

The competition is organised by D&AD, registered offices 64 Cheshire Street, London, E2 6EH. By entering the competition entrants agree to comply with these Terms and Conditions.

Eligibility Criteria

Anyone aged 18 or over on the date of entry, including students, can enter the New Blood Quickfire Competition, unless they are employed, or have been employed, in a paid Creative Role for more than 12 months.

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 organization or in-house creative team for 12 months. This includes paid placements that collectively amount to 12 months. Entrants may still enter if they work (or have worked) for a creative company in a non-creative role.

1. Entering the Competition

1.1 Entry is open to individuals working alone or groups of up to three persons working as a team.

1.1.1 All members of a team must fit the eligibility criteria outlined above.

1.1.2 If a team of more than three enter, D&AD cannot guarantee that all entrants will receive prizes or be included in credits at events and in publications. In this event, the key creatives in the team will be prioritised.

1.2 Entrants should register on the D&AD Site (dandad.org/new-blood-festival), download a brief, generate a response to that brief ("the Response") and submit their work digitally in accordance with the deliverables as laid out in their chosen brief and in the accompanying 'Format Guidelines & How to Enter' document. All team members involved with the entry project must also register on the D&AD Site and be added to the entry credits at the point of entry.

1.3 Entrants may also enter any other New Blood Awards competition; they may also submit more than one Response per brief. Each Response is considered a separate entry.

1.4 All Responses must be the original work of the entrants. Responses must not infringe, incorporate, appropriate or use in any way the intellectual property rights of any third party. Entrants may not incorporate any images, photographs, writing, music, artwork, content, trademarks, slogans or other creative material belonging to anyone else. By submitting a Response, entrants warrant that the work making up their Response is their own original work and does not incorporate, use, appropriate or infringe the intellectual property rights of any third party. Entrants may be asked to evidence

their ownership of the Response and must keep dated records of all working materials, including all drafts of Responses through to submission.

1.5 All Entries must be submitted via D&AD's online entry system.

1.6 In order to assist D&AD in promoting the winning work after judging, all entrants are asked to provide or confirm credits for each entry at the point of entry. These must include:

(a) Full names of entrant(s), including all team members

(b) Full names of tutor(s) (as applicable)

(c) The name of their college or university (as applicable)

1.7 Contact details of winning entrants may be passed to sponsors at D&AD's discretion, in order to promote the winning work, deliver prizes and help with the operational running of the awards.

1.8 All entries must be created, uploaded and paid for by the closing deadline, 9 September 2021, at 5pm BST.

2. Sponsors' Logos and Names

2.1 Sponsors may submit their own branding or that of the sponsors' clients for the purpose of inviting Responses. All rules (including the relevant sponsors' brand guidelines) relating to the sponsors' branding apply equally to the Responses.

2.2 All sponsors operate strict controls on the use of their names, trademarks, logos, and copyright-protected content and materials, including titles, characters, place names, features or other content or elements of Sponsor's products. Any misuse of sponsor brands and other sponsor intellectual property by an entrant will lead to the disqualification of all that entrant's Responses and may expose the entrant and D&AD to legal liability and subsequent legal claims.

2.3 By submitting a Response, entrants agree to use the sponsor branding and intellectual property only in accordance with these terms and conditions, and any prevailing sponsors' brand guidelines and directives.

2.4 The sponsors permit entrants to use the submitted branding for the sole purpose of responding to the brief sponsored by that sponsor and for no other purpose whatsoever, save for within entrants' personal portfolios and then only when accompanied 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"*

2.4.1 Any winning work which is chosen to be used by the Sponsor cannot be published on any channel until after it has been commissioned and launched by the Sponsor, and then only in the entrants' personal portfolio as set forth in Section 2.4 above or

as otherwise approved by Sponsor.

2.5 Entrants may:

2.5.1 Only use sponsor branding on Responses submitted to the D&AD New Blood Quickfire competition 2021;

2.5.2 Include a submitted Response in their personal portfolio after the winners have been announced, in exactly the same format as that submitted to the D&AD New Blood Quickfire Competition 2021, however no such Responses or components thereof, containing or derived from sponsor branding or intellectual property may be exploited commercially by entrants.

2.6 Entrants must not:

2.6.1 Use sponsor branding on any other material or for any other purpose;

2.6.2 Upload their submitted Response to any online location before, during or after the winners have been announced, except within entrants' personal portfolio and then only accompanied 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"*.

2.6.3 Denigrate sponsors or sponsor branding, subject sponsor branding to derogatory treatment or otherwise bring the sponsor and/or its brands into disrepute;

2.6.4 Do anything to suggest that the entrant is endorsed by, associated with or otherwise affiliated with the sponsor;

2.6.5 Provide or make available sponsor branding or the Response or any component thereof containing any Sponsor branding, content or intellectual property to any third party for any purpose.

2.7 For the avoidance of doubt, the sponsors for the D&AD New Blood Quickfire competition 2021 are as listed on the brief pages of dandad.org/new-blood-festival/#quickfire.

2.8 Entrants who submit a Response that contains any trademark, logo, branding or other intellectual property other than those specifically submitted by the sponsors, may be asked to re-submit their work without such branding or their Response may be disqualified.

3. Ownership of Your Work

3.1 Entrants who submit Responses will retain the ownership only of their original creations set forth in their Responses, but no rights in any branding, trademarks, titles, characters, place names, features or other content or elements of sponsor which are contained in their Responses, and, save for including the work in their own personal portfolios (under the conditions set out in Section 1.11), they shall not have any right to publish, reproduce, perform, create derivative works from or otherwise use or commercially exploit any portions of their Responses containing or derived from any trademarks,



titles, characters, place names, features or other content or elements of sponsors. If possible, entrants may remove sponsor branding, trademarks, content, features and elements from their Responses, after which they may use such Responses bearing no intellectual property of sponsor at their own discretion.

3.2 By submitting a Response, entrants grant D&AD and the relevant sponsor an exclusive license for the duration of copyright protection under English law to reproduce or distribute a reproduction of their entry in all media in order to promote, or act as a historical record of, the D&AD New Blood Quickfire or D&AD as an organisation or a sponsor's involvement with the D&AD New Blood Quickfire Competition; or as part of any D&AD publication (whether online or offline).

3.3 Entrants agree that, should the sponsor wish to develop or use a Response for commercial purposes, they will enter into a negotiation with the Sponsor to put the work into production that ensures both parties mutually benefit.

3.4 D&AD advises all entrants to obtain independent legal advice in respect of any agreements being discussed between sponsor and entrant.

4. Judging the Contest

4.1 The Sponsor will select the winning response. Responses will be considered in accordance with D&AD's selection criteria. These are:

- (a)** Is it a great creative idea?;
- (b)** Is it well executed?;
- (c)** Is it on brief?

4.2 The Sponsor may select up to three winning responses to receive a share of the £2000 prize fund and industry mentorship.

4.34. If D&AD is made aware of any concerns that a Response does not constitute the original work of the entrant, then in the first instance, D&AD will contact the entrant and will ask for copies of any notes or drawings which evidence the entrant's assertion to be the creator of the work. D&AD will consider the evidence gathered and decide whether to allow the Response to remain within the competition or to remove it. D&AD's decision is in its sole discretion and is final.

4.4 The jury has the right to edit pieces submitted as part of a Response and to ask for only certain parts of the Response to be displayed or promoted.

4.5 Individual feedback will not be available.

4.6 If D&AD is made aware of any concerns that a Response does not constitute the original work of the entrant, then in the first instance, D&AD will contact the entrant and will ask for copies of any notes or drawings which evidence the entrant's assertion to be the creator of the work. D&AD will consider

the evidence gathered and decide whether to allow the Response to remain within the competition or to remove it. D&AD's decision is in its sole discretion and is final.

5. Prizes

5.1 A number of winners may be selected. Each winner will receive a share of a £2000 prize fund and mentorship from an industry professional selected by D&AD. The extent of mentorship is at the discretion of D&AD and the mentor involved.

5.2 In addition to the above, further prizes may be listed on the New Blood Quickfire page on the D&AD Site: dandad.org/new-blood-festival/#Quickfire.

5.3 Should the Sponsor wish to develop or use a Response for commercial purpose, they will enter into a negotiation with the Sponsor to put the work into production that ensures both parties mutually benefit.

6. General Points

6.1 Each entrant by submitting a Response hereby waives, releases and hereby discharges D&AD and each and every sponsor from and against any and all claims, causes of action, demands, losses, injury, liabilities and damages of any kind whatsoever that the entrant has or hereafter may have arising from its participation in the D&AD New Blood Quickfire competition.

6.2 D&AD reserves the right to make changes to these Terms and Conditions, if necessary, from time to time.

6.3 The Terms and Conditions are subject to English law and any dispute that is not resolved by consultation between the parties shall be referred to the courts of England and Wales.

For enquiries relating to the D&AD New Blood Quickfire email newblood@dandad.org or telephone: +44 (0)20 7840 1111.