



Brief set by
D&AD

Show us your Side Hustle.

Related Disciplines

Open Brief
Entrepreneurship

Extra Prizes

All winners will have their work on display at the D&AD Festival with the opportunity for attendees to pledge their support to your Side Hustle. They will also get free access to our online 'The Art & Science of Ideas' course. Yellow Pencil winners will be offered places on D&AD courses relevant to their project and offered mentorship by a judge.

Deadline

20 March 2019, 5pm GMT

The Challenge

Last year D&AD New Blood launched Side Hustle as a brand new category to find the next generation of entrepreneurial spirit and unstoppable attitude. This year we're back, and on the hunt for even more outstanding creative talent that is kicking their creative plans into action.

Side Hustle is all about the people who make shit happen. So D&AD want you to show them your brand new, fresh ideas that you're not just hiding in the corner of your portfolio but that you've made a reality.

We want to see your side hustle.

This can be anything with a creative idea at the heart of it – a product, an app, an event, a start-up company, whatever it is we want to hear about it.

There's a whole host of inspirational projects out there, just take a look at some of last year's winners. We saw some fantastic projects, from magazines, to online ad schools, to a project tackling rising sea levels, and this year we want to see even more.

What We're Looking For

Innovation, bravery, an entrepreneurial spirit and an unstoppable attitude. This brief isn't about craft, we don't just want to see blogs or brand identities. We want to see your project that you made happen and is unlike anything else.

We also want to know how you got there, what the results are, how many people you reached – what was the real value of putting your idea into action?

Has your Side Hustle become your main hustle? Fantastic, we want to meet you too – just check you match our eligibility criteria.

What's Essential

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.

Put all this in a **case study film** (max 2 mins) or **JPEG slides** (max 12), and answer the questions on our site when you enter. They're listed below so you can prepare your answers in advance.

Sum up your Side Hustle (max. 250 words)

How does your project draw on/relate to your creativity (max. 250 words)

How successful is/was your Side Hustle? (Eg. Print run/follower stats/money made/social media impressions etc.) (max. 400 words)

Why does your Side Hustle deserve a pencil? (max. 200 words)

How would winning a Pencil and mentorship help your side hustle? (200 words)

Further Information (If you have any further information that will help your entry, please use this space. You can also use this space to include further evidence that your Side Hustle has actually run/been made/etc.) (500 words)

Supporting material: website, product samples, background data, etc. Please note, additional supporting material can only take the format of **videos** (MP4/MOV), **JPEGs**, **MP3**, text only **PDFs**, or **physical supporting material**.

Judging Criteria

The judging criteria for the D&AD New Blood Side Hustle vary slightly from our general New Blood Awards criteria. The judging criteria are as follows:

An excellent creative idea

Value (this can be how your project has generated revenue, added value to your portfolio, increased coverage of an issue or topic, etc...)

Great craft or execution