

D&AD

Warchild Presents Secret 7" Brief

Entry guidance, hints and tips.

How do I create a D&AD New Blood account?

To first create a D&AD New Blood Account

Use the following QR code or go to:

<https://www.dandad.org/awards/new-blood-awards>



How do I create a D&AD New Blood account?

Then click

enter now,

then **sign in,**

Then click the option to **sign up** to create a new account.

Use your university email address

To create an entry:

- 1 Log into your D&AD account.
- 2 Open the Entry Site.
- 3 Enter your project name.
- 4 Select category + subcategory + type of work.
- 5 Upload assets and complete all required details.

You can also include additional supporting material that you feel expands your idea as jpeg slides, pdf's, video, audio, but be brief and concise. Use words and images. NB this is not mandatory.

How much does it cost?

There are two options to enter:

1. By Voucher. Completing a 5-10 minute entrant survey at the point of entry will generate a unique voucher entry code. This voucher covers 100% of the entry fee. D&AD New Blood will use the information collated from this survey to develop an *Insights Report* to help make the creative industries a better place for emerging creatives. Enter your voucher code at the checkout.
2. By debit/credit card. You can pay a £15 entry fee at the checkout when you submit your entry.

The brief:

Tell the story of the 10-year history of Secret 7”

You must create either:

- **Up to 1 minute of animated footage through a series of Instagram stories (10-30 seconds per story, aspect ratio 4:5 or 9:16)**
- **Up to 8 static images (1080 x 1920pxl or 1080 x 1350pxl)**

You can also include additional supporting material that you feel expands your idea.

Winners will have the chance for their work to be featured as part of the Secret 7” 10-year anniversary campaign and as part of the final exhibition in 2026.

What's the challenge?

Tell the story of the past 9 years of Secret 7” through a series of animations or illustrations, suitable for use on social media as part of an anniversary celebration.

You need to capture the heart of what Secret 7” is all about, spotlight the incredible artists who have been part of the project and encourage new audiences to get involved for the 10th anniversary.

Tell the story. This isn't just about making a pretty picture. Your work needs to tell the story of what makes Secret 7” unique. You are welcome to reference any of the previous musicians as part of your response but do not use the music! (it's licensed).

Craft briefs

Is it on brief? Does the idea answer the brief and the brand's needs? It can push the brief in some ways, but at its core it must solve the problem the brief is asking it to solve.

Is it well executed? Does the craft make you sit up and take notice? Is the idea fully realised and executed with precision? Is there beauty in the details?

Is it a great creative idea? Is the craft underpinned by a unique or inspiring idea? Does it use audience/product insights to deliver an idea that will really create an impact?

D&AD New Blood judging criteria

The general New Blood Awards judging criteria is as follows:

Is it a great creative idea?

Is it well executed?

Is it on brief?

Nailing your entry

- **Insight, Idea, Execution**
- **Stick to the submission formats**
- **Don't panic!**
- **Stay on brief.**
- **Research, research, research.**
- **Speak to your audience**
- **Understand the brand/product/cause**
- **Be realistic – remember, if it's authentic, it may be used**

Also, unlike some creative competitions, you retain your IP when you enter NB.

Any questions?

If you have any questions that aren't covered, email us at:
newblood@dandad.org.

Or get in touch on their website,

Or on Twitter or Instagram:

[@DandADNewBlood](#)

[@newblood](#)

D&AD Insights

D&AD also provide insights into many of the creative industries including Illustration:

<https://www.dandad.org/disciplines/illustration>

This is useful for research and professional industry advice.

Let's win us a pencil!!

Good luck!!