



## D&AD Awards 2022 introduces new categories to reflect changing creative landscape

- *'Upstream Innovation' awards those who are rethinking products and services at the design stage so that they fit within a circular system*
- *Use of XR, AR, VR and MR recognise emerging technologies that create an immersive experience, reimagining how brands interact with consumers*
- *Eight subcategories have been included under 'Health & Wellbeing'*
- *'Creative Transformation' replaces 'Design Transformation' so that it encompasses a broader and more inclusive range of creative outputs*
- *A £25,000 Impact Fund has been reinstated this year to support sustainable designs and initiatives to make real, tangible, positive impact*
- *D&AD will continue their digital-first approach for the 2022 Awards to guarantee the safety of its juries and participants*
- *Awards Ceremony watch parties localised in global cities are being planned to bring back the excitement of in-person events*
- *D&AD has signed up to the Ad Net Zero Group and is committed to achieve carbon neutrality by 2030, and whilst D&AD Impact is in its 10th year since its origins as the White Pencil, new 'Responsible' subcategories have been added this year.*

**London 17 November 2021:** D&AD have today announced key changes in categories for its 2022 Awards. The revised programme addresses fundamental themes currently permeating the creative industries and ensures that the awards remain the most relevant benchmark for creative excellence in design and advertising.

*"To reflect and represent the evolving landscape in the creative sector, D&AD have introduced a new focus on categories that recognise the work of those who have risen up and found solutions to some of the most pressing issues of our time,"* **Donal Keenan, Awards Director at D&AD, explains.**

The **Upstream Innovation** subcategories will award those who are rethinking products and services at the design stage so that they fit within a circular system. Whether it be developing new concepts and materials, applying reuse models or finding other ways to circulate components, entries in these subcategories are intentionally designing out waste and plastic pollution.



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A new range of **Responsible** subcategories across **Experiential**, **Product** and **Spatial Design** will continue to champion work that's mindful of people and the planet and demonstrates how the constraints of responsibility can be a catalyst for great creative ideas.

2021 has seen a massive increase in the use of augmented, virtual and mixed realities to convey a brand's message. As a response, D&AD have included dedicated subcategories for AR, VR and MR work in Experiential, Gaming and Entertainment. In addition, Use of XR subcategories will recognise this work in six other areas of the Awards, alongside emerging technologies that create an immersive experience; reimagining how brands interact with consumers.

The subject of health and wellbeing has never been more prominent. To give space to all those who are effectively communicating and innovating in the field of health, wellness, fitness and nutrition, from awareness campaigns to portable healthcare products, D&AD have included eight subcategories under **Health & Wellbeing**.

**Creative Transformation** replaces Design Transformation to encompass a broader and more inclusive range of creative outputs that have transformed businesses to provide value and enhance the customer experience.

To continue its commitment to improving accessibility and diversity in the creative sector, D&AD have announced 40% off all entries received by 12 January 2022.

Now in its 60th consecutive year, the D&AD Awards have grown to incorporate more than 40 categories, judged by a cohort of nearly 400 of the world's leading creatives from across the full spectrum of design, advertising, craft, production and impact disciplines. Amongst them, Tara Ford, Chief Creative Officer at The Monkeys, will be leading the Digital category; Trevor Robinson OBE, Executive Creative Director at Quiet Storm, is heading up the Entertainment jury; and Nils Leonard, Founder of Uncommon Creative Studio, will drive the Writing for Advertising selection.

Following the success of past virtual editions, D&AD will continue their digital-first approach into the 2022 Awards to guarantee the safety of its jury and participants. D&AD's distinguished jurors will once again assemble virtually to review the work, holding each piece to the same high standards that the Awards are renowned for. The only exceptions are the Graphic, Product, Packaging, Book, and Magazine & Newspaper Design categories, where in-person judging is essential.

The D&AD Awards Ceremony will be held over two nights on 25 and 26 May 2022 and



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broadcast live, as many international travel restrictions may still be in place. Watch parties localised in global cities, such as New York, São Paulo, London and Sydney, will aim to bring back some of the in-person element to the Awards.

This consequently reduces the carbon footprint of those travelling to and from the events, as D&AD recently signed up to the Ad Net Zero Group and is set on a journey to reach carbon neutrality by 2030.

Also part of its commitment to drive a positive change to address the climate crisis, D&AD reinstated a £25,000 Impact Fund to support sustainable designs and initiatives that are being developed to benefit society. The Fund will be open to applications from all Entrants shortlisted in the Future Impact category. Additionally, the organisation has partnered with 2019 D&AD Future Impact winner, theOtherDada, to plant a tree for every Pencil awarded. Known as The & Forest, in recognition of the many partners and award winners that have made this forest possible, it will be located in the Chiyah area of Lebanon, planted and maintained by youth, people from the community, and with the support of local NGO Himaya.

D&AD Awards will open for entry in December, coinciding with the launch of a new entry site developed to improve ease of entering for all participants. A full list of key dates can be found in the Notes to Editors.

For full details on categories, judging criteria, pricing and deadlines please visit the [D&AD website](#).

## **ENDS**

### **Media contact**

**Bianca Gidwani**, TDC PR on [bianca@tdcpr.com](mailto:bianca@tdcpr.com)

**Jack Hazeldine**, TDC PR on [jack@tdcpr.com](mailto:jack@tdcpr.com)

## **NOTES TO EDITORS**

### **About D&AD**

Since 1962, D&AD has been inspiring a community of creative thinkers by celebrating and stimulating the finest in design and advertising. The D&AD Awards are recognised globally as the ultimate creative accolade, entered and judged by the best from around the world.



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But it's much more than just awards. D&AD's professional Masterclasses, delivered on and offline, connect creative professionals and businesses directly with the people making the most outstanding, award-winning work today, helping creatives at every stage of career across the full breadth of disciplines hone their skills and master the mindset to attain creative excellence, while enabling businesses to harness the power of creativity to innovate and grow.

As a non-profit, all D&AD's surpluses go straight into new talent education programmes such as New Blood and Shift, bridging the gap between education and the commercial creative industries, supporting underrepresented talent to develop the skills and build the network they need to forge a route into the industry, and stimulating the creative industry to work towards a fairer, more sustainable future.

[www.dandad.org](http://www.dandad.org)

### Key dates

- December 2021: Open for Entries
- 12 January 2022: Super Early Bird Deadline - Submit by 23:59 GMT to save 40%
- 16 February 2022: Early Bird Deadline - Submit by 23:59 GMT to save 20%
- 16 March 2022: Deadline - Submit by 23:59 GMT
- 3–17 May 2022: Judging - Our esteemed judges review the work
- 12 May 2022: Shortlist Announcement - All Craft Categories, Collaborative, Side Hustle and Design categories including: Book Design, Branding, Magazine & Newspaper Design, Packaging Design
- 17 May 2022: Shortlist Announcement - All Advertising, Culture and Impact Categories and Design Categories including Creative Transformation, Digital Design, Graphic Design, Product Design, Spatial Design
- 25 & 26 May 2022: D&AD Awards Ceremonies - Pencils revealed across two ceremonies; further details to be announced
- September 2022: Annual Launch

### D&AD Awards 2022 Jury Presidents confirmed at point of publication:

Jury	Name	Title	Company
Digital	Tara Ford	Chief Creative Officer	The Monkeys
Direct	Xolisa Dyeshana	Chief Creative	Joe Public United



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		Officer	
<b>E-Commerce</b>	Resh Sidhu	Executive Creative Director	Barbarian
<b>Experiential</b>	Diego Machado	Global Chief Creative Officer	AKQA
<b>Film</b>	Bruno Bertelli	Global CCO & CCO & CEO	Publicis WW & Publicis Groupe & Le Pub Publicis
<b>Integrated</b>	Dörte Spengler-Ahrens	Managing Creative Director & Partner	Jung von Matt SAGA
<b>Media</b>	Virginia Hyland	CEO	Havas Media Australia
<b>PR</b>	Valerie Pinto	CEO	Weber Shandwick India
<b>Press &amp; Outdoor</b>	Eugene Cheong	Chief Creative Officer	DDB Asia
<b>Radio &amp; Audio</b>	Merlee Cruz-Jayme	Chief Creative Officer & Chairmom	Dentsu International APAC & Dentsu Jayme Syfu
<b>Entertainment</b>	Trevor Robinson OBE	Executive Creative Director	Quiet Storm
<b>Music Videos</b>	Jules de Chateaux	Co-Founder	DIVISION
<b>Impact</b>	Thomas Kolster	Marketing Activist	Goodvertising
<b>Animation</b>	Fabiano Broki	Creative Director	Lobo
<b>Art Direction</b>	Valerie Madon	Chief Creative Officer, Asia	VMLY&R
<b>Casting</b>	Carine Youb	Casting Director	Carine Youb Casting
<b>Cinematography</b>	Motheo Moeng	Cinematographer	Exposure crew
<b>Direction</b>	Bryan Buckley	Founder & Director	Hungry Man Inc
<b>Editing</b>	Paul Notice	Executive Producer	The Notice Blog
<b>Illustration</b>	Martina Paukova	Illustrator	Martina Paukova Studio
<b>Photography</b>	Veradis Vinyaratn	Chief Creative Officer	TBWA\Thailand
<b>Production Design</b>	Tiwirayi Magwenzi	Freelance Executive Producer & Senior Producer	Freelance
<b>Sound Design &amp; Use</b>	Abigail Sie	Sound Supervisor &	Song Zu



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<b>of Music</b>		Sound Designer	
<b>Typography</b>	Arata Maruyama	Design Director	&Form LLC
<b>Visual Effects</b>	Mahmoud Ghali	Co-founder & Visual Effects Supervisor	Monkeys
<b>Writing for Advertising</b>	Nils Leonard	Founder	Uncommon Creative Studio
<b>Writing for Design</b>	Francesca Tenenbaum	Head of Words	Here Design
<b>Book Design</b>	Pascal Brun	Co-Founder & Designer	Haller Brun
<b>Branding</b>	Shaun Loftman	Executive Creative Director (CEEMEA)	Landor & Fitch
<b>Creative Transformation</b>	Julia Leckey	Founder	Honest by Principle
<b>Digital Design</b>	Eiko Kawano	Director of Product Design	Loblaw Digital
<b>Graphic Design</b>	Benny Au	Design Director	Amazing Angle Design
<b>Magazine &amp; Newspaper Design</b>	Bunny Kinney	Creative Director, Nowness	Dazed Media
<b>Packaging Design</b>	Susanna Nygren Barrett	Creative Director	The Studio
<b>Spatial Design</b>	Kaz Yoneda	Founding Principal	Bureau 0-1
<b>Type Design</b>	Nadine Chahine	CEO	I Love Typography Ltd
<b>Collaborative</b>	Rebecca Wright	D&AD President & Dean of Academic Programmes	Central Saint Martins, University of the Arts London
<b>Side Hustle</b>	Rohit Raj	Co-Founder & Creative Chief	The Glitch