



## **D&AD Awards 2026**

### **Entry Submission Guide**

An extensive guide designed to simplify your entry submission process. It includes comprehensive explanations of submission formats, illustrated with examples from previous winners, definitions for Supporting Information and a glossary for our terminology.

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#### **Entry Deadlines**

##### **Super Earlybird - 30% off**

Payment: 14 January 2026\*

Finalise Submission: 21 January 2026

Physical Shipment Due Date: 4 February 2026

##### **Earlybird - 20% off**

Payment: 11 February 2026\*

Finalise Submission: 18 February 2026

Physical Shipment Due Date: 4 March 2026

##### **Standard Deadline**

Payment: 19 March 2026\*

Finalise Submission: 26 March 2026

Physical Shipment Due Date: 8 April 2026

\*Payment options include credit cards or BCAS, and invoices must be settled within 7 days of issuance. Please see T&CS for further information.

#### **Key Dates**

**D&AD Shortlist Announced:** 19–20 May 2026

**D&AD Pencils Announced:** 20 May 2026

**D&AD Festival:** May 2026

**D&AD Awards Ceremony:** September 2026

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# Glossary



Our glossary page is a comprehensive reference that provides explanations and definitions for the various specialised terms and phrases related to our entry process. It's a valuable tool to help you understand and navigate through the specific language and concepts used in our content, making your experience more informative and engaging.

| Term                              | Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|-----------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Advertising Agency</b>         | Please give details of the lead Advertising Agency behind the work. This may also apply if the work was led by an in-house team.                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Brand</b>                      | If applicable, this is usually a brand owned by the primary client and is the end-user of the work.                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Client</b>                     | The primary client on the work. This should be the company or individual for whom the work was originally created, and who is the end-user.                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Design Agency</b>              | The lead Design Agency behind the work. This may also apply if the work was led by an in-house team.                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Discount Code</b>              | We're pleased to offer a 30% discount to freelancers, not for profits, charity and businesses with fewer than 10 employees. To access this discount, simply reach out to us at <a href="mailto:awards@dandad.org">awards@dandad.org</a> . We recommend securing your discount code well in advance of the payment deadline to ensure a smooth process and avoid any complications. Rest assured, once you have your code, it remains valid until the submission period closes, allowing you to enjoy reduced entry fees. |
| <b>Earlybird</b>                  | The Earlybird is the second tier of our payment deadline structure. Make your payment by Wednesday 11 February 2026, to enjoy up to 20% savings on your entries. You'll then have until Wednesday 18 February 2026, to submit your entries.                                                                                                                                                                                                                                                                              |
| <b>Entrant Company</b>            | This is the main credit displayed when showcasing winning entries. This can be any company (or individual, where a company does not exist) that contributed to the work.                                                                                                                                                                                                                                                                                                                                                 |
| <b>Extra Fee</b>                  | An 'Extra Fee' is a supplementary charge applied in specific situations. To ensure that you do not incur an extra fee, it's essential to submit your entry prior to the corresponding submission deadline. This deadline is crucial, as missing it may result in additional charges. The extra fee is calculated as the difference between the entry fee for your current tier and the fee for the next tier, should you miss the submission deadline.                                                                   |
| <b>Judge Recommendation</b>       | Judge Recommendation specifies that while the suggested submission formats are highly encouraged, they are not mandatory. Entrants can decide whether to include these formats in their submission.                                                                                                                                                                                                                                                                                                                      |
| <b>Mandatory</b>                  | Mandatory signifies an essential requirement in our submission process. To enter a specific subcategory, you must submit the listed mandatory submission format.                                                                                                                                                                                                                                                                                                                                                         |
| <b>Payment Deadline</b>           | The Payment Deadline is the date by which you are required to complete the payment for your entries. By making your payment on or before the Super Earlybird or Earlybird Payment Deadline, you can enjoy discounts of up to 20-30%. After the Payment Deadline, you will have an additional week to submit your work. For specific Payment Deadline dates, please refer to the front page.                                                                                                                              |
| <b>Pencil Level Winner</b>        | The 'Pencil Level Winner' represents the recognition level your work has achieved. It's important to note that if you are a Pencil Winner, one complimentary pencil will be credited to the listed Entrant.                                                                                                                                                                                                                                                                                                              |
| <b>Physical Shipment Deadline</b> | This requirement applies solely to categories involving Physical Materials or Printed Publications. The Physical Shipment Deadline signifies the date by which physical materials must reach D&AD. Mandatory submission formats necessitate sending Physical Materials or Printed Publications, while judge recommendations remain optional. Failure to deliver the mandatory Physical Materials or Printed Publication to our office by the specified deadline may result in the withdrawal of your entry.              |
| <b>Production Company</b>         | Please give details of the lead Production Company behind the work. This may also apply if the work was led by an in-house team.                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Projects</b>                   | 'Project' is a function in our entry builder, intentionally crafted to aid entrants in grouping interconnected pieces of work. It functions as an effective organisational tool, enabling entrants to unify various elements or components of their submission into a coherent project.                                                                                                                                                                                                                                  |



| Term                          | Description                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|-------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Secondary Client</b>       | This should be a consumer or business that purchases a product or business from the primary client, who is the end-user.                                                                                                                                                                                                                                                                                                                            |
| <b>Shortlist</b>              | The 'Shortlist' represents the level of recognition your work has achieved. It's important to clarify that being shortlisted does not include a complimentary pencil award.                                                                                                                                                                                                                                                                         |
| <b>Standard Deadline</b>      | The Standard Deadline is the ultimate tier in our deadline structure and represents your last opportunity to participate in the 2026 Awards. To secure your entry, make your payment by Thursday 19 March 2026, you'll then have until Thursday 26 March 2026, to submit your entries.                                                                                                                                                              |
| <b>Submission Deadline</b>    | The Submission Deadline refers to the date by which you must submit your entries. Submission deadlines are consistently set one week after each tiered payment deadline. It's essential to ensure that your entries are 100% completed before submitting. Failure to do so by the respective deadline will result in charges reflecting the price difference between tiers. For specific Submission Deadline dates, please refer to the front page. |
| <b>Submission Format</b>      | The Submission Format provides crucial details and materials needed for each subcategory. Refer to pages 5-19 for descriptions of each submission format.                                                                                                                                                                                                                                                                                           |
| <b>Super Earlybird</b>        | The Super Earlybird is the first tier of our payment deadline structure. Make your payment by Wednesday 14 January 2026, to enjoy up to 30% savings on your entries. You'll then have until Wednesday 21 January 2026, to submit your entries.                                                                                                                                                                                                      |
| <b>Supporting Information</b> | This is the information you'll be asked to provide, depending on the category. Focus on facts, as this is what judges are looking for. Keep explanations brief and to the point. You do not need to reach the character limit for each question - this is a maximum character count only and should be used as a guide.                                                                                                                             |
| <b>Types of Work</b>          | Type of Work applies to specific subcategories, identified by the "type of work" label in the submission formats. This signifies that, for these subcategories, the submission format requirements may vary depending on the nature of the creative work being submitted.                                                                                                                                                                           |
| <b>Validation Contact</b>     | The individual responsible for confirming that all information submitted in an entry is accurate and truthful. This person's name, company, role/position, and email must be provided during submission. The validation contact should be approved or signed off by a senior representative of the submitting agency, company, or freelance lead.                                                                                                   |
| <b>Winner Announcement</b>    | The announcement of the Winners will take place between 20 May 2026. Winners may receive a Wood, Graphite, or Yellow Pencil, and you will also receive an email confirming the specific Pencil Level your entry has achieved. Black Pencil winners will be revealed in September 2026, alongside the Companies of the Year awards.                                                                                                                  |

# Submission Formats

## General Requirements



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Entries that do not meet the criteria may risk immediate withdrawal, please ensure you enter the correct type of work for your category. For any further questions, email [awards@dandad.org](mailto:awards@dandad.org).

### **Submission Requirements**

Before submitting any work, Do NOT include the following:

- > Agency credits
- > Individual credits
- > Agency logos
- > Video countdowns & clock slates

This also applies to any voice overs or audio credits.

# Submission Formats

## Images



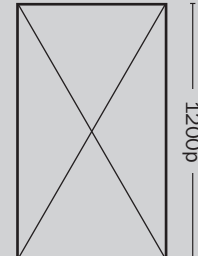
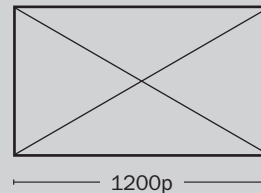
### Images

An image of the execution exactly as it ran/published.

Please do not include any supporting text that was not part of the original execution.



### Minimum Specification



**JPG/TIFF**  
<50MB

### Essentials

- ☐ Do not submit multiple images in one file. Only one image per file.
- ☐ Images that are not of the work will not be accepted.

# Submission Formats

## Images

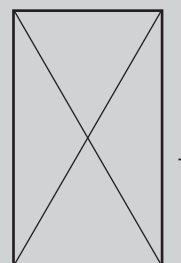
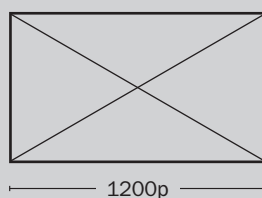


### Presentation Images

A representation of your work through a number of different images, which may include a short written summary.



### Minimum Specification



### Essentials

- ☐ Images that are not of the work will not be accepted.

# Submission Formats

## Images



### Image in situ

A single image that shows the work in situ, as it was executed and displayed.

### Image of Packaging in situ

A single image that shows the packaging on the shelf, as it was executed and displayed.

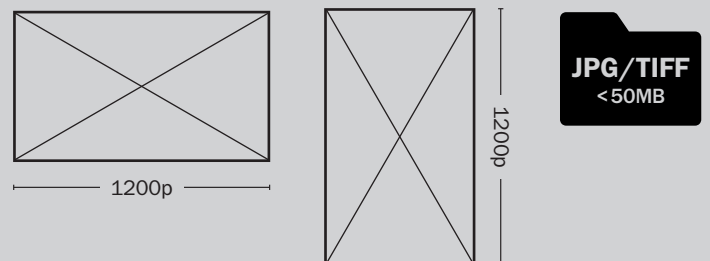
### Printed Publication

#### Image in situ

Image/s that show the publication in situ, as it was commercially released.



### Minimum Specification



### Essentials

- ☐ Do not submit multiple images in one file. Only one image per file.
- ☐ Images that are not of the work will not be accepted.

# Submission Formats

## Images



### Reference Images

Digital images serving as a reference for the work. These should be images of the original work, shown at different angles or the digital renders of the work and its features.

### Images of Brand Before Refresh

Images that show the brand before the refresh.

### Images of Packaging Before Rebrand

Images that show the packaging before the rebrand.

### Images of Platform Before Update

Images that show the platform before the update.

### Images of Publication Before Refresh

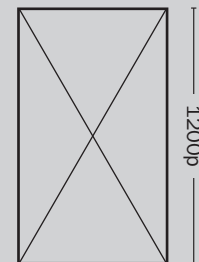
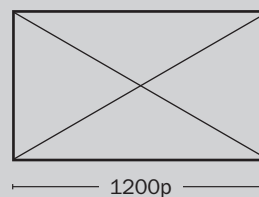
Images that show the publication before the refresh.

### Image of Book Before Redesign

Image/s that show the book before the refresh. For judging purposes only.



### Minimum Specification



JPG/TIFF  
<50MB

### Essentials

- ☐ Images that are not of the work will not be accepted.

# Submission Formats

## Images

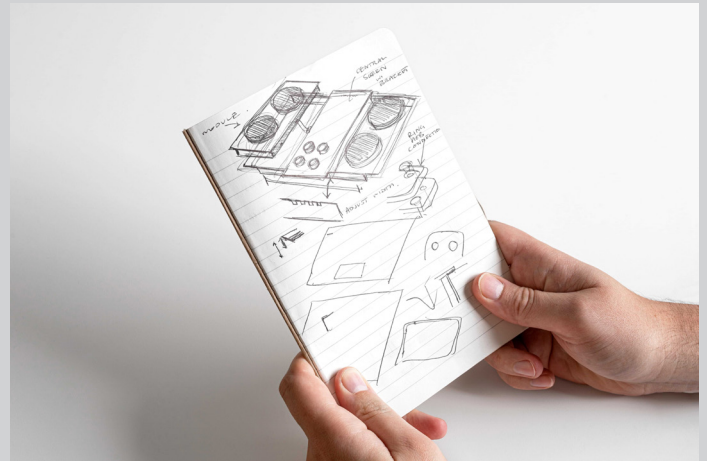


### Concept Drawings Images

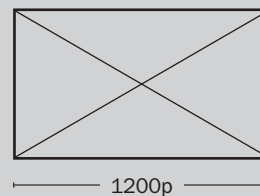
Images of initial sketches for either the Spatial Design or Product Design.

### Concept Art Images

Images that show the initial ideas and creative vision that lead to the Animation, Illustration or Production Design.



### Minimum Specification



JPG/TIFF  
<50MB

### Essentials

- ☐ Do not submit multiple images in one file. Only one image per file.
- ☐ Images that are not of the work will not be accepted.

# Submission Formats

## Images



### VFX Breakdown Images

Images that show how the work was put together, typically revealing the different layers that go into a shot. It must be clear to the Judges how/where the visual effects have been applied.

### Images of Stills Compositing

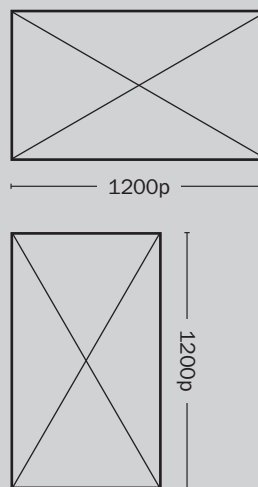
Images that include either a description of removal or addition of any photographic elements and, if possible, the assets used for the composition.

### Images of Before & After Shots

Images that show before and after the composition was done. If this is not possible you will need to provide a written account of the composition as part of your supporting information.



### Minimum Specification



### Essentials

- ☐ Do not submit multiple images in one file. Only one image per file.
- ☐ Images that are not of the work will not be accepted.

**JPG/TIFF**  
<50MB

# Submission Formats

## Film

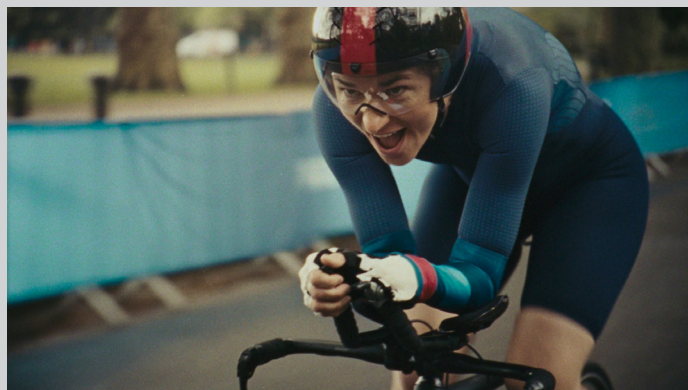


### Film

An advert or piece of film work as it ran/aired, with no additional slates or information. Please ensure subtitles are included if your work was not released in English; dubbing is not accepted. Please remove any start or end credits. If the film exceeds 10 minutes, judges are required to view a minimum of 5 minutes.

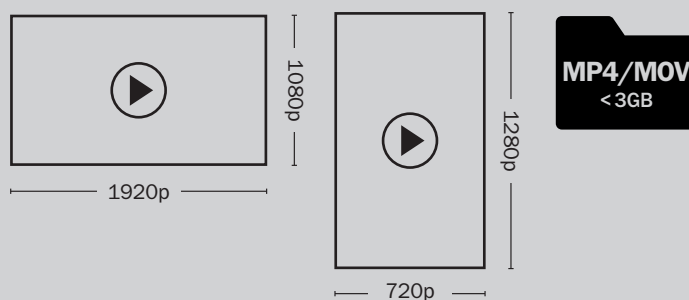
### Edit (5 min) for Films over 10 mins

The edit can be a 5 minute section of the film or the 'best of' cut of the work presented into a highlight reel. Judges are required to watch a minimum of 5 minutes. We do not accept any presentation film or case study here. If such films are submitted, they will not be shown to the jury.



**Example:** [Paris Paralympics 2024: Considering What?](#)

### Minimum Specification



### Essentials

- ☐ Submit in Full HD, minimum resolution 1920 x 1080p. For vertical or films intended for socials, minimum resolution 1280 x 720p.
- ☐ Each file must be no larger than 3GB.
- ☐ For non-English work, apply subtitles.
- ☐ For campaigns, upload one file per execution.
- ☐ Remove / blur any credits.
- ☐ Max resolution 4096 x 2160p.

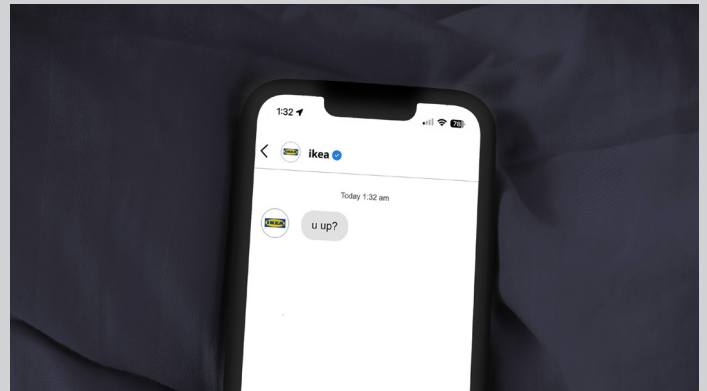
# Submission Formats

## Film



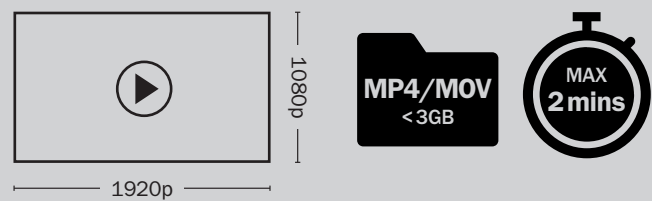
### Presentation Film

A presentation film summarising the piece of work and showing overall highlights. Maximum 2 minutes. Judges are not guaranteed to watch beyond 2 minutes into the film.



**Example:** [U up?](#)

### Minimum Specification



### Essentials

- ☐ Make the film specific to your entry.
- ☐ Describe the idea or solution first, then explain objectives, context and results in more detail later.
- ☐ Emphasise the creative idea and its relevance to the audience.
- ☐ Elaborate, costly films are not a must. Simple films with a clearly presented idea are just as effective.
- ☐ The narration must be in English.

# Submission Formats

## Film



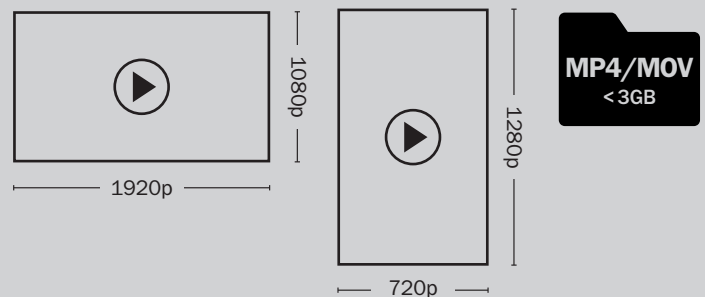
### Film for Digital OOH

A film showing a piece of outdoor advertising released on a digital site.



**Example:** [Beyond the surface](#)

#### Minimum Specification



#### Essentials

- ☐ Submit in Full HD, minimum resolution 1920 x 1080p. For vertical or films intended for socials, minimum resolution 1280 x 720p.
- ☐ Each file must be no larger than 3GB.
- ☐ For non-English work, apply subtitles.
- ☐ For campaigns, upload one file per execution.
- ☐ Remove / blur any credits.
- ☐ Max resolution 4096 x 2160p.

### Making of Film

A film showing the behind the scenes process of the work or the tools used that helped bring the concept to life. Please ensure that any credits for individuals involved in the project are removed. We do not accept any presentation film or case study here. If such films are submitted, they will not be shown to the jury.



**Example:** [Disney, The Boy & The Octopus](#)

#### Minimum Specification / Essentials

See above.

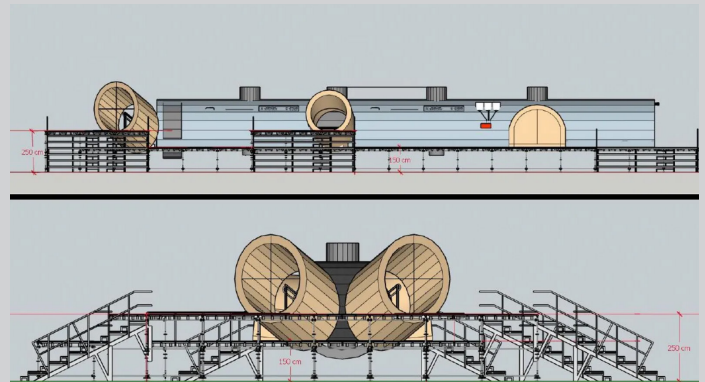
# Submission Formats

## Film



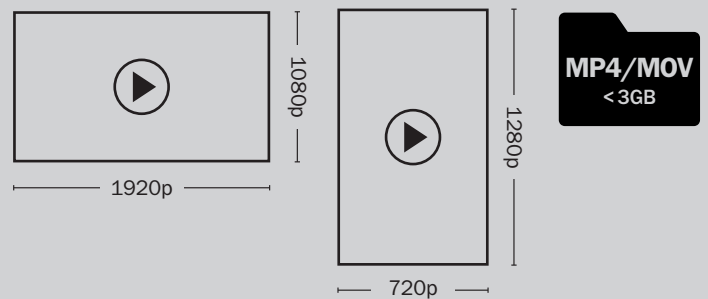
### VFX Breakdown Film

A short film showing how the work was put together, typically revealing the different layers that go into a shot. The VFX breakdown may be limited to a few key scenes, so long as your entry makes it clear to the Judges how/where the visual effects have been applied.



**Example:** [Wake Up](#)

### Minimum Specification



### Essentials

- ☐ Submit in Full HD, minimum resolution 1920 x 1080p. For vertical or films intended for socials, minimum resolution 1280 x 720p.
- ☐ Each file must be no larger than 3GB.
- ☐ For non-English work, apply subtitles.
- ☐ For campaigns, upload one file per execution.
- ☐ Remove / blur any credits.
- ☐ Max resolution 4096 x 2160p.

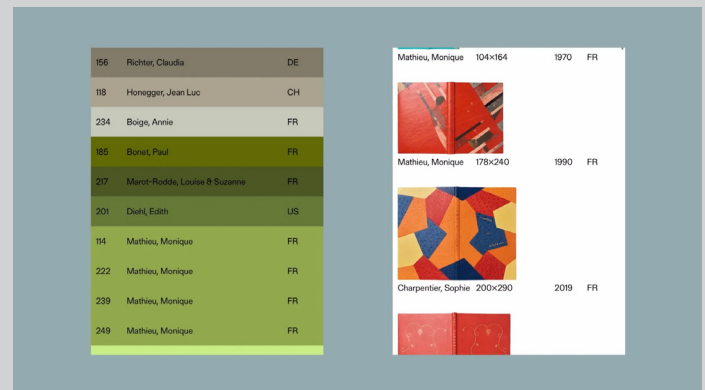
# Submission Formats

## Film



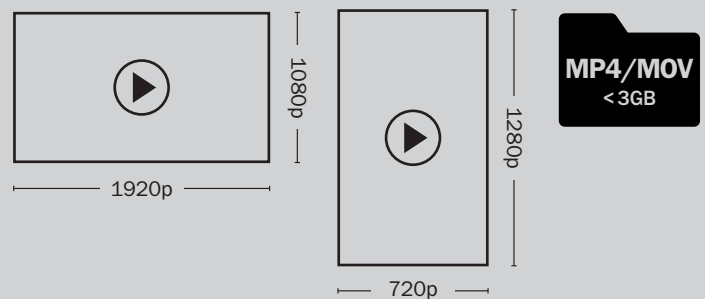
### Demo Film

A recording that showcases the app, website, AI, or tech-driven experience as it is intended to be used. Include key features, functionality, and any in-platform interactions that demonstrate the user experience. Do not submit presentation films here —only the live product or experience will be reviewed by the jury.



**Example:** Kunst am Buch

### Minimum Specification



### Essentials

- ☐ Each file must be no larger than 3GB.
- ☐ Screen recordings are accepted.
- ☐ Max resolution 4096 x 2160p.

# Submission Formats

## Film

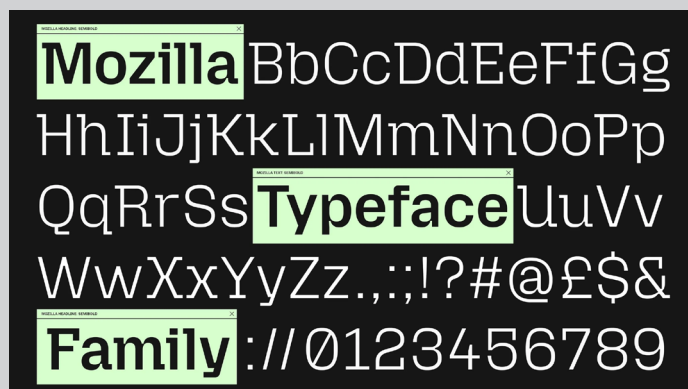


### Film (for type in motion)

A film showing type in motion as commercially released. We do not accept any presentation film or case study here. If such films are submitted, they will not be shown to the jury.

### Films (for in motion logos)

A film showing the logo in motion as it was commercially released. Refrain from submitting motion film/s of the wider brand identity. We do not accept any presentation film or case study here. If such films are submitted, they will not be shown to the jury.

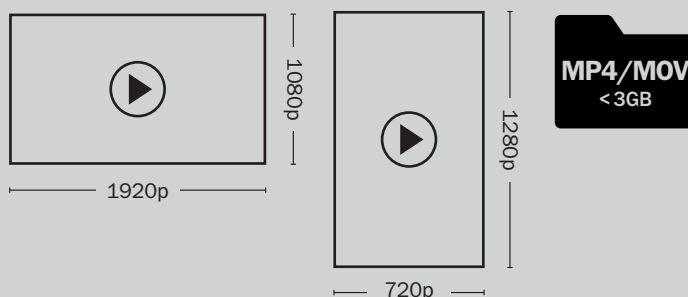


**Example:** [Mozilla: Reclaim The Internet](#)



**Example:** [mud](#)

### Minimum Specification / Essentials



### Essentials

- ☐ Each file must be no larger than 3GB.
- ☐ Screen recordings are accepted.
- ☐ Max resolution 4096 x 2160p.

# Submission Formats

## Audio



### Audio

A piece of audio advertising as it ran/aired, with no additional introduction or information. Please include PDF of Transcript if the original work was not in English. If the audio exceeds 10 minutes, judges are required to listen to a minimum of 5 minutes.

### Edit (5 min) for Audio over 10 mins

The edit can be a 5 minute section of the audio or a “best of” cut of the work presented into a highlight reel. We do not accept any presentation film or case study here. If such films are submitted, they will not be shown to the jury.

### Audio of Brand before Refresh

Audio examples from before the brand refresh.

### Minimum Specification



### Essentials

- ☐ MP3 or WAV files.
- ☐ Sample size 16-bit, sample rate 44100kHz.
- ☐ For campaigns, upload one file per execution.
- ☐ Do not include an audio introduction of the entry.

# Submission Formats

## Physical Materials



### Poster/s (Mounted/Unmounted)

The poster as it was launched.  
Please show work as it was commercially launched, including all text and attach entry labels to the back of each board. If the poster is A1 or smaller, kindly send the poster mounted on a board. For sizes exceeding A1 or for double-sided posters, please send it unmounted.

### Essentials

- ☐ Show work as it was commercially released, including all text.
- ☐ Attach entry labels to the back of each poster/board, not the front.
- ☐ Please remove any entrant branding revealing the company who worked on the project. This is for judging purposes only.



### Physical Material

The physical material in its commercially released format.

### Essentials

- ☐ Please contact us before sending any perishable goods.
- ☐ Attach entry labels in a discreet place. This would be the back cover or inside front cover for publications. For physical objects, the base or underside.
- ☐ Don't mount the work on boards.
- ☐ Contact us if you need the item returned. As per our Terms & Conditions, items won't be returned unless this is requested at the time of entry.
- ☐ Please refrain from sending additional copies, as we may request the return of any extra materials, for which you will be solely responsible for all associated costs.



# Submission Formats

## Physical Materials



### Printed Publications

The magazine, newspaper or book as it was published.



### Essentials

- ☐ Attach entry labels in a discreet place. This would be the back cover or inside front cover for publications. For physical objects, the base or underside.
- ☐ Contact us if you need the item returned. As per our Terms & Conditions, items won't be returned unless this is requested at the time of entry.
- ☐ Please refrain from sending additional copies, as we may request the return of any extra materials, for which you will be solely responsible for all associated costs.

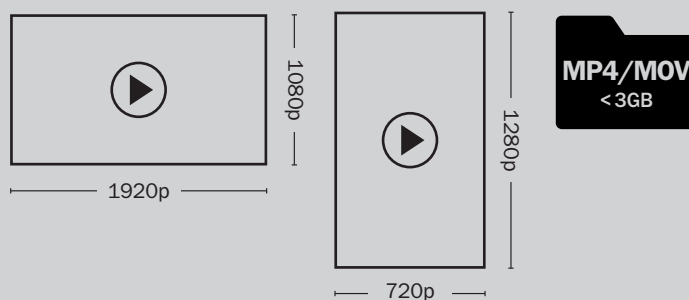
### Walkthrough Film

A short film presenting the physical material. Please ensure the film only shows the physical work and does not include any additional information. We do not accept any presentation film or case study here. If such films are submitted, they will not be shown to the jury. If applicable, please clearly display the work from all angles – front, back, and sides. The Judges need to see the work as it appears in person.



**Example:** [Rome – Las Vegas](#)

### Minimum Specification



### Essentials

- ☐ Each file must be no larger than 3GB.
- ☐ Films taken on camera phones are accepted.
- ☐ Max resolution 4096 x 2160p.

# Submission Formats

## URL



### URL

A URL directly linking to the original site as it ran. Please ensure the URL remains active until June 2026, and provide any necessary login credentials (username and password) to access the site.

#### URL (for digital elements)

Only for work with digital elements (e.g. websites, online publications, interactive content). A URL directly linking to the original site as it ran.

#### URL (for original music)

A URL directly linking to the original sound. Please ensure the URL remains active until June 2026, and provide any necessary login credentials (username and password) to access the site.

#### URL (for Font File)

A URL directly linking to the font file for download. Please ensure the URL remains active until June 2026, and provide any necessary login credentials (username and password) to access the site.

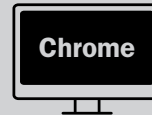
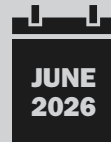
#### URL (for social content)

A URL directly linking to the social media site it was published on.

### App

The App that has been launched. Please provide any necessary login credentials (username and password) required to access the app.

### Minimum Specification



### Essentials

- ☐ The web page must be viewable on a Mac using Chrome.
- ☐ For apps, provide a URL link to download the app.
- ☐ The URL must be live until June 2026.
- ☐ Do not submit a case study page if the site is still live.
- ☐ Holding pages are not accepted.
- ☐ If you are unable to provide the commercially released URL link please email [awards@dandad.org](mailto:awards@dandad.org).

# Submission Formats

## PDF



### PDF of Mockup/Vendors

Submit a PDF of up to 10 pages showcasing mockups or vendor images. This PDF should use simulated or generic materials to approximate the look and feel of the final execution. The materials do not need to match the exact quality of those used in the commercially released branding. Ensure the PDF accurately represents the concept while staying within the 10-page limit.

### PDF of Guidelines/Manifestos

The Guidelines or manifesto for the brand or project summarised in a PDF.

### PDF of Transcript

A full transcription of the audio in PDF format.

### PDF of Script

A full script of the execution in PDF format.

### PDF of Climate/Ecological Design Process

Further documentation for climate/ecological climate revision in Product Design. For example, design process, material research, proof that the circular economy has been considered.

### Minimum Specification



### Essentials

- ☐ Upload as a single PDF.
- ☐ File must be no larger than 500mb.

# Submission Formats

## PDF



### PDF of Complete Character Set

A PDF displaying the complete character set encompassing all letters, numbers, symbols, punctuation marks and any additional characters or glyphs, if applicable. Max 5 pages

### PDF of Brand Strategy

A PDF of up to 20 pages that outlines the strategic thinking behind the work. This should be similar in style and format to a strategy deck, clearly articulating the brand challenge, insight, objectives, and the strategic approach taken. The PDF should complement, not duplicate, the visual presentation.

### Minimum Specification



### Essentials

- ☐ Upload as a single PDF.
- ☐ File must be no larger than 500mb.

# Supporting Information



This is the information you'll be asked to provide, depending on the category. Focus on facts, as this is what judges are looking for. Keep explanations brief and to the point. You do not need to reach the character limit for each question - this is a maximum character count only and should be used as a guide.

Please note that the entry system measures character count (including spaces) per question.

| Supporting Information             | Description                                                                                                                                                                                                                                                                                                                                                                                                                                          | Character Limit |
|------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| <b>Ambition</b>                    | On what scale do you intend to make an impact? How will you measure success? Outline your objectives for the next 12 months.                                                                                                                                                                                                                                                                                                                         | 400             |
| <b>Approach</b>                    | How did the craftsperson approach this project? How were their skills utilised? If possible, please provide a short statement from them and please refrain stating craftsperson's name.                                                                                                                                                                                                                                                              | 400             |
| <b>Approval</b>                    | To be eligible for the Pharma category, the pharmaceutical product or service this work was created for has to adhere to the relevant medical/legal/regulatory processes that apply to these communications. Please describe the approval process for this particular work, as applicable to the company and/or region it was created for. For Regulated work, please include the FDA, MHRA, or regional equivalent, in relation to your submission. | 400             |
| <b>Audience</b>                    | Who was the intended audience for this space?                                                                                                                                                                                                                                                                                                                                                                                                        | 400             |
| <b>Background</b>                  | Outline the background to your idea. Include relevant information such as target audience, objectives and analysis.                                                                                                                                                                                                                                                                                                                                  | 1000            |
| <b>Benchmark</b>                   | Why have you created this work? What current alternatives are available to the consumer, and is there a genuine need for it?                                                                                                                                                                                                                                                                                                                         | 1000            |
| <b>Branding</b>                    | Please select whether the work was done as part of a brand refresh or a new branding scheme.                                                                                                                                                                                                                                                                                                                                                         | n/a             |
| <b>Brand Transformation</b>        | Explain the transformation of the brand - what changed, why it was necessary, and how the new strategy redefined the brand's identity, experience, and perception. Outline any key strategic or creative decisions that led to measurable business or cultural impact.                                                                                                                                                                               | 1000            |
| <b>Brief &amp; Design Solution</b> | What was the brief? Detail the challenge and objectives, and where available, the target audience and other relevant background information. Explain the creative solution, the reasoning behind it, and how it solved the challenge in the brief. Highlight unique and/or innovative features of the design.                                                                                                                                        | 600             |
| <b>Brief &amp; Solution</b>        | What was the brief? Detail the challenge and objectives, and where available, the target audience and other relevant background information. Explain the creative solution, the reasoning behind it, and how it solved the challenge in the brief.                                                                                                                                                                                                   | 600             |
| <b>Budget</b>                      | Explain why this work demonstrates creative use of budget. What was the budget, and why was it a challenge? Please provide financial context for your country or region.                                                                                                                                                                                                                                                                             | 400             |
| <b>Casting</b>                     | How and where did you find the person(s) cast? What made them appropriate for this role? Please state whether the creative idea was inspired by the casting, or vice versa.                                                                                                                                                                                                                                                                          | 400             |
| <b>Challenge</b>                   | Explain the challenge(s) that led to the idea and the business case associated with it.                                                                                                                                                                                                                                                                                                                                                              | 400             |
| <b>Circular Solution</b>           | Explain your solution and how you've taken an upstream innovation approach. If the design is not reusable or returnable, explain how the materials can be circulated.                                                                                                                                                                                                                                                                                | 400             |
| <b>Client</b>                      | Who was the client for this work? For example, was this a self initiated project belonging to an agency, was it commissioned by a brand, or was it a grassroots campaign? If it was self-initiated, please describe who is involved.                                                                                                                                                                                                                 | 400             |

# Supporting Information



| Supporting Information                 | Description                                                                                                                                                                                                                                                                                                                                      | Character Limit |
|----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| <b>Collaboration</b>                   | Please give details of the parties involved in creating the work. How long has the collaboration been in place?                                                                                                                                                                                                                                  | 400             |
| <b>Collaboration History</b>           | Describe how the collaboration has developed over time.                                                                                                                                                                                                                                                                                          | 400             |
| <b>Collaboration Timeline</b>          | How long has the creative collaboration been in place?                                                                                                                                                                                                                                                                                           | 200             |
| <b>Corporate Social Responsibility</b> | How does it demonstrate commitment to social and/or environmental concerns?                                                                                                                                                                                                                                                                      | 600             |
| <b>Cover Image</b>                     | An image that best represents your entry. This will be used as a thumbnail to identify your work but will not be judged. This image may also be used by D&AD for promotional purposes.                                                                                                                                                           | n/a             |
| <b>Craft</b>                           | What is it about the craft that the judges should be looking out for?                                                                                                                                                                                                                                                                            | 400             |
| <b>Creator</b>                         | Please state the creator/s and a brief summary of the type of content they produce.                                                                                                                                                                                                                                                              | 400             |
| <b>Credits</b>                         | Credits will be displayed alongside winning work. At this stage we are only collecting the primary credits which are mandatory to submit your entry. A full list of credits will be requested later if your work is successful.                                                                                                                  | n/a             |
| <b>Cultural Context</b>                | Explain any references that are specific to a culture or country and that may not be understood otherwise. If you wish to offer a more detailed explanation of the cultural or context aspects of your work, use the Supporting Cultural Context card.                                                                                           | 600             |
| <b>Cultural Influence</b>              | Describe the cultural influence of your work. How did it connect with, reflect, or shape culture? Explain how it sparked conversation, shifted perception, or became part of the wider cultural landscape beyond its initial release. Explain any references that are specific to a culture or country and that may not be understood otherwise. | 1000            |
| <b>Description</b>                     | Please provide a brief description of your work. This will be shown to Judges and if successful, will be displayed online and in the D&AD Annual.                                                                                                                                                                                                | 600             |
| <b>Design Impact</b>                   | Has the climate and/or ecological impact of the design been considered? For example, have the circular economy design principles of reduce, reuse, recycle been adopted?                                                                                                                                                                         | 600             |
| <b>Direct</b>                          | What was the direct response and how successful was it? Please include stats if possible.                                                                                                                                                                                                                                                        | 600             |
| <b>Display</b>                         | How and where was the work displayed? If applicable, outline what was it designed to contain and provide a photograph of the contents in situ.                                                                                                                                                                                                   | 200             |
| <b>Editing</b>                         | If applicable, detail any retouching, post-production editing or digital enhancements that the work has undergone - for example colour adjustments, warping, distortion and sharpening.                                                                                                                                                          | 400             |
| <b>Emerging Talent</b>                 | Give details of your career to date and what you've achieved so far. Please note you must have been in the industry for 2 years or less to be eligible for this subcategory.                                                                                                                                                                     | 800             |
| <b>Entry Details</b>                   | Provide essential information about your entry, including the release date, placement of the work, Use of AI and the sector it was created for.                                                                                                                                                                                                  | n/a             |
| <b>Experience</b>                      | Please give some insight into how the consumer experienced the work. What made this inspiring and compelling for them?                                                                                                                                                                                                                           | 800             |
| <b>History</b>                         | Where did the work run and for how long? Outline the significant milestones achieved since the work was commercially released.                                                                                                                                                                                                                   | 600             |
| <b>Impact</b>                          | Detail any behavioural, environmental, social or policy change that's happened as a direct result of the work. When did these changes take place and how were they analysed? Please detail or upload evidence to support your submission.                                                                                                        | 400             |
| <b>Innovation</b>                      | What makes it innovative?                                                                                                                                                                                                                                                                                                                        | 400             |

# Supporting Information



| Supporting Information           | Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Character Limit |
|----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| <b>Journey Experience</b>        | Describe the end-to-end journey the users experience.                                                                                                                                                                                                                                                                                                                                                                                                                                     | 600             |
| <b>Life Cycle</b>                | What is the expected life cycle of the product?                                                                                                                                                                                                                                                                                                                                                                                                                                           | 200             |
| <b>Longevity</b>                 | Was the work designed to have a short, medium or long-term impact? Please outline how you plan to maintain and scale it, if applicable.                                                                                                                                                                                                                                                                                                                                                   | 400             |
| <b>Making Of</b>                 | Please give details as to how the work was made, including the technique, materials and software used.                                                                                                                                                                                                                                                                                                                                                                                    | 600             |
| <b>Manufacture</b>               | What's the size of the production run? How much does it cost to produce? If applicable, please provide the retail price per unit.                                                                                                                                                                                                                                                                                                                                                         | 200             |
| <b>Materials</b>                 | Please provide a full list of materials used in the design. Where possible, include details of how they were sourced.                                                                                                                                                                                                                                                                                                                                                                     | 400             |
| <b>Medium</b>                    | Which medium was used to create the work?                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 200             |
| <b>Net Zero</b>                  | D&AD supports Ad Net Zero, which aims to decarbonise the advertising industry and encourage sustainable consumer behavior. In order to help understand the level of commitment and progress towards net zero targets D&AD has joined Ad Net Zero supporters in asking whether agencies and brands have science-based Net Zero targets in place. This submission is mandatory for research purposes only and will not impact your eligibility for the awards or be shared with the judges. | N/A             |
| <b>Objectives</b>                | How did the work deliver on the communications objectives?                                                                                                                                                                                                                                                                                                                                                                                                                                | 400             |
| <b>Original Image</b>            | Please credit the original image(s) used in the work.                                                                                                                                                                                                                                                                                                                                                                                                                                     | 200             |
| <b>Original Sound</b>            | Which of the sound/audio elements are original and have been created specifically for the work? Please reference the sources of any pre-existing sound/audio elements.                                                                                                                                                                                                                                                                                                                    | 600             |
| <b>Performance</b>               | Was the performance scripted or non-scripted?                                                                                                                                                                                                                                                                                                                                                                                                                                             | 100             |
| <b>Personal Style</b>            | Please give a brief description of your personal photography style, as expressed through the work. As part of your answer, consider how your work fulfils the D&AD judging criteria.                                                                                                                                                                                                                                                                                                      | 600             |
| <b>Photography</b>               | Please select whether the photograph(s) were commissioned, licensed for use by the client or self-initiated.                                                                                                                                                                                                                                                                                                                                                                              | 200             |
| <b>Print Run</b>                 | What's the size of the print run? How much does it cost to print? If applicable, please provide the retail price per unit.                                                                                                                                                                                                                                                                                                                                                                | 200             |
| <b>Production Considerations</b> | Detail any budget restraints, time restraints and filming location(s).                                                                                                                                                                                                                                                                                                                                                                                                                    | 400             |
| <b>Proof of Concept</b>          | How have you demonstrated proof of concept for this idea? Describe the research and testing done so far.                                                                                                                                                                                                                                                                                                                                                                                  | 400             |
| <b>Publication</b>               | How often is the work published? Where is it distributed?                                                                                                                                                                                                                                                                                                                                                                                                                                 | 200             |
| <b>Qualification</b>             | Why do you believe you qualify for the Future Impact category? What do you, the project owners, need from the D&AD Impact Programme and the Impact Council to move this idea forward?                                                                                                                                                                                                                                                                                                     | 400             |
| <b>Readership</b>                | What's the size of your readership?                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 200             |
| <b>Regulations</b>               | Did you have to adhere to any FDA /advertising guidelines or regulations when creating this work? If so, please give details below including links to regulatory documents where applicable.                                                                                                                                                                                                                                                                                              | 1000            |
| <b>Response</b>                  | What response have you had from your target audience since commercial release? Please provide evidence that the work is being seen and engaged with, and the timeframe of the response.                                                                                                                                                                                                                                                                                                   | 400             |



| Supporting Information              | Description                                                                                                                                                                                                                                                                                                                         | Character Limit |
|-------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| <b>Responsibility</b>               | How is this work responsible? Does it facilitate responsible behaviours or has it been created using responsible processes, suppliers and materials, for example?                                                                                                                                                                   | 400             |
| <b>Results</b>                      | How did the work have a direct impact on the success of the brand or growth of the business? Provide evidence such as brand tracking results, conversion rate statistics, improvement percentages, market share or sales increases.                                                                                                 | 1000            |
| <b>Solution and Execution</b>       | What is the creative solution and reasoning behind it? How is it innovative? How was it executed?                                                                                                                                                                                                                                   | 1000            |
| <b>Supporting Cultural Context</b>  | Use this card to provide additional details or context about cultural references or elements in your work. While the mandatory card covers essential points, this optional card allows you to expand on any aspects that may benefit from further explanation, ensuring a comprehensive understanding by our globally diverse jury. | 1000            |
| <b>Sustainability</b>               | How was sustainability considered in the design, selection of materials or manufacture?                                                                                                                                                                                                                                             | 600             |
| <b>Sustained Data</b>               | Detail any behavioural, environmental, social or policy change that's happened as a direct result of the work, and explain how the impact has increased over time. Please detail or upload evidence to support your submission.                                                                                                     | 800             |
| <b>Sustained Impact</b>             | Detail any behavioural, environmental, social or policy change that's happened as a direct result of the work, and explain how the impact has increased over time. Please detail or upload evidence to support your submission.                                                                                                     | 800             |
| <b>Talent</b>                       | Is there a client for the work or was it self-initiated? Please describe who has been involved in creating the work, and who you plan to involve going forward.                                                                                                                                                                     | 400             |
| <b>Technology</b>                   | Describe the AI or technology used in the project. Please specify when and where it was applied, and how it contributed to the work                                                                                                                                                                                                 | 600             |
| <b>Timeline</b>                     | How long did the work run for? If the work is still ongoing, please state this.                                                                                                                                                                                                                                                     | 200             |
| <b>Transformation &amp; Results</b> | Explain the creative solution and how it solved the challenge in the brief. What was the transformation that took place, and how was this implemented? How did the work directly impact the customer experience, the brand, the organisation and/or the external world? What measurable or tangible results were achieved?          | 600             |
| <b>UN SDGs</b>                      | Please select which of the UN Sustainable Development Goals your work relates to. You may select more than one.                                                                                                                                                                                                                     | n/a             |
| <b>Use of Type</b>                  | Was the work self-initiated or commissioned? If it was self-initiated, please state where it is available to buy, and what it was designed to be used for.                                                                                                                                                                          | 200             |



## Why It Matters

When submitting your entry, it is mandatory to provide cultural context about your work. This helps our judges understand references, norms, or elements that are specific to a culture or country. Our jury is made up of judges from around the world, so what may be obvious locally might not be clear internationally. Explaining these nuances ensures your work is fairly understood and evaluated.

## Tips for Providing Cultural Context

**Be Concise:** A few sentences (max 600 characters including space) are usually enough to convey the key points.

**Expand if Needed:** If 600 characters isn't enough, you can use the optional Supporting Cultural Context card. This card allows up to 1000 characters to provide additional details or explain cultural references or elements more fully. While the mandatory card covers the essentials, the optional card helps ensure our globally diverse jury fully understands the context.

**Focus on Clarity:** Highlight the most important cultural aspects that help judges understand your work.

**Highlight Relevance:** Show how cultural elements connect to the work's impact or message.

## Example from a Past Winner

### Price Packs by SERVICEPLAN GERMANY

This project was recognised with multiple awards at the D&AD Awards 2025, including Yellow Pencils in Graphic Design, Packaging Design, and Media.

“Grocery prices in Germany have been continuously rising, with consumers growing increasingly frustrated by rising costs. Adding to this discomfort is the rise of dynamic pricing strategies, where prices fluctuate based on demand or supply factors, making it difficult for shoppers to budget effectively. In this climate of economic uncertainty, PENNY, one of Germany's leading discounters, is uniquely positioned to deliver stability and reassurance to its customers.”

# Preparing and Sending Your Physical Materials



You are only required to send in physical materials if we request them for specific categories or if you selected this option during submission. If your entry requires physical materials, you can download and print the shipping labels after submitting your entry.

Refrain from sending non-required work and additional copies, as we may request the return of any extra materials, for which you will be solely responsible for all associated costs.

Follow these steps to ensure your physical materials are correctly labeled, packaged, and delivered on time:

## 1. Labelling Your Entries

Kindly take note that for single entries, you will receive a single entry label, while for series/range entry, you will receive multiple entry labels.

**Physical Materials:** Place the label with removable tape on the underside of the item. If you are sending more than one execution repeat this step and attach all the corresponding labels. If items are small, group them together, for example in an envelope.



**Posters (Mounted or Unmounted):** Affix the entry label with removable tape to the back left side of each poster.



**Printed Publications:** Place the label with removable tape at the bottom right-hand corner on the back page of your work.



## 2. Packaging Your Entries

Attach a package label to each package you are sending, in addition to any required courier labels. Please double-check the address, as we are not responsible for re-delivery if the package is delivered to an incorrect address.

If sending multiple packages, label them sequentially (e.g., 1/2, 2/2).

Ensure all shipping costs and custom fees are paid before sending your package. Please note that if customs fees are not fully paid, we cannot be held responsible if the package is returned to the sender.



Mark your package as “Competition material: no commercial value.” If required to declare a value, use a token value (e.g., \$1 per entry).



We highly recommend using a trackable shipping service when sending your packages.

## 3. Sending your Physical Entries

Physical materials must arrive by the dates listed below, based on the tier you paid for and submitted in. For example, if you entered during the Super Earlybird deadline, your materials must arrive by 4 February 2026.

**Super Earlybird Physical Shipment Due Date:**  
4 February 2026

**Earlybird Physical Shipment Due Date:**  
4 March 2026

**Standard Deadline Physical Shipment Due Date:**  
8 April 2026.

**Important:** Our offices will be closed from 22 December 2025 to 2 January 2026 for the Christmas and New Year break.

## Need Help?

**Advice & Support:** For guidance on entering the D&AD Awards or any other questions, please contact [awards@dandad.org](mailto:awards@dandad.org).

# Types of Credit to Submit



When submitting your entry, you will be asked to provide an initial list of **primary credits**.

For each **company credit**, you will be asked to complete a few **mandatory fields**. These include:

- > **Company's name**
- > **Type**
- > **City and Country where it's based**
- > **If the team is 'brand-side'**

A '**brand-side**' team is a group of professionals within a company or organisation responsible for managing and developing the brand, and work directly for the brand-owning company.

If the company is part of an agency network or is owned by a holding company, this info can be added in the two optional fields '**Agency holding name**' and '**Agency network**'.

The initial list of **primary credits** requires **5 mandatory fields** (**entrant company, client, advertising agency, design agency, production company**). Some of these, i.e advertising agency, design agency, production company, can be marked as 'not applicable' if they don't apply to the work.

Here is a breakdown of each one of these credit roles:

**Entrant Company:** This is the main credit displayed when showcasing winning entries. This can be any company (or individual, where a company does not exist) that contributed to the work and is submitting it.

If you're an advertising, design, or production company entering the work, please make sure you also credit your company in the advertising, design or production company field, as well as the entrant company.

**Client:** Please give details of the primary client on the work. This should be the company or individual for whom the work was originally created, and who is the end-user.

**Advertising Agency:** Please give details of the lead Advertising Agency behind the work. This may also apply if the work was led by an in-house team.

**Design Agency:** Please give details of the lead Design Agency behind the work.

Please note that this credit role should only include traditional design agencies (i.e. branding, visual identity and graphic design agencies). It does not apply to advertising agencies, post-production studios, animation and motion design companies. These can be added later on, if your work is successful.

**Production Company:** Please give details of the lead Production Company behind the work. This may also apply if the work was led by an in-house team.

Please note that this credit role should only include production companies creating services, such as (but not limited to) film or sound production companies. It does not apply to manufacturing companies that produce tangible goods from raw materials (for example, printing companies).

**Brand:** Please give details of the Brand of the work. This is usually a brand owned by the primary client and the end-user of the work.

The rest of the fields are non-mandatory, and include:

**Secondary Client:** If applicable, please give details of the secondary client on the work. This should be a consumer or business that purchases a product or business from the primary client, who is the end-user.

At this stage, you will also be able to add **some individual credit roles specific to the category**.

If your work is successful, we will be in touch with you to ask you to provide **additional credits** for your shortlist and/or winning entries.

# Contact Us



Have a query about entering the Awards? Our team is here to assist you.  
Feel free to reach out, no matter where you are in the world.

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## UK, IRE & Northern Europe

Alex Knapp

E [alex.knapp@dandad.org](mailto:alex.knapp@dandad.org)

## North America

Keka Kukui'o'kalani

E [keka@dandad.org](mailto:keka@dandad.org)

Christian Santiago

E [christian.santiago@dandad.org](mailto:christian.santiago@dandad.org)

## Central & Southern Europe/Latam

Pablo Aör Brandao

E [pablo.brandao@dandad.org](mailto:pablo.brandao@dandad.org)

## Japan & Singapore

Kotoko Koya

E [kotoko.koya@dandad.org](mailto:kotoko.koya@dandad.org)

T +81 90 4736 5965

## Asia Pacific, Middle East and Africa

Katherine Chen

E [katherine.chen@dandad.org](mailto:katherine.chen@dandad.org)

T +44 (0)7752 502 545

WeChat 微信 Dandadawards

## All other regions and general enquiries

E [awards@dandad.org](mailto:awards@dandad.org)

T +44 (0)207 840 1111.