

Key Dates

Brief launches
5 July 2021

Open for entry
August 2021

Entry deadline
9 September 2021, 5pm BST

Judging
September-October 2021

Winner announced
October 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 2021 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](#) or drop us an email on newblood@dandad.org

What can I enter?

Your entry must be a response to the IBM 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 IBM 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 August 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 IBM 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 IBM, 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. IBM are actively looking for people to employ, so all final decisions on the winner will be theirs. All entries will be judged by a panel from by IBM 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. Further to this, IBM are interested in turning your ideas into real life projects, so there's potential opportunities to develop the work with the client. They are also actively looking to recruit creatives, so winners may be able to land a position at IBM. 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.