D&AD New Blood Awards

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Key Dates

Briefs launch
October & November 2026

Open for entry
End of January 2027

Entry deadline
11 March 2027, 5pm GMT

Judging
April - May 2027

Winners announced
(without Pencil levels) by end of May 2027

Winner's package opportunities
Summer/Autumn 2027

Ceremony
(and announcement of Pencil levels) 30 June 2027

Who can enter?
All briefs are open to:

Students of any age
To enter as a student, you must be enrolled on a recognised full or part-time, Further or Higher Education level course, anywhere in the world, on 1 January 2027.

Being a student means you are automatically eligible and do not need to match any other criteria. *To enter the Tuborg brief you must be of legal drinking age in your country.*

Anyone over 18 not employed in (or formerly employed in) the creative industries.
You must not have cumulatively worked for 6 months or more** in a paid creative role* at the point of entry.+

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

** A creative role is defined as a position where the entrant is employed in any type of creative role (including strategists) such as: copywriter, art director, graphic designer, etc. for a creative organisation (including in-house agencies).*

This includes paid placements. Entrants may still enter if they work (or have worked) for a creative company in a non-creative role.

***6 months' cumulative experience can be gained over a longer period of time, for example 3 x 2 month paid placements. If you have worked as a freelancer, this means you must not have made the majority of your income from a creative role for the equivalent of 6 months or more.*

+ If you aren't eligible to enter the New Blood Awards, you should take a look at the D&AD Awards which features a range of other opportunities.

Am I eligible?
If you're not sure if you're eligible, you can take our eligibility quiz here or drop us an email on newblood@dandad.org if you're still not sure after completing the quiz.

What can I enter?
The New Blood Awards *aren't for work you've done already* – all entries have to be a response to one of this year's 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 submit a separate entry for each response. So you can 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?
There are two options to enter:

1. By Voucher. Completing a 5-10 minute entrant survey (one survey per team member) at the point of entry will generate a unique voucher entry code. This voucher covers 100% of the entry fee. We will use the information collated from this survey to develop an Insights Report to help make the creative industries a better place for emerging creatives. Enter your voucher code at the checkout.

2. By debit/credit card. You can pay a £15/ €16/ $19.00 (USD) entry fee at the checkout when you submit your entry. 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.

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. Teams of more than five people are not eligible. Everyone on the team must be eligible to enter, and everyone on the team needs to register beforehand at dandad.org.

Can I team up with friends from other universities? Or who have already graduated/ are not at university?
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?
No – but if you're a student, you should credit any tutors (or mentors) who helped you. For you to do this, your tutors need to register before you enter at dandad.org. You'll then be able to add them to the entry credits when you enter online.

My institution wasn't on the list when I registered – can I still enter?
Yes. When registering select 'Organisation not listed' and you can manually complete your details.

Do you offer mentoring?
Yes, mentoring is available for anyone without access to an educational tutor or industry contact. You can apply for mentoring and find out more here.

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Judging Criteria

The general New Blood Awards judging criteria is as follows:

Is it a great creative idea?
Is it well executed?
Is it on brief?

However, the way these are prioritised varies from brief to brief:

Advertising/big idea briefs (in order of importance):

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

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

Is it well executed? *Is the idea well presented, easy to understand and fully rounded?*

Craft briefs including UX/UI/Interaction Design, copywriting and graphic design (in order of importance):

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

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

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

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 2025 here.

Where's the New Blood White Pencil brief?
There's no dedicated 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, the White Pencil jury will judge your entry at a later stage. You can only submit work that's a response to one of this year's briefs.

You must create and submit an entry for one of the briefs to be able to opt in for the New Blood White Pencil.

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 and professionals from around the world. We'll announce the juries nearer the time.

What could I win?
All winners will receive one New Blood Pencil per team (the key to getting your foot in the industry's door), a digital certificate per team member, and lots more. Check out '*What winning means*' for a full breakdown.

Anything else?

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

Or get in touch on Instagram:
@newblood_dandad