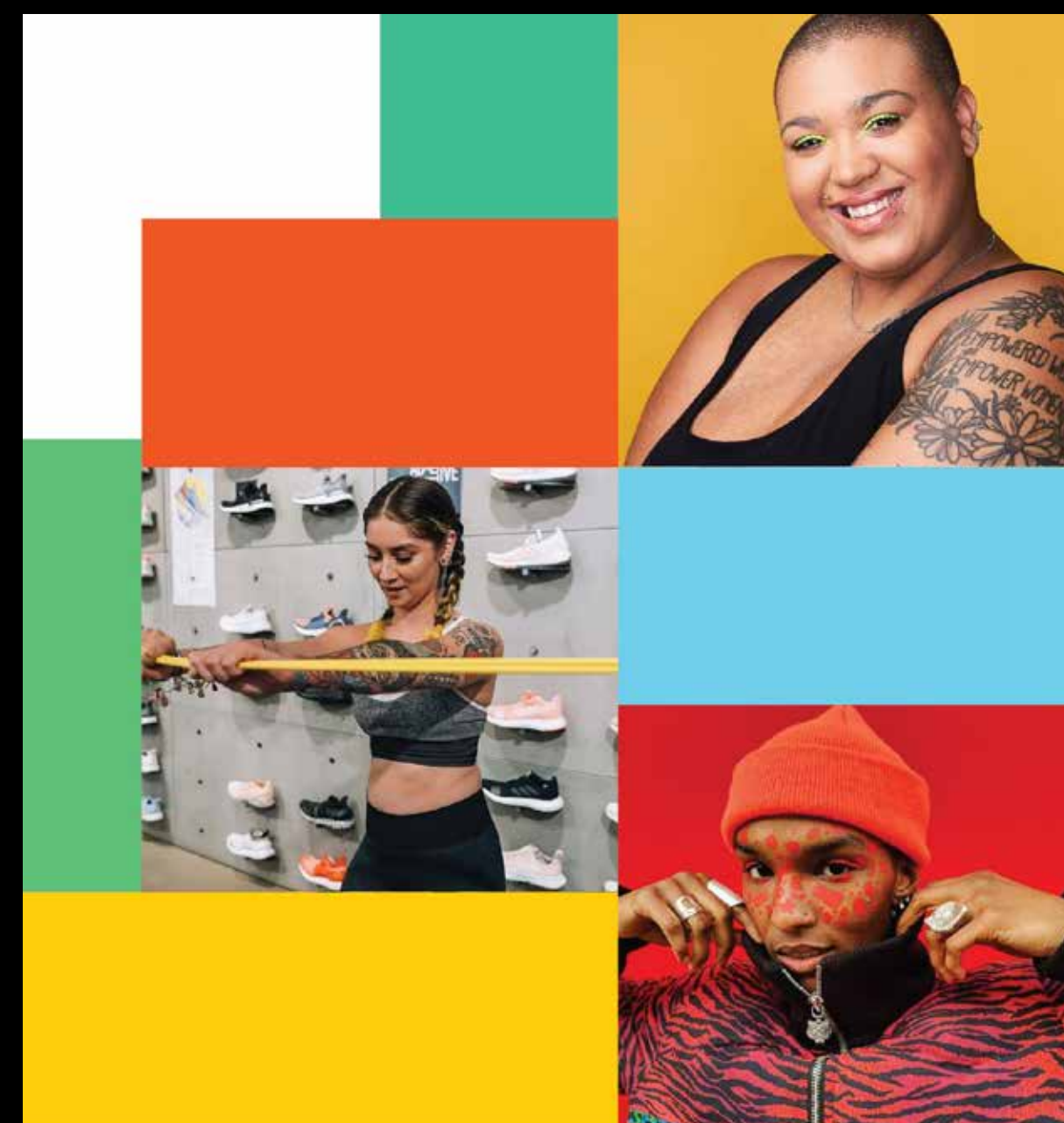
adidas takes a stance against the restrictive norms of the past, “Rewriting The Rules” of gender expectations within sports and fashion.

THE INSIGHT

adidas creates a larger range of expression with UNITEFIT because the power of expression supersedes gender.

THE EXECUTION

adidas “Rewrites The Rules” with UNITEFIT’s innovative fashion show. Following this is an in-store campaign featuring interactive monitors, as well as a digital campaign highlighting athletes, influencers & everyday people who are challenging gender norms within their own lives.





UNITEFIT: CLOTHING FOR *EVERY* BODY

GROUP 3



NGU



WILL



DANE

THE IDEA

Show the fluidity of fashion through the lenses of three communities that embody the fluidity of gender and sport.

THE INSIGHT

Sports, gender, and fashion are fluid concepts.

THE EXECUTION

Highlight the flexibility of UNITEFIT with an authentic skate collaboration, an inclusive Twitch channel, a digital avatar, and an appearance at the pinnacle of sporting events.



D&AD X ADIDAS | NEW BLOOD SHIFT NEW YORK 2020 | GROUP 3



IN COLLABORATION WITH ADIDAS



UNITEFIT: CLOTHING FOR *EVERY* BODY

GROUP 4



JUAN



CALEB



CHRIS

THE IDEA

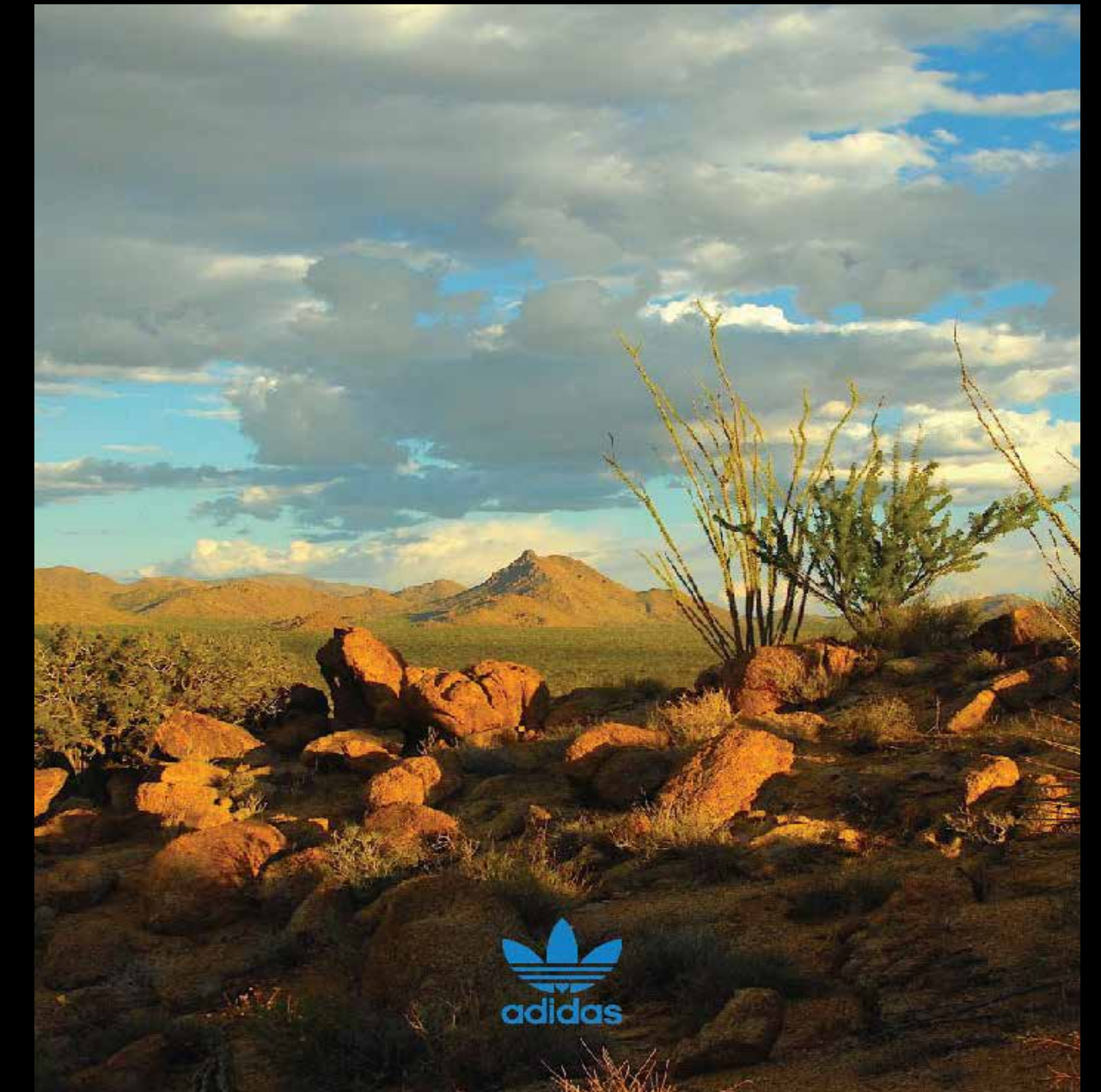
Create a hyper-personalized shopping experience that leans into Gen-Z's love of self expression.

THE INSIGHT

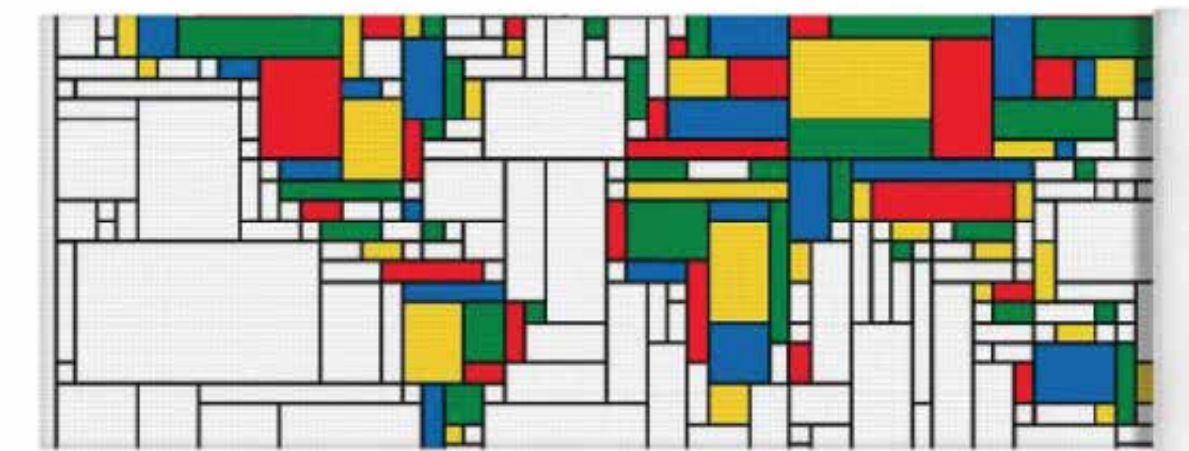
Personality and style are centerpieces of Gen-Z culture they often describe as a vibe.

THE EXECUTION

adidas invites everyone to "Check Their Vibe" by taking our *Vibe Check* quiz, shutting down the store, and taking over adidas online to educate the world on gender neutral clothing, one city at a time.



THE VIBE MAP





UNITEFIT: CLOTHING FOR *EVERY* BODY

GROUP 5



D'ANGELO

THE IDEA

Promote UNITEFIT as a new size system designed around comfort and confidence.

THE INSIGHT

Finding clothes that fit your shape is an instant confidence boost.

THE EXECUTION

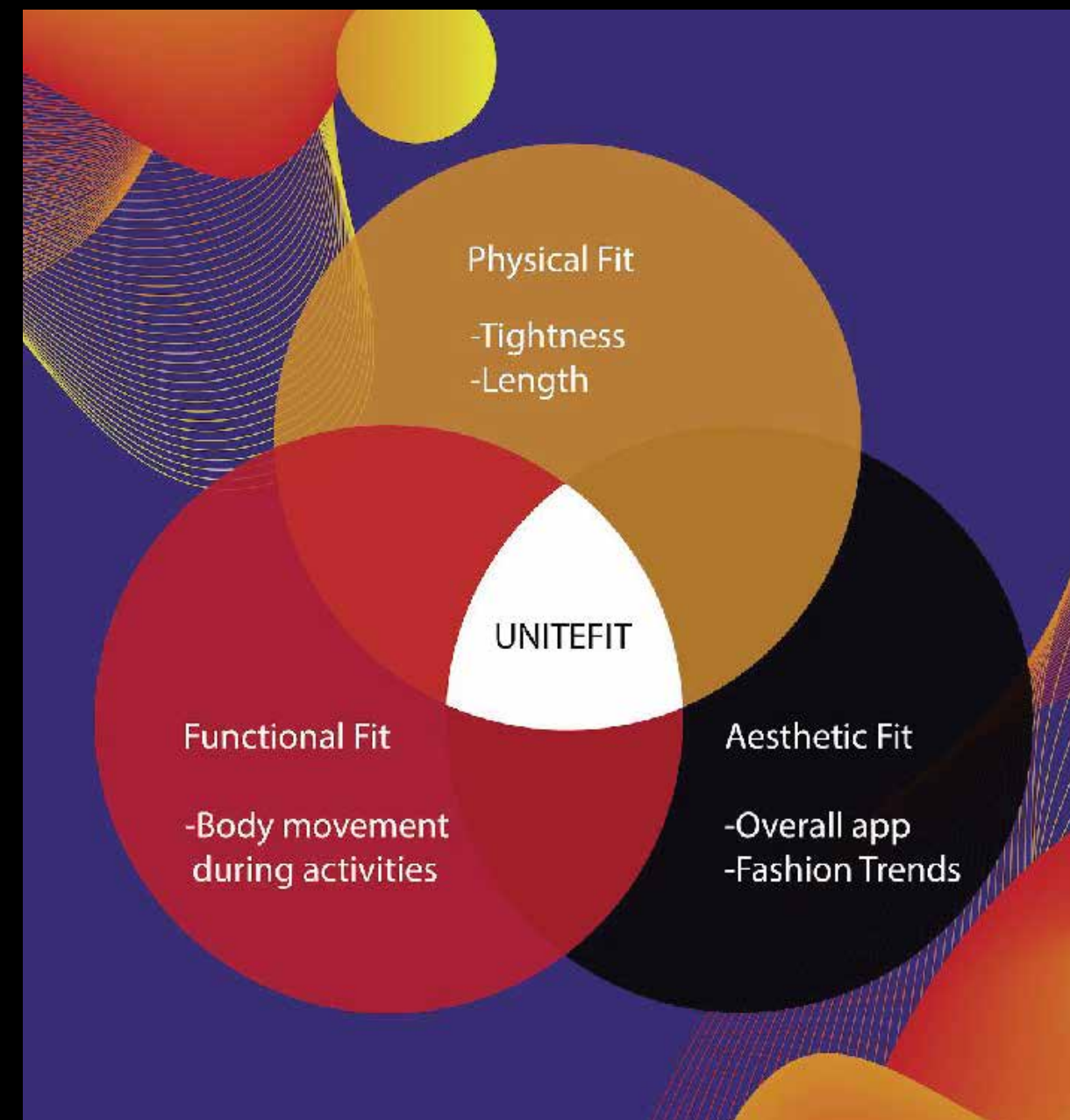
Create a series of digital teasers leading up to the official release of UNITEFIT online & in-stores.



AMELIA



SOFIE





UNITEFIT: CLOTHING FOR *EVERY* BODY

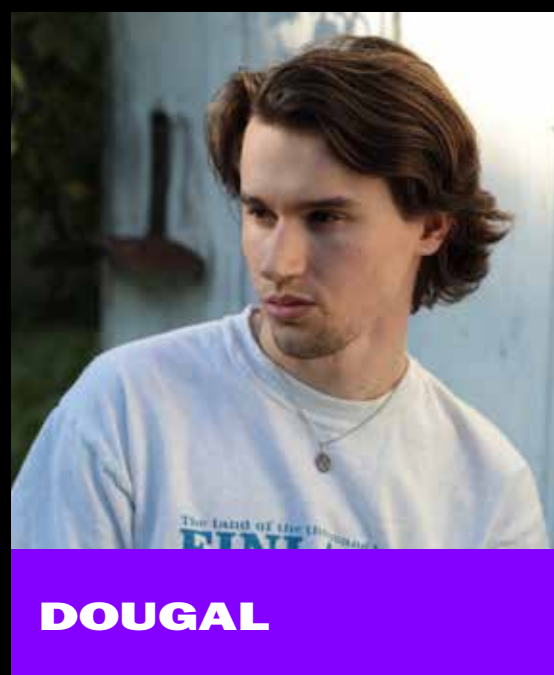
GROUP 6



YEWA

THE IDEA

“EXIST BEYOND U” would communicate that UNITEFIT is for everyone as much as it is for anyone, and that collectively, or as an individual, UNITEFIT will help you present the truest version of yourself.



DOUGAL

THE INSIGHT

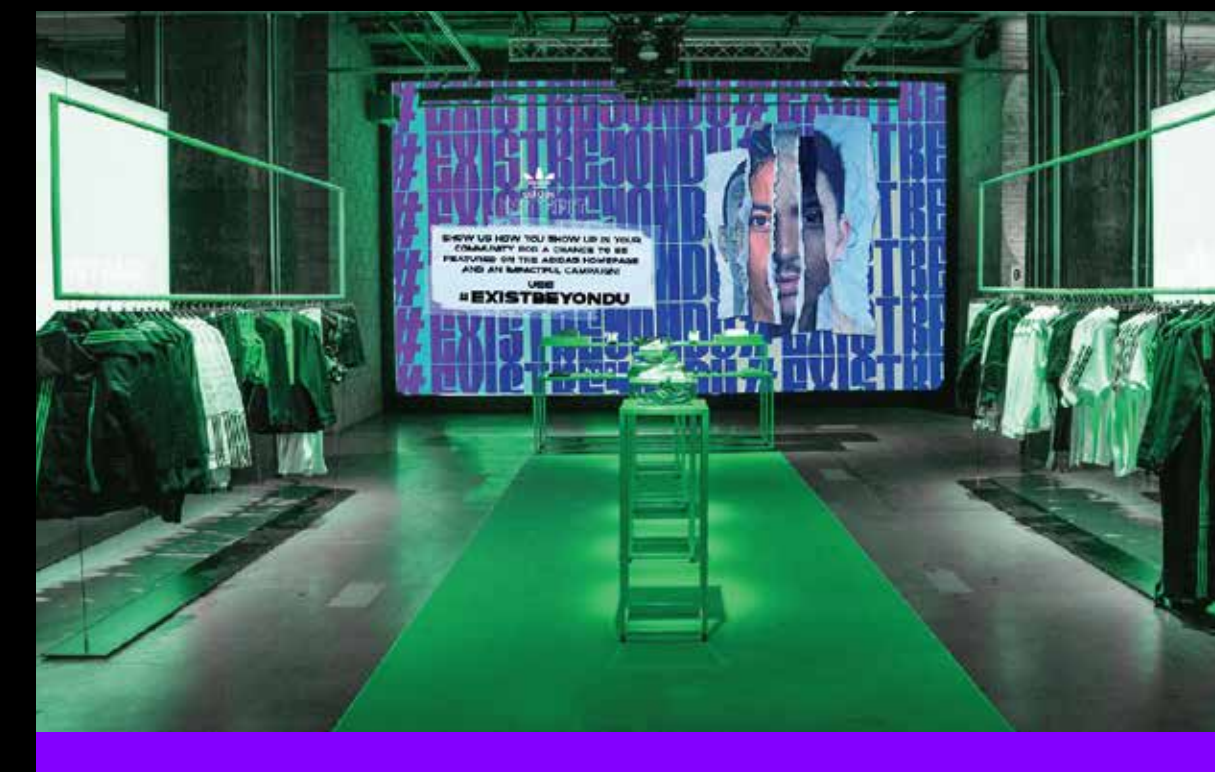
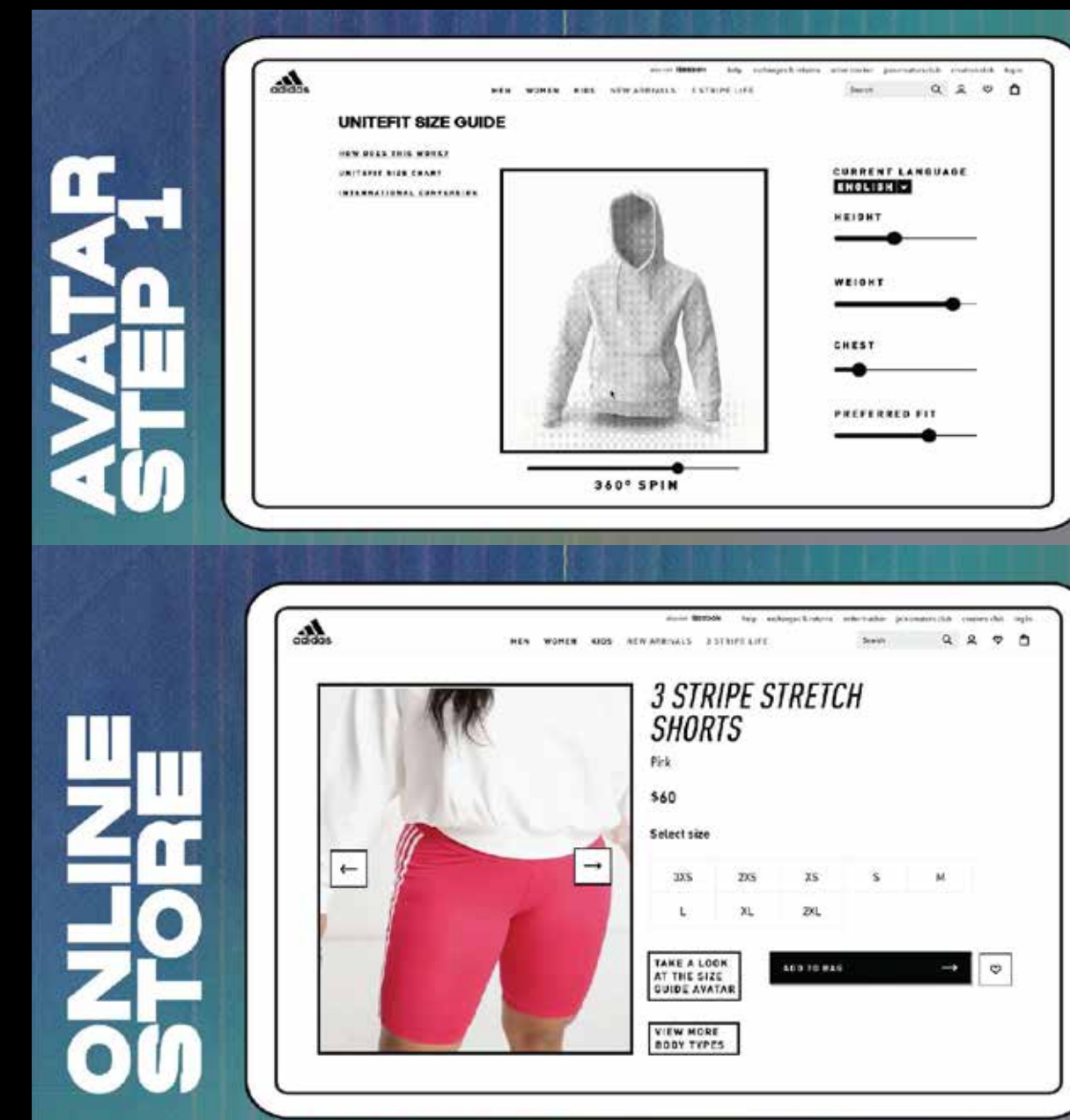
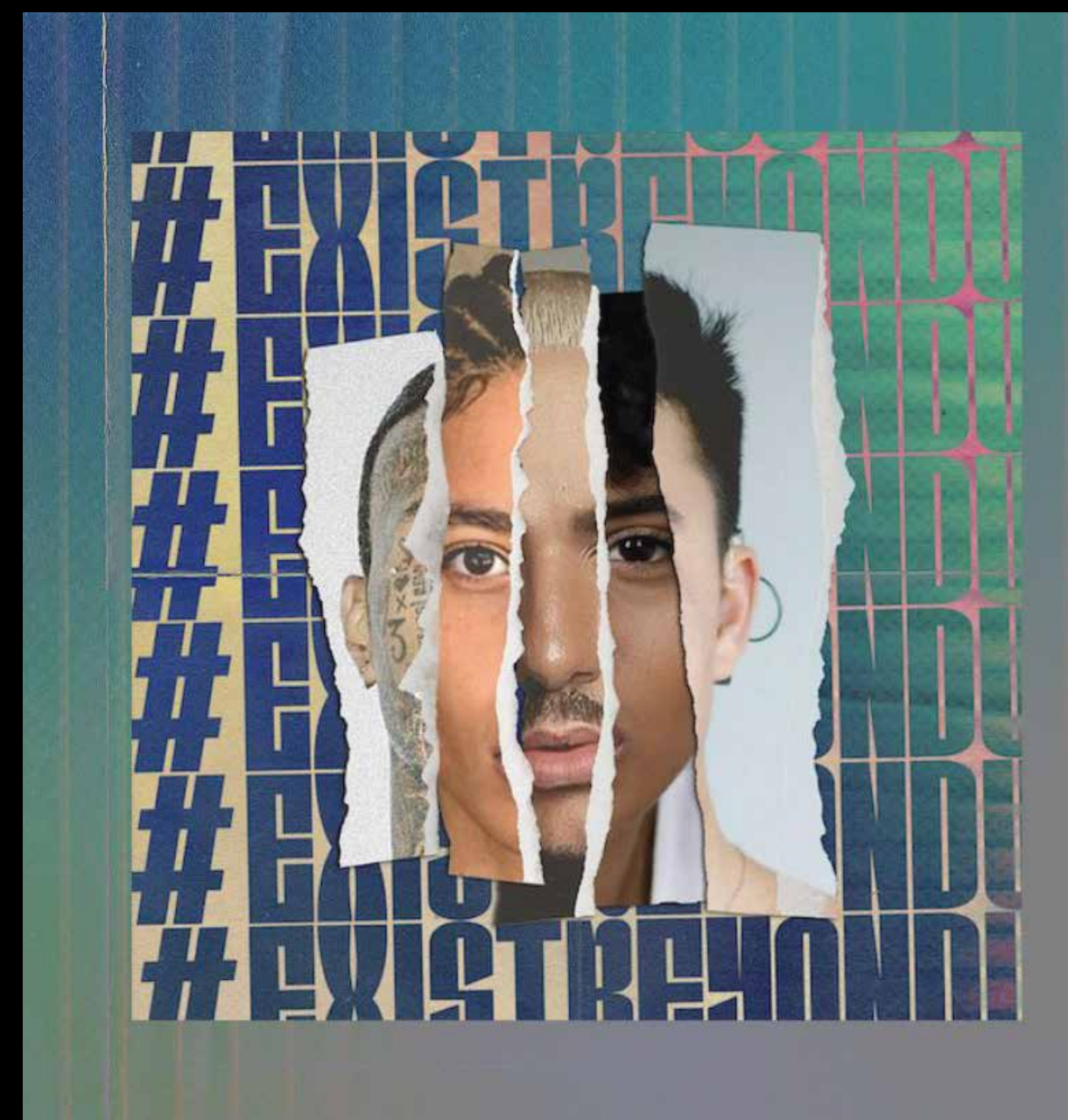
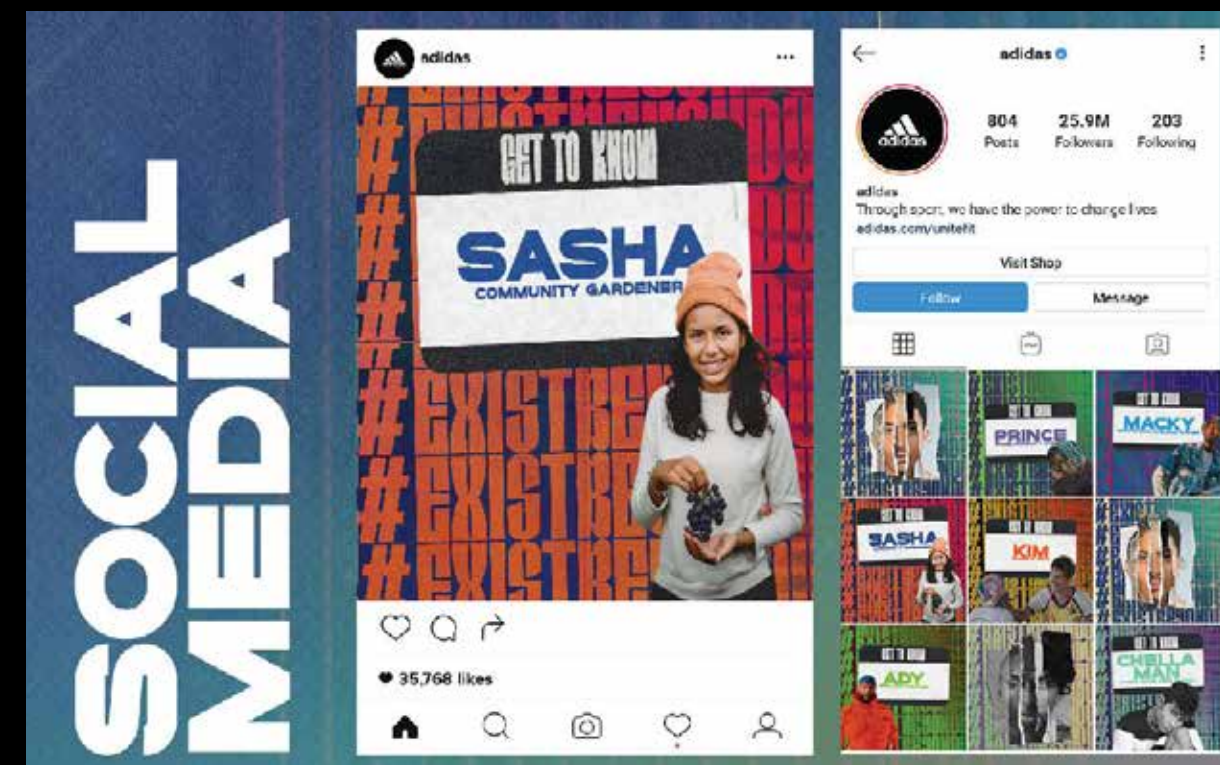
People want to know that the brands they wear understand them and the communities they belong to.



KENDRA

THE EXECUTION

A social media activation and outreach to reinvest in and engage communities, and a redesign of the retail experience around UNITEFIT for a more inclusive brand atmosphere.





NYC 2020/21 NYC
D&AD NEW BLOOD SHIFT
NYC 2020/21 NYC

BRIEF 2: BUILD PODCAST AWARENESS FOR A NEW GENERATION

Spotify pioneered music streaming— changing how the world listens to music forever. And they’ve now expanded by adding podcasts to the platform.

14-24 year olds are helping shape how content is being consumed. This generation loves content creation combined with music, but also cares about what is going on in the world around them.

The Shifters were tasked with engaging this generation through a compelling brand or product campaign which encourages our young audience to listen to more podcasts as they are today, or creating the podcast format of the future.

Please note that the following branding is not necessarily a true representation of the Spotify brand - these are concepts only for the purpose of the Spotify sponsored D&AD programme, New Blood Shift NYC.



DANE

THE IDEA

To provide users with a quicker way to discover and share podcasts.

THE INSIGHT

Zoomers are quick, and finding the right podcast is slow.



JUAN

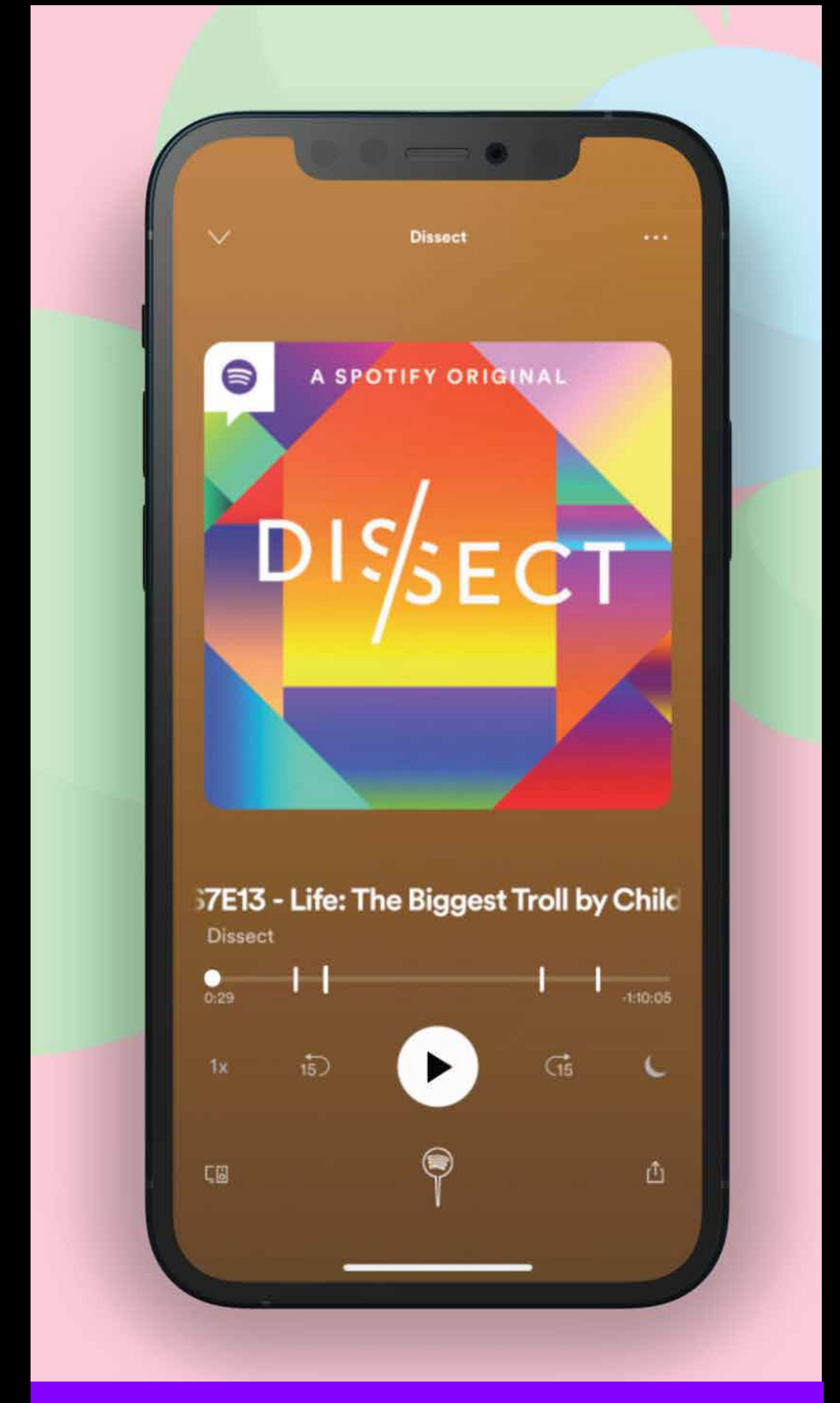
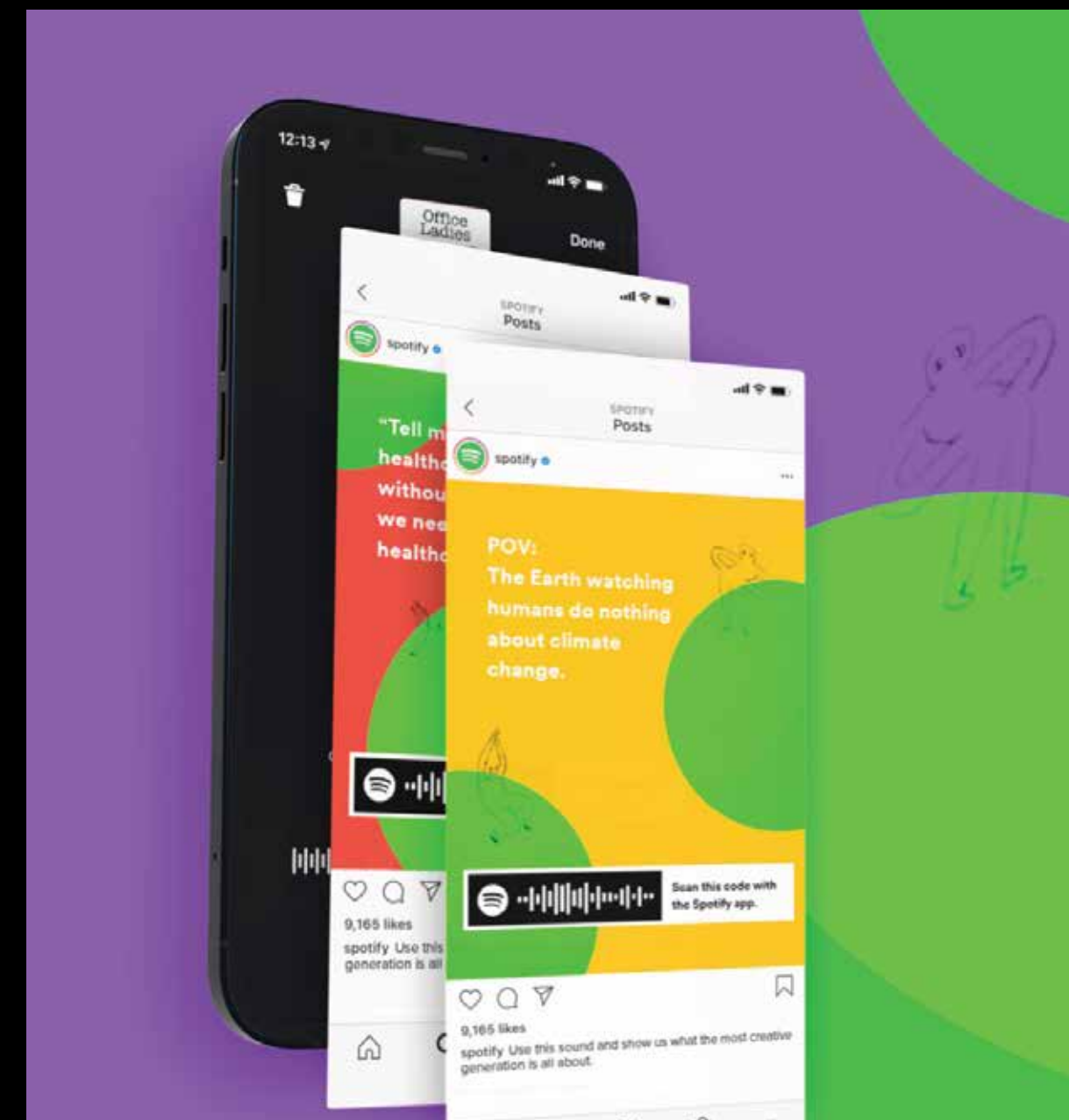
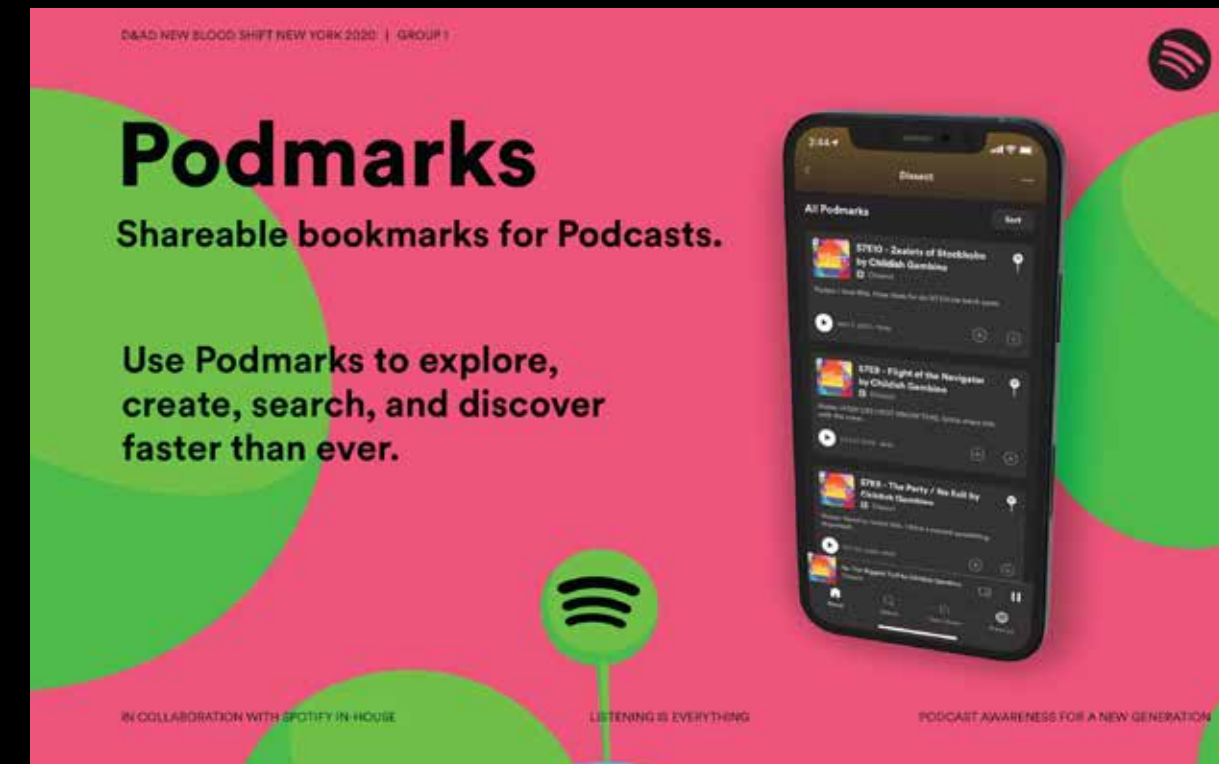
In a world as tumultuous and fast-paced as ours, young people value time more than ever.

THE EXECUTION

We promote the use of “Podmarks” through social platforms and physical spaces, making it quick and easy to discover relevant podcasts around the world.



TERRA





ANDREW



YEWA



NGU

THE IDEA

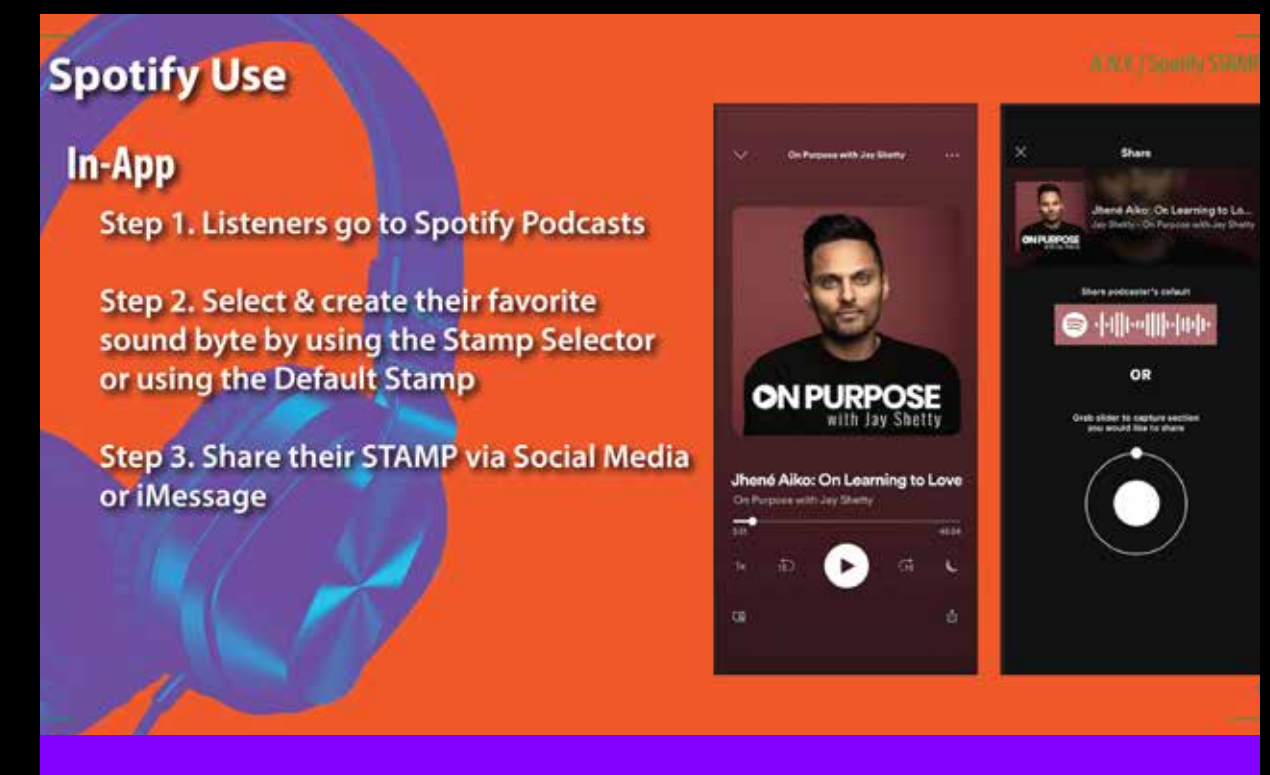
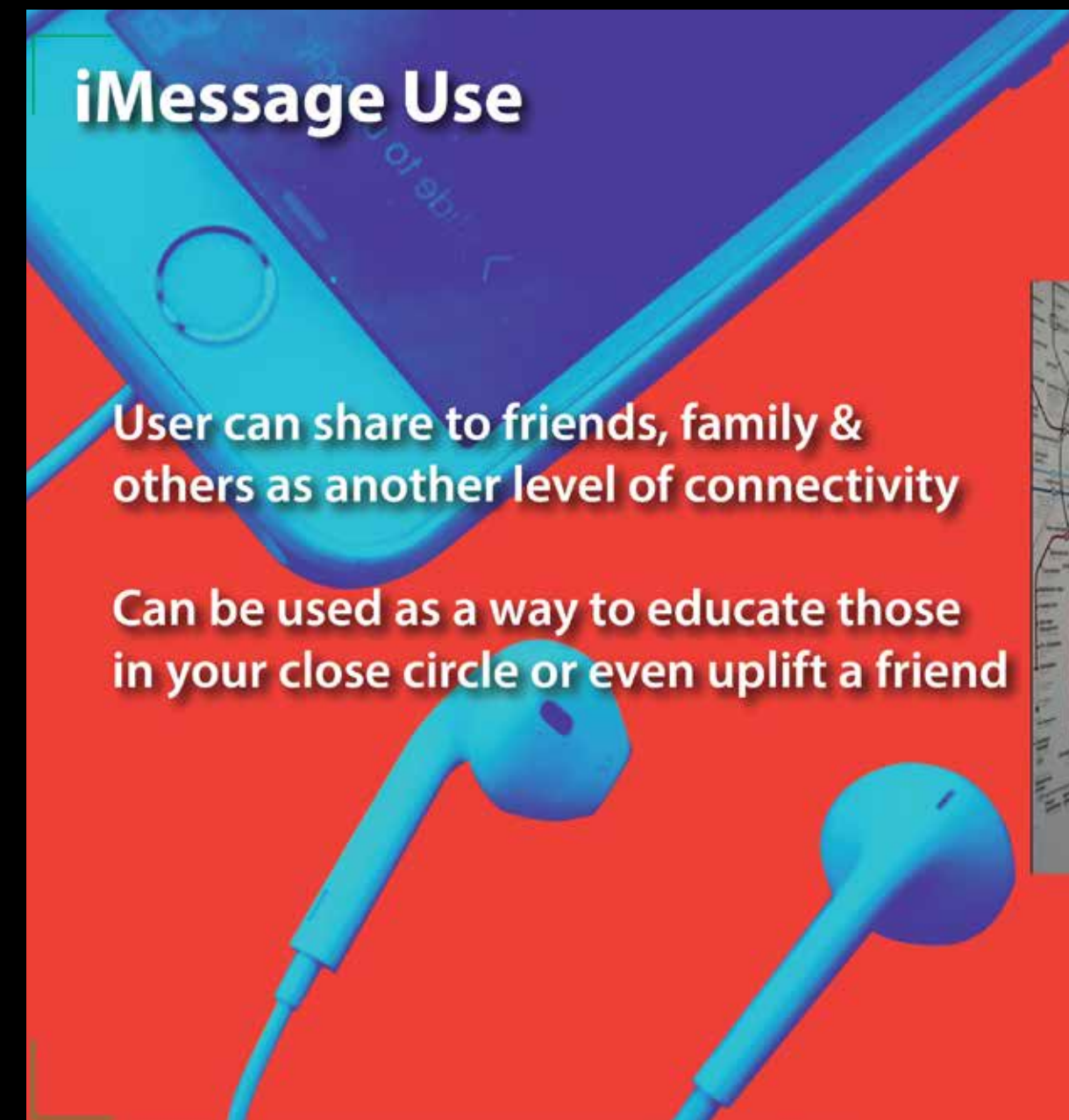
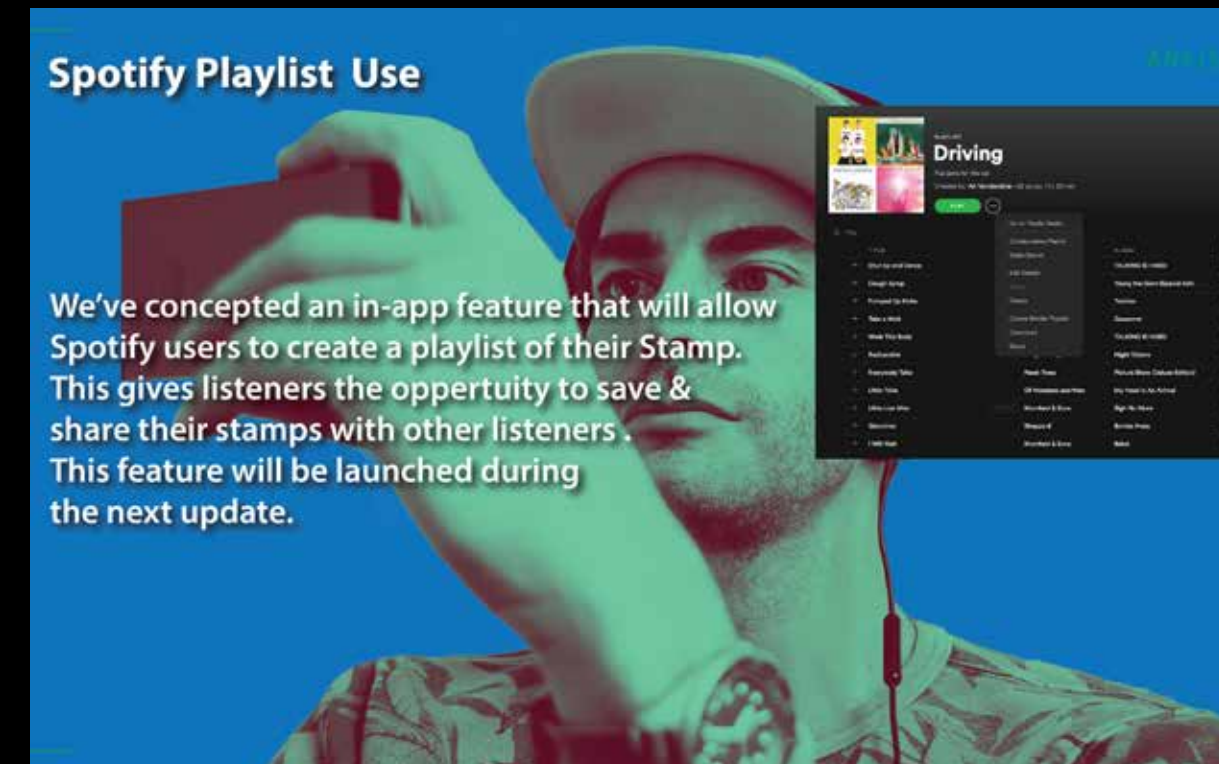
Find a way to communicate long format content to a short format content community.

THE INSIGHT

The constant on-demand way of living has shifted Gen Z's attention from long to short format content as a means to connect with their community.

THE EXECUTION

Introducing a new Spotify feature that bridges the gap between Gen Z and long format media.





ALYSA

THE IDEA

Gen Z is obsessed with self improvement and you are a better you when you're podcasting.

THE INSIGHT

Recommend podcasts to Gen Z by relating quirky life moments to podcast episodes.

THE EXECUTION

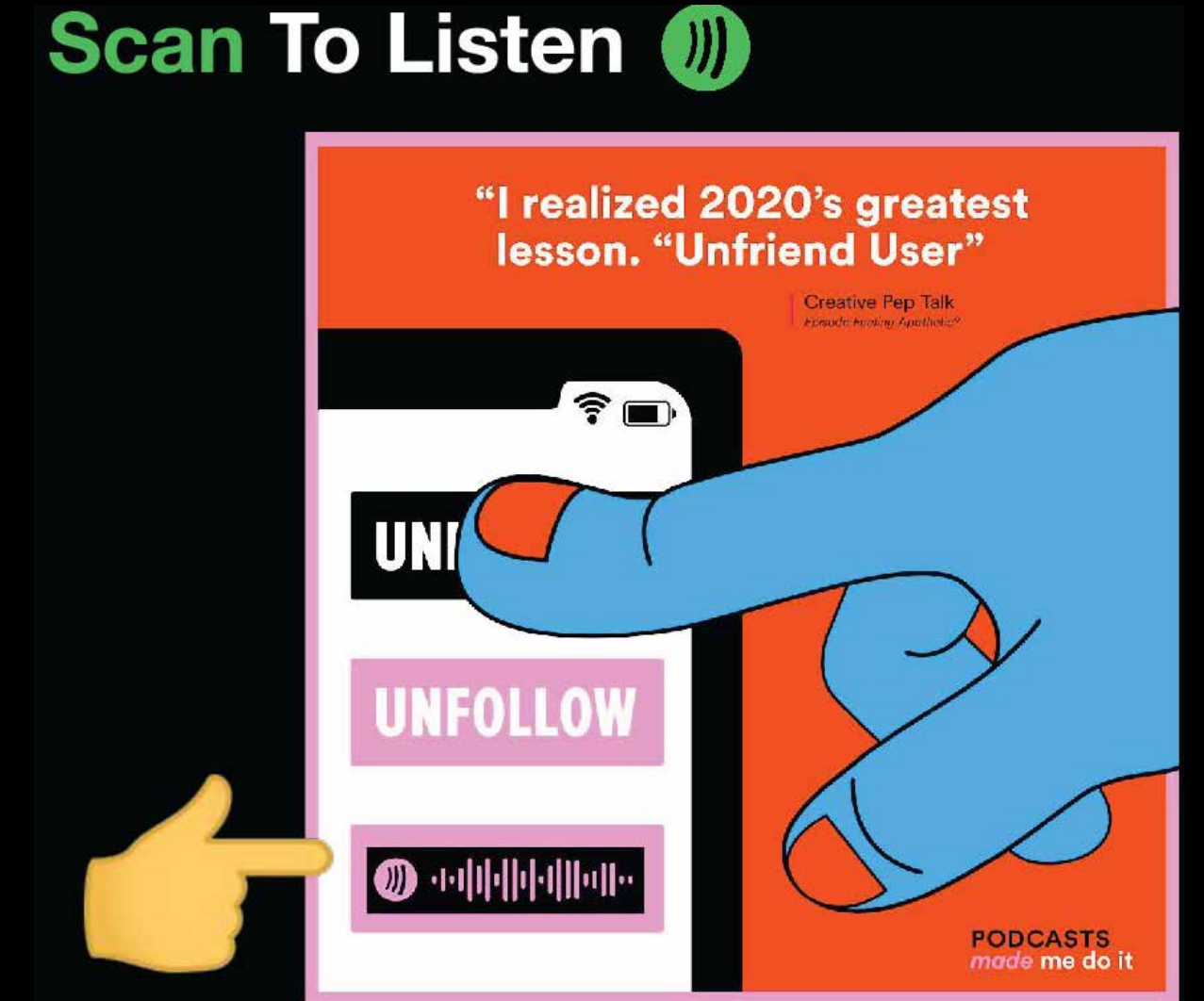
"Podcasts Made Me Do It" is a viral campaign that illustrates the positive aftermath of listening to a podcast.



AMA



CALEB





KENDRA



ALBANIA



ROXANNE

THE IDEA

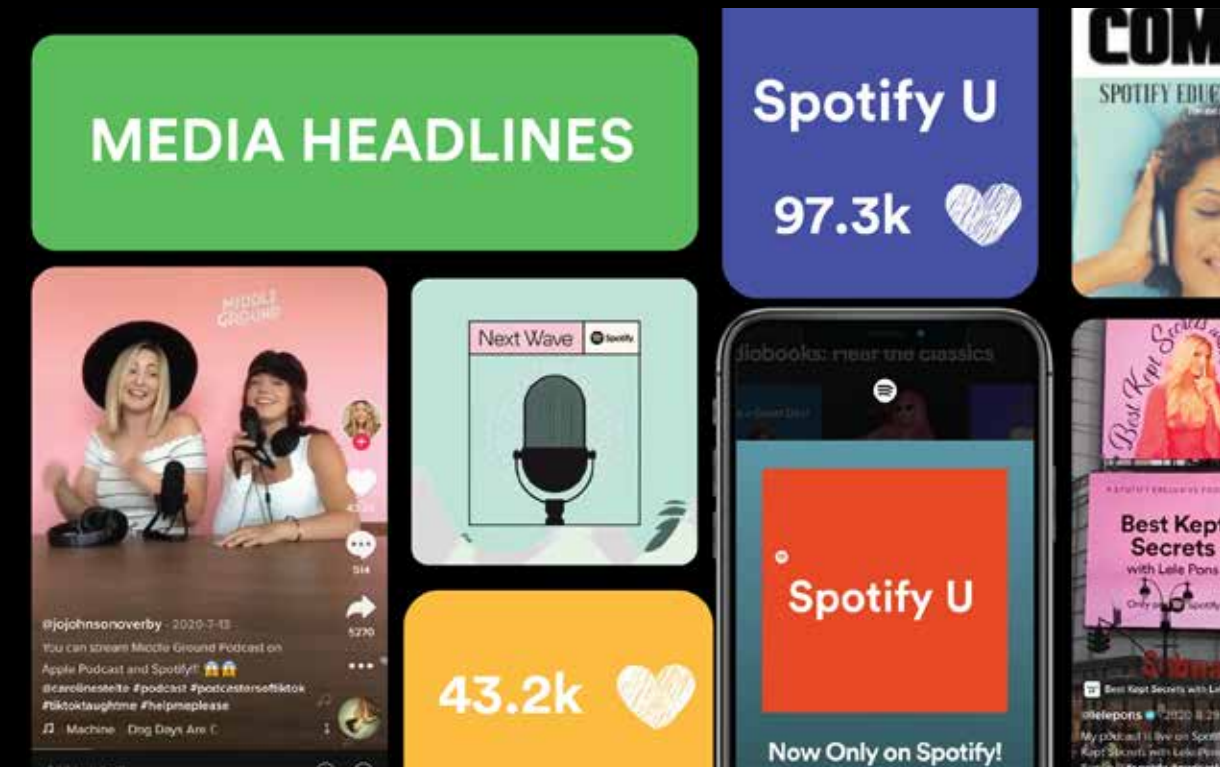
Gen Z is always maximizing their time and learning experience outside of the traditional classroom.

THE INSIGHT

Spotify launches a mentorship/education category called “Spotify U” for Gen Z providing a blueprint for success.

THE EXECUTION

“Spotify U” will promote the importance of accessible mentorship and education through our #BeLike campaign.





AMELIA

THE IDEA

Gen Z have a proclivity for learning in new and non-traditional ways, and search for resources to supplement their interests.



D'ANGELO

THE INSIGHT

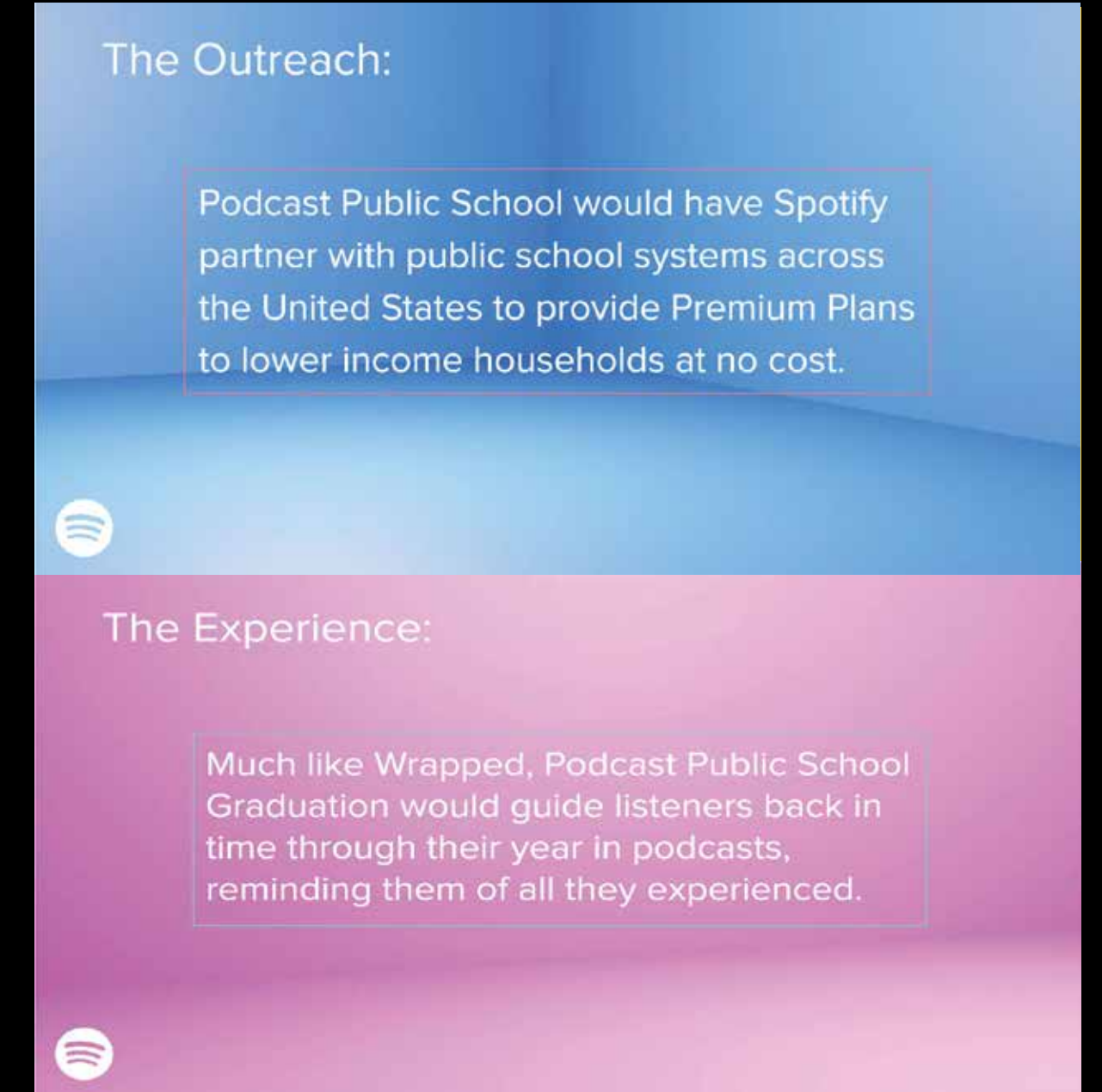
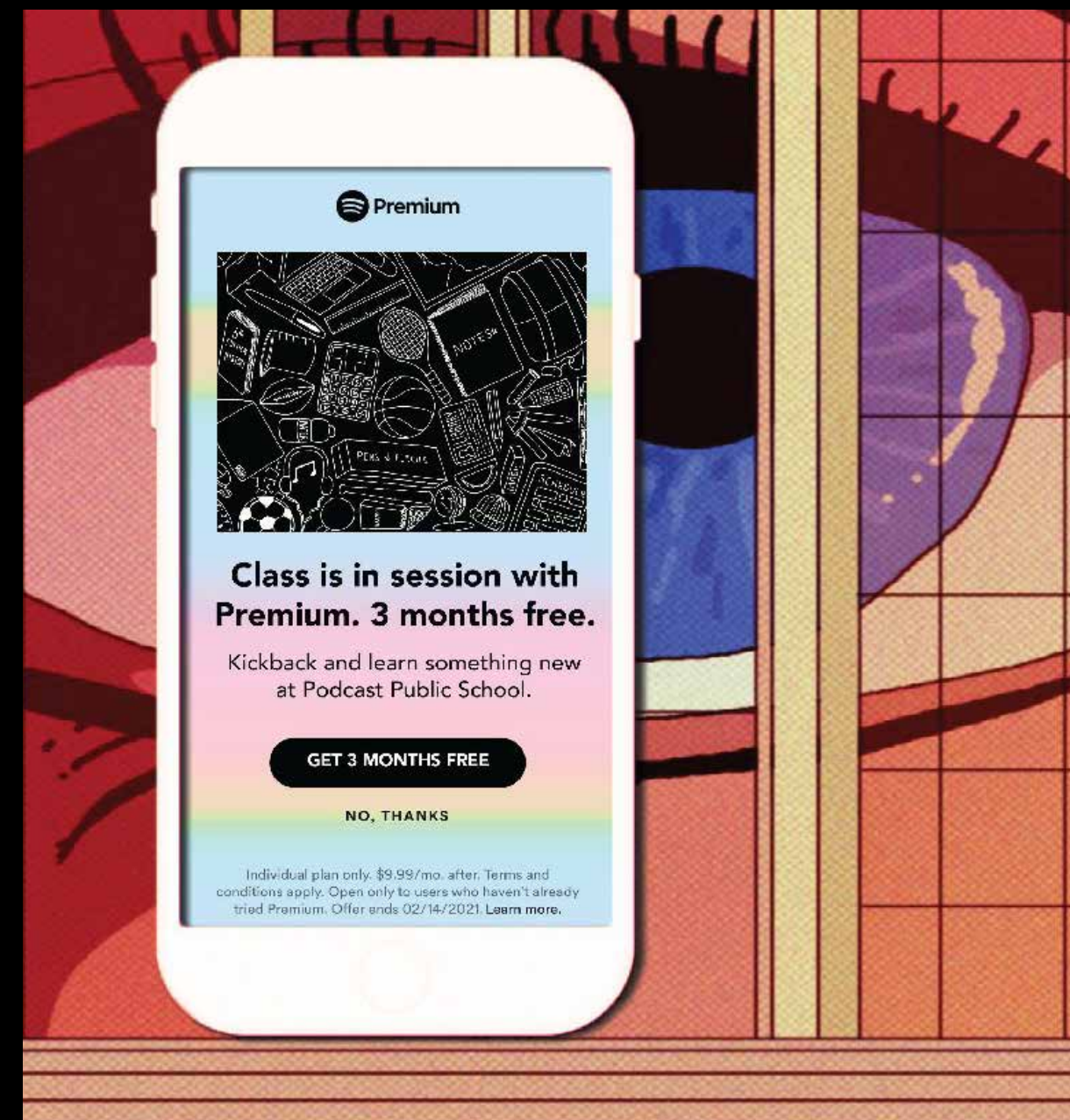
Present podcasts on Spotify in a new way that appeals to young people's desire to always be exploring and learning more about their interests.



DOUGAL

THE EXECUTION

"Podcast Public School" would reorganize and present Spotify's diverse catalogue of unique and informative podcasts within the wrapper of a self-guided "public school".





BUILD PODCAST AWARENESS FOR A NEW GENERATION

GROUP 6



SOFIE

THE IDEA

Gen Z does not know where to find or care enough to listen to podcasts.

THE INSIGHT

We bring the podcast experience to where most of Gen Z already is, the gaming world.

THE EXECUTION

Merge the podcast listening experience and gaming worlds together through empathic design and strategic marketing.



CHRIS



WILL



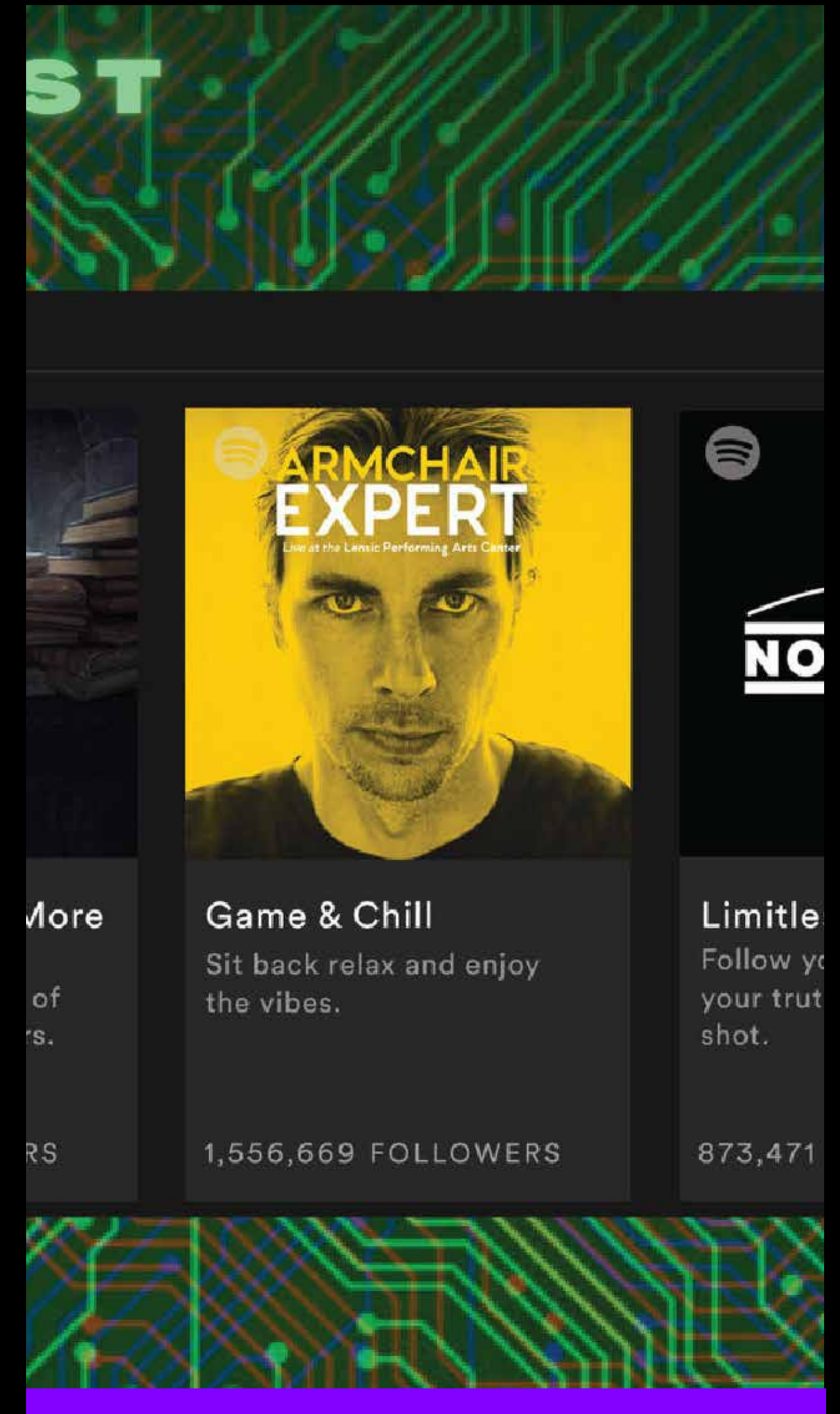
EVENT ENGAGEMENT

Teaming up with gaming conventions to launch will help engage Gen Z to opt in. Also aligning ourselves with specific ESports gaming teams, specific game exclusives, & artists to customize merchandise will help promote our mission of bringing podcasts to GenZ.

- **COMPLEXCON**
 - Attracts people ages 16 to 35 with a 50-50 male/female ratio. It has created 50 billion impressions to date because its audience likes to share.
 - It attracts 60,000 attendees & creates an average of \$20 million in sales.
- **COMIC CON**
 - Over 167,000+ Attendees
- **E3**
 - Electronic Entertainment Expo,

[HTTPS://WWW.MEDIAPOST.COM/PUBLICATIONS/ARTICLE/341849/HOW-COMPLEXCON-IS-CHANGING-EXPERIENTIAL.HTML](https://www.mediapost.com/publications/article/341849/how-complexcon-is-changing-experiential.html)

[HTTPS://NEWSROOM.SPOTIFY.COM/2020-06-18/WARNER-BROS-IS-BRINGING-THE-DC-SUPER-HEROES-AND-SUPER-VILLAINS-TO-SPOTIFY-AS-AN-EXCLUSIVE-SERIES-OF-PODCASTS/](https://newsroom.spotify.com/2020-06-18/warner-bros-is-bringing-the-dc-super-heroes-and-super-villains-to-spotify-as-an-exclusive-series-of-podcasts/)



BRIEF IN A DAY

BRIEF 3: THE CASE FOR HER & REFINERY29



NYC 2020/21 NYC
D&AD NEW BLOOD SHIFT
NYC 2020/21 NYC

In a session led by Droga5, with a brief set by The Case for Her & Refinery29 the Shifters had just eight hours to create a series of Instagram posts to promote awareness of menopause and how it's absence from mainstream media is detrimental to women, trans-men and non-binary people of all ages.

This session gave the Shifters the opportunity to read and respond to a brief, collaborate virtually as a team and pitch their ideas all in the space of a single day.

Helping them to produce a piece of work for their portfolios, as well as experience working at the pace of a real agency environment.

Please note that the following branding is not necessarily a true representation of The Case for Her or Refinery29 brands - these are concepts only for the purpose of the D&AD programme, New Blood Shift NYC.



AMELIA



ROXANNE



CALEB



ANDREW



JUAN



SOFIE

THE IDEA

Spearhead a sex positivity movement where menopause is allowed to transcend taboos surrounding the age groups and genders affected.

THE INSIGHT

Most people believe your sex life stops with menopause and that this is solely a feminine issue.

THE EXECUTION

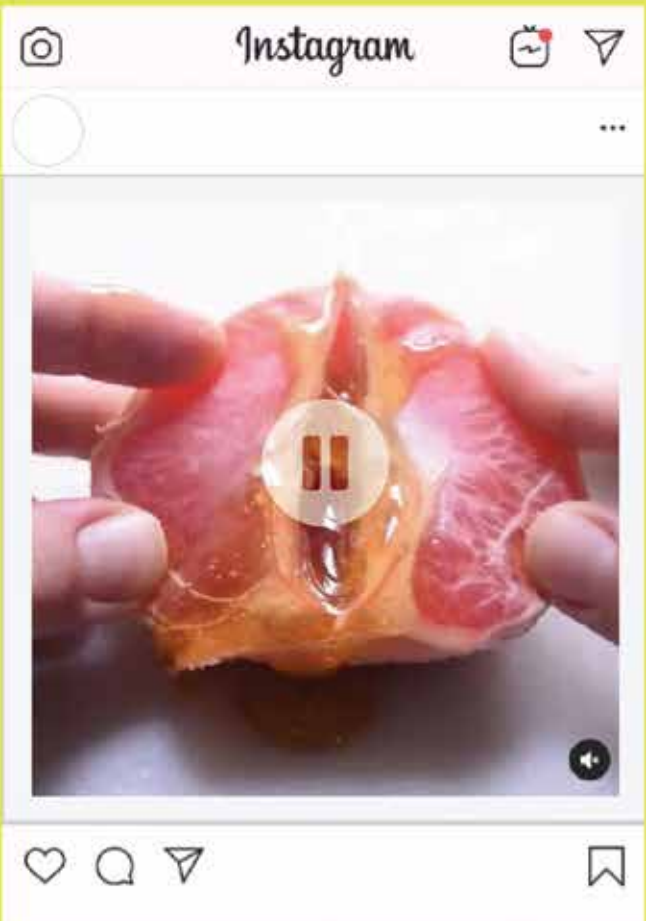
Create a NSFW adult-edu-tainment content series that exists on OnlyFans and Refinery29, where postmenopausal sex educators interact with readers, actively debunking misconceptions about menopause symptoms and sexual freedom.

MY MENOPAUSE EXPERIENCE

WITH KARMA AKA MADAME NAMIO



Social Media



The use of aphrodisiacs in imagery promotes inspiration for the renaissance of sexual liberation after menopause.

Animated videos of fruits on @Stephanie_sarley's Instagram are a cheeky way of promoting advertisement towards our hub.



DOUGAL



D'ANGELO



YEWA



WILL



KENDRA

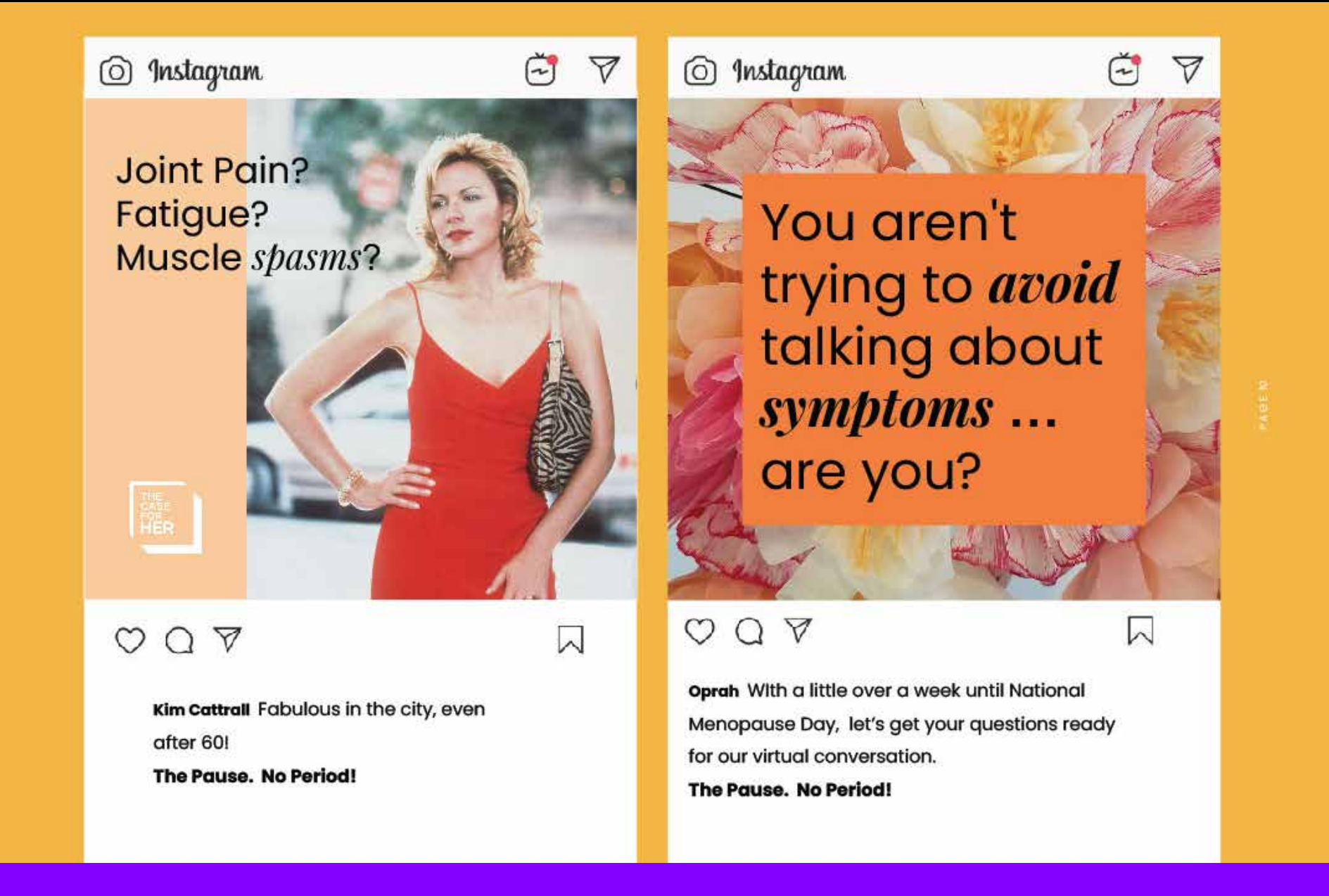
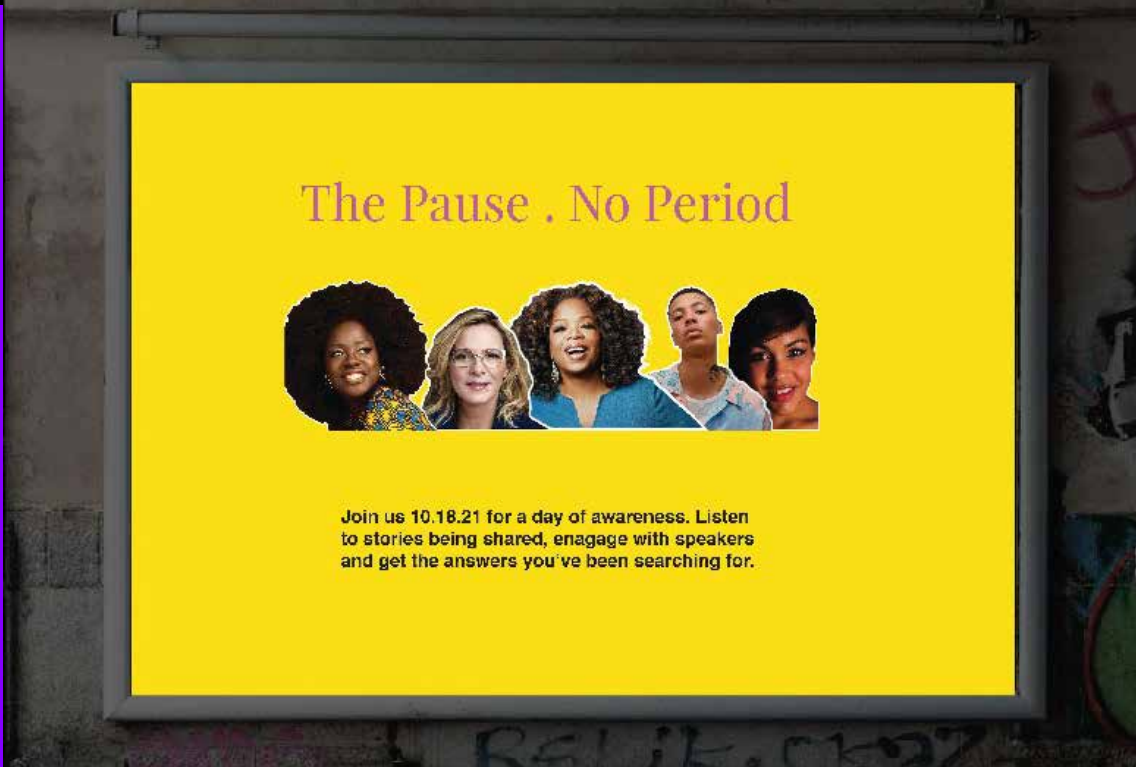
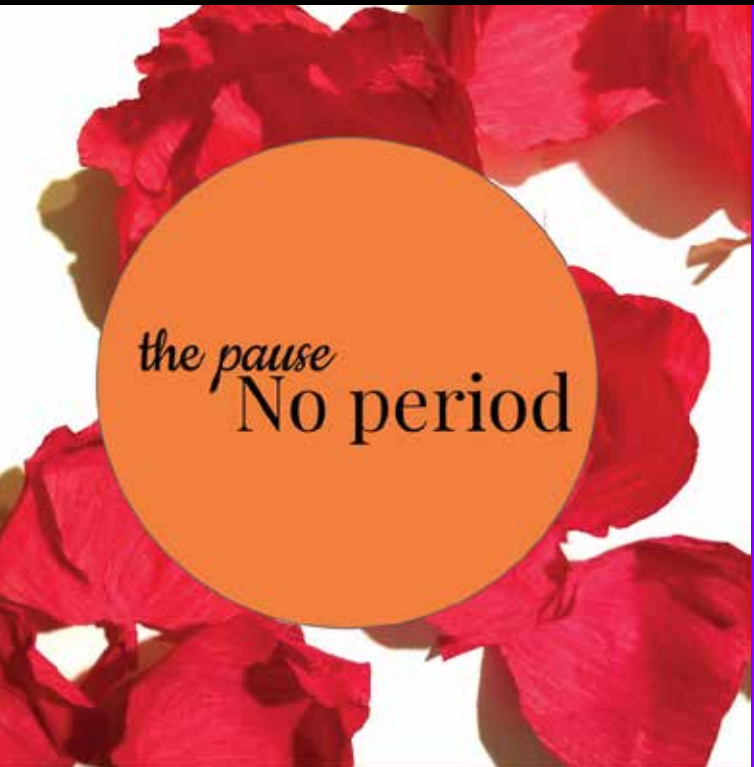


AMA

THE IDEA
Cultural mistreatment has left people in the dark about the symptoms of menopause.

THE INSIGHT
National Menopause Day (October 18th), where we will support the overall health and wellbeing of people experiencing menopausal symptoms. And educate the public as to why menopause is not a taboo.

THE EXECUTION
Public to take pause on national menopause day dedicate to open dialogue.





ALBANIA



NGU



CHRIS



TERRA



ALYSA



DANE

THE IDEA

Menopause is intimidating for people who are about to go through it.

THE INSIGHT

We’ve all experienced “firsts” alone, but menopause is a first that women and trans-men can experience together. Let’s make menopause less intimidating by embracing this collective rite of passage.

THE EXECUTION

Through colorful, vibrant Instagram posts and stories, we will share stories of real women, famous and not famous, that have experienced menopause helping to spread a positive message.

IDEA

Let’s make menopause less intimidating by embracing this collective rite of passage.

EXECUTIONS
2 VIDEO POSTS

the case for her

FIRST BUT NOT THE FIRST

Kamala Harris is the First Female Vice President, but she won't be the first woman to deal with Menopause #EmbraceTheChange

the case for her

FIRST BUT NOT THE FIRST

Kathryn Bigelow broke boundaries as the first woman director awarded an oscar. As a woman with menopause, she was awarded nothing. #EmbraceTheChange

WHAT'S NEXT?

NYC 2020/21 NYC
D&AD NEW BLOOD SHIFT
NYC 2020/21 NYC

We have given the Shift group knowledge, honed their skills, and built the resilience needed to thrive in the industry. But in order **FOR NEW BLOOD SHIFT TO SUCCEED WE NEED YOU, THE INDUSTRY**, to offer the next steps.

We're looking for paid placement opportunities.

If you are interested in offering placements to our Shifters, please contact

Paul Drake at shift@dandad.org

To ensure we continue to nurture and support this new talent, we're setting some guidelines for these placements:

THE TIME: Placements are ideally 3 months, but we ask for a minimum duration of 4 weeks.

THE MONEY: Shifters must be paid a minimum New York living wage of \$18/hour or \$720 for an average work week.

THE SUPPORT: For some of the Shift group, this may be the first time they've worked within an agency environment. So it's critical to have a mentor within the company – a single point of contact that they can turn to during the placement period.

We recommend the first week of the placement be shadowing. D&AD are on hand to continue to support our Class of 2020/21, as well as advise host agencies with placements.

THANK YOU

D&AD New Blood Shift relies on support from the whole industry. We're grateful to New York's creative industry for giving up their time to advise and support the programme, attend the sessions, and teach the Shift Class.

To support Shift as a speaker, host, mentor or offer a placement in 2021, contact Paul Drake at shift@dandad.org

To set a brief for the Shift 2021 class or sponsor the programme, contact Sammi at sammi.vaughan@dandad.org



OUR SUPPORTERS

AGENCIES:

Area 23
Droga5
Freuds
Fitch
Jack Morton
JKR
McCann
R/GA
SY Partners
The Mill
Thoughtmatter
TBWA
VMLY&R
MullenLowe
Make Ads with Me

MENTORS:

Amber Santos, adidas
Hermela Nadew, adidas

William Smith, adidas
Mia Madrid, BBH
Jessica Marie, Design Bridge
Nei Valente, Design Bridge
Owen DiRienz, Droga5
Leslie Cheng, Droga5
Ryan Paulson, McCann
Chelsea Galinos, Oliver Agency /Unilever, Ustudio
Kitman Leung, Pearlfisher
Juliane Chung, SY Partners
Sandra Irene Guedes Ferreira, SY Partners
Jaime Christopher Stones, SY Partners
Benjamin Greengrass, ThoughtMatter
Doron Faktor, VMLY&R
Patrick Obando, 21GRAMS/W20
Kokinchak, Bulletproof
Ravi Singh, CDM New York
Lisa Franck, Design Bridge
Marisa Hagerty, Design Bridge
Thom Glover, Droga5
Craig Wong, Droga5

Jeremy Zerbe, Droga5
Tyler Gonerka, McCann
Justine Allan, Pearlfisher
Courtney Tight, Pearlfisher
Luis Escobar, Tapestry
Daniel Ioannou, Turner Duckworth
Minh Pham, Verizon
Ana Magalhaes, VMLY&R
Maciej Kozina, VMLY&R

THE D&AD TEAM:

Kiera Walker - NYC Producer
Ash Level - NYC Production Assistant
Paul Drake - Foundation Director
Liberty Law-Hing-Choy - Partnerships Manager
Dervla O'Shea - Marketing Manager
Kim Snapper - Coach
Deborah Alden - Entrepreneurial Coach
Kwame Taylor-Hayford - Resident ECD
Cheyney Robinson - Resident ECD

“

Unlocking access to education in impactful, innovative ways
is key to creating lasting change for our industry and beyond.
Shift is more than a platform or program - it's a community.

AYESHA MARTIN
DIRECTOR, GLOBAL PURPOSE,
ADIDAS



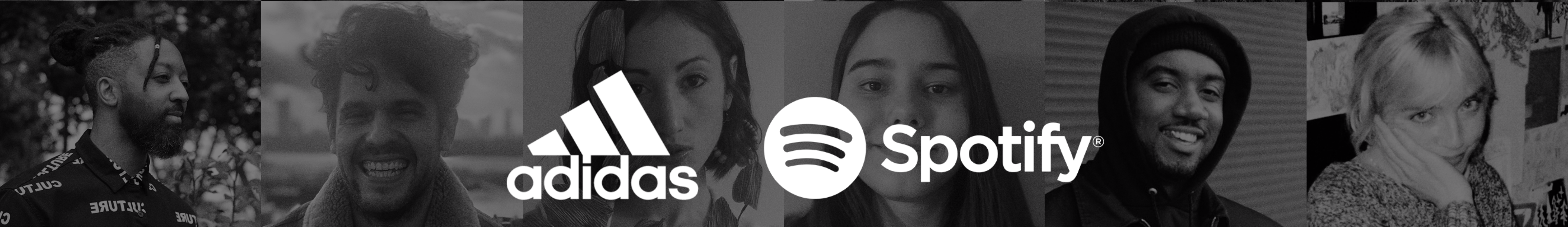
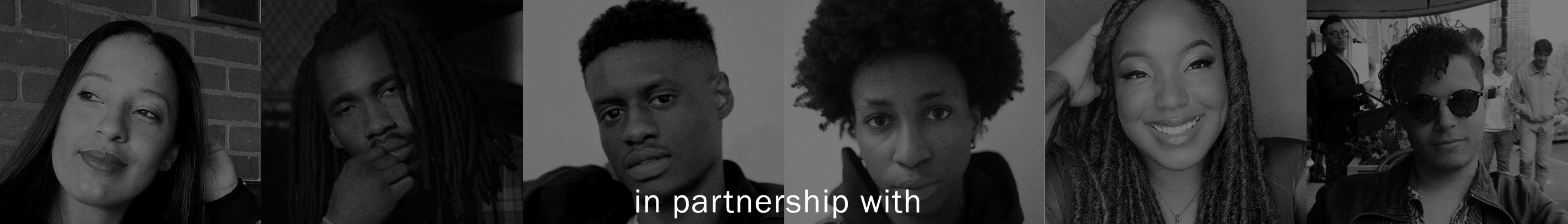
“

This isn't our first time supporting this vital program, but every year we are inspired by the new talent it unearths and nurtures. Completing the Shift program is a great achievement any year, but a huge congratulations to these students for graduating under such trying circumstances. The work created during the program speaks for itself - reminding the industry at large how much we benefit from fresh perspectives and an inclusive culture.

ALEX BODMAN
VP, GLOBAL ECD,
SPOTIFY



D&AD NEW BLOOD SHIFT



NYC 2020/21 NYC 2020/21 NYC 2020/21