



New Blood Awards 2018



Microsoft Surface

Brief set by
Microsoft

In collaboration with
Raven Smith,
Creative Director

**Use film to spread
Microsoft's mission:
empower everyone to do
and achieve more**

Related Disciplines

Moving Image
Filmmaking
Animation
Branded Film Content
Production

Deadline

20 March 2018, 5pm GMT

Background

As a brand Microsoft believes in people and what they can make possible. Its mission is to empower every individual and organisation to do more and achieve more, using technology to seamlessly enhance their lives. The Surface range delivers on this. It offers powerful tools that balance versatility, performance and craftsmanship, so you can create without compromise. With Surface, technology disappears and all that remains are ideas.

Now it's time for the world to know: Microsoft and Microsoft Surface mean infinite possibility, new ways to create and collaborate, and the power to achieve. The immersive, emotive magic of short-form, shareable film is the ideal medium to show this.

The Challenge

Develop and create a short film (or films) to bring this message of infinite creative possibility to life (1-8 films, combined total 1-2 minutes). Both live action and animation approaches are welcome. Dispel preconceptions of technology and celebrate captivating storytelling that translates into engagement with Surface. Avoid cliché – or play on it to your advantage. You don't need to include or show any products. This is about embodying the spirit of the brand through film. You can leave literality behind.

Who's it For?

Microsoft Surface was developed with the creative process in mind. So your audience is those – student or professional – who put creativity at the heart of what they do.

What to Consider

- Consider your intention for the audience. How do you grab their attention? How do you engage them instantly with the narrative? How do you immerse them in the film? How do you want them to feel after they've watched it? What will make them remember your film and, in turn, Surface?
- This is about branded content, not an advert. Something beautiful and inspirational in its own right, that your audience will want to see and to share. What will your film(s) give their viewers?
- Do your research, and get to know the medium – how short-form branded content demands immediate attention from an audience.

- Understand what Microsoft and the Surface range are all about. Stay true to the brand, but don't look backwards. Microsoft is an exciting, forward-thinking tech company, so this should be at the heart of your work. Don't try to make the brand more like its competitors; this is all about how Microsoft is different.
- Look at Microsoft's existing Surface campaigns, and consider how your film/s could lead on from them – but don't replicate. Be original, and don't be afraid to push the envelope with new ways for Microsoft to communicate and connect. A more outré approach may speak to the brand and inspire consumers.
- Consider your medium. What is the best way for your story to spread Microsoft's message? Where, how and, most importantly, why would they be seen and shared? If you're opting for several short films, ensure that makes sense for your idea. Equally, don't use the full two minutes for the sake of it. Make sure your message, medium, and length make perfect sense for their context.

What's Essential

- Your film(s). These can be live action, animation, or something else, your call.
- Each film must include the Microsoft logo and the mission statement, 'we believe in what people make possible'. It must also reference Microsoft Surface. This could be something you simply resolve to at the end / beginning.
- Background documentation. Include the campaign context and choices you've made (your interpretation of the message; the media channels where your film(s) would appear) and highlights from your research and development. This isn't a behind-the-scenes of the filmmaking process.

What and How to Submit

Read **Preparing Your Entries** before you get started for full format guidelines.

Upload each of your film(s), as a separate video file (1-8 films, combined total 1-2 min). And your background documentation as either video (max. 30 sec) or JPEG slides (max. 4).



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Microsoft Surface

Microsoft Brief

Further Information

Thought Starters

- Complex themes develop from simple ideas. **Keep it simple and communicate well.** And live up to the message in your approach: be bold, creative and free.
- Where do real life and technology meet? What's the tension between the two and how does Surface overcome that? **What exactly is creation without compromise?**
- **Story and emotions feed our engagement with film, and with brands.** Whether that's love, hate, death, loss, passion, joy, anger or humour, how can you can draw on and distil any of these themes into your film(s)?

Background on the Brand

General Microsoft
microsoft.com/about
youtube.com/watch?v=w-tFdreZB94
news.microsoft.com/stories

Microsoft Surface:
microsoft.com/en-gb/surface
microsoft.com/en-gb/surface/devices/innovations



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Essential Info and FAQs 1/2 pages

Key dates

Open for entry

January 2018

Entry deadline

20 March 2018, 5pm GMT

Judging

May 2018

Winners announced

(without Pencil levels)

May 2018

Academy application period

(Pencil winners only)

May 2018

Academy places offered

June 2018

Ceremony

(and announcement of
Pencil levels)

July 2018

Academy

July 2018

What you need to know

First things first: these are the essentials. Who the New Blood Awards are for, what they are, and how to get involved.

Who can enter?

All of the briefs are open to:

Students of any age.

To enter as a student, you must be enrolled on a recognised full or part time Higher Education level course, anywhere in the world, on 1 January 2018.

Anyone aged between 18 and 24 on 1 January 2018, and not currently employed in a paid creative role.*

Recent Graduates of any age.

To enter as a recent graduate, you need to have graduated from a recognised course in 2016 or later, and not currently employed in a paid creative role.*

It doesn't matter where in the world you are – if you fit one of the descriptions above, you can enter.

Please note that whatever your educational status, if you enter the Bacardi brief you **must** be 18 or older at the time of entry.

** If you're **not** entering as a student, you **must not** be employed in a paid creative role* for a contract length of 6 months or longer as of 1 January 2018. This includes paid placements.*

+ A position where you are employed as any type of creative such as: copywriter, art director, graphic designer etc. You can still enter if you work for a creative company in a non-creative role, but you will need to declare your job title when you enter.

Why has the entry criteria changed?

The D&AD New Blood Awards are for identifying, showcasing and nurturing emerging creative talent – helping people get their foot in the door. We recently updated the entry criteria to reflect this.

What can I enter?

The New Blood Awards aren't for work you've done already (with the exception of New Blood Side Hustle with Adobe) – all entries have to be a response to your selected briefs.

You can respond to as many briefs as you like. You can also submit more than one response per brief – you'll just need to create and pay for a separate entry for each response. So you're free to enter as many times as you have ideas.

The brief and brief pack will tell you everything you need to know about what to submit.

How much does it cost?

The cost per entry is £20. For D&AD Full Members and Education Network Members, it's only £15. **The price is per entry, not per person.**

How do I enter?

Download any and all briefs you like the look of. Each one comes with its own brief pack, full of useful things like background information, inspiration and brand logos to help you on your way.

Then it's up to you to create your response. The brief and brief pack will tell you how to format and present your work ready to submit.

We'll open for entry in early 2018. Once we do, you can upload and pay for your work online – the entry site will walk you through the process.

Teams & Tutors

Can we enter as a team?

Yes. You can enter as an individual, or up to five people can work together and enter as a team. Everyone on the team must be eligible to enter, and everyone on the team needs to register at dandad.org beforehand.

Can I team up with friends from other universities? Or who already graduated?

Yes. You can enter with anyone who's eligible, even if they don't study at the same uni or college as you. Students and non-students can work together too.

My background / university subject isn't creative. Can I still enter?

Yes. As long as you meet our eligibility criteria you can enter – whatever your background or subject.

Do I need a tutor to enter?

If you're a student, you should credit any tutors who helped you on your way. For you to do this, your tutors need to register at dandad.org before you enter. You'll then be able to add them to the entry credits when you enter online. If you're not a student, you don't need to have a tutor.

My college wasn't in the list when I registered – can I still enter?

Yes. [Email](mailto:info@dandad.org) us as soon as possible with all the details and we'll get you sorted.



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FAQs 2/2 pages

The White Pencil

What is the White Pencil?

It's awarded to work that uses commercial creativity to do good. Find out what won in 2017 [here](#).

Where's the New Blood White Pencil brief?

There's no one White Pencil brief. Although some of the briefs specifically ask for responses that make the world better, you could choose to answer any brief in a way that does good. That's because we can and should consider social and positive change in everything we do. Maybe your packaging design revolutionises sustainability, or your ad campaign, while it spreads the word about the brand, also engages consumers with a social issue?

How do I win a New Blood White Pencil?

Whichever brief you're answering, if your entry uses creativity to do good, you can also put it forward for the New Blood White Pencil. When you enter online, you can opt in. There's no extra charge, all you'll need to do is give us a short explanation of why you think your work is White Pencil material: how it goes beyond the brief and uses it as a platform for positive impact. Then if your entry gets awarded within its brief, it'll go for consideration by our New Blood White Pencil jury at a later date.

You can only submit work that's a response to one of this year's briefs. You must enter and pay for the entry normally to be able to opt in for the New Blood White Pencil.

New Blood Side Hustle with Adobe

What is the New Blood Side Hustle?

The New Blood Side Hustle with Adobe is a brand new category this year. Unlike our usual briefs, this is for work that you've already made. It's all about entrepreneurship, and a real, tangible project you've created.

How is New Blood Side Hustle different to normal briefs?

You can (and should) enter work you've already made. However, if the New Blood Side Hustle inspires you to come up with something new, that's great! However, unlike normal briefs, this can't just be a concept. You need to make your idea a reality.

What could I win?

New Blood Side Hustle 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.

After you've entered

Who will judge my work?

Your ideas will be seen by representatives of the brands, along with a panel of top creatives from around the world. We'll announce the juries nearer the time.

What could I win?

Let us tell you [here](#).

Anything else?

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

Or get in touch on Twitter: [@DandADNewBlood](https://twitter.com/DandADNewBlood)



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Preparing Your Entries 1/3 pages

There's a lot here, we know. But it's essential to get your entry right – so read on.

To find out what to submit...

1. Check your chosen brief. The **What and How to Submit** section will tell you the formats you can submit your response in. It'll be a combination of the following: **video, JPEG, interactive, text** and **physical material**.

2. Find the full specifications for each format (file type, file size, etc) in the following pages. Make sure you meet these specs when preparing your work, or it may not be accepted, or may not display properly at judging.

3. Please note, if you are entering the New Blood Side Hustle with Adobe the entry requirements differ. You can find all the information you need in the New Blood Side Hustle with Adobe brief pack. For information on formats, see below.

Title & Description

- You'll need to give a title and description when you enter online.
- Title: The name of your concept, not simply the name of the brief (eg "Be Here & There" not "BBC Project", "StartUp High" not "Pearson entry")
- Description: A short summary of your idea (max. 100 words). Don't include the brief in this description. We will use this to help promote your work if it wins, and it will be available to the judges as supporting material. Your brief may ask you to include specific info in this description.

Main vs Optional Submission Material

- Most briefs have options for the main deliverable(s) and optional supporting material.
- The **main** deliverable is what you **must** submit for that brief, and what the judges will base initial decisions on. They'll view this first, then look at any **optional** material only if they want to – ie if your main piece has impressed them enough to want to see more.
- Your **main** piece(s) **must** clearly and effectively present your idea and execution, anything the judges will need so they can understand your response, and anything specified under **What's Essential** on the brief.

- The **optional** pieces are your chance to show additional executions (eg ads, product mockups, app prototypes), or give further insights into your research and development.
- You'll be asked to name every asset (each file you upload or URL you input) – use this to clearly indicate whether that asset is one of your **main** deliverables, or an optional supporting piece (e.g. "Main Deliverable 1", "Supporting Image 3", etc)
- You will also be able to control the order your assets are viewed in – make sure your main piece(s) come first, and that the viewing order makes sense.

What Else Do You Need to Know?

- You can enter online from early 2018. The entry site will walk you through the process, but before you start, make sure all your team members and all your tutors have registered and can log in at dandad.org.
- **Keep it anonymous.** This is for your benefit – we want the judges' to look purely at your work to keep the process fair and free of unconscious bias. So don't include your name, or the names of your teammates, tutors or college anywhere in your entered work, or in file names. If these are included, we may ask you to resubmit without them, or remove them ourselves (there may be some exceptions, eg if your identity is somehow part of your concept – check with us if you're not sure).
- All work must be submitted in English unless specified by the brief. Any explanations must be in English.
- You must upload all your files on the entry site. No data disks and no files hosted on other sites. Eg if you're submitting a video, **we won't accept a link to it on YouTube** – you have to upload it directly. The one exception is for **interactive** executions – see the following pages for more info.
- **PDFs are not accepted** except for text-only, eg longform copy, or scripts for radio ads – and only where specified on the brief. Don't include images in PDFs.
- Work that needs special equipment (eg 3D glasses) to view or use can **only** be included as **optional** supporting material. You'll need to email us beforehand, and may need to supply the relevant equipment.

Use of Other Creative Material

- If you use any images, writing, music or other creative material belonging to someone else (such as background music or stock footage for a case video), you **must** comply with any copyright restrictions in place. Eg stock images or typefaces you've bought the license for, copyright-expired text, music made available under a Creative Commons License or that you've received appropriate permissions to use, etc. Make sure you credit or acknowledge the source if / as required.
- We can't provide detailed advice on copyright but for more information, try:
 - own-it.org
 - ipo.gov.uk/copy.htm
 - creativecommons.org

Research & Development

A lot of the briefs ask you to show highlights from your creative process, research, and development. To do this, you could include...

- A summary of your research approach.
- The key insight that led to your solution.
- How you developed the idea from insight to solution.
- Alternative ideas you explored.
- Scamps, initial hand sketches, prototypes, mock-ups.
- Mood boards and other reference imagery.



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Preparing Your Entries 2/3 pages

The Formats

Make sure you know which formats are allowed for your brief before you start.

Video

Use this for: Presentation films, moving image executions, TV ads, etc.

Format specs:

- MP4 and MOV formats only.
- These must be multiplexed with audio and video in one single file
- Do not include a clock or slate at the start.
- See below for full specs.

Codec	H.264
File Type	MOV MP4
Aspect Ratio	1920 x 1080 1280 x 720 1024 x 576 (640 x 480) (720 x 576)
Audio	ACC Stereo 48kHz
Bitrate Max	Minimum: 8.5mbps (15mbps for HD) Maximum: 50mbps
File Size	500 mbps

Tips for a Great Presentation Film

Use your time wisely and wow the judges:

- Don't include the brief – you don't have long so don't waste time telling the judges what they already know. You can talk about how you interpreted the brief and how this led to your response.
- Summarise your project / killer idea in the **first 30 seconds** – get the jury's attention. You can use the rest of your time to go into more detail if you need to. Don't make the judges wait until the end of the film to find out your solution.
- Focus on the creative idea and its relevance to the audience.
- You don't need to make it elaborate and fancy. Simple films with a clearly presented idea are just as effective.
- If you're demonstrating an idea using mock-ups and screenshots, clearly show how it would work.
- It's fine to include a voiceover speaking over footage, but to keep judging fair and unbiased, don't include footage where you talk directly to camera and don't include your name, etc.

JPEG (image)

Use this for: Presentation slides, photos, illustrations, posters, etc.

Format specs:

- JPEG is the only image format we can accept.
- Colour mode: RGB
- Image resolution: At least 300dpi
- Maximum file size: 4mb
- Dimensions: At least 15cm on the longest side
- Orientation: Images will be viewed on-screen so **landscape is strongly recommended** unless portrait mode makes more sense to the work (eg posters).
- Aspect ratio: Up to you. But your work will be viewed on-screen, ranging from judges' own laptops to widescreen TVs, so images will look their best in landscape at 16:9.

Tips for Creating Great Presentation Slides

- This is where images and text are combined in one JPEG, to show your idea as well as explain it.
- Work will be viewed on-screen at judging, with no option to scroll and limited zoom function. Your slides must be clear and easy to view when the image is viewed to fit-to-screen on a standard laptop. **We strongly recommend landscape format.**
- Make sure text is big enough to be read without zooming, and keep it short, clear and relevant. Basically the same principles as you'd use for a PowerPoint or Keynote slide.
- Show the key elements of your work.
- Keep the layout clean, simple and uncluttered.
- An [example](#) of good presentation slides.



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Preparing Your Entries 3/3 pages

Physical Work

Use this for: Prototypes, mockups, print executions, etc.

Format specs:

- Cannot be submitted as your main piece, only as optional supporting material. This is because initial judging rounds take place remotely online.
- Download labels for physical work from the entry site when you submit your work. Fill them in and attach entry labels to the back or base of each object. Package together and attach a completed postage label to the package.
- Your package must reach D&AD at the address on the entry labels by 5pm on Tuesday 27 March 2018.
- Contact us if you will need the item returned. Items won't be returned unless requested by 27 March 2018 – email newblood@dandad.org with the subject line 'Returns Request'. Include your name, the entry number and a description of the work you want returned. We acknowledge all return requests so if you don't get a reply within a few days, please contact us again. We'll then contact you after judging to arrange collection. Please note that you'll have to cover the costs of returns yourself. Space limitations mean we can't store physical work for long after judging, so make sure you request a return as above or we may no longer have it.

Interactive Work (URLS)

Use this for: Interactive executions, digital prototypes, websites, apps, etc.

Format specs:

- URLs are **only** accepted where the website itself is part of the entry, or to send zip files via Dropbox (see below).
- Cannot be submitted as your main piece, only as **optional** supporting material.
- Interactive work must be Chrome compatible.
- If the work is online, submit the URL. If you can't host the work online, submit a zip folder – instructions below.

Submitting Zip Files

- Zip files are OK for interactive work, HTML, websites, widgets or apps. We won't accept zip files for anything else.
- When you start the online entry form, you'll get an entry number. Use this as the name for the zip folder itself, and at the start of file names for the root folder, index file, and Flash or Shockwave files.
- Submit websites in their entirety as Chrome compatible HTML projects.
- Submit Flash and Shockwave projects embedded in HTML.
- To submit a zip file, please upload it to Dropbox ([dropbox.com](https://www.dropbox.com)) and then submit the Dropbox link as a URL.

Text (PDFs)

Use this for: Scripts or written content (eg long-form copy) only.

Format specs:

- PDFs are **only accepted for text-only content** – don't include images.
- These need to be A4, one file per execution.
- Use a clear font and 12 point text.

Audio

Use this for: New Blood Side Hustle with Adobe only – not accepted for other briefs. Radio ad or audio content executions only.

Format specs:

- File format: MP3
- Sample size: 16-bit
- Sample rate: 44100khz
- Maximum file size: 10mb
- File extension must read .mp3
- Don't include audio introductions or presentations.



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Terms & Conditions

The contest is organised by D&AD, registered offices 64 Cheshire Street, London, E2 6EH. By entering the contest entrants agree to comply with these terms and conditions.

Eligibility Criteria

Anyone between 18 and 24 years of age inclusive on 1 January 2018 can enter the New Blood Awards unless employed in a paid creative role (see below). They are also open to students and recent graduates of any age. Student entrants must be enrolled on a recognised full or part-time Higher Education level course, anywhere in the world, on 1 January 2018. To enter as a recent graduate, entrants need to have graduated from a recognised course on or after 1 January 2016 and not be employed in a paid creative role (see below).

Entrants not entering as a student must not be employed in a paid creative role for a contract length of 6 months or longer as of 1 January 2018. This includes paid placements. A creative role is defined as a position where the entrant is employed in any type of creative role such as: copywriter, art director, graphic designer, etc. Entrants may still enter if they work for a creative company in a non-creative role. All entrants not entering as students must declare their job title on entry. Entrants for the Bacardí brief MUST be aged 18 or over on the date we receive your entry.

1. Entering the Contest

1.1 Entry is open to individuals working alone or groups of up to five persons working as a team.

1.1.1 All members of a team must fit the eligibility criteria outlined above.

1.1.2 If a team of more than five enter, D&AD cannot guarantee that all entrants will receive prizes or be included in credits at events and in publications. In this event, the key creatives in the team will be prioritised.

1.2 Entrants should register on the D&AD Site (dandad.org/new-blood-awards), download a brief, generate a response to that brief ("the Response") and submit their work digitally in accordance with the deliverables as laid out in their chosen brief and in the accompanying 'Preparing Your Entries' document. All team members and tutors involved with the entry project must also register on the D&AD Site and be added to the entry credits at the point of entry.

1.3 Entrants can download and respond to as many briefs as they wish; they may also submit more than one Response per brief. Each Response is considered a separate entry and will need to be accompanied by the relevant fee.

1.4 All Responses must be the original work of the entrants. Responses must not infringe

the intellectual property rights of any third party. Entrants who incorporate any images, writing, music, or other creative material belonging to someone else must obtain the other party's permission. By submitting a Response, entrants warrant that they have procured the necessary consents, licenses, and other such authorisations from any third parties. Entrants may be asked to evidence their ownership of the Response and should keep dated records of all working materials.

1.5 The entry fee must be paid for every submitted Response. In order to qualify for the discounted entry rate for D&AD Education Network Members, no membership fees should be outstanding at the time of entry. Entries must be submitted by a member of the entering team (excluding tutors) to allow individuals to be credited accurately.

1.6 All Entries must be submitted via our online entry system. Physical work may be submitted as supporting material only.

1.7 D&AD accepts no responsibility for lost or undelivered entry material. Proof of postage does not guarantee that work has been received by D&AD.

1.8 In order to assist D&AD in promoting the winning work after judging, all entrants are asked to provide or confirm credits for each entry at the point of entry. These must include:

(a) Full names of entrant(s), including all team members

(b) Full names of tutor(s) (as applicable)

(c) The name of their college or university (as applicable)

1.9 Contact details of winning entrants may be passed to sponsors, partners or other industry contacts at D&AD's discretion, in order to help promote the winning work and deliver prizes.

1.10 All entry data and relevant contact details of Belgian Responses may be passed to Creative Belgium (creativebelgium.be), a partner organisation of D&AD, and may be submitted into Creative Belgium's Young Talent Award. A 'Belgian Response' is defined as Responses from institutions in Belgium, or Responses from teams or individuals with Belgium indicated as their country of origin in their D&AD registration data.

1.11 Winning the Young Talent Award does not constitute and is not equivalent to being awarded in the New Blood Awards.

1.12 All entries must be created, uploaded and paid for by the closing deadline, Tuesday 20 March 2018 at 5pm GMT. Any physical supporting material must also reach the delivery address by 5pm GMT on Tuesday 27 March 2018.

1.13 D&AD is under no obligation to refund payments made for either individual Entries or groups of Entries. Under the circumstance

of technical error it is at the discretion of D&AD to refund payments.

2. Sponsors' Logos and Names

2.1 Sponsors may submit their own branding or that of the sponsors' clients for the purpose of inviting Responses. All rules (including the relevant sponsors' brand guidelines) relating to the sponsors' branding apply equally to the sponsors' clients' branding.

2.2 All sponsors operate strict controls on the use of their names, trademarks and logos. Any misuse of sponsor brands by an entrant will lead to the disqualification of all that entrant's Responses and may expose the entrant and D&AD to legal liability and subsequent legal claims.

2.3 By submitting a Response, entrants agree to use the sponsor branding only in accordance with these terms and conditions, and any prevailing sponsors' brand guidelines.

2.4 The sponsors permit entrants to use the submitted branding for the sole purpose of responding to the brief sponsored by that sponsor.

2.5 Entrants may:

2.5.1 Only use sponsor branding on Responses submitted to the D&AD New Blood Awards 2018;

2.5.2 Include a submitted Response in their personal portfolio after the winners have been announced, in exactly the same format as that submitted to the D&AD New Blood Awards 2018.

2.6 Entrants must not:

2.6.1 Use sponsor branding on any other material or for any other purpose;

2.6.2 Upload their submitted Response to any online location before the winners have been announced, whether as part of an open or access-restricted site, unless all sponsor branding is first removed from the uploaded version of the Response;

2.6.3 Denigrate sponsors or sponsor branding, subject sponsor branding to derogatory treatment or otherwise bring the sponsor and /or its brands into disrepute;

2.6.4 Do anything to suggest that the entrant is endorsed by, associated with or otherwise affiliated with the sponsor;

2.6.5 Provide or make available sponsor branding to any third party for any purpose.

2.7 For the avoidance of doubt, the sponsors for the D&AD New Blood Awards 2018 are as listed on dandad.org/new-blood-awards.

2.8 For the avoidance of doubt, the sponsors' clients for the D&AD New Blood Awards 2018 are as detailed on the individual briefs.

2.9 Entrants who submit a Response that contains any trademark or logo, or other branding other than those specifically submitted by the sponsors, may be asked to



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re-submit their work without such branding.

3. Ownership of Your Work

3.1 Entrants retain ownership of their Responses submitted into the contest, but where such work incorporates sponsor branding entrants may only use the work in accordance with the sponsor's brand guidelines. Entrants may remove sponsor branding from their Responses, after which they may use such Responses at their own discretion.

3.2 By submitting a Response, entrants grant D&AD and the relevant sponsor a non-exclusive licence for the duration of copyright protection under English law to reproduce or distribute a reproduction of their entry in all media in order to promote, or act as a historical record of, the D&AD New Blood Awards or D&AD as an organisation or a sponsor's involvement with the D&AD New Blood Awards; or as part of any D&AD publication (whether online or offline). In particular entrants should also review the sponsors' brand guidelines for the relevant terms affecting the grant of such licence.

3.3 Entrants agree that, should a sponsor wish to develop or use a Response for commercial purposes, the entrant will enter into negotiations with that sponsor to agree terms for such development or usage before negotiating with any other party in relation to the Response. We refer to this as the First Negotiation Agreement. The First Negotiation Agreement will remain in operation from the date of submission of a Response until one week after the New Blood Awards Ceremony. Initial contact between entrants and sponsors will be facilitated by D&AD only. Entering into a First Negotiation Agreement does not constitute a guarantee that either party will reach a final agreement. In particular entrants should also review the sponsors' terms and conditions for the relevant terms affecting the right of usage of material.

3.4 D&AD advises all entrants to obtain independent legal advice in respect of any agreements being discussed between sponsor and entrant.

4. Judging the Contest

4.1 D&AD will appoint a jury that shall be composed of judges who, in D&AD's sole discretion, have the appropriate qualifications to judge the work. Responses will be considered in accordance with D&AD's selection criteria. These are:

- (a) An excellent creative idea;
- (b) Great craft or execution;
- (c) Answers the brief.

4.2 Each jury will award a select number of the Responses whom the jury considers, in

its sole discretion, to be the best Responses. The Award levels are as follows:

(a) New Blood Wood Pencil: A shortlist of Responses to act as a record of the best submitted for each brief.

(b) New Blood Graphite Pencil: Chosen from the New Blood Wood Pencil Winning Responses.

(c) New Blood Yellow Pencil: Chosen from the New Blood Graphite Pencil Winning Responses.

(d) New Blood White Pencil: Responses which demonstrate excellence in terms of positive impact on top of meeting the standard judging criteria; selected from all Winning Responses across all Award levels and Briefs.

(e) New Blood Black Pencil: The best of all Responses, selected from the New Blood Yellow and White Pencil winners across all Briefs.

4.3 The jury is not limited in the number of Responses it can award, and similarly there is no guarantee that a jury will grant an award in a category, if they do not feel that work is of the standard required.

4.4 The jury has the right to edit pieces submitted as part of a Response and to ask for only certain parts of the Response to be displayed or promoted.

4.5 General feedback will be gathered from the jury, and may be made available to view on the D&AD website when the winners are announced. Individual feedback will not be available.

4.6 If D&AD is made aware of any concerns that a Response does not constitute the original work of the entrant, then in the first instance, D&AD will contact the entrant and will ask for copies of any notes or drawings which evidence the entrant's assertion to be the creator of the work. D&AD will also contact credited tutors for further information. Where possible, D&AD will consider the evidence gathered and decide whether to allow the Response to remain within the contest or to remove it. D&AD's decision is in its sole discretion and is final.

5. Prizes

5.1 The prizes to be awarded are as follows:

(a) New Blood Wood Pencil: Name included in the D&AD Annual, winning work featured on the D&AD website, eligibility to apply for a place on the New Blood Academy.

(b) New Blood Graphite Pencil: As New Blood Wood Pencil

(c) New Blood Yellow Pencil: As New Blood Graphite Pencil, plus winning work featured in the D&AD Annual.

(d) New Blood White Pencil: As New Blood Yellow Pencil.

(e) New Blood Black Pencil: As New Blood Yellow Pencil, plus £2,000 cash prize (to be

shared among all New Blood Black Pencil winners).

5.2 Pencil winners will be eligible to apply for a portion of a travel and accommodation fund of £15,000 to support attendance of the New Blood Academy and / or Awards ceremony. Allocation of funding to winners is at the sole discretion of D&AD who retain the right to devise and apply criteria to the selection process. The decision of D&AD is final.

5.3 In addition to the above, further prizes may be listed on the New Blood Awards page on the D&AD Site:

dandad.org/new-blood-awards.

5.4 Any further prizes relating to specific briefs are at the discretion of the sponsor and dependent on the suitability of winning Responses. These prizes cannot be guaranteed.

6. Return of Materials

6.1 Physical supporting materials will only be returned if a return request was made by emailing newblood@dandad.org by Tuesday 27 March 2018 and the entrant received a receipt of acknowledgement from the team.

6.2 Where a return has been requested, entrants will be contacted by D&AD after judging to arrange the date, time and method of return.

6.3 In the event that the return of material is not requested at the time of entry, the work will be stored by D&AD until no longer required for judging, or for the promotion and display of winning work. After this time, it will be destroyed or recycled where appropriate.

6.4 In the event that a return is requested, but the entrant does not collect or arrange collection of their work when contacted by D&AD, the work will be stored for 30 days from the date the entrant was contacted. After this time, it will be destroyed or recycled where appropriate.

6.5 D&AD is unable to guarantee the safety of work entered and is unable to accept responsibility for the loss or damage of entries received. D&AD advises all entrants to retain a copy of their work for their portfolio.

7. General Points

7.1 D&AD reserves the right to make changes to these Terms and Conditions, if necessary, from time to time.

7.2 The Terms and Conditions are subject to English law and any dispute that is not resolved by consultation between the parties shall be referred to the courts of England and Wales.

For enquiries relating to the D&AD New Blood Awards email newblood@dandad.org or telephone: +44 (0)20 7840 1111.