

## So, what do all these Pencils mean?

All New Blood Pencil winners get a guaranteed place in the D&AD Annual, an invite to the New Blood Awards Ceremony, a Pencil per team, and a winner's package.

But if you're still wondering exactly what each level represents, we've put together a handy cheat sheet for aspiring New Blood winners.

### **New Blood Wood Pencil**

Awarded to a shortlist of the best work submitted for each brief. Winners of a Wood Pencil display excellence in at least one of the judging criteria.

### **New Blood Graphite Pencil**

Awarded to work that represents a fully rounded response that shines in the primary judging criteria relevant to the discipline (craft or idea), and is on brief.

### **New Blood Yellow Pencil**

Awarded to work that is outstanding, excelling across all judging criteria and potentially causing a pang of jealousy.

### **New Blood White Pencil**

Awarded to outstanding work in response to any of the briefs, that uses the power of creativity to do good in the world.

### **New Blood Black Pencil**

Given to the best of the best, this is the ultimate award for new creatives. Each individual will receive a Pencil, and there's also a £2,000 prize fund shared between New Blood Black Pencil winners.

### **Winners' packages**

Each Pencil level will receive a bespoke winner's package which will be revealed later in the year, including mentoring, the New Blood Academy (an exclusive 2 week creative bootcamp for selected winners – more information will be released after the winners are announced in May 2024), access to D&AD learning tools and more.

### **Additional prizes**

Some briefs also have additional prizes – you can find out about these in the brief pack.