



New Blood Awards 2018

New Blood Side Hustle with Adobe



Show us what your entrepreneurial spirit and unstoppable attitude has created

Prizes

Yellow Pencil winners will bag a share of a £1,500 prize fund and £2,000+ worth of D&AD training courses relevant to their field*, a D&AD judge to serve as their mentor, plus their work promoted on our website and in our 2018 D&AD Annual. And of course, great exposure for your project.

Graphite and Wood Pencil winners will get their work promoted on our website and in our 2018 D&AD Annual.

*International entrants will have the opportunity to speak with D&AD trainers over video call.

Related Disciplines

Open Brief
Entrepreneurship

Deadline

20 March 2018, 5pm GMT

The Challenge

The future is yours. You challenge, you create, you make, you do. You kick plans into action, catapult concepts into creation, and transform ideas into cash. You don't wait around. You take control. You make shit happen.

Adobe wants you. More importantly, Adobe wants to celebrate you. D&AD New Blood is a platform for fresh and outstanding creativity but together with Adobe, we know there's more. So for the first time ever, we're looking beyond the usual requirements – we're seeking the hungry, the thriving, the striving. We're searching for entrepreneurial superstars.

So unleash your side hustle.

Your idea, your hope, your dream, your passion. The thing that went from mind to matter – an innovation, a product, a start-up, an app, a zine, a podcast, a brand, an event.

We know you're out there – we know you're doing. Just like Craig Oldham, a Yorkshire-based creative director who created and published the book *In Loving Memory Of Work*, a visual record of the UK miners' strike in 1984-85 that supports the Orgreave Truth and Justice Campaign.

Or just like Scarlett Montanaro and Charlotte Cramer, two creatives who recognised that we aren't doing enough to help London's homeless. They created *Crack + Cider*, an online store for users to give to people in need. Their launch went viral and their story went global.

You'll find more side hustle examples later on. But don't worry if your passion project's not in these leagues just yet – we're looking for potential, not perfection, so show us what you've got.

What We're Looking For

Innovation and bravery. An entrepreneurial spirit and unstoppable attitude. Don't show us just a blog or brand identity, show us your *project* – the one that's unlike anything else. The one you made happen. We're looking for your side hustle.

We want to meet the people who stepped out of their comfort zone, explored creativity's impact on the unexpected, or imagined something new. We want to know how you got there, and the results.

Side hustle became your main hustle? Awesome, we want to meet you too – just check you match our eligibility criteria.

And finally, we want to know what impact your idea has had. What have you gained from your side hustle? How many people have you reached? Let us know the real value of putting your ideas into action.

What's Essential

An explanation of your entrepreneurial project, something real and tangible. Your unique project that you've developed outside the classroom. Show us your vision that became a reality. Prove that it lives in the real world where real people have seen it and engaged with it, not just your friends or inner circle. Show us a clear connection to the world of commercial creativity.

We also want to hear more about your side hustle's potential for growth. Where do you see your project going in the future?

Put all this in a **case study film** (max. 2 mins) or **JPEG presentation slides** (max. 8), and answer the questions on our site when you enter. You'll find the questions on the next page, so you can prepare your answers in advance.

You can also submit **supporting material**. This is optional, and the judges *may* view this if they wish – they'll look at your main case video or JPEG slides first, then dig deeper if they're impressed. Supporting material could be websites, product samples, background data, etc. You can only submit this as **video** (MP4/MOV), **JPEGs**, **MP3s**, text only **PDFs**, or **physical supporting material**.

Read **Preparing Your Entries** in your brief pack before you get started for full format guidelines – we won't accept work that doesn't meet these specs.



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The Questions

1. **Sum up your side hustle.** (Max. 250 words)
2. **How does your project draw on / relate to your creativity?** (Max. 250 words)
3. **How successful is / was your side hustle?** (Eg print run, follower stats, money made, social media impressions etc – max. 400 words)
4. **Why does your side hustle deserve a Pencil?** (Max. 200 words)
5. **How would winning a Pencil help your side hustle? What would you use the prize money for?** (Max. 200 words)
6. **Further information.** (Use this space to share any more info that will help your entry, if you have it. You can also use it to include further evidence that your side hustle has actually run/been made etc.)

Eligibility

The standard D&AD New Blood Awards eligibility criteria also apply to this challenge. You can find more information on this in your brief pack.

Judging Criteria

The judging criteria for New Blood Side Hustle vary slightly from the usual New Blood Awards ones. The judging criteria for Side Hustle are:

- **An excellent creative idea**
- **Real value** (This could be how your project has generated revenue, added value to your portfolio, increased coverage of an issue or topic, etc)
- **Great potential** (Your project may already be real and making an impact, but we also want to see how much further it has to, and can, go)

Questions?

I've previously received a bursary for my project, can I still enter? You can still enter even if you've already been given additional funding or help from other enterprise schemes – but please make sure you state this in your application.

My side hustle is now a full-time hustle.

Can I still enter? Yes, as long as you meet the eligibility criteria.

Can I enter my side hustle into White Pencil?

Yes. During the entry process, you will be asked if you would like to enter your side hustle into New Blood White Pencil. The New Blood White Pencil is awarded to outstanding work that uses the power of creativity to do good in the world. Your work will only be put forward into White Pencil if it wins a Wood Pencil or above first.

Any further questions? Drop us an email on newblood@dandad.org

Want some more examples of inspirational side hustles?

Check out the work below.

Craig Oldham, In Loving Memory of Work
inlovingmemoryofwork.com

Scarlett Montanaro and Charlotte Cramer, Crack + Cider
crackandcider.com

Debbie Millman, Design Matters podcast
debbiemillman.com/designmatters

Luke Archer, Loupe Magazine
loupemag.com

Gabby Edlin and team, Bloody Good Period
bloodygoodperiod.com

Cullen & Ola, Save the Plex
cargocollective.com/cullenandola/SAVE-THE-PLEX

Ryan Ho, All Wings
all-wings.com