



Brief set by
War Child presents Secret 7"

Bring the 10th Anniversary of Secret 7" to life

The backstory

Secret 7" brings together 7 iconic tracks from 7 of the world's top musicians, each pressed just 100 times onto a 7" vinyl. Creative minds from across the globe are invited to reinterpret these tracks, producing 700 one-of-a-kind record sleeves. Each year that's

7 musicians
7 tracks
700 unique records
Countless lives changed.

Now in its 10th year, after featuring 63 iconic songs and over £930k raised for charity, they want to raise awareness of this amazing initiative and put the spotlight on the history, art, artists and musicians who have made it a success.

What's the challenge?

Tell the story of the past 9 years of Secret 7" through a series of 30-60 second 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.

Who are we talking to?

The broad range of artists and musicians who take part in Secret 7" each year and the important cause behind War Child mean that there are a host of audiences to whom the project is of relevance. You need to appeal to both the current Secret 7" community* who are keen to be part of this 10 year anniversary and new audiences who:

- Are music fans from the UK who want to own a piece of history, are avid collectors
- Are interested in art and design
- Are supporters of War Child and/or passionate about the causes War Child supports

**Secret 7" audience is an even male female split, aged 25-44. Primarily in London, New York, Brighton and Hove, Bristol, Manchester.*

Things to think about:

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 you should not use any of the previous tracks in your response due to licensing restrictions.*

Embody the history

Over the years Secret 7" has not only had 63 musicians take part to date, they've also had 7000 artists showcase their work. How can your solution distil this history? How can you use your own artistic practice to celebrate the wide range of artists who have taken part?

Encompass the mission

Secret 7" isn't just about making one of a kind collectors items. It is about raising money for an important cause. Your work needs to inspire people to part with their cash to make a difference, and celebrate the work that Secret 7" allows War Child to do.

The important stuff

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 and how to submit

Read *Preparing your entries* before you get started for full format guidelines.

Main (essential):

Either a video of your story/ies (max. 1 min) OR JPEG slides (max. 8), showing your solution.

Optional (judges may view this if they wish):

Interactive work (websites, apps, etc); if your main piece is JPEGs, you can also submit (max. 1 min total); if your main piece is video you can also submit JPEGs (max. 4).

Further information:

You can find everything you need to know about entering the New Blood Awards, including the *Preparing your entries* guide, plus any supporting documents for this brief in [this supporting folder](#).

Every penny raised from the online auction goes directly to War Child, a specialist charity for children affected by conflict.

No child should ever have to experience war but for thousands of children, war is an everyday nightmare. They witness unimaginable violence, face displacement, and endure trauma that could last a lifetime.

War Child delivers three things that can change a child's life – protection, education and mental health support. Its work is evidence based and proven to create change in 14 countries globally including DR Congo, Syria, Gaza, Ukraine and Yemen.

Deadline

17 March 2026, 5pm GMT